

Tourism Innovations

A Bi-Annual Refereed International Journal

Research Papers

Nonsense of Tourism in Himachal Pradesh

Ajit Bansal

Rural Tourism Development: Scope and Opportunities in Tamilnadu

C. Aruljothi & S. Ramaswamy

Regeneration of Borderland Destinations: A Sustainable Framework

Towards Cross-Border Tourism Collaboration

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Assessing the Green Practices Followed in Hotels Located in a Nature Based Tourist Destination, Nainital: A Conceptual Perspective

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Book Reviews

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Editor Note

"Research is to see what everybody else has seen and to think what nobody else has thought."

— Albert Szent-Gyorgyi

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

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

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

Chief Editors
Prof. S.P. Bansal
Prof. Sandeep Kulshrestha

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Nonsense of Tourism in Himachal Pradesh

Dr. Ajit Bansal

ABSTRACT

Tourism is one of the fastest growing industries in the world; it contributes nearly 8 percent of the H.P state Domestic Products. Tourism is also recognized a source of direct and indirect employment. The importance of tourism is widespread in economic, cultural and social fields. We cannot neglect the negative impacts of tourism on society, culture, environment and economy. This study is an effort to search out negative impacts of tourism on relevant elements of tourism environment. Tourism should not link with economic growth and developments, there should be sustainable growth. It is essential to explore all those areas which can be negatively influence on the economic cultural and natural environment. This study will help in modification and development of tourist service products.

Keywords: *Tourism, State Domestic Product, Negative Impacts, Environment, Tourist Service Products.*

Introduction

Travel & tourism today is considered to be the world's largest industry. The industry is growing faster than the world economy on all counts i.e. grosses output, value addition, capital investment, & employment. Tourism is a unique smokeless industry & is a mode of transfer of resources from one place to another. It enables the country to transfer the revenue earned from one part of country to other part of country. Tourism can be promoted in many ways e.g. cultural tourism, adventure tourism, pilgrimage tourism, wildlife tourism, health tourism, holiday & study tourism, spiritual & Mice tourism etc.

Himachal Pradesh is a land which is bestowed with natural grandeur at its best - picturesque locations, snow capped mountains, fascinating valleys, lush green forests, gushing rivers, enchanting lakes, hanging glaciers, beautiful Himalayan meadows & richly diverse flora & fauna. Due to wildlife & pollution free zone

tourists are being attracted day by day towards this state. Jwalajee, Chintapurni, Baba Balak Nath, Naina Devi, Chamunda Devi, Mata Bala Sundri were the lifelong ambition of every religious Hindu since the dawn of Hindu Civilization. Besides rich natural heritage, the region's cultural heritage is represented by its important historical sites, tribal settlements, a myriad of dialects, dress styles, food habits, settlement pattern, art & craft and fairs & festivals. Therefore in the past, tourism trade had a tendency to be located in the area of religious or historical importance but today an amalgamation of adventure, health & pilgrimage is taking place in the region.

Objectives: The objective of the present study is to evaluate the negative impact of tourism in Himachal Pradesh.

Hypothesis: A research hypothesis is a predictive statement, capable of being tested by scientific methods, that relates an independent variable to some dependent

variable. The hypothesis is formed in such a manner that if one hypothesis is accepted the other one is rejected and vice-versa. The χ^2 test of independence is applied to find the relationship between demographic variables with the pattern of use. Keeping in view the objectives of study, following hypothesis have been developed.

Null Hypothesis - H_0 : Opinion of tourists regarding negative impact of tourism is equally distributed.

Alternative Hypothesis- H_a : Opinion of tourists regarding negative impact of tourism is not equally distributed.

Methodology: Consistent with the objectives of the study non parametric test chi-square will be applied to the study, the relationship between quantitative variables and for analyzing the negative impact of tourism test of goodness of fit is applied. A survey of 250 respondents from different age group,

occupation, education, annual income was taken into questionnaire. The negative impact of tourism is analyzed on the basis of opinion of the respondents of different background namely; age of respondents, education qualification, occupation and income level of respondents. Their views regarding the negative aspects of tourism have been taken. The negative aspects include drug abuse and alcoholism, pollution, prices of essential commodities, adoption of westernized culture and overcrowding and congestion in the state.

Analysis

The Table No.1 depicts that tourism development has increased the drug abuse and alcoholism in the state. The variation in the mean score is highest in the age group of 40 years and above, followed by the respondents of less than 20 years and 20-40 years age group respectively.

Table No. 1: Classification on the Basis of Age & Impact of Tourism to Increased drug Abuse and Alcoholism

Age	Strongly Agree	Partially Agree	Not Agree	Total	Mean	σ	χ^2	P Value
Less than 20 Years	4	6	1	11	2.27	0.616	3.45	> 0.05
20-40 Years	18	33	3	54	2.28	0.558	25.00	< 0.01
40 Years & above	21	31	8	60	2.22	0.66	13.30	< 0.01
Total	43	70	12	125	2.25	0.615	40.44	< 0.01

Source: Data Compiled Through Questionnaire.

The value of χ^2 is significant at 1 percent level of significance. It shows that the opinion of respondents of different age groups regarding the impact of tourism to increase drug abuse and alcoholism is not equally distributed. It further reveals that most of the respondents support the above opinion more strongly than the respondents of lower age group. Thus it can be concluded that tourism development has increased drug abuse and alcoholism in the state.

In Table No.2 the χ^2 value of individual group 20-40 years is 32.17, which is significant at 1 percent level of significance. Further the χ^2 value of higher income group is 12.40 which is also significant at 5 percent level of significance. It shows that it rejects the null hypothesis. It supports the above opinion that only the respondents of lower age group support the null hypothesis.

Table No. 2: Classification on the Basis of Age & Impact of Tourism to Increase Pollution

Age	Strongly Agree	Partially Agree	Not Agree	Total	Mean	σ	χ^2	P Value
Less than 20 Years	4	6	2	12	2.17	0.687	2	> 0.05
20-40 Years	10	37	6	53	2.07	0.544	32.17	< 0.01
40 Years & above	18	32	10	60	2.13	0.67	12.4	< 0.05
Total	32	75	18	125	2.11	0.622	42.34	< 0.01

Source: Data Compiled Through Questionnaire.

Thus the above analysis leads to the conclusion that majority of the respondents are of the opinion that tourism has increased pollution in the state.

It is evident from Table No.3 that mean score of the respondents of each age group is above

than the average standard score 2 in the three point scale. It shows that their opinion is distributed more towards partially agree to strongly agree. The variation in the opinion is more in case of higher age group, followed by middle age group and lower age group respectively.

Table No. 3: Classification on the Basis of Age & Impact of Tourism on Prices of Essential Commodities

Age	Strongly Agree	Partially Agree	Not Agree	Total	Mean	σ	χ^2	P Value
Less than 20 Years	4	7	1	12	2.25	0.595	4.5	> 0.05
20-40 Years	22	24	7	53	2.28	0.683	9.77	< 0.05
40 Years & above	19	29	12	60	2.12	0.709	7.3	> 0.05
Total	45	60	20	125	2.2	0.693	19.6	< 0.01

Source: Data Compiled Through Questionnaire.

The value of χ^2 test is significant at 1 percent level of significance, so the null hypothesis is rejected. The χ^2 value of individual lower age group and higher age group is insignificant at 5 percent level of significance, whereas the χ^2 value of middle age group is significant at 5 percent level of significance. Thus the analysis

concludes that tourism leads to increase in the prices of essential commodities.

The Table No.4 exhibits that mean score of the respondents of each age group is less than the average standard score 2 in three point scale.

Table No. 4: Classification on the Basis of Age & Impact of Tourism for Adoption of Westernized Culture

Age	Strongly Agree	Partially Agree	Not Agree	Total	Mean	σ	χ^2	P Value
Less than 20 Years	1	7	4	12	1.75	0.595	4.50	> 0.05
20-40 Years	8	25	20	53	1.77	0.69	8.63	> 0.05
40 Years & above	16	18	26	60	1.83	0.819	2.80	> 0.05
Total	25	50	50	125	1.80	0.748	9.98	< 0.05

Source: Data Compiled Through Questionnaire.

It shows that variation in their opinion is distributed towards partially agree to not agree side. It further reveals that respondents of each age group do not agree with the opinion that tourism is responsible for the westernization of the culture in the state. As far as standard deviation is concerned it is highest in case of higher age group and lowest in case of lower age group. The χ^2 value is insignificant at 5 percent level of significance and support the opinion that tourism is not responsible for adoption of westernized culture. Thus it can be concluded that tourism is not responsible for the adoption of westernized culture in the state.

It is clear from Table No.5 that majority if the respondents are of the opinion that tourism is responsible for the overcrowding and congestion in the state. It is supported by the mean score of each group which shows that

majority of the respondents have their opinion towards partially agree to strongly agree side. It is evident from the standard deviation that it is 0.703 in case of respondents of higher age group followed by 0.574 in case of lower age group and 0.571 in case of respondents of middle age group. The calculated value of χ^2 is 32.27, which is significant at 1 percent level of significance. It supports the opinion that the respondents of different age groups are not equally distributed. The χ^2 value is insignificant at 5 percent level in case of lower age group, whereas it is significant at 1 percent level in case of middle age group and at 5 percent level in case of higher age group.

Thus it can be concluded that tourism development has increased overcrowding and congestion in the state and Government of Himachal Pradesh should take corrective measures to control both of them.

Table No. 5: Classification on the Basis of Age & Impact of Tourism on Overcrowding and Congestion

Age	Strongly Agree	Partially Agree	Not Agree	Total	Mean	σ	χ^2	P Value
Less than 20 Years	2	8	2	12	2.00	0.574	6.00	> 0.05
20-40 Years	29	22	2	53	2.50	0.571	22.23	< 0.01
40 Years & above	29	23	8	60	2.35	0.703	11.70	< 0.05
Total	60	53	12	125	2.38	0.655	32.27	< 0.01

Source: Data Compiled Through Questionnaire.

It is evident from Table No.6 that majority of the tourists are of the opinion that tourism has increased drug abuse and alcoholism in the state.

The mean value of respondents supports the same opinion. It is more than the average standard score i.e. 2 in three point scale.

Table No. 6: Classification on the Basis of Educational Qualification & Impact of Tourism on Drug Abuse and Alcoholism

Education Level	Strongly Agree	Partially Agree	Not Agree	Total	Mean	σ	χ^2	P Value
Up to 10+2	16	18	2	36	2.39	0.59	12.66	< 0.05
Graduates	15	36	7	58	2.14	0.60	23.19	< 0.01
Post Graduates	12	16	3	31	2.29	0.632	8.59	> 0.05
Total	43	70	12	125	2.25	0.615	40.44	< 0.01

Source: Data Compiled Through Questionnaire.

The standard deviation is highest in case of respondents having higher educational qualification and it is lowest in case of respondents having educational qualification up to 10+2.

The value of χ^2 test (goodness of fit) is significant at 1 percent level of significance. It rejects the null hypothesis and further reveals that tourism has increased drug abuse and alcoholism in the state. It also reveals that the opinion of the respondents is not equally distributed.

It is clear from the mean value that tourism

has increased pollution in the state (Table No.7). It is supported by the mean score of each group of the respondents. It is more than the average standard score i.e. 2 in three point scale. The standard deviation is more in case of respondents up to 10+2 level, followed by post graduates and graduates respectively. The value of χ^2 test (goodness of fit) is significant at 1 percent level of significance. It rejects the null hypothesis. It shows that as far as the respondents of different education level and their opinion regarding the impact of tourism to increase the pollution is concerned, it is not equally distributed.

Table No. 7: Classification on the Basis of Educational Qualification & Impact of Tourism on Pollution

Education Level	Strongly Agree	Partially Agree	Not Agree	Total	Mean	σ	χ^2	P Value
Up to 10+2	16	13	6	35	2.28	0.739	4.52	> 0.05
Graduates	23	33	3	59	2.34	0.571	23.74	< 0.01
Post Graduates	11	17	3	31	2.26	0.619	9.53	< 0.05
Total	50	63	12	125	2.30	0.635	33.72	< 0.01

Source: Data compiled through Questionnaire.

The χ^2 value of individual group of graduates rejects the null hypothesis at 1 percent level, while in case of post graduates it is significant at 5 percent level of significance. On the other hand in case of respondents up to 10+2 level, the χ^2 value is insignificant at 5 percent level of significance. Thus on the basis of above analysis it can be concluded that majority of the respondents are of the opinion that tourism has increased pollution in the state.

It is observed from Table No.8 that majority of the respondents are of the opinion that tourism has increased the prices of essential commodities. It is supported by the mean score of respondents, which is more than the average standard score i.e., 2 in three point scale. It is observed that variation in the mean score is highest in the respondents of post graduation level, while it is lowest in the respondents of 10+2 level.

The χ^2 test (goodness of fit) is significant at 1 percent level of significance. It rejects the null hypothesis and supports the above opinion. It also reveals that distribution of the opinion is not equal at every education level. It is observed from the χ^2 value of individual groups that it is significant at 5 percent level in case of respondents having educational qualification up to 10+2 level and graduates.

The mean value of these groups is noted more towards higher side of the mean standard score. This shows that respondents of graduation level are supporting more the above opinion as compared to respondents of 10+2 level. The χ^2 test is insignificant at 5 percent level in case of the respondents of post graduation level. It accepts the null hypothesis.

Thus the above analysis leads to the conclusion that tourism development has increased the prices of essential commodities in the state.

Table No. 8: Classification on the Basis of Educational Qualification & Impact of Tourism on the Prices of Essential Commodities

Education Level	Strongly Agree	Partially Agree	Not Agree	Total	Mean	σ	χ^2	P Value
Up to 10+2	15	17	3	35	2.34	0.629	9.83	< 0.05
Graduates	19	30	10	59	2.15	0.684	10.14	< 0.05
Post Graduates	11	13	7	31	2.13	0.75	1.81	> 0.05
Total	45	60	20	125	2.20	0.693	19.60	< 0.01

Source: Data Compiled Through Questionnaire.

It is evident from Table No.9 that the mean score of respondents is less than the average standard score. It shows that their opinion is distributed towards partially agree to not agree. It reveals that majority of the respondents are of the opinion that tourism development is not

responsible for the adoption of westernized culture. The variation in the opinion is more in case of the respondents of post graduation level. It is lowest in case of respondents of graduation level.

Table No. 9: Classification on the Basis of Educational Qualification & Impact of Tourism on Adoption of Westernized Culture

Education Level	Strongly Agree	Partially Agree	Not Agree	Total	Mean	σ	χ^2	P Value
Up to 10+2	6	14	15	35	1.74	0.731	4.16	> 0.05
Graduates	10	24	25	59	1.75	0.727	7.14	< 0.05
Post Graduates	9	12	10	31	1.97	0.782	0.45	> 0.05
Total	25	50	50	125	1.80	0.748	10.00	< 0.05

Source: Data Compiled Through Questionnaire.

Further with the help of χ^2 test (goodness of fit) it can be observed that opinion of majority of the respondents of different education level regarding the impact of tourism on adoption of westernized culture is equally distributed. The calculated value of χ^2 test (goodness of fit) is less than the table value at 5 percent level of significance. Thus on the basis of above analysis it can be concluded that tourism

development is not responsible for the adoption of westernized culture in Himachal Pradesh. The Table No.10 exhibits that the average score of the opinion of the respondents is more than the mean standard score i.e. 2 in three point scale. It reveals that tourism development is responsible for overcrowding and congestion in the state.

Table No. 10: Classification on the Basis of Educational Qualification & Impact of Tourism on Overcrowding & Congestion

Education Level	Strongly Agree	Partially Agree	Not Agree	Total	Mean	σ	χ^2	P Value
Up to 10+2	11	19	5	35	2.17	0.654	8.45	> 0.05
Graduates	29	24	6	59	2.38	0.669	14.89	< 0.01
Post Graduates	20	10	1	31	2.61	0.55	17.49	< 0.01
Total	60	53	12	125	2.38	0.654	32.28	< 0.01

Source: Data Compiled Through Questionnaire.

The variation in the opinion is recorded highest in case of the respondents having educational qualification up to graduation level, while it is lowest in case of respondents of post graduate level. The χ^2 test (goodness of fit) is significant at 1 percent level of significance. It reveals that opinion of the respondents at different education level is not equally distributed. However they support the opinion that tourism has increased overcrowding and congestion in the state. The χ^2 results of respondents of graduation and post graduation level are significant at 1 percent level of significance, while it is insignificant at 5 percent level in

the 10+2 level's respondents. So it can be concluded on the basis of above analysis that tourism development is responsible for overcrowding and congestion in the state.

As per Table No.11 the mean value of the opinion of the respondents is more than the average standard score, i.e. 2 in three point scale. It shows that the distribution of their opinion is towards higher side of the mean score. It reveals that tourism development has increased drug abuse and alcoholism in the state. The standard deviation is recorded highest in case of agriculture group, whereas it is lowest in case of respondents of service class.

Table No. 11: Classification on the Basis of Occupation & Impact of Tourism to Increase Drug Abuse and Alcoholism

Occupation	Strongly Agree	Partially Agree	Not Agree	Total	Mean	σ	χ^2	P Value
Service	19	22	1	42	2.43	0.541	18.43	< 0.01
Business	13	33	9	55	2.07	0.628	18.02	< 0.01
Agriculture	6	5	1	12	2.42	0.639	3.50	> 0.05
Unemployed	5	10	1	16	2.25	0.559	7.60	< 0.05
Total	43	70	12	125	2.25	0.615	40.42	< 0.01

Source: Data Compiled Through Questionnaire.

It is observed from the Table that χ^2 test is significant at 1 percent level of significance in case of respondents of service and business group, where as it is insignificant at 5 percent level in case of respondents of unemployed group and agriculturist group.

So the above analysis leads to the conclusion that tourism development has increased the habit of drug abuse and alcoholism in the state. Therefore it should be controlled by Department of Tourism and Government also.

The mean value of the respondents is more than the mean standard score (Table No. 12). It shows that tourism development is responsible to increase pollution in the state. The variation in the opinion is more in the unemployed group. It is followed by agriculture

group, business group and service class respectively. The χ^2 test (goodness of fit) is significant at 1 percent level of significance. It rejects the null hypothesis and leads to the conclusion that opinion of the tourists in respect to impact of tourism to increase pollution in the state is not equally distributed.

The χ^2 value of individual agriculture and unemployed group is insignificant at 5 percent level of significance and supports the null hypothesis, whereas the χ^2 value of service group is significant at 1 percent level of significance. Further the χ^2 value of business group is significant at 5 percent level of significance. It rejects the null hypothesis and leads to the conclusion that tourism development is responsible to increase pollution in Himachal Pradesh.

Table No. 12: Classification on the Basis of Occupation & Impact of Tourism on Pollution

Occupation	Strongly Agree	Partially Agree	Not Agree	Total	Mean	σ	χ^2	P Value
Service	13	26	3	42	2.24	0.569	18.99	< 0.01
Business	23	27	5	55	2.33	0.634	14.97	< 0.05
Agriculture	6	5	1	12	2.42	0.639	3.50	> 0.05
Unemployed	8	5	3	16	2.31	0.768	2.37	> 0.05
Total	50	63	12	125	2.30	0.635	33.71	< 0.01

Source: Data Compiled Through Questionnaire.

The Table No.13 depicts that the mean value of the opinion is above than the mean standard score. The variation in the mean value is highest in the agriculture group, while it is lowest in case of business group.

The χ^2 test (goodness of fit) is significant at 1 percent level of significance. It rejects the null hypothesis and supports the above opinion. Thus the above analysis leads to the conclusion that tourism development is responsible for increase in the prices of essential commodities.

Table No. 13: Classification on the Basis of Occupation & Impact of Tourism on Prices of Essential Commodities

Occupation	Strongly Agree	Partially Agree	Not Agree	Total	Mean	σ	χ^2	P Value
Service	16	19	7	42	2.21	0.708	5.566	< 0.05
Business	16	31	8	55	2.14	0.644	14.856	< 0.01
Agriculture	6	4	2	12	2.33	0.749	2.00	> 0.05
Unemployed	7	6	3	16	2.25	0.75	1.62	> 0.05
Total	45	60	20	125	2.2	0.693	19.59	< 0.01

Source: Data Compiled Through Questionnaire.

It is observed from Table No.14 that mean value of opinion of the respondents is less than the mean standard score. It shows that the opinion is distributed towards lower side of the mean standard score. It leads to the conclusion that majority of the respondents are of the opinion

that tourism is not responsible for the adoption of westernized culture. The standard deviation in the mean score is more in business group followed by service group, agriculture group and unemployed group respectively.

Table No. 14: Classification on the Basis of Occupation & Impact of Tourism for Adoption of Westernized Culture

Occupation	Strongly Agree	Partially Agree	Not Agree	Total	Mean	σ	χ^2	P Value
Service	10	18	14	42	1.91	0.749	2.28	> 0.05
Business	10	19	26	55	1.71	0.755	6.99	> 0.05
Agriculture	2	5	5	12	1.75	0.721	1.50	> 0.05
Unemployed	3	8	5	16	1.87	0.696	2.38	> 0.05
Total	25	50	50	125	1.80	0.748	9.98	> 0.05

Source: Data Compiled Through Questionnaire.

The χ^2 test (goodness of fit) is insignificant at 5 percent level of significance. This accepts the null hypothesis and supports the above opinion. Thus the above analysis leads to the conclusion that tourism development is not responsible for the adoption of westernized culture.

The Table No. 15 depicts that tourism development is responsible for the overcrowding and congestion in the state. It is supported by the mean value of the opinion, which is more as compared to the average standard score 2 in three point scale. The

standard deviation in the mean score is more in service group followed by unemployed group, business group and agriculture group respectively.

While applying χ^2 test (goodness of fit) it is significant at 1 percent level of significance. It shows that the opinion of the respondents of the different occupation groups is not equally distributed. It is also noted that the χ^2 value of individual groups is significant at 5 percent level in case of service group and agriculture group. The χ^2 value in case of business group is significant at 1 percent level of significance.

Table No. 15: Classification on the Basis of Occupation & Impact of Tourism on Overcrowding and Congestion

Occupation	Strongly Agree	Partially Agree	Not Agree	Total	Mean	σ	χ^2	P Value
Service	24	13	5	42	2.45	0.697	12.99	< 0.05
Business	29	22	4	55	2.45	0.627	18.16	< 0.01
Agriculture	3	10	0	13	2.23	0.421	13.25	< 0.05
Unemployed	4	8	3	15	2.07	0.679	2.80	> 0.05
Total	60	53	12	125	2.38	0.654	32.27	< 0.01

Source: Data Compiled Through Questionnaire.

Thus it can be concluded on the basis of above analysis that tourism development is responsible for the overcrowding and congestion in the state. So the Government of Himachal Pradesh and Department of Tourism should take immediate steps to control the same.

It is evident from Table No.16 that the mean value of the respondents (2.25) is more than the average standard score i.e.2 in three point scale. It reveals that opinion of majority respondents is distributed towards strongly agree side. The variation in the opinion is

highest in higher income group, while it is lowest in middle income group. The χ^2 test (goodness of fit) rejects the null hypothesis at 1 percent level of significance and support the above opinion that tourism has increased drug abuse and alcoholism in the state.

So it can be concluded on the basis of above analysis that tourism development is responsible for increase in the habit of drug abuse and alcoholism. Therefore the necessary steps should be taken by the Government of Himachal Pradesh to control it.

Table No. 16: Classification on the Basis of Annual Income and Impact of Tourism on Drug Abuse and Alcoholism

Income Groups	Strongly Agree	Partially Agree	Not Agree	Total	Mean	σ	χ^2	P Value
Less than 100,000	13	19	3	35	2.29	0.612	11.19	< 0.05
100000-500000	24	45	7	76	2.22	0.598	28.58	< 0.01
5 Lac & Above	6	6	2	14	2.29	0.699	2.289	> 0.05
Total	43	70	12	125	2.25	0.615	40.45	< 0.01

Source: Data Compiled Through Questionnaire.

It is evident from Table No.17 that majority of the respondents are scattered towards higher side of the mean score. It reveals that they are of the opinion that tourism is responsible for the increase in pollution. The variation in the opinion is highest in respondents of higher

income group and it is lowest in the respondents of middle income group. The χ^2 test (goodness of fit) rejects the null hypothesis at 1 percent level of significance and support the above opinion that tourism is responsible for increase in the pollution level in the state.

Table No. 17: Classification on the Basis of Annual Income and Impact of Tourism to Increase Pollution

Income Groups	Strongly Agree	Partially Agree	Not Agree	Total	Mean	σ	χ^2	P Value
Less than 100,000	15	17	3	35	2.34	0.629	9.83	< 0.05
100000-500000	29	40	7	76	2.29	0.625	22.29	< 0.01
5 Lac & Above	6	6	2	14	2.28	0.699	2.27	> 0.05
Total	50	63	12	125	2.3	0.635	33.71	< 0.01

Source: Data Compiled Through Questionnaire.

The above analysis leads to the conclusion that majority respondents are of the opinion that tourism development is responsible for increase in pollution.

It is evident from Table No.18 that majority of the respondents are of the opinion that tourism development is responsible for increasing essential prices of the commodities. It is supported by the mean value of opinion of the respondents, which is higher than the average standard score i.e. 2 in three point scale. The standard deviation of the opinion

is highest in the middle income group and it is lowest in higher income group.

The value of χ^2 test (goodness of fit) is significant at 1 percent level of significance. It accepts the alternative hypothesis and further support the above opinion that tourism has increased the prices of essential commodities. So it can be concluded on the basis of above analysis that tourism development is responsible for increase in the prices of essential commodities in the state.

Table No. 18: Classification on the Basis of Annual Income and Impact of Tourism on the Prices of Essential Commodities

Income Groups	Strongly Agree	Partially Agree	Not Agree	Total	Mean	σ	χ^2	P Value
Less than 100,000	15	17	3	35	2.34	0.629	9.83	< 0.05
100000-500000	26	37	13	76	2.17	0.696	11.38	< 0.05
5 Lac & Above	4	6	4	14	2.00	0.496	0.57	> 0.05
Total	45	60	20	125	2.19	0.693	19.59	< 0.01

Source: Data Compiled Through Questionnaire.

It is evident from Table No. 19 that majority respondents are distributed towards lower side of average standard score. It shows that respondents of different income levels are of the opinion that tourism is not responsible for the adoption of westernized culture in the state. It is evident from the standard deviation that the variation in the opinion is highest in the

higher income group and it is lowest in case of respondents of lower income group.

The value of χ^2 test (goodness of fit) is significant at 5 percent level of significance. The χ^2 value of all individual groups is insignificant at 5 percent level of significance. The variation in the opinion is also less than

the average standard score i.e. 2 in three point scale. It accepts the null hypothesis and supports

the opinion that tourism is not responsible for the adoption of westernized culture in the state.

Table No. 19: Classification on the Basis of Annual Income and Impact of Tourism for the Adoption of Westernized Culture

Income Groups	Strongly Agree	Partially Agree	Not Agree	Total	Mean	σ	χ^2	P Value
Less than 100,000	5	15	15	35	1.71	0.699	5.72	> 0.05
100000-500000	15	32	29	76	1.82	0.739	6.492	> 0.05
5 Lac & Above	5	3	6	14	1.93	0.883	1.00	> 0.05
Total	25	50	50	125	1.80	0.748	9.98	< 0.05

Source: Data Compiled Through Questionnaire.

It is evident from the Table No. 20 that the mean score of the respondents is more than the mean standard score, i.e. 2 in three point scale. It shows that tourism has increased

overcrowding and congestion in the state. The standard deviation in the opinion is highest in case of middle income group, while it is lowest in higher income group.

Table No. 20: Classification on the Basis of Annual Income and Impact of Tourism to Increase Overcrowding and Congestion

Income Groups	Strongly Agree	Partially Agree	Not Agree	Total	Mean	σ	χ^2	P Value
Less than 100,000	9	23	3	35	2.17	0.56	18.03	< 0.05
100000-500000	42	25	9	76	2.43	0.695	21.51	< 0.05
5 Lac & Above	9	5	0	14	2.64	0.479	8.705	> 0.05
Total	60	53	12	125	2.38	0.655	32.27	< 0.01

Source: Data Compiled Through Questionnaire.

The χ^2 test (goodness of fit) is significant at 1 percent level of significance. It depicts that alternative hypothesis is accepted, and support the opinion that tourism has increased overcrowding and congestion in the state. The χ^2 value of individual lower and middle income group is significant at 5 percent level of significance. The χ^2 value of higher income group is insignificant at 5 percent level of significance. It can be said on the basis of above analysis that the respondents of lower and middle income group do support the above opinion more strongly as compared to the respondents of higher income level.

This it can be concluded that tourism development is responsible for overcrowding and congestion in the state of Himachal Pradesh.

Conclusion

Most of the respondents of different backgrounds are of the opinion that tourism development leads to an increase in drug abuse & alcoholism, overcrowding & congestion and pollution level in the state. It is also responsible for inflating prices of essential commodities in the state. But majority of the respondents agree more strongly with the opinion that tourism development is not responsible for the adoption of westernized culture in the state.

It is suggested that Dept of Tourism & Civil Aviation, Ministry of Tourism, State Pollution Control Board, Central & state government should frame some policy to control and minimize

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Rural Tourism Development: Scope and Opportunities in Tamilnadu

C. Aruljothi & S. Ramaswamy

ABSTRACT

Tourism - a smoke free industry - has been recognized as the world's largest leisure and entertainment industry, which has come out and emerged as alternative tourism, plantation tourism, spice tourism, monsoon tourism, golf tourism, heritage tourism, business tourism, medical and health tourism rural tourism and so on. The emergence of these different forms of tourism has produced and yielded valuable benefits ranging from production of goods and services, satisfying the needs of the consumers, to generation of direct and indirect employment opportunities, to different stakeholders. The infrastructural facilities and social overheads are created for the development of tourism benefits both in urban and rural areas. In the recent past, the concept - "rural tourism" has attracted the attention of planners and policy makers who have taken several policy initiatives for promoting tourism in general and rural tourism in particular. Villages are the backbone of India. If the villages perish, India will perish too. Gandhiji firmly believed that self-reliant villages form a sound basis for development. A literature search reveals that rural tourism has immense potential to offer towards rural development and sustainability. Based upon the available literature on tourism, one may conclude that rural Tamilnadu has host of latent potential for development of tourism which is presently invisible, unnoticed and unaccounted. As against this, the authors have made an attempt to identify the tourism potentials in rural Tamilnadu and list the possible areas of tourism which attract tourists. It also brings out forward and backward linkages in leisure and entertainment through tourism in, by, and for development.

Keywords: *Rural Tourism, Tamil Nadu, Unique Selling Proposition (USP).*

Introduction

Tourism is a major engine of economic growth and an important source of foreign exchange earnings in many countries. tourism industry is a "labour-intensive and service-oriented" It has a great capacity to create large scale employment of diverse kind from the skilled to the unskilled hence it plays a significant role in creating both direct and indirect employment. It emerged as world's one of the fastest growing industry offers greater scope for economic, social, cultural and regional development. Tourism has opened new

vistas for economic advancement of the many nations without exporting anything except ideas such as the idea of shopping; the idea of varieties; the idea of holidays under the sun; the idea of honeymoon; and the idea of business. It has been termed as an instrument for employment generation, poverty alleviation and sustainable human resource development and sustainable tourism growth. It has many potential benefits for rural areas (Frederick, 1992). Rural tourism not only offers employment (business) opportunities to local people but also serve as a vehicle for marketing the potential of the rural

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locality and its products. Similarly it helps to enhance the quality life of local people. The tourists' expenditure is an income of local people. Changes in the growth of disposable income, leisure time, drastic change in transport services and technologies induces the tourists to make a trip.

Tourism in India

India's travel and tourism sector ranks 7th in the world in terms of its total contribution to the country's GDP, according to a new report of the World Travel and Tourism Council. According to data, the travel and tourism sector generated Rs 14.1 trillion (USD208.9 billion) in 2016, which is world's 7th largest in terms of absolute size; the sum is equivalent to 9.6% of India's GDP. Additionally, the sector created 40.3 million jobs in 2016, which ranks India 2nd in the world in terms of total employment generated. The sector accounts for 9.3% of the country's total jobs. India's Travel and Tourism sector was also the fastest growing amongst the G20 countries, growing by 8.5% in 2016. A further 6.7% growth is forecast for 2017. WTTC said India's figures are predominantly generated by domestic travel, which accounts for 88% of the sector's contribution to GDP in 2016.

Visitor exports, money spent by foreign travellers in India, only represents 12% of tourism revenues and in 2016 totalled Rs 1.5 trillion (USD22.8bn). This is 5.4% of the country's total exports, compared to a global average of 6.6%. Data from the UN World Tourism Organisation (UNWTO) shows that India received only 9 million international arrivals in 2016, placing it at 40th place in the world; a tenth of those received by top-ranking France. (The Economic Times, APR 04, 2017). The global Travel and Tourism (T&T) industry has changed significantly over the years with geopolitical tensions, along with growing terror threats, having strong repercussions on the industry.

The Number of travel of people on the move today is unprecedented, with international arrivals increasing from just 25 million in the 1950s to 1.2 billion in 2016. While historically the majority of travel was North to North, this

reality is changing. Outbound travel from Africa, the Middle East and Asia-pacific is expected to grow exponentially in the coming decade. Since the global financial crisis, tourist expenditures from developing nations have grown faster than that of expenditures from advanced economies. WTTC research forecasts that between 2016 and 2026 the 10 fastest growing destinations for leisure-travel spending will be India followed by Angola, Uganda, Brunei, Thailand, China, Myanmar, Oman, Mozambique and Vietnam (WTTC, 2017).

Tourism in Tamil Nadu

Tamil Nadu is a State with multifarious tourist attractions. It has mountains, verdant vegetation, sandy beaches, mammoth monuments, timeless temples, fabulous wildlife, scintillating sculptures and reverberating rural life. It has picturesque spots, continuing heritage, cultural confluence and aesthetic magnificence. Tourism is declared as an "Industry". Tourism in recent times has transformed from a service sector into a major export industry.

Tamil Nadu has excellent hill stations like Ooty, Kodaikanal, Yercaud, Elagiri, Javvadhu Hills, Kolli Hills, Sirumalai Hills, Valparai, Topslip, Parvathamalai Hills and Pachamalai Hills. It has silvery cascades in Courtallam, Hogenakkal, Thiruparappu, Monkey falls, Thirumurthi Malai, Akasa Gangai and Papanasam. It has excellent National Parks like Guindy National Park and Anamalai National Park. It has wildlife sanctuaries in Mudumalai, Kodiakarai, Kalakkad, Mundanthurai and Berijam. It has Botanical Gardens in Ooty, Kodaikanal and Coimbatore. It has UNESCO declared monuments like living Chola temples at Thanjavur, Darasuram and Gangaikondacholapuram, monuments at Mamallapuram and Nilgiris Heritage Train. The vast coastline of Tamil Nadu has many silvery beaches like the Marina, Elliots, Thiruvanmiyur, Tiruchendur, Rameswaram and Kanniyanakumari. The temples of Tamil Nadu reverberate with spirituality and music. Madurai, Rameswaram, Kumbakonam, Chidambaram, Thanjavur and Tiruchirappalli have innumerable temples with different deities. The finely hewn grandeur sculptures reflect artistic excellence and cultural splendour.

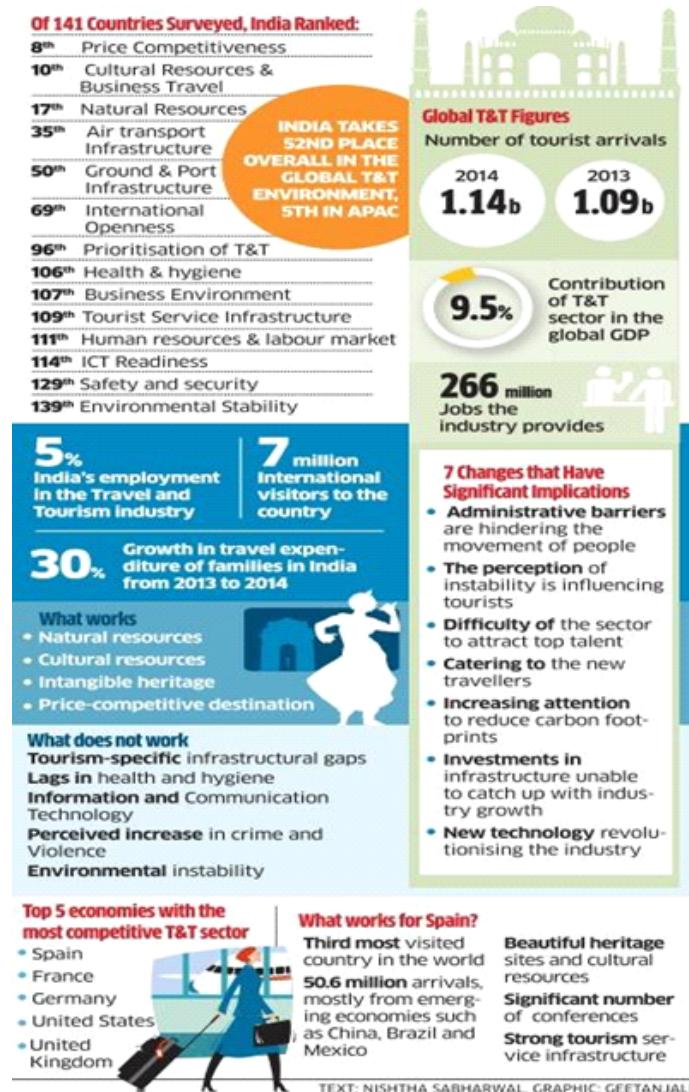


Figure 1

Source: *The Economic Times*, June 11, 2015

As Tamil Nadu has its unique culture and abundant tourism potential, tourists from upcountry and abroad flock the tourist spots throughout the year. The spots get overcrowded during the seasons. To facilitate the tourists, Tamil Nadu Tourism has been taking enduring efforts to promote tourist places by providing basic infrastructure like public

convenience, rest shed, drinking water, road improvement, car parking, etc.

The State holds the position of pride with 5 UNESCO Heritage sites in India, being the highest number. The State is well connected with sea ports, best roads and rail connectivity, besides being the only State with four international airports offering direct connectivity to many countries.

Table 1: Scanning of District Wise Tourism Spots in Tamil Nadu

District	Area (sq.km)	Population 2011 (in lakhs)	Major Tourism Spots
Chennai <i>The Capital city of Tamil Nadu</i>	174	46.81	Marina Beach, Elliots Beach, Thiruvanmiyur Beach, Parks and Zoo, Monuments, Museums and Art Galleries, Memorials, Temples (Churches, Mosques, Jain temples, Buddha and Gurudhwara), Sculptures, and statues.
Ariyalur <i>Land of Limestone</i>	1,939.31	7.52	It is one of the busiest transport cities; it owns the famous Gangaikondacholapuram (UNESCO World Heritage Site) and famous temples built by the King Rajendra Cholan.
Coimbatore: <i>The Manchester of South India</i>	7,469	34.76	The third largest top most industrial district in Tamil Nadu, temples like Eachanari Vinayakar, Marudhamalai, Kovai Kuttralam, Patteeswarar temple, Munthi Vinayakar temple, are the spots attracts tourists.
Cuddalore: <i>The cosmic dancer's place</i>	3,999	26.0	It is one of the important places in Tamil Nadu with historical monuments, edifices, sacred of ancient temple of Chidambaram, is renowned for its sculptures of dance
Dharmapuri: <i>Land of horticulture and forest wealth</i>	8,622	15.03	The famous spots like Hogenakkal Adhiyamankottai, Theerthamalai and major tourists attractive places.
Dindigul: <i>The Lock and Tannery City</i>	6,058	21.61	Kodaikanal Princess of Hill stations, Peranai, Sirumalai are the fine picnic spots and famous temples like Palani Hill Temple, (Third padai veedu of Lord Muruga) is located in this district.
Erode : <i>Important Market centre for Turmeric</i>	8,209	22.60	The pilgrimage centres Bannari Amman temple, Sangameswarar temple, Kodumudi, spiritual importance of this district, Bhavani sagar dam Kodiveri dam attracts number of tourists.
Kanchipuram: <i>The city of Thousand Temples</i>	4,433	39.91	It is known as one of India's Seven Sacred cities. Kanchi has magnificent temples of unique architectural beauty bearing eloquent testimony to its glorious Dravidian Heritage. There are Several big temples, like Varadharaja Perumal Temple, Ekambaranatha temple one of the five abode of lord Siva, Kamakshi Amman temple, Kumara Kottam, Kachapeshwarar temple, Kailasanathar temple, Vedanthangal Birds Sanctuary, Muttukadu Boat house, Mamallapuram are an important place, attracted the attention of the tourists
Kanyakumari: <i>South tip of India</i>	1,685	18.63	Where the Arabian Sea, the Indian Ocean and the Bay of Bengal meet, lies Kanyakumari, Bhavathi amman and Thiruvalluvar Statue attract the tourists.
Karur: <i>Rich and varied cultural heritage</i>	2,896	10.77	It owns Government Museum, and number of temples.
Krishnagiri: <i>Land of Mangoes</i>	5,142	18.84	Rock paintings and rock carvings of Indus Valley civilisation and Iron Age, Krishnakiri, Hosur and Uthangarai were known as 'Eyil Nadu', 'Murusu Nadu' and 'Kwoor Nadu', Attractive Tourists places like Denkanikottai, Government Museum, Krishnagiri dam, Rayakottai
Madurai: <i>The Athens of East</i>	3,676	30.41	It is culturally most active city, tourists attractive spots like, Madurai Meenakshi Temple, Kallazhagar, Thiruparankundram, yanaimalai Govt, museum, Thirumalai nayaikar Mahal, Gandhi Museum, Theme park(Adthisayam)
Nagapattinam: <i>The land of religious harmony</i>	2,176	16.14	Tourism spots like Nagapattinam beach, Govt, museum, Point calimare sanctuary, Vailankanni Church, Nagu Dharga, Thillaiyadi vallimmai memorial, Thirukkadaiyur, Vaitheeswaran Temple

Namakkal: The Poultry city of Tamil Nadu	3,429	17.21	Attractive tourism spots like, kolli hills and kolli falls, Aiyaru river, Anjaneyar koil, Akasagangai water walls, Arapalleeswarar temple, Kailasanathar koil
Nilgris : Queen of Hill stations	8,209	7.35	Important tourism spots like Botanical Garden, Children's Park, Govt. Museum, St.Stephen's Church, Doddabetta, Mukkurthi National park. Coonoor, Kothagiri, Masanagudi,
Perambalur : Inland district of Tamil Nadu	1,752	5.64	Tourism spots like alathur, Chettikulam Thansayuthapani, Ranjankudi fort
Pudukkottai : The Princely City	4,651	16.19	Hanakottai, Aranthangi, Avudaiyar temple, Auvr, GovernemntMuseum, Kodumbalur, Sittannavasal paintings Thirumayam Fort, Kottai Bairavar Temple
Ramanathapuram: The Holy Land	4,321	13.38	Water Bird sanctuary, Ramanatha puram Palace, Kundhukal Memorial, Erwadi Dargha, Devipattinam (Navabashanam), Mandapam, Gulf of Mannar Biosphere reserve, Rameswaram, Ramanathaswamy temple a significant pilgrimage spot for Hindus, Kothandaramaswamy temple, Pamban, Floating Rock stones, Dhanushkodi
Salem: A Geologist's Paradise	5,220	34.80	Yercaud hills, Mettur Dam
Sivagangai : The Land with a Hoary Past			Pillaiyarpatti Temple, Iraniyur koil,
Thanjavur : The Rice bowl of Tamil Nadu	3,397	24.03	Attractive tourism spots like Brihadishwara Temple, Royal Museum, Rarajan Mani mandapam, kumbakonam, Swamimalai, Swamimalai Bronze Casting, Pattu kottai, Pattu kottai kalynasundaram Mani mandapam
Theni : District of Natural Lovers	2,889	12.44	It is most favoured shooting spots of the Tamil Film Industry, Important Spots like, Suruli falls, Kumbakarai falls, Meghamalai, popularly called high wavy mountains, is a cool misty mountain range
Thoothukudi: The Pearl Paradise	4,621	17.38	Tourists spots like panchalankurichi kattabomman Memorial fort, Memorial (Ashe, Bharathiyan Mani Mandapam, Kayathru, Umaru Puluvan Memorial), Thiruchendur(second abode of Lord Muruga) Udankudi, Holy Cross Church Manapadu
Tiruchirappalli: The Rockcity	5,114	27.14	It is popular for hospitality and accommodations. Rock fort temple, Sri Ranganathaswamy temple (there are 21 gopurams, among which the Rajagopuram is the largest in South India), Samayapuram Mariamman Koil
Tirunelveli : The Pride of Tamils	6,810	30.73	It is the city has spiritual spots like Nelliappar and sri kandhimathi Ambal temple, Agasthiyar falls, Ambasamudhiram, Kallakkdu wild life, Memorials like V.O.C Mani mandapam, Pulitheven Memorial, Robert Caldwell Memorial, Krishnapuram Anjaneyar Temple, Courtallam
Tirupur: Knitwear Capital	1,939.31	24.71	Amaravathi dam, Udumalai Narayananakavi Memorial, Sivan malai, Thirumoorthi hills
Tiruvallur : The City of fast Developing	3,3324	37.26	The interested tourists spots like Subramaniyaswamy temple, Pulicatlake, Thalankuppam
Thiruvannamalai: The most sacred shrines of Tamil Nadu	6,191	24.69	it is an important shaivite town. Of the 100 or more temples, the most outstanding is he Siva-Parvathi temple the main gopuram is 66m and 13 storeys high, and there is 1000 pillared hall, toruism spots like parvatha malai, Tirumalai (Jain Monument), Arunachaleswara Temple
Thiruvarur: The Birth place of Carnatic Musicians	2,161	12.68	Thiruvar temple is one of the biggest temple chariot in Tamil Nadu in this temple there is an excellent and unique musical instrument called Panchamuga Vadyam with five faces. Tourism spots like vaduvoor lake bird sanctuary, 32 feet Anjaneyar statue, Thiagaraja Temple, Alangudi, Sri rajagopalaswamy temple.

Source: Compiled by Authors from Various Pamphlets.

Tourism and Development

Tourism is identified as one of the World's largest industries with the annual growth rate of 5.0 per cent over the past twenty years and in the year 2020, it will be an industry earning five billion dollars a day (Harisha et.al; 2008). The main economic benefits of tourism include its contribution to government revenues, foreign exchange earnings and employment generation, infrastructure development, etc. For

instance, in certain parts of India, tourism has transformed the face of many backward villages into front line tourist centers (Amit K. Chakrabarty, 2006). Tourism as a source of employment, says Medilk, is particularly important for areas with limited alternative sources of employment, as is often the case in non-industrial areas deficient in natural resources other than scenic attractions and climate (Rajiv Dube, 1987). In this context, it

Table 2: Foreign and Domestic Tourists arrived India and Tamil Nadu from 1991-2015

(Figures in Lakhs)

Year	Domestic tourists arrivals	Foreign Tourists arrivals	Total	Annual Growth rate in %	Domestic tourists arrivals	Foreign Tourists arrivals	Total	Annual Growth rate in %
	India				Tamil Nadu			
1991	666.70	16.78	683.48	-	110.4	3.3	113.7	
1992	814.59	18.67	833.26	21.91432	131.1	4.03	135.1	18.82146
1993	1058.12	17.65	1075.77	29.10376	142.11	4.35	146.47	8.415988
1994	1271.19	18.86	1290.05	19.91876	160.26	4.98	165.24	12.81491
1995	1366.44	21.24	1387.68	7.567924	172.14	5.85	178.00	7.722101
1996	1401.19	22.88	1424.07	2.622363	182.02	6.13	188.16	5.707865
1997	1598.77	23.74	1622.51	13.93471	189.28	6.37	195.65	3.980655
1998	1681.96	23.59	1705.55	5.117996	204.13	6.36	210.49	7.584973
1999	1906.71	24.82	1931.53	13.24968	211.37	7.22	218.59	3.848164
2000	2201.06	26.49	2227.55	15.32567	229.82	7.86	237.68	8.733245
2001	2364.69	25.37	2390.06	7.295459	238.12	7.73	245.85	3.437395
2002	2695.98	23.84	2719.82	13.79714	246.61	8.05	254.66	3.583486
2003	3090.38	27.26	3117.64	14.6267	270.59	9.02	279.61	9.797377
2004	3662.67	34.57	3697.24	18.59099	300.77	10.58	311.35	11.35153
2005	3919.48	39.19	3958.67	7.07095	323.39	11.79	335.18	7.653766
2006	4623.10	44.48	4667.58	17.90778	392.14	13.35	405.49	20.97679
2007	5265.64	50.82	5316.46	13.90185	506.47	17.53	524.00	29.22637
2008	5629.82	52.82	5682.64	6.887666	626.18	20.40	646.58	23.39313
2009	6500.38	51.68	6552.06	15.29958	780.38	23.69	804.07	24.35739
2010	7477.03	57.76	7534.8	14.90	1030.10	28.04	1058.1	31.59
2011	8645.32	63.09	8708.4	15.57	1367.50	33.08	1400.6	32.36
2012	10450.47	65.77	10516	20.75	1841.36	35.61	1876.9	34.01
2013	11452.80	69.67	11522	9.56	2442.32	39.90	2482.2	32.25
2014	12829.50	76.79	12906	12.00	3275.55	46.58	3322.1	33.83
2015	14319.70	80.27	14400	11.57	3334.59	46.85	3381.4	1.77

Source: Department of Tourism, Government of Tamil Nadu.

is necessary to focus attention on the potential role of tourism as an effective instrument for employment generation particularly in rural areas.

In addition, development of tourism industry helps to achieve balanced regional development and growth by providing employment opportunities for unskilled workers specifically from rural, interior and remote areas. Tourism serves as an important means to increase economic growth, raise the quality of life, create employment, and improve the overall balance of payments of the country. Tourism: delivers services directly to consumers; linkages with other sectors ; provides off-farm diversification; employs labour intensive technology; employs higher proportion of women in developed and men in developing countries; gives opportunities for poor countries helps to earn huge foreign exchange; depends on natural and cultural capital includes the rural community, otherwise excluded from general infrastructural provision; articulate consumerisms, brings division of labourer; influences the value and cultural system; touches all aspects of community- business, government senior residents; promotes small business, improves

standard of living of local stakeholders and professionals; reduces the stress and strains; produces economic growth and economic development by improving the balance of payment; reflects the regional growth / booming and diversifies economic activity.

Rural Tourism

In a broad sense it can be defined as 'a state of mind, and technically, according to activities, destinations and other measurable, tangible characteristics' (Sharpley & Sharpley, 1997). Over time researchers have constantly added to understanding the activities that encompass rural tourism. The list includes interest in farms, nature, adventure, health, education, arts, and heritage (Bramwell and Lane in Jolliffe & MacDonald, 2003) and experiencing living history such as rural customs, folklore, local traditions, beliefs, and common heritage (Pedford in Jolliffe & MacDonald, 2003). The United Nation World Tourism Organisation (UNWTO) notes that within the next 5-10 years the range of products on offers to tourists seeking the rural experience is to increase significantly. There is a clear trend in the

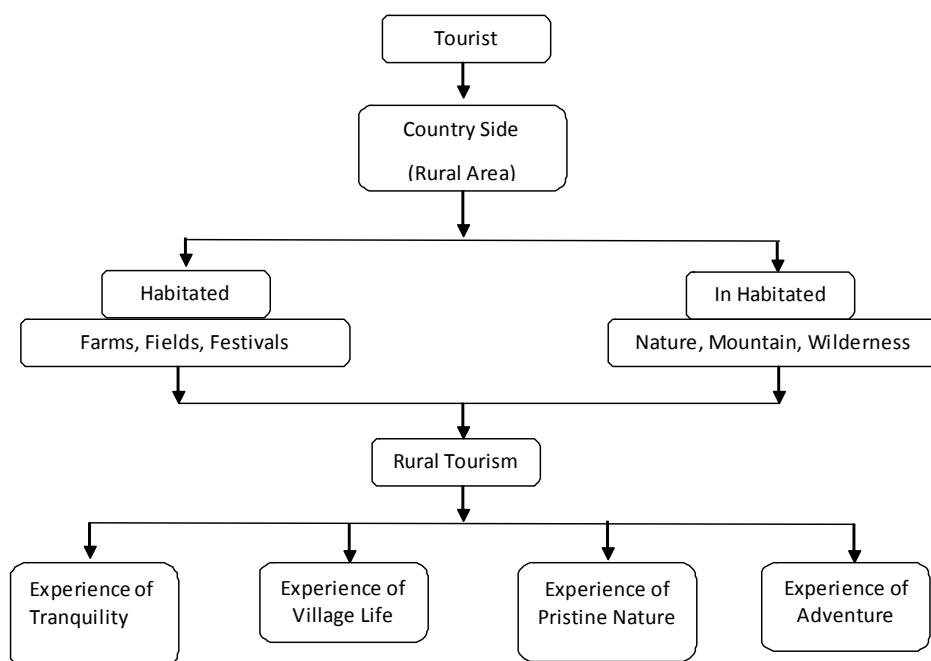


Figure 2: Basic Structure of Rural Tourism

Source: Computed from 'Rural Tourism' by English Tourism Council.

growth of rural tourism with the increase in the numbers of tourists visiting these places (United Nation World Tourism Organisation, 1999). The objective of rural tourism is to showcase rural life, art, culture and heritage at rural locations and in villages, which have core competence in art & craft, handloom, and textiles as also an asset base in the natural environment. The intention is to benefit the local community economically and socially as well as enable interaction between tourists and local population for a mutually enriching experience.

The diagrammatic representation of above figure explains the Concept of Rural Tourism. Tourists are interested to visit the country side that is unknown explored rural area. It is divided into habitated and inhabitated that is man-made and natural areas. Farms, fields, festivals are the major attractions of the rural tourist, on the other hand natural sceneries

mountain ranges and wildlife are also attract the tourist. The Rural Tourism activities are (i) Experience of Tranquility at Village life (ii) Experience of Village life includes the agriculture, fishing, handicrafts, food and culinary activities (iii) Experience of Pristine Natural areas (iv) Experience of adventure includes trekking, hunting and other activities (v) Farm stay (vi) Participation in social events, festivals, outdoor recreation and (vii) Purchase of manufactured products and agricultural products etc.

The products of Villagers are the attractions for tourists especially the rural tourists. The tourism product attracts unique to the place. For which the Unique Selling Proportion (USP) was identified by the Ministry of Tourism to exhibit the rural potential of the identified total tourism places in India are listed in the below table. The products are Agriculture, Fishing, Handicrafts, Food and Culinary and so on.

Table 3: List of Rural Tourism Sites and their USPs

	States	Sl. No.	Name of the Villages	U.S.P.
1.	Andhra Pradesh	1.	Pochampalli, Distt. Nalgonda	Cotton & Silk Sarees
		2.	Konaseema Village, Distt. East Godavari	Eco-tourism (Coastal Development)
		3.	Puttaparthi, Distt. Anantapur	Culture (Spiritual life)
		4.	Chinchinada, Distt. East Godavari development)	Eco-tourism (Coast
		5.	Srikalahasti, Distt. Chittoor	Kalamkari work
		6.	Village Etikoppaka, Distt. Vishakhapatnam	Wood Craft
		7.	Village Dharmavaram, Anantapur	Handlooms & Craft
		8.	Village Kuchipudi, Distt Krishna	Culture & Dance form
		9.	Village Nirmal, Dist Adilabad	Paintings
2.	Arunachal Pradesh	10.	Village Rengo, Distt. East Siang.	Culture and Bamboo Cane handicraft
		11.	Ligu village, Distt. Upper Subansiri	Culture
		12.	Village Ego-Nikte, Distt. West Siang	Culture
		13.	Village Nampong, Distt. Changlang	Culture
3.	Assam	14.	Durgapur, Distt. Golaghat	Bamboo Craft andCuisine
		15.	Dehing-Patakai Kshetra, Distt. Tinsukia (close to Kaziranga Park)	Culture and Eco- tourism
		16.	Sualkuchi in Distt. Kamrup	Patta and Moga Silk weaving
		17.	Village Asharikandi, Distt. Dhubri	Terracota Craft

4.	Bihar	18.	Nepura Village, Distt. Nalanda	Tusser Silk weaving
5.	Chhattisgarh	19.	Village Chitrakote, Distt. Bastar (I)	Site development of Chitrakote Water falls
		20.	Village Chitrakote, Distt. Bastar (II)	Site development of Chitrakote Water falls
		21.	Nagarnar, Distt. Bastar	Bell Metal/ Terracota
		22.	Kondagaon, Distt. Bastar	Bell Metal/Terracota
		23.	Mana-Tuta, Distt. Raipur	Adventure Tourism
		24.	Village Chilpi, Distt. Kabirdham	Silk weaving and Baiga tribe culture
		25.	Village Odh, Distt. Raipur	Terracotta
6.	Delhi	26.	Kotla Mubarakpur	Historical
		27.	Nangli, Razapur, Delhi	Historical
7.	Gujarat	28.	Heritage village at Tera	Heritage
		29.	Village Hodka, Distt. Kachchh	Mirror work/ Embroidery
		30.	Navagaon and Malegaonvillages, Distt. Dang	Culture & Eco-tourism
		31.	Nageshwar, Distt. Jamnagar	Mirror Work andHeritage
		32.	Dandi Village, Distt. Navsari	Mahatma GandhiHeritage
8.	Haryana	33.	Jyotisar, Distt. Kurukshetra	Dari weaving
9.	Himachal Pradesh	34.	Nagar, Distt. Kullu	Topi and Shawl weaving
		35.	Paragpur, Distt. KangraValley	Himachal Heritage
		36.	Village Baroh, Distt Kangra	Gurukul Culture
10.	Jammu & Kashmir	37.	Village Drung, Distt. Baramula	Adventure
		38.	Surinsar, Distt. Jammu	Adventure (Trekking)
		39.	Gagangir, Distt. Srinagar	Adventure
		40.	Village Pahalgam, Distt. Anantnag	Pilgrimage
		41.	Village Jheri, Distt. Jammu	Adventure
		42.	Village Akingaam, Distt. Anantnag	Culture (Folk Dance: Bhand Pathar)
		43.	Village Vasaknag	Adventure
		44.	Village Dori Degair	Culture
		45.	Village Watlab, Distt. Baramula	Adventure (WaterSports)
		46.	Village Agar Jitto, Distt. Udhampur	Culture & Craft
		47.	Village Chahel & Sahakote, Distt. Baramula	Gaba Saji Craft
		48.	Manasbal, Distt. Srinagar	Carpet weaving
		49.	Village Rafiabad	Craft
		50.	Village Nowgam	Culture
		51.	Village Shar-Shalli	Culture
		52.	Village Tegar Semor, DisttLeh	Handloom & Craft
		53.	Village Marwari karool, Distt. Doda	Pilgrimage
		54.	Wader Wader Bala, DisttKupwara	Culture
		55.	Village Bhawani (Mangla Mata), Distt. Rajouri	Culture

		56. Village Naranag, Distt. Gandherbal 57. Village Hirpora, Distt Sophian 58. Village Dandmoh, Distt Baramulla 59. Village Gohan, Distt Baramulla 60. Village Litter, Distt. Pulwama	Culture & Craft. Adventure (trekking) Kangri and basket making and carpetWeaving Pilgrimage Pilgrimage
11.	Jharkhand	61. Amadubi 62. Deuridih, Distt. Saraikela Kharsawan	Art "Pyatkar" painting Chhau Dance
12.	Karnataka	63. Kokkare Bellur, Distt. Bellur 64. Attiveri Bird Sanctuary, Distt. Uttar Kannada 65. Banavasi Distt., Uttar Kannada 66. Anegundi, Distt. Koppal 67. Coorg, Distt. Kodagu	Eco-tourism Eco-tourism Stone machinery, Wood Carving and Musical instruments Banana Fibre Craft Coffee Plantation
13.	Kerala	68. Kumbalangi, Distt. Ernakulam 69. Arnamula, Distt. Pathanamthitta 70. Balrampur in Thiruvananthapuram Distt. 71. Villege Kalady, Distt. Ernakulam 72. Village Anakkara, Distt. Idukki 73. Village Clappana	Ethnic Cuisine and traditional boat carpentry Mural Paining Weaving of traditional sarees Spices Village Spice Village Fishing
14.	Madhya Pradesh	74. Chaugan, Distt. Mandla 75. Pranpur, Distt. Ashoknagar 76. Orchha, Distt. Tikamgarh (River rafting) 77. Amla, Distt. Ujjain 78. Village Devpur, Distt. Vidisha 79. Seondha, Distt. Datia 80. Budhni, Distt. Sehore Craft on Woodwork	Lantana Craft Chanderi Sarees Historical and Adventure Historical Spiritual heritage Craft on stone andWood Historical, Spiritual and
15.	Maharashtra	81. Sulibhanjan-Khultabad Distt. Aurangabad 82. Morachi Chincholi	Sufi tradition and Culture Farming
16.	Manipur	83. Khongion, Distt. Thoubal 84. Village Noney, Distt. Tamenglong 85. Andro, Distt. East Imphal 86. Village Liyai, Distt Senapati	Manipur Dance Manipur Dance Bamboo Craft Ethnic culture
17.	Meghalaya	87. Village lalong, Distt. JaintiaHills 88. Village Sasatgre, Distt. WestGaro Hills 89. Village Mawlynnong, Distt East Khasi Hills	Adventure Bamboo Craft Eco-tourism

18.	Nagaland	90. Mopunchupket, Distt. Mokokchung 91. Avachekha, Distt. Zunheboto 92. Changtongia, Distt. Mokokchung 93. Leshumi, Distt. Phek Adventure 94. Thetsumi, Distt. Phek 95. Kuki Dulong, Distt. Dimapur 96. Longsa, Distt. Mokokchung 97. Mitikhru, Distt. Phek Handloom 98. Chungli Yimti, Distt Tuensang 99. Village Longjam, Distt. Zunheboto	Shawl weaving Tribal Culture Tribal Culture Tribal Culture and Tribal Culture Tribal Culture Tribal Culture Tribal Culture Art & Craft (Woodcraft), Historical & Tribal Culture Craft /Handloom (Mekhala and Shawls)/Culture
19.	Orissa	100. Village Shena Old, Distt Zunheboto bird-watching) 101. Village Longidang, Distt Wokha 102. Raghurajpur, Distt. Puri 103. Pipli in Puri Distt.	Adventure (trekking and Wood craft and carving Stone Craft and Pattachitra Applique work
19.	Orissa	104. Khiching, Distt. Mayurbhanj 105. Barpali, Distt. Bargarh 106. Hirapur, Distt. Khurda 107. Padmanavpur, Distt. Ganjam 108. Deuljhari, Distt. Angul, 109. Gurukul of Konark Natya Mandap	Folk Music "Bhagabat Tongi" Clorite Stone Craving Sambalpuri sarees Historical Puppet Dance, Tiger Dance and Textile weaving Spiritual Stone Craft and Gurukul
20.	Puduchery	110. Village Alankuppam	Craft
21.	Punjab	111. Boothgarh, Distt. Hoshiarpur 112. Rajasansi, Distt. Amritsar 113. Chamkaur, Sahib, Distt. Ropar 114. Jainti Majri, Distt. Mohali 115. Village Chhat	Glass Work Carpet weaving Spiritual Woodcraft Phulkari Embroidery
22.	Rajasthan	116. Neemrana, Distt. Alwar 117. Samode Village, Distt. Jaipur 118. Haldighati, Distt. Rajsamand,	Historical Lac Work, Pepper painting, Gems stone painting Historical
23.	Sikkim	119. Lachen in North Distt. 120. Chumbung, Distt. West Sikkim 121. Tingchim, Distt. West sikkim 122. Maniram Bhanjyang 123. Village Rong 124. Village Jaubari, Distt. South Sikkim 125. Village Tumin, Distt. East 126. Village Srijunga Martam, Distt. West 127. Village Darap, Distt. West Sikkim 128. Village Pastenga Gaucharan, Distt. East Sikkim 129. Village Pendam Gadi Budang, Distt. East Sikkim	Rugs and Carpet Eco-tourism (Home stay) Trekking, Bird watching and Butterflies. Culture Culture Adventure & Eco-tourism Culture Culture Eco Tourism Culture and Ethnic Lifestyle Culture

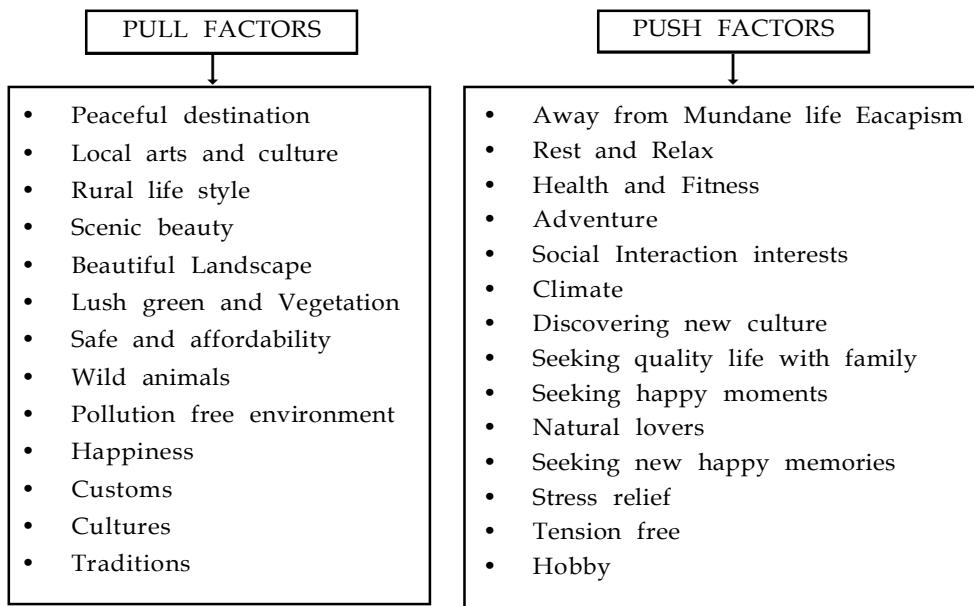
24.	Tamil Nadu	130.	Kazhugumalai, Distt Thoothukudi	Spiritual and Pottery Making
		131.	Theerthamalai, Distt. Dharmapuri	Historical
		132.	Karaikudi, Chettinadu, Distt. Sivaganga Jewelry	Palm leave baskets,Gold
		133.	Devipattinam Navbhashnam in Ramnathpuram Distt.	Stone Carving
		134.	Thirukurungudi, Distt. Tirunelveli	Historical
		135.	Thiruppudaimaurthur, Distt. Tirunelveli, Tamil Nadu	Historical
		136.	Village Kombai., Distt. Theni	Spice
		137.	Thadiyankudissai, Distt. Dindigul,	Spice Village
		138.	Village Vedanamalli, Distt. Kancheepuram	Eco-tourism
		139.	KamlaSagar, Distt. West Tripura	Historical
		140.	Jampui Hills, Distt. North Tripura	Eco-tourism
		141.	Durgabari, Distt. West Tripura	Tea Gardens
		142.	Devipur, Distt. West Tripura	Farming
		143.	Malayanagar, Distt. West Tripura tourism	Tribal Culture and Eco-
25.	Tripura	144.	Village Banabithi, Dist West Tripura	Eco-tourism and tea gardens
		145.	Village Harijula, Dist South Tripura	Eco-tourism
		146.	Village Kalapania, Distt Sonamara Sub Division	Religious
		147.	Village Sarsima, DisttBelonia	Eco-tourism
		148.	Village Bagbari, Distt. SadarSub Division	Eco – Tourism
26.	Uttarakhand	149.	Jageshwar, Distt. Almora	Spiritual
		150.	Agora Village (Dodital) Distt. Uttar Kashi	Eco-tourism
		151.	Mottad and its satellite station, Distt Uttarakashi	Eco-tourism
		152.	Chekholi Bora, Distt. Champawat.	Adventure
		153.	Koti, Indroli, Patyur, Distt. Dehradun	Eco-tourism
		154.	Mana, Distt. Chamoli	Trekking Adventure
		155.	Village Sari, Distt. Rudraprayag	Eco-tourism
		156.	Village Adi Kailash, Distt. Nainital	Adventure
		157.	Padmapuri,Distt. Nainital	Adventure
		158.	Nanakmatta, Distt. U.S.Nagar	Spiritual
		159.	Tryuginarayan, Distt. Rudraprayag	Spiritual and Adventure
		160.	Bhitar Gram, Distt. RaeBareli.	Historical Culture
		161.	Mukhrai, Distt. Mathura	Folk Dance
		162.	Bhaguwala, Distt. Saharanpur	Ban Grass Craft
27.	Uttar Pradesh	163.	Village Barara, Distt. Agra	Handicraft
		164.	Ballabhpur Danga, Distt. Birbhum	Folk Dance
		165.	Sonada Village, Distt. Darjeeling	Heritage
		166.	Mukutmonipur, Distt. Bankura	Sari weaving
		167.	Village Antpur, Distt. Hoogly	Sari weaving
28.	West Bengal	168.	Village Kamarpukur, Distt.Hoogly	Spiritual & Craft

Source: <http://tourism.gov.in/rural-tourism> retrieved on 29.06.2017

To promote Rural Tourism experiences among the visitors the natural, cultural, human and capital resources, are used to expose the rural products to the outside world in the name of USP. Among the listed tourism products the key rural tourism products are cotton and silk sarees, Eco-tourism, culture, spiritual, arts and crafts (wood, handloom, bamboo, terracotta), folk and dance, adventure, historical, heritage, wood carving, farming, tribal culture and so on. Key factors in relation to these are attractions, quality of services and facilities, the destination's accessibility and pricing. However, it must remember that we need to create an environment that will help the tourist experience rurality and not rush to create urban comforts in a rural setting. Because, the tourists would like to experience naturally setup rural

resources not the man made comfort services. In the case of marketing rural tourism products it has service, development, place, price and promotion. Promotion of Ruralisation in the hands of rural tourism, It reduce pollution, stress free environment to the users and creates direct and indirect employment opportunities which ultimately promotes village. Tourists are pushed by their own motivation towards the places where they expect their needs will be satisfied (Leiper, 1990). Rural Tourism is induced by many pull and push factors. The Push factors are explaining the desire for travel, understanding tourists' behavior (Crompton, 1979). Pull factors are destination- specific attributes that attract people to a specific destination once the decision to travel has been made.

Chart 1: Pull and Push Factors of Rural Tourism



Source: Compiled by Authors from Different Sources.

Conclusion

We are inheritors of Rural Civilization. India does not live in towns in its villages. Tourism has strong association with resources which are plenty in rural areas. Tourism takes place in those rural areas where small-scale development may arise due to tourists interaction with nature and with local

traditional culture. Tourism -a service oriented industry, involves both consumers and producers of host regions and guest regions. Consumers are generally tourists include domestic and foreign. Producers of tourism are service providers from host and guest regions. Rural tourism is associated with farm tourism, agri-tourism, nature tourism, eco-tourism and leisure tourism. Economic benefits enjoyed by

rural regions are rapid growing industry, inexpensive job creation opportunities, immediate or direct new employment opportunities for the locals by selling arts and crafts and forging exchange these can improve the quality of life of local communities. Tourism development of particular region depends upon many factors such as the volume of tourist arrivals circular the nature and structure of the host economy, the type of tourism activity the socio cultural characteristics of the host (local community) and the guest (tourists), the fragility of the local environment etc. More potential places in Tamil Nadu for tourism to

attract the domestic and foreign tourists to visit the tourism spots that exist mostly rural areas, it is in the responsibility of the governments- central, state and local- to create tourists infrastructure through private Public Partnership (PPP). This ultimately could promote tourism, particularly rural tourism, which is unnoticed and neglected. Government could think of the Rural Tourism Development Corporation in line with India/State Tourism Development Corporation. Rural tourism and Rural Development can coincide with one another and moreover they are the two sides of the same coin.

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Regeneration of Borderland Destinations: A Sustainable Framework Towards Cross-Border Tourism Collaboration

Zubair Ahmad Dada

ABSTRACT

Borderland destinations are dynamic organisms and very sensitive to diplomatic relations among territorial nation states. They mark the legal limits of national sovereignty or the lines up to which a state may operate its sovereign authority. Despite their conventional position as barriers to human contact, international boundaries are increasingly emerging as horizons of cross-cultural consumption and facilitate diffusion of transnational human experiences and their image as political demarcations have diminished in relative terms. Sovereign nations have started to realize the significance of cross-border collaborative tourism liaisons and their strategic role in conflict mitigation and promoting politico-economic rehabilitation and cultural and ecological sustainability. This paper attempts to construct a theoretical cross-border tourism engagement framework to highlight the significance of rehabilitating borderland destinations and their potential strategic role in transnational conflict prevention using two parts of divided Kashmir as a case study. It proposes that one of the most enlightened ways for building cross-border goodwill is through the utilization of borderland destinations as buffers to diffuse political tensions and facilitate the multiplier effects of international tourism. This paper also explores the possibilities of stakeholder intervention in free-tourist migration, joint tourism ventures, cross-border shopping and tourism- based community interaction.

Keywords: *Conflict Prevention, Borderland Destinations, Cross-border Tourism, Transnational Collaboration.*

Introduction

International tourism - by definition - concerns movements of people across international borders for a variety of purposes including leisure but also includes business tourism, VFR (visiting friends and relatives), religious pilgrimage etc. Official definitions of tourism (as used by the United Nations' World Tourism Organization, or in tourism textbooks) tend to include one or more night stays away from home, or some element of distance travelled away from home or work. However, such definitions are less helpful when considering cross border tourism. There is no agreed

definition of cross-border tourism, but here, and following Timothy and Butler (1995), it is proposed that a day trip (whether leisure, business, VFR or grocery shopping) is a form of tourism if it crosses an international border. Thus, it is argued that cross-border tourism is not contingent upon an overnight stay away from neither home nor minimum time period. Cross-border tourism may also include overnight stays, like conventionally-defined international tourism. In addition, it is suggested here that any working definition of cross-border tourism also requires an element of geographical proximity such as seen between the US and Canada, or Singapore and Malaysia.

In other words, cross-border tourism also requires a common border, unlike conventionally-defined international tourism. In addition, the ease of cross border linkages is significant. Arguably some of France's success in attracting 76 million international arrivals in 2005 (UNWTO, 2006) is the ease of border crossings with neighboring EU countries. In extreme cases, such as between North and South Korea, border crossings and consequent linkages, are difficult, slow and expensive, and preclude real growth in cross-border tourism. Interestingly, unlike the Tourist System model suggested by Leiper (1989) consisting a system of Generating, Destination and Transit Regions for cross-border regions, there is no real 'intermediate' or Transit region between the Generating and Destination regions if they are adjacent countries. For Singapore and nearby southern Malaysia, the few hundred meters Causeway between the countries cannot sensibly be seen as a Transit Region.

The India-Pakistan conflict over Kashmir is rooted in competing claims to the territory, which has been divided since 1948 by a military line of control separating India's state of Jammu and Kashmir from Pakistan-controlled Azad Kashmir. The dispute is tied to the national identities of both countries. India and Pakistan fought full-scale wars over Kashmir in 1947

and 1965. The region was also a proxy issue in the 1971 Bangladesh Liberation War (Schofield, 1996).

In human terms, the Kashmir conflict to date has claimed the lives of an estimated 40,000 to 80,000 people and left another 400,000 as refugees (Medhurst, 2002). The importance of this conflict varies for the three involved players. For India and Pakistan, both nuclear nation states, the loss of Kashmir is unacceptable because of domestic political reasons. For India, Kashmir is an integral part of its secular nation state and it believes that the loss of Kashmir could result in other Muslim states demanding autonomy or independence, thus destroying a secular India (Ganguly, 1997). Pakistan views Kashmir as the most important national political issue, which evokes strong views from the military, government and the general public who are unlikely to give it up as a national agenda (Ganguly, 2001). The Kashmiris themselves are divided on their vision of self-determination. A common stance on the accession into Pakistan or independence from India is not only argued in Kashmir, but fought over between rival insurgent groups. For the rest of the world, Kashmir may represent the most dangerous existing conflict, because it is ultimately being fought and supported by two nuclear states, which have been at war four times since their creation.



Source: United States Institute of Peace

Boundaries

Political boundaries function as physical and psychological barriers for interactions between neighbouring countries. Governments delimit national territories in order to control the movement of people, goods and services between countries. In the nineteenth century the concept of territorial sovereignty began to develop as states became increasingly viewed as the ultimate source of legitimate authority and law (Gottman, 1973; Sack, 1986; Herzog, 1990, Jonston 1995). International boundaries reflect historical moments in the life of a state, when limits are determined according to its strengths and abilities at that time. Currently, boundaries are the result of the past and a basis for possible change in the future. States acquire their boundaries in a variety of ways: by marking their own territorial and political limits of expansion and occupation or by being imposed by external powers through acts of conquest or negotiation.

Borderlines function as barriers to social and economic processes, which would otherwise cross the lines without interference, and thus also control economic developments through taxes and limitations on the transfer of goods (Biger, 1995). According to Jones (1943), the ideal of establishing international boundaries should be advanced in four steps: definition, delimitation, demarcation and maintenance (or administration). This ideal pattern has been implemented in only a few boundaries around the world and the meaning of 'normal' conditions is a matter of debate, because most boundaries are created by aggression by one of the parties or reflect property lines dating back to bygone eras. While Prescott (1987) maintained that boundaries have only one real function, to mark the limits of sovereignty, other researchers ascribe additional core functions to political boundaries: legal limits that define the territory of a state, economic roles, monitoring and controlling the flow of people, ideological barriers for preventing the infiltration of ideas and information, and lines of military defense (Pearcy, 1965; Prescott, 1987). Some early researchers (e.g. Holdich, 1916; Jones, 1943) opined that the best political boundaries are those that follow natural

geographical features, such as rivers or mountain ranges. Glassner (1996) disagreed, maintaining that better boundaries develop between good neighbors irrespective of the type of border. Leimgruber (1991) contended that all boundaries, even physiographic ones, are human creations, as nature does not engage in drawing clear border lines.

Borders and Tourism

Tourism is influenced by political boundaries and by government policies related to borders, administrative management on both sides of the border and the physical barriers that borders create. Borders influence tourism in many dynamic ways, too, by creating barriers against tourism attractions and modifications of the tourism landscape. Timothy (2001) wrote about borderlines themselves as objects of tourist attention and described borderlines (2001) as a fabrication of human reflections of sociopolitical values. He was of the opinion that many people, especially tourists, have a fascination with borders. When lines are marked on the ground by tangible objects, they have the potential to become tourist attractions. Tourism development in border regions can be very attractive, and many of the world's most popular attractions are located on or around them. Some researchers have described the development of tourism in peripheral areas (e.g. Krakover, 1985; Butler, 1996; Timothy, 2000).

Other studies have pointed to the dependency or neocolonial relationships that exist in many parts of the world as peripheral regions that develop tourism rely on support from the core to survive (Keller, 1984; Turner & Ash, 1975). Timothy (2001) suggested viewing tourism in borderlands from two main perspectives: the borderlines themselves as objects of tourist attention and tourism that does not focus directly on the border itself but whose existence can be ascribed to the site's relative proximity to the border. The same border that might deter some travelers could also attract others interested in comparing differences in languages, cultures and politics. An example of this would be the pre-1991 Finland- USSR border, which attracted tourists interested in

seeing and taking pictures of the forbidden land beyond.

The motivation for crossing borders can be created by the romantic nostalgia among some travelers for border formalities and differences in landscape (Medvedev, 1999). The way that borders are marked is an unusual and interesting issue that attracts tourists. Ryden (1993) described the mystique and fascination of borders resulting from the differences of lifestyle in two adjacent places. Two examples can illustrate the tourist attractiveness of borders that were previously closed to tourism passage: the Berlin Wall and the border between South and North Korea. The Berlin Wall, which served as a magnet for Westerners wishing to observe the other side when the barrier to travel and tourism was existent (Koenig, 1981), became a unique tourist attraction symbolizing the Cold War after the demise of the East-West divide in 1989-1990 (Light, 2000). In South-east Asia, tourism-related projects have been proposed in the past to improve relations between North and South Korea, for example, goodwill visits by sports teams, and the construction of sports facilities and parklands within the Demilitarized Zone (DMZ) (Kim and Crompton, 1990).

Overview of Literature

The notion that one can gain knowledge and understanding of other peoples and cultures through international travel to other lands is not simply a slogan educators in the field of international studies invoke to encourage students to take advantage of study abroad programs. It is an idea at the core of anthropological fieldwork and celebrated in the accounts of explorers and travelers. Although tourism planning and community participation has been discussed in the literature (including Timothy, 1999; Hampton, 2005), research concerning the host community's own views on the local socio-political and economic effects of cross-border tourism remains a gap in our understanding. Arguably much of Singapore's cross-border tourism investment into neighboring Indonesia has been directly related to meeting the needs of Singaporean tourists, and in particular infrastructural development in Batam and Bintan islands is geared to the

expectations of Singaporean and international tourists (Timothy, 2001). However, although cross-border tourism is often proposed as a form of economic development, the local economic impacts on the host community are poorly researched.

Cross-border tourism has a small but growing literature (Timothy, 2001; Sofield, 2006). Some researchers have argued that cross-border tourism promotes cross-border trade and socio-economic cooperation. For example, in the US-Mexico borderlands, business visits have significantly increased through tourism, and there is a growing borderland regional economy in Texas, Arizona and Mexico (Aradhyula & Tronstad, 2003). However, it is not clear if this is mainly due to tourism or the growing level of wider economic activity in the borderlands. One sub-set of the tourism literature that could be further developed concerns cross-border shopping for instance between the UK and France, the US and Canada or Hong Kong and Shenzhen (Follo, 2003; Lau *et. al.* 2005; Timothy & Butler, 1995; Timothy & Tosun, 2003; Lew & McKercher, 2002) and whether these models of collaboration could be developed as buffers for the betterment of India-Pakistan relations and conflict mitigation in the Kashmir region emerges as a scholastic investigation.

Modeling Cross-border Tourism Collaboration Using Kashmir as a Case Study

The framework for cross-border tourism collaboration between Indian Kashmir and Sino-Pak Kashmir is impacted by a range of stakeholders and the potential collaboration through tourism among them can be very instrumental in rehabilitating these regions and can be a significant international relations arrangement for mitigating conflicts and political tensions as illustrated in the model. The model is supported by the cooperation (Axelrod, 1984) and the inter-group contact (Coakley, 1994) theories, which underscore the significance of growing contact between groups with frictional interests for augmenting transnational cooperation and understanding. According to Sonmez & Apostolopoulos (2000), for promoting sustainable cooperation among stakeholders, the cooperation theory advises

the gradual elimination of obstacles to cooperation by transforming strategic settings. Therefore, the proposed engagement in the

figures 1and 2 are an attempt to develop a cross-border tourism engagement framework, adapted from the model originally developed by Sonmez & Apostolopoulos (2000).

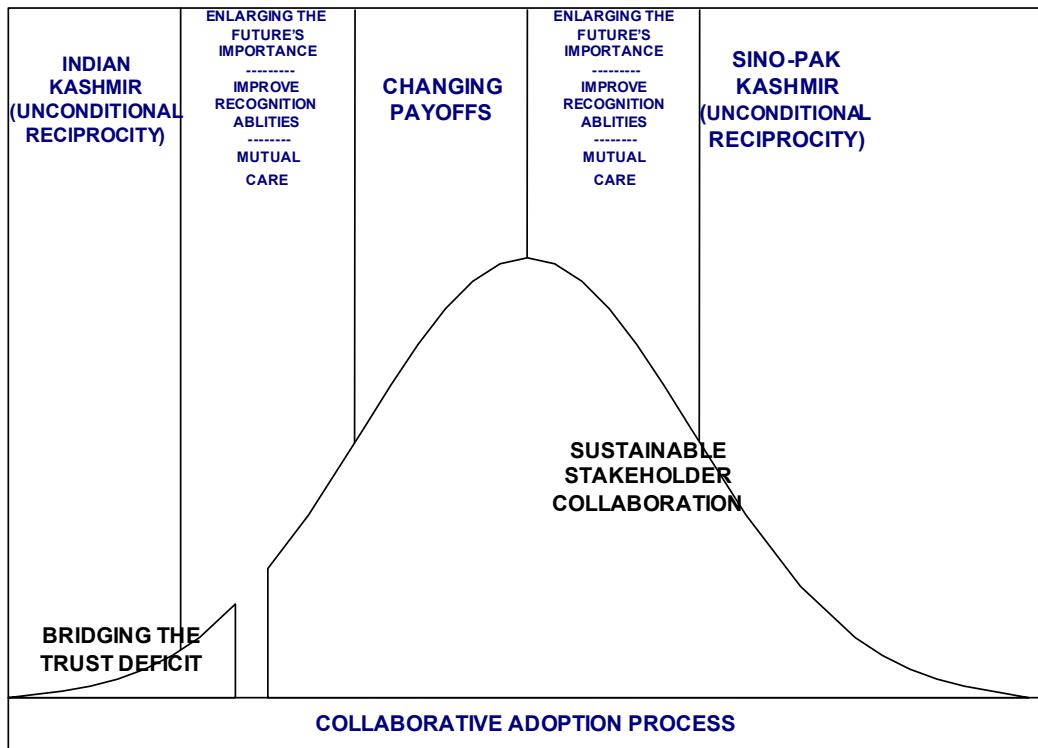


Figure 1: Collaborative Adoption Process

Collaborative adoption process includes:

- **Unconditional Reciprocity:** Requiring unconditional reciprocity by making non-cooperation unprofitable and therefore unattractive.
- **Enlarging the Future's Importance:** Clearly communicating-to all stakeholders-the greater future benefits of cooperation as opposed to lack of cooperation.
- **Focusing on Positive Results:** Repeated interaction to build trust and strengthen dedication to cooperation.
- **Mutual Care:** Educating people to care about the welfare of others and stressing that individual benefits are positively affected by others' welfare.
- **Changing Payoffs:** Emphasizing the difference between cooperation and competition. The cooperation, input, and

support of each group of stakeholders are imperative to enable both sides to unite in a cooperative effort that will ultimately move the entire region towards probable mutual benefits and visible enhanced payoffs.

According to the inter-group contact theory, contact between people from different ethnic groups can lead to a favorable change when members of each group have equal status, pursue the same goals, depend on one another's cooperation to achieve their goals, and receive positive encouragement for interacting with one another without discrimination (Sonmez & Apostolopoulos, 2000). Therefore, both Indian Kashmir and Sino-Pak Kashmir stand to gain from tourism cooperation and they depend on the mutual cooperation for peace building in the entire region.

As suggested by the cooperation theory, it is imperative to communicate to all stakeholders

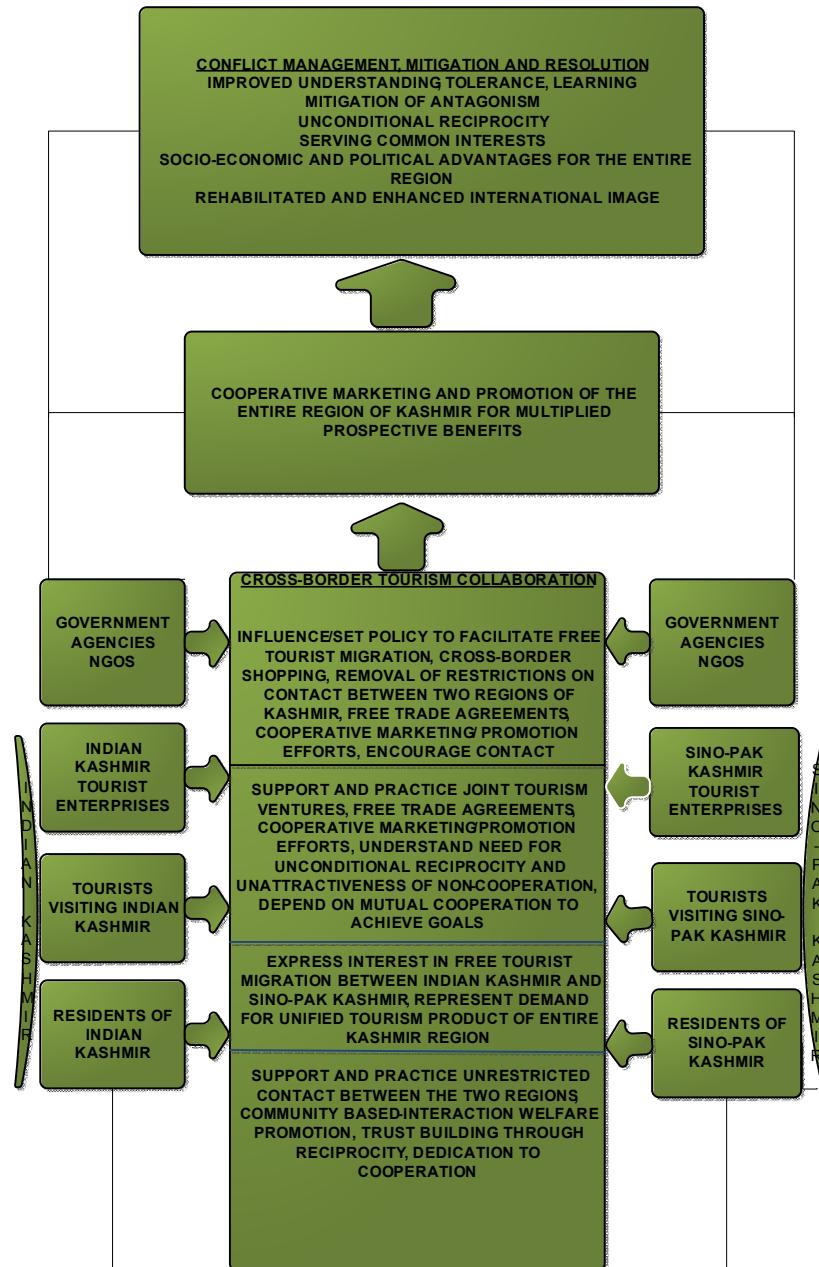


Figure 2: Cross-Border Tourism Collaboration Model; Adapted from Sonmez and Apostolopoulos (2000)

that the long-term benefits to be accrued to both Indian Kashmir and Sino-Pak Kashmir—by pooling efforts to market the entire Kashmir region as a single destination and cooperating in all facets of their tourism industries—are clearly greater than those resulting from their hostility against each other. As a starting point, it is imperative to make interactions between

parties more durable and frequent. Prolonged interaction facilitates the establishment of patterns of cooperation based on reciprocity, whereas, more frequent interaction increases the importance of each imminent action to be taken by the parties (Axelrod, 1984).

The primary stakeholders that have the power to influence cross-border tourism cooperation

and that need to be aware of the benefits of cooperation and importance of reciprocity include government agencies, tourists, enterprises, residents, and NGOs. As implied by the two theories, for successful and sustainable cooperation, active participation of all stakeholders is necessary. Educating people about others' welfare, requiring reciprocity, and increasing contact between groups (i.e., business owners, residents) that depend upon one another's cooperation are essential.

The cooperation, input, and support of each group of stakeholders are imperative to enable both sides to unite in a cooperative effort that will ultimately move the entire region towards probable mutual benefits, which may ultimately lead to the resolution of the long-standing conflict. Although each group of stakeholders has its specific area of influence, the support of each and all of the groups-can significantly contribute to the success of the model. For example, although local and central government agencies (i.e., governors'/mayors' offices, chambers of commerce, airport authority, tourism boards, police/health departments, regional planning offices), as well as NGOs are in the position to institute or influence policies regarding free tourist migration, cross-border shopping, community-based cross cultural consumption, removal of restrictions on the contact between the two regions, trade agreements, and cooperative marketing efforts between the two regions—they are very much affected by public support and the willingness of the residents to accept such policies. Therefore, the attitudes of residents towards the other group or other government, towards peace and conflict, towards tourism development in the region, as well as their confidence in the outcomes of such cooperation are important to assess.

Similarly, enterprises providing tourism services (e.g., accommodations, airlines, tour operators, automobile rental companies) must be willing to participate in joint tourist ventures involving citizens, governments, and businesses from the two regions. This can be possible only if they see that such ventures can satisfy common needs, interests, and reciprocal relations, assure sustainable cooperation, and lead ultimately

to conflict management and resolution. The role of tourists in this model should not be underestimated. A clear profile of tourists visiting the two regions is necessary in order to understand their travel motives, level of interest in visiting the other side of the region, level of awareness of the conflict in the region, and perceptions of travel risks. Travelers will define demand for Kashmir as an integrated tourism product and in turn encourage tourist enterprises to support joint tourism ventures.

As the model illustrates, residents and tourists can influence tourist enterprises and ultimately NGOs and government agencies into developing and implementing policies to support a cooperative rather than a competitive tourism effort. As suggested by both the cooperation theory and the inter-group contact theory, increasing encounters between frictional groups and representatives of tourist enterprises will help the two sides overcome some of the tension and move toward greater understanding and trust. The combination of free tourist migration, removal of restrictions on contact between groups, free trade agreements, and joint tourism ventures can lead to cooperative marketing. In the case of Kashmir region, cooperative marketing can involve the development of an integrated tourism marketing plan, cooperative promotion of the entire region as one destination (made possible by free tourist movement between the two regions), and a clear positioning strategy to provide the destination with a competitive advantage over other neighboring destinations.

The tourism industries of both the sides will benefit from cooperative marketing efforts, especially because they are at different stages of the tourist destination life cycle. Visitation will be distributed throughout the region, alleviating the more developed locations from the high concentration of tourists and allowing the less developed areas to enjoy the trickle down benefits. By integrating the unspoiled natural environment of the entire region, Kashmir will be more competitive with other destinations in offering a more diversified tourism product to its visitors. A potential result from this tourism cooperation will be an additional and very important benefit for the

region—the development of a more positive international image as an open and cooperative society. It is not unrealistic to believe that this cooperative effort has the potential to benefit both sides of Kashmir economically, socially, and politically, to serve common needs, to facilitate reciprocity, to increase understanding, tolerance, and learning, and ultimately to manage, reduce, and resolve the conflict.

Analysis and Suggestions

Most advocates of peace through cross-border tourism, however, view travel as a means to erase or transcend the projections of otherness shaped by the enmities of conflict by diminishing or obscuring territorial differences. In liberal versions of peace through tourism—such as those that animated the New Middle East—travel leads people to view the globe as a cultural mosaic. In this model different territories are associated with different cultures but as political subjects all peoples have common human interests. At the same time, increased flows create concrete interdependence between societies with both expected to benefit from increased economic, social, and political interaction. More cosmopolitan versions of peace through tourism emphasize how travel helps diverse people recognize that they share a common humanity and heritage as represented in world heritage sites (D'Amore, 1988). Travel has more recently been viewed as an aspect of alternative globalization or what might be defined as "deterritorialization," going beyond interdependence.

According to Ashraf (2010), until sometime ago, the most hyped phrase in the Indian sub-continent was cross-border terrorism. However, things appear to have moved in a positive direction with the focus now having shifted to cross-border tourism. The state of Jammu and Kashmir with its varied topography, climate, landscape, and rich cultural mosaic is indubitably the most ideal tourist destination in the world, with the valley of Kashmir often described as the Eden of the East and Paradise on Earth. Ladakh, on both sides, represents the stark beauty of the challenging mountain destinations – the Himalayas and the Karakoram. Jammu, in the foothills of the

Himalayas, is a repository of the composite culture of the state and houses the world-famous school of miniature paintings. In addition to some of the highest mountain peaks in world, the area is also home to the multiple cultures of the hardy mountain people.

Unfortunately, uncertain conditions in the past have prevented a full exploration of the tourism potential of different regions across the Line of Actual Control (LOC). Gilgit-Baltistan (formerly the Northern Areas) and Ladakh are perhaps the most promising regions for the promotion of cross-border tourism. The main Kashmir Valley with dozens of side valleys, are perfect resorts for leisure tourism. The shrines in Kashmir, temples in Jammu, and monasteries in Ladakh are major attractions in the area of pilgrimage tourism. Therefore, the entire region holds tremendous, albeit unexplored potential for the development of tourism.

J&K has been the prime destination for Indian tourists for at least half a century. However, they have not been allowed a chance to visit the other side of the border into the Sino-pak administered Kashmir. Measures can be adopted at a policy level to enhance cross-border interaction and tourism. Cross-border tourism across the two countries through Kashmir will be successful and will contribute substantially to Kashmir's economy on either side. It would be a major breakthrough if foreign tourists could be allowed to cross the Line of Control (LOC) from the two sides of the border to complete an open circuit tour especially in the greater Ladakh region. Every year an estimated 150 or more foreign climbing expeditions are undertaken to different peaks in the Karakoram Range on the Pakistani side. Moreover, there are hundreds of trekking groups in these mountains.

The Neelam Valley in Pakistani Kashmir and the entire stretch of the Northern areas in the country are prime tourist attractions. Northern areas are home to the Karakoram Range which includes K-2, the world's second highest peak as well as some of the longest glaciers outside the Polar Regions.

Additionally, there are regular bus tours which

start from Samarcand, go through Gilgit-Baltistan and terminate in Islamabad. These groups arrive in Samarcand from the US and various other European countries; take a luxury coach tour to various Central Asian destinations and finally cross over to Gilgit-Baltistan on the famous Karakoram Highway going right up to Islamabad. From here, these people fly back to their home countries. Another tour route goes via Yarqand. The Canadian travel agency, Bestway Tours and Safaris, for instance, organizes a 24-day safari from Yarqand to Hunza, which has become very popular with foreign tourists from different parts of the world. It is a cultural tour of Uzbekistan, Kyrgyzstan, China, and Pakistan. The 24-day safari traverses the most important parts of the ancient Silk Road, considered the most significant in Central Asia, Chinese Turkistan (Sinkiang) and Northern Pakistan (India of pre-partition days). The journey has been tailored to bring back the memories of the bygone era of the bazaars, camel routes, sand dunes, majestic mountains, unique culture, and ancient peoples. It is a fascinating and unforgettable tour which begins at Tashkent where the tourists arrive by flight from their home countries and ends in Islamabad wherefrom they take off back home.

After exploring the cities of Samarcand, Bukhara, and Khiva, the tourists reach the great game centre of Kashgar. From here they drive to Tashkurgan, Hunza and Gilgit. Kashmir's great King Zain-ul-Abidin (Budshah), spent seven years in the court of Tamerlane at Samarcand; Tamerlane is regarded the founder of Uzbekistan. While in ancient times, the journey from Samarcand would take months on the backs of Bactrian camels and horses, the journey in present times, can be concluded in a matter of days in luxury cars or coaches. The journey from Kashgar to Gilgit can now be completed in only 16 hours by luxury coaches, which operate thrice a week. Kashgar, locally called Kashgi, is a city where time seems to have stood still; a walk through the narrow lanes of this old town, reminds one of scenes from the Arabian Nights. Miles from nowhere, mid-way between Rome and Beijing, and this exotic oasis used to be the last outfitting station along the centuries-old Silk Road. Trade

continues as in the past and on Sundays, the entire community gathers at the world's liveliest market known as the Pearl on the Ancient Silk Road. The bazaars had stalls selling everything, including specialized local produce, arts and crafts, garments, knives, timber, and coal. The two most important landmarks of Kashgar are the Id Kah Mosque, the largest in China and the Abakh Khoja's Tomb, the most revered monument, which is an architectural marvel. The journey from Kashgar along Karakuli Lake and Muztag-Ata Mountain is breathtaking. Tashkurgan, the border town of Turkmenistan, inhabited by Tajiks, is the next stop before entering Pakistan through the Khunjerab Pass. The road to Hunza is a beautiful drive, with majestic views of the high mountains of the Karakoram and the distant Pamir Mountain Ranges. Hunza is well-known for the longevity of its people, due to their simple lifestyle and diet, combined with the unpolluted mountain air. Tibetan traders often referred to the beauty of this humble paradise as "Shangri-La". James Hilton was probably inspired by Hunza when he penned his famous novel, the Lost Horizon of Shangri La. A while ago, a team of German scientists had declared it to be the only cancer-free place in the world.

En route to Gilgit, one can witness what is surely the most spectacular view of the majestic Rakaposhi peak; one feels so close to the peak, yet it takes days of trekking before one can reach its base. The glacier of the peak almost touches the road and there are a number of tall pines on the mountain. The Pak-China memorial, built to honor the memories of those workers who sacrificed their lives during the construction of the Karkoram Highway is located just before entering Gilgit. There is also a historical rock carving of the Buddha at Kargah.

From Gilgit the tour goes through Chilas, Abbottabad, and Taxila to reach Islamabad where it finally ends. It would take only eight hours from Gilgit to reach Kargil if the road had been open to use. The travel from Gilgit to Skardu is four hours and from there one can reach Kargil in another four hours. Instead of terminating in Islamabad, the tour could be re-worked to end in Leh or Srinagar. A

motorable road already exists between the LOC and Kargil. A longer variation of the tour (stretching over one week to ten days) could be considered from Skardu to Khaplu, Turtuk, Deskit (Nubra Valley) across Khardungla (the highest motorable road in the world) to Leh, Kargil and finally, Srinagar. Such a tour would provide tourists a peek into the rich and varied history and culture while also providing them the thrill of adventure along this route. The travel from Kashgar to Kargil would only take two to three days with a night halt at Gilgit. In the ancient times, there had been regular traffic between Kashmir and Yarkand. Leh was an important hub along this route with the Leh-Yarkand route remaining open throughout the year. From Leh, the caravans would go through the Nubra Valley across Saser La and the Karakoram Pass in summer and during winter; they would reach the base of the pass near Daulat Beg Oldi over the frozen Shyok River (Ashraf, 2010).

A host of confidence building measures has been propounded to facilitate exchanges across the LOC and make possible for the two parts of Kashmir to evolve a versatile relationship. Some of these measures are already being implemented. Others are at various levels of negotiation or implementation. Still others remain just wish lists for now, being seen as unfeasible or too far-reaching by one or both governments. In fundamental nature, they all underscore a people-oriented thinking while underlining the need for liberated movement of people and trade (Chari & Rizvi, 2008).

According to Chari and Rizvi (2008), measures with the prospect to make borders porous in the Kashmir region can be identified under four broad categories:

- Promoting people-to-people contact through cross-border tourism
- Increasing trade and commerce across the LOC
- Encouraging humanitarian aid and development
- Improving governance, including security administration

However the present study specifically focuses on the first measure and takes an exhaustive look at one particular measure, liberalization

of the travel regime and attempts to understand the operational, bureaucratic, and political amendments that are required to be incorporated to allow liberalization to proceed.

Liberalization of the Travel Regime

An in-depth understanding of one specific element for making the LOC permeable and ready for human exchanges—liberalizing the travel regime—brings out the nature of prospects that subsist for sensible and realistic reforms as pointed out by Chari and Rizvi (2008). Most of these reforms would be modest and a gradual process but their aggregate impact could be very instrumental in establishing peace in the region. The Srinagar-Muzaffarabad bus service, resumed in April 2005, has continued to ply between the two regions notwithstanding the aggressive posturing taken by the militants. There is an across the board support for the bus service. In a research report, respondents to a survey, especially local journalists who also work for foreign agencies such as Voice of America and the BBC, remarked that the bus service between Muzaffarabad and Srinagar has done more than any other measure to change the attitude of people in Pakistani side of Kashmir. The opening of additional cross over points has evolved upon this optimistic thinking. According to a local resident, the Srinagar-Muzaffarabad bus service which used to ply taking a cyclic schedule, told the interviewer that the opening of the Tertiary Note crossing point had abridged his journey from Muzaffarabad to his village in J&K from about nine hundred miles to just over one hundred. There is a robust sentiment among the local populace for the opening of more cross over points. However, several problems need to be addressed if the bus service is to be made really effectual and meaningful. After the earthquake in October 2005, the two governments had decided to open five more cross over points, but only three were inaugurated and, as of August 2008, only two are operational. For example, the crossing point at Tata Pani (in the Poonch-Kotli sector) is officially open, but no visitor has used this crossing point during the last seven months. The limited number of crossing points is not the only obstruction to

cross-border travel, or indeed the fundamental one. Instead, the administrative and security protocols governing travel across the LOC are largely responsible for restricting the movement. The number of passengers traveling on buses remains minimal because of the stringent conditions imposed by Pakistan and India on visitors wishing to obtain travel documents.

The precincts on travel and the cumbersome and slow-moving application process overburdened with red tapism have eroded Kashmiris' gusto for traveling. If that fervor is to be revamped, then according to Chari and Rizvi (2008), the following pragmatic steps need to be taken:

Expand Eligibility: The eligibility spectrum

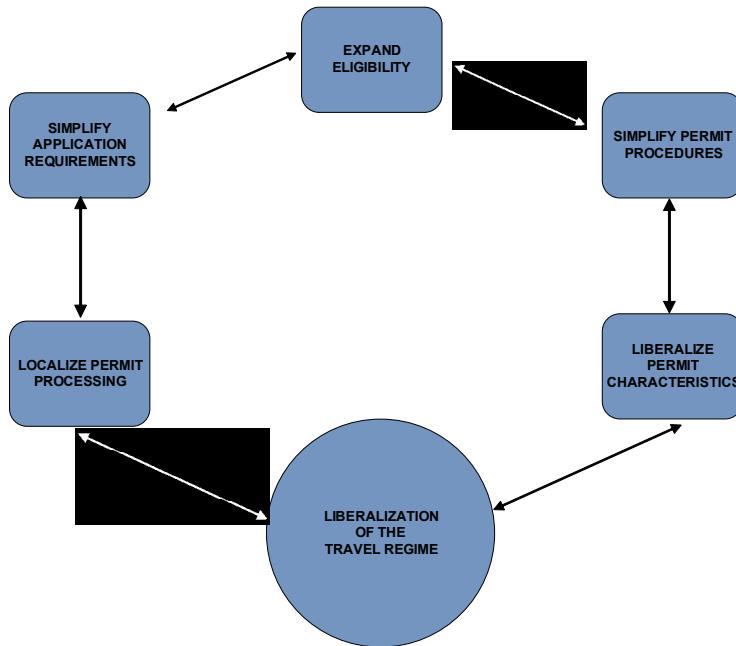


Figure 3: Travel Regime Liberalization Model; Adapted from Chari & Rizvi (2008)

needs immediate expansion and other classes of travelers such as tourists, persons requiring medical treatment, traders, and even nonconformist political leaders should be brought within the eligibility ambit of cross LOC travel. Pakistani bureaucrats are totally forbidden from traveling across the LOC, which conveys an extremely demotivating message to the local residents. Members of Kashmiri families who crossed the LOC from Indian side of Kashmir to Pakistani side of Kashmir after the militancy accelerated in the 1990s should—after due scanning—also be permitted to visit their relations or move back to India.

Simplify Permit Procedures: One way towards unfreezing and simplifying the process of getting travel documentation would be to introduce a visa system, where in each traveller

should be issued a visa instantaneously at the border upon clearing the identification process. Another substitute would be to incorporate a system in which any application not processed within a certain amount of time would be deemed to be approved. However, this concept would be considered unfeasible till political thinking between India and Pakistan recover to the extent that some degree of mutual trust and sense of interdependence prevails.

Simplify Application Requirements: The current system in which applicants asking for a travel permit are required to submit multiple copies of several documents is very demotivating in nature. This process is so complicated and time consuming that most travellers have this perception that it is easier to travel on passports, deepening the perceptual

sense of regional divide.

Liberalize Permit Characteristics: Incorporating a permit system where in longer-term, multiple-entry permits to traders and businessmen should be issued, while exempting them from the requirement to report to the police after entering India or Pakistan, would significantly motivate tourism, trade and commerce across the LOC. Issuing group visas to traders, tourists, and cultural delegations would alleviate the burden on both sides' bureaucracies. A format for issuing travel documents on a priority basis in critical situations (e.g., for medical reasons or in case of family emergencies) should be incorporated on humanitarian grounds and would have much deeper impact on confidence building.

Localize Permit Processing: Permit processing usually takes three to four months because each case gets thoroughly scanned by the intelligence and security agencies of the two countries. In some cases, the process can get protracted beyond a year. Such delays and the prospect of intrusive investigations by the intelligence agencies discourage many eligible people from applying and derail the peace building process.

For over half a century, peoples living on the two sides of the divided Kashmir have not communicated and are unaware of the tangible ground situation on each others' sides. The right to travel if granted to all sections of society would be a significant step towards mitigating tensions in the region as has been clearly brought out by Chari and Rizvi (2008), in their special report. It will also give an insight into understanding cross-cultural behavior and help build a harmonious inter-state relationship. If the state governments take charge, they would be able to work directly with one another, which would promote greater understanding and trust between the two parts of Kashmir. These working relationships between the administrations in the two parts of Kashmir could become the basis for cooperation in tourism, trade and commerce, and could evolve further into joint efforts to maintain security and combat sabotage and political violence (Chari & Rizvi, 2008)

Conclusion

The successful rehabilitation of borderland destinations in the Kashmir region through cross-border tourism engagement and the management of conflict constitute a fundamental step in the process of establishing interregional goodwill, political stability and peace. Generating trust and understanding between the two regions which may facilitate the development of cooperative partnerships such as joint commerce and tourism ventures, trade, as well as other economic and social activities can lay the foundation for inter-territorial cooperation. The divided region needs both groups in a peaceful symbiotic relationship and collaboration in order to be able to compete in the regional and international tourism market. Consequently, a stable sociopolitical culture will pull overseas investment and subsequent employment opportunities, which would augment the probability for further fiscal development, growth, and prosperity for the indigenous communities. In turn, this will contribute positively to regional and global security in the geopolitically sensitive region of South-Asia. Therefore to generate the peace dividends of cross-border tourism engagement in the Kashmir region, the primary initiative would be the liberalization of the travel regime and make travelling across and around the LOC absolutely free of any national or international restrictions. International travelers should be permitted to tour the entire region and the travel documentation process required by them should be made a single window operation preferably applicable in both the countries.

Cross-border tourism engagement could become a significant international relations exercise for inducting sense and faith into the common concerns that the entire region faces and at least reach to the common minimum understanding which can help to diffuse the negative energy around the region. The detailed procedures can be worked out jointly by the authorities on the two sides once it is agreed upon in principle.

Future Implications

This study has presented a cross-border tourism engagement framework to highlight the

significance of rehabilitating borderland destinations and their potential strategic role in transnational conflict prevention using two parts of divided Kashmir as a case study. It strongly proposes that one of the most enlightened ways for building cross-border goodwill is through the utilization of borderland destinations as buffers to diffuse political tensions and facilitate the multiplier effects of international tourism. A host of recommendations have been put forth and analyzed for softening the LOC that presently divides Kashmir. It is important, however, to prioritize these recommendations and to first pursue those short-term measures that have a prospect of immediate success, such as a relaxation in travel arrangements. An incremental approach must be adopted, one that dovetails the introduction of individual measures into the larger process of confidence building between the two countries. A series of initial successes would give impetus to the

peace process and set the stage for longer-term measures, such as cross-border development projects. The emphasis has to be on implementing decisions taken, rather than on adding to these decisions.

The suggested model has the potential to prove a new-and urgently needed-approach to conflict management efforts between different frictional groups. As most regional conflicts proceed to a gradual resolution (i.e., former Yugoslavia, Northern Ireland, Middle East), policy makers might be able to consider using the potential of tourism in their efforts to restore peace to the region. Finally, testing this model empirically-within the framework of the cooperation and inter-group contact theories-may also lead to research efforts moving beyond observations of diverse tourist group interaction to direct investigation of the attitudes of all involved parties towards tourism-based cooperation and its capacity to promote peace, which may affect policy making.

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Assessing the Green Practices Followed in Hotels Located in a Nature Based Tourist Destination, Nainital: A Conceptual Perspective

Mahendra Singh Negi, Tripti Singh & Dinesh Pandey

ABSTRACT

With an increasing awareness of global warming among all the developing nations, the conservation of environment and its impact on the eco-systems are on the horizon for all the business sectors. The hospitality industry has always been a key player in understanding the sensitivity of the environmental related issues. This service industry has progressed in recent years to implement the sustainability of environment while maintaining the integrity of the industry. Increase in disposable income has resulted in rise of travelers thus requiring more hotels to operate to meet the needs of travelers. These growth of Hospitality Industry and hotel operations pose threat to the natural resources and Eco system. In order to achieve the sustainable development, hospitality industry is taking initiatives in terms of green practices. The paper aims to find out the various green initiatives taken by hotels in lake city Nainital related to environmental commitment, recycling and reuse, water conservation, energy efficiency, hazardous and toxic substance and also to understand the factors which drive the hotels to adopt green practices. Primary data was collected by questionnaires through field visits and direct interviews, whereas secondary data was gathered by various magazines, journals and websites. A descriptive analysis was also carried out to determine mean and standard deviation for the drivers which helps in adopting green practices in hotels by using SPSS. The study revealed that only basic measures are implemented by the hotels to protect and conserve the environment, it was also found out that environmental conservation was the major driver for adoption of green practices by hotels in Nainital and hotel should implement more green practices and should go for promoting the hotels as a green hotel rather than traditional marketing practices which can build their image and brings revenue.

Keywords: *Global warming, Hospitality, Sustainability, Environment, Green.*

Introduction

Hotel industry is not typically considered as a major polluter especially when compared to automobile industry and other commercial industries however globalizations and urbanizations of hotel operations have led

towards the exploitation and overutilization of available resources. Hotel operations are showing a positive interest in incorporating the concept of green practices into daily operations. In the current scenario maintaining a hotel is very tough and satisfying guests is even more tougher especially when the outmost

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care is taken for sustainability of green practices in all possible ways and areas. Following green practices in hotels has made imperative environmental improvements to its structure in order to reduce its impact on the environment. Green practices are linked with use of energy efficiency and conservation, water efficiency and conservation, indoor air quality, solid waste management system, conserving resources and environmental practices like recycling and reuse, reducing the use of chemicals and other toxic agents. These green practices not only help in sustaining the environment with modified hotel operations but also helps the organization to save money. It helps in meeting the needs of the present without compromising the ability of the future generations to meet their own needs. Many research studies have found that hotels have started plans for adoption of green practices and also continuous efforts are undertaken by them to improve upon the environmental issues. Hotels in the country and worldwide have implemented or started plans to conserve resources such as energy and water, prevent pollution and to implement the best practices which are environment friendly. Many chain hotels have now started using green energy provided by wind and solar panels installed LED lights throughout all areas of the property along with dimmers in restaurant. Waste volume, weight and reduction goals are specified, garbage is being segregated per the waste management policy. A reuse and recycle policy is in place and packaging is reduced to a minimum. Suppliers adhering to environmentally friendly practices, organic and certified products are favored and continuous efforts are undertaken by the hotels to improve upon the environmental issues. A leading international hotel chain J.W Marritt has understand the need for environmental sustainability and outlined that the hotels having a brand name of Marriot will reduce energy and water consumption 20% by 2020 resulting in water consumption 20% per occupied room. They are the first major chain hotel to calculate carbon footprint and launch a plan to improve energy, efficiency and in 2011 was named the "Greenest" hotel company in UK. In India, the ITC Gardenia, a luxury

hotel in Bangalore, was awarded the US Green Building Council LEED (Leadership in Energy and Environmental Design) platinum rating, making it the first hotel in India to achieve the highest rating for green building. ITC Gardenia manages to use 40% less energy as compared to other luxury hotels whereas The Orchid Hotel, Mumbai was the first ecotel hotel not only in India but also in Asia. They have drip irrigated greenery on either side, which reduces water use by 50%. Hilton Europe and Africa wide sustainability initiative was launched in 2006 in order to conserve energy. These hotels have been interested in the reduction of solid waste, water consumption and energy consumption in order to comply with environmentally friendly efforts and also use these practices as a marketing tools. When customers have effective optimistic perception, concept and recognition towards green hotel they can be fascinated by the green hotel concept and participate in environmental protection themselves. It is very advantageous that a hotel would be able to provide a better environment while enhancing customers educational level at same time. While the green building was a fairly new concept to hospitality industry, it had become a goal for many hoteliers and others in charge of building hotels. As local governments led the way toward leadership in Energy Environment Design (LEED) Certification, many hotel properties and corporate offices strove for their own LEED certification for both personal and economic reasons and these LEED certified hotels displayed better financial performance than a large sample of non certified ones. Many of the bigger cities had a growing mass of hotels competing for the LEED certification so they would be considered a green hotel. Consumers has a positive perception of green hotels and are also seem ready to incorporate "green" hotels into their travelling excursions.

Literature Review

Many researchers in their study also observed that introduction of green practices has impacted all spheres of the society at global level with hospitality sector as no exception. It has been also observed that in recent years

that there is significant momentum towards incorporating green practices in all areas of the hotel as hotel are always dependent on the physical environments as part of their

unique selling proposition. A lot of importance has been given to adopting such green practices. Sustainability for the hotel industry, in general is not an overnight process, requiring a huge

Table 1: Definitions and Concepts by Various Researchers

No.	Sources	Definition and Concepts
1.	Chan,E. 2008	Stated that hotels consumes a large amount of energy as compared to other tourism sectors, therefore managers and hotel owners have a chance to plan and implement the energy saving campaigns and environmental management systems
2.	Dep.P & Mahadev.N., 2011	Suggested that in order to monitor and improve energy saving, a hotel needs a energy management program that includes temperature controls, motion-sensitive lighting system, and energy star rated device and Appliance. The design and operation of a hotel facility can never eliminates environmental impacts. Thus, the adoption of environmental values would require a continual search for improvement of exiting practices and there would be an environmental operation that would educate the surrounding community and achieve greater environmental success through cooperation and increased market share
3.	Doods.R, 2008	Indicates that practicing green will bring various advantages like gaining compleative advantage by being a leader in the sector and increased brand value
4.	Hatem,2010	Pointed out that most hoteliers are willing to enact small scale waste reuse practices rather than larger practices that would require changes on operational level.
5.	Horobin & Long (1996),	Stated that operators of small tourism firms often lack the information, guidelines, time and motivation to implement environmental practices.
6.	J.Shanti (2016)	Mentioned that there is a growing base of environmentally conscious consumer who want to protect the environment and make this world as better place to live in. The hotel guest are also keen to contribute positively to the environment
7.	Kirk.D, 1996	Focused on environmental management with reference to solid waste management system.
8.	Leena N, Suriya S, 2014	Focused that travel is an important part for people in the modern society so choosing a green hotel to stay might be the best way to connect consumers and environmental protection.
9.	Leonadakis,N 2009	Suggested that even use of environmental friendly chemicals and detergents in laundry situated in the hotel can also result in green practices
10.	Manjunatha B, Srinivas TR, Ramachandra CG, 2015	Ecotel concentrate more being friendly towards environment and customer satisfaction at the same time making cost or profit maximization
11.	M. Walsman, R. Verma, & S. Muthulingam, 2014	LEED certified hotels displayed better financial performance than a large sample of non certified ones. Many of the bigger cities had a growing mass of hotels competing for the LEED certification so they would be considered a green hotel and had informed customers that these hotels weren't just saying it anymore, they meant business
12.	Tierney, P., Hunt, M & Latkova, P. 2011	Suggested that reducing the usage of chemical and purchasing of eco friendly suitable detergent in housekeeping and placing towel reuse sign in guest room can be used as green practices
13.	Yong Han Ahn and Annie R Pearce, 2007	State that simply orienting a building to capture insulation can save on energy use. Green building has become an important component of the whole construction market for future changes in the industry in coming years

Source: Compiled by Researcher on the Basis of Literature Reviews.

initial investment and an efficient team work. The researcher found that the hotel chains have put thought into saving millions of dollars daily by adopting various operational sustainability practices including environmental committees at the property level to aid reinforcement and to improve waste management. As outlined in Table 1, many authors have worked on academic and theoretical aspects of green practices in hotels. These researchers have outlined what could be the benefits if these green practices are followed in the hotels. However, not much work has been done in terms of case study and in the nature base tourist destinations.

Research Problem

Green hotel concept has increasingly gained more supporters as now consumers worry more for the environment and ecological system. Earth summit 1992 where Agenda 21 encouraged the practice of environmental sustainable management continued to highlight the importance of safe and sustainable environmental practices across industries, including hotel management. In Nainital all hotels are located in and around the lake which is a natural resource and a key attraction for the tourists. Ecological system of Nainital is in danger due to the high pressure of tourists, hotels and vehicles leading to landslides and reduction in the water level of Naini lake. More than 200 hotels operate in Nainital (registered and unregistered) which emits lots of waste and also consumes huge amount of water and energy for day to day operations as a result locals also face problems related to water supply and electricity. Despite potential benefits for adopting green marketing in hotel industry, little attention has been given to this critical issue. Hence there is need to shed more light on adoption of green marketing practices in hotels. This study therefore attempts to answer the question, In what ways the hotels in Nainital is going green.

Objective

The overall objective of the paper is to assess the various green practices undertaken in hotels whereas the specific objective is as follows :

- To know what are the various green practices and initiatives undertaken by hotels related to environmental commitment, recycling and reuse, energy efficiency and conservation, water efficiency and conservation, hazardous and toxic substance?
- To determine the drivers for adoption of green practices in hotels.

Research Methodology

The study is conceptual in nature and is carried upon the various registered hotels located in Nainital and among the guests staying in these hotels. A structured questionnaires were developed consisting of dichotomous questions consisting of six sections. The first section was respondents designation, second and third second section comprised of "Commitment to Environmental practices", "Recycling and Reuse" whereas the fourth and fifth section comprised of "Energy Efficiency and Conservation" and "Water Efficiency and Conservation", sixth section comprised of "Hazardous and Toxic Substance" and seventh and last section comprise of "Drivers for adoption of Green practices by hotels". To determine the factors driven for adopting green practices linear 5.1 scale was considered and mean and standard deviation was processed using statistical tools S.P.S.S. A last open ended section of "suggestions" has been incorporated in the questionnaire to seek subjective opinion of the respondents regarding the various measures which can be undertaken by the hotel operators to promote green practice. Interviews of various Executive Engineers and Executive Housekeepers of these hotels were also considered during this research and the results depicted are shown in percentage with the help of bar chart.

Study Area and Sampling

The study is conducted in hotels of Nainital in Uttarakhand State of India. Nainital was discovered by a British sugar merchant P. Baron in 1839. He was so fascinated by the lake and its forested surroundings that he came back with the sailing boat and built a house named 'Pilgrim's cottage'. Subsequently people started settling in Nainital with colonial villas and walk

away. Nainital became a chief administrative town as well, with the summer capital of the United Province being set up here. Being one of the most sought after hill stations, Nainital has a flourishing tourism industry. From lodging to shopping, the town provides a wide range of options for the tourists. The city has 5 star hotels/resorts like Manu Maharani, number of 4 star and 3 star hotels and budget hotels catering to needs of travelers. Total number of hotels in Nainital is around 200 (registered & non registered) as per the Municipal Corporation, Nainital out of which 111 are registered in Sarai Act as per record of Uttrakhand Tourism Development Board and Municipal Corporation, Nainital. These hotels offer variety of services to travelers including accommodation and other facilities. Nainital has approximately 6500 guest beds in hotels. Out of total 11619457 tourists visiting in the state, 9130379 are domestic tourist and 109084 are foreign tourist and 843815 are visiting

Nainital. A total of 105 Questionnaires were circulated to Hotel Owners/General Managers/ Departmental managers of 105 hotels out of which 85 questionnaire were returned out of which only 80 are analysed. The response rate was 76.19 % which deemed to be sufficient and representative as Mugenda and Mugenda, (1999) stipulation that a response rate of 70% and above is representative. The sample distribution of these 80 hotels is presented in the table 2. The majority of the sample (88%) were from 1 to 3 star type hotels. and from four star type hotels comprise of 12 % of sample and 38%, 30 % and 20 % sample belong to the staff of 3 star, 2 star and 1 star type of hotels. 32 % hotels have been established less than 5 years ago and 25 % hotels are established between 11-15 years. There are 7 % hotels having established more than 21 years before. To determine about the drivers for adoption of green practices by hotel 20 managers of the hotels (operating for not less than 16 years) are only considered.

Table 2: Sample Distribution

Distribution of Sample from Different Types of Hotels (N=80)		
	Number	Percentage
Category of Hotels		
5 star	01	1.25
4 star	09	11.25
3 star	30	37.5
2 star	24	30
1 star	16	20
Existence of Hotels (in Years)		
≤ 5	25	31.25
6 – 10	15	18.75
11 – 15	20	25.00
16 – 20	15	18.75
≥ 21	05	06.25

Source: Municipal Corporation, Nainital.

Analysis and Interpretations

This section presents analysis, findings and

discussion of the study in line with objectives. As per the gathered data following are the findings of the study conducted:

A. Designation of Respondents

Table 3: Designation of Respondents

Designation	No of Responses	Percentage
Hotel Owners	04	5
General Managers	64	80
Departmental managers	12	15

N=80

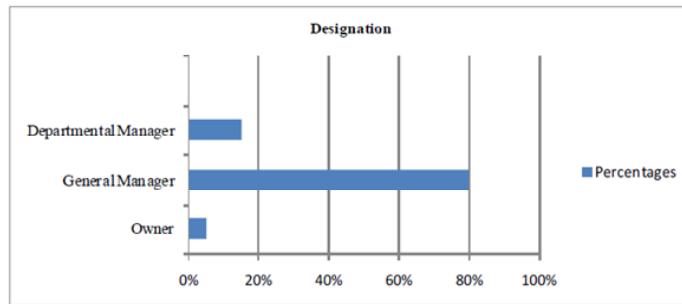


Figure 1: Designation of Respondents

Five per cent of the respondents were owners / proprietors of the hotel, 80 % were general managers and 15 % were the departmental heads. It reveals that majorly the hotels are

operated by General managers means that overall decision power lies with the General Manager.

B. Commitment to Environmental Practices

Table 4: Commitment to Environmental Practices

Measures Adopted as a Green Practice related to Environment	Yes (%)	No (%)
Hotel have an environment committee that responsible for developing an Environmental Green Plan for energy, water, and solid waste use	10	90
Hotel manages their environmental performance by monitoring the electric, gas, water, and waste usage information on a monthly and annual basis	5	95
Hotel have status of ISO14000 certification	20	80
Hotel have Green Team that is responsible for ensuring that all the environmental practices, in which the hotel is participating, are being performed timely and correctly. A Green Team is usually comprised of individuals from each area of the hotel, namely: Housekeeping, Engineering, Kitchen, Front Office, Maintenance, and Upper Management	5	95
Hotel have an environment environmental efforts are visibly communicated to the guests, staff, shareholders, vendors, and to the public.	40	60

N=80

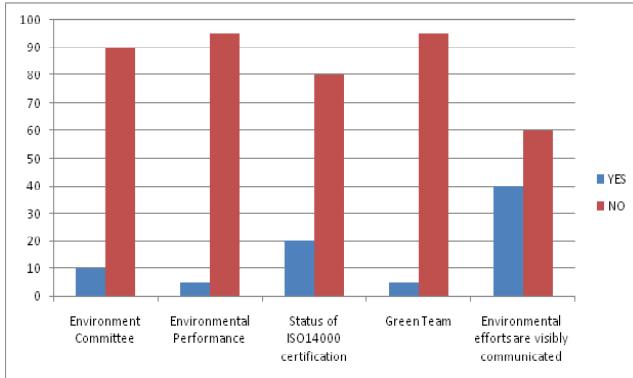


Figure 2: Depicting the Green Practices Followed in Terms to Commitment to Environmental Practices by Hotels

The results shows that hotel does not have a strong commitment for environmental practices as only 5% of the hotel surveyed, have a green team which is responsible to monitor the environmental practices undertaken by the hotels and only 10% hotels have a environment committee, however 40% hotels have taken

initiative to showcase the green practices to the guest and public and 20 % hotels in the region have an ISO14000 certification which reveals that much work is required by hotels regarding commitment to environmental practices by hotels.

c. Recycling and Reuse

Table 5: Recycling and Reuse

Measures Adopted as a Green Practice related to Recycling and Reuse	Yes (%)	No (%)
Offer an optional linen and towel reuse program for guests	15	85
Policy of recycling papers and envelopes	75	25
Using electronic files rather than paper ones	75	25
Recycle and/or compost food and landscape waste; set up green waste and composting service with local garbage company	40	60
Key card are made of 100% biodegradable product which completely decompose in a landfill or compost within 18 months.	20	80

N=80

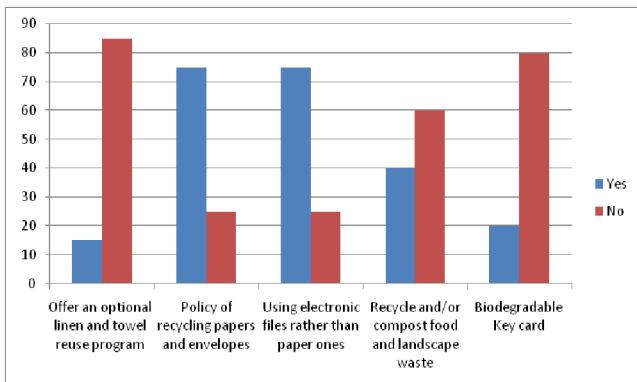


Figure 3: Depicting Measures Adopted as a Green Practice Related to Recycling and Reuse

The results depicts that hotels have shown interest in terms of recycle and reuse and 75% of the hotels uses recycling papers and electronic files and 40% hotels have terms with local garbage company regarding composting

the food and landscape waste, however only few hotel 15% have an offer fro optional linen and towel reuse programme and only 20% hotels use biodegradable key cards.

d. Energy Efficiency and Conservation

Table 6: Energy Efficiency and Conservation

Measures Adopted as a Green Practice related to Energy Efficiency and Conservation	Yes (%)	No (%)
Installed energy efficient lights (LED)	90	10
Has the hotel installed sub meters in different functional areas	0	100
Single point room lights, A/C key cards/ switches being used	90	10
Are you using any renewable energy source	30	70
Do you have sectional switches or dimmers in restaurants andother areas to switch off or dim lights in unused, low use area	65	35

N=80

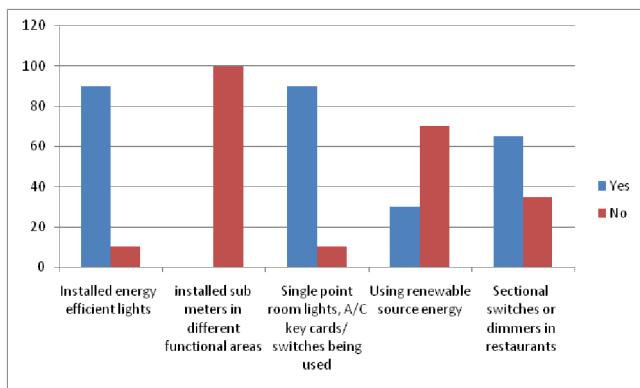


Figure 4: Depicting Measures Adopted as a Green Practice Related to Energy Conservation

The results shows that hotels have initiated for energy efficiency as 90% hotels have installed LED lights, Single point room lights, A/C key cards/ switches being used along with

65% hotels have started using dim lights to save energy when not in use however it is also found that none of the hotels have installed sub meters in different functional areas.

e. Water Efficiency and Conservation

Table 7: Water Efficiency and Conservation

Measures Adopted as a Green Practice related to Water Efficiency and Conservation	Yes (%)	No (%)
Installed low floor toilets and shower heads	30	70
Have system of rain water harvesting	10	90
Have effluent treatment plant	20	80
Post signs in restrooms, restaurants, and kitchen areas encouraging water conservation	30	70
Clothes washers dryers and dishwashers are filled to recommend capacity for each cycle.	70	30

N=80

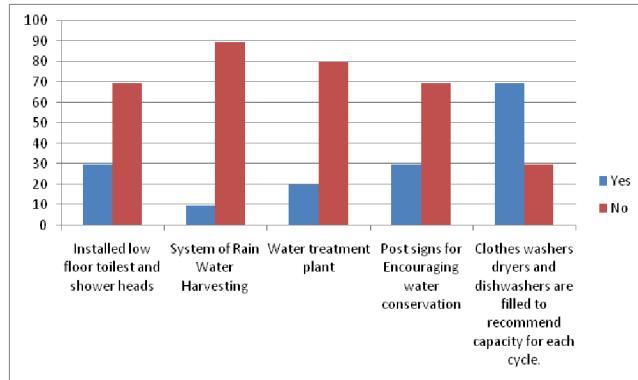


Figure 5: Depicting Measures Adopted as a Green Practice Related to Water Conservation

Use of Post signs in restrooms, restaurants, and kitchen areas encouraging water conservation and installing low floor toilets and shower heads is commonly practiced by hotels for water conservation along with recommend filling of dishwasher and clothes washers and dryers,

Concept of rain water harvesting is the least practiced method for water conservation whereas few hotels in the area do have water treatment plan means that hotels should move forward from only installing low floor toilets to methods for rain water harvesting.

f. Hazardous and Toxic Substance

Table 8: Hazardous and Toxic Substance

Measures Adopted as a Green Practice related to Hazardous and Toxic substance	Yes (%)	No (%)
Separate plastic, metal, glass and other solid waste	15	85
Purchase biodegradable products and organic food	5	95
Separate wet and dry waste in kitchens/ restaurants	10	90
Implement a green integrated-pest management (IPM) program that allows less reliance on chemical treatments	5	95
Using the least toxic and eco friendly cleaning agents and products as possible.	5	95

N=80

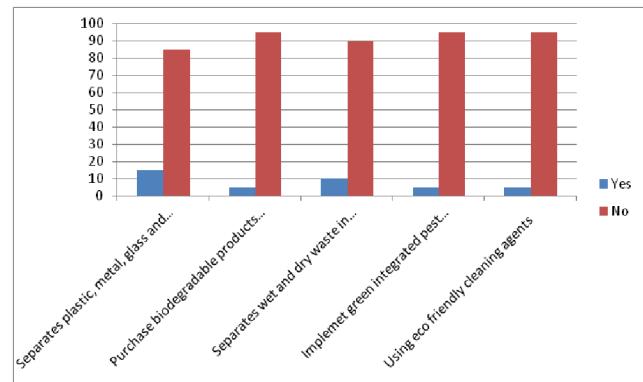


Figure 6: Depicting Measures Adopted as a Green Practice Related to Hazardous and Toxic Substances

The results shows that only few hotels 15% manages to separates metal, plastic and other waste whereas only 5% hotels goes for biodegradable products, organic food, implement green integrated pest management programme and purchase eco friendly cleaning agents whereas only 10% hotels separates kitchen waste which depicts that no effective measures has been undertaken by hotels regarding control of hazardous and toxic substance.

Drivers for Adoption of Green Practises by Hotels

In this section of the questionnaire, 20 respondents (hotel which are operating for not less than 16 years) were requested to indicate the extent to which identified drivers influenced them in adoption of green marketing practices. Likert 5.1 scale was used to mark the response 1 = Not at all, 2 to a small extent, 3= to a

moderate extent, 4=to a large extent, 5 to a very large extent. The mean and standard deviations were computed and the results were as illustrated below. The responses with mean of 1 and below indicated no at all, 1.1 to values less than 2.0 indicated to a small extent, mean from 2.0 to values less than 3.0 indicated moderate extent, mean from 3.0 to values less than 4.0 indicated to a large extent and means from 4.0 to 5.0 indicated to a very large extent. The standard deviation indicate show divergent the responses were from the mean response. A low standard deviation indicates that the data points tend to be very close to the mean, whereas high standard deviation indicates that the data is spread out over a large range of values. A standard deviation more than 1 is significant and shows a great divergence of responses from the mean response.

Table 9: Drivers for Adoption of Green Practices in Hotels

Factors	N	Max	Min	Mean	Std. Deviation
Profit Increment	20	1	5	4.40	1.046
Reduction in Cost	20	1	5	3.50	1.357
Consumer Demand	20	1	5	3.50	1.100
Government Rules	20	1	1	1.00	.000
Competition	20	1	5	3.95	1.395
Environmental Conservation	20	4	5	4.70	.470
Market Advantage	20	1	5	4.00	1.298

The study findings in Table ----9 - Drivers for adoption of green practices above show that environmental conservation, profit increment and market advantage has to a very large extent driven factor for hotels in Nainital to adopt green marketing practices. The three scored a mean of above 4.0. Competition, cost reduction and consumer demand have driven hotels situated in Nainital to a large extent to adopt green marketing practices. These factors scored a mean of above 3 but below 4. Lastly government requirement was not at all a driver for green marketing for hotels. This implies that there might be an increase in awareness programme for green practices in hotels.

Conclusion and Suggestion

On the basis of data interpretation the conclusions and suggestions being drawn out that in Nainital only few hotels are implementing the green practices to deal the environmental issues. Many of them have implemented only basic measures by installing LED lights, using low floor toilets and shower heads, using small amount of eco friendly cleaning agents and recycling papers and other whereas no or very little measures have been taken regarding water conservation system and usage of chemical and hazardous system which can lead to degrading the environmental system. Among the factors identified as drivers to green

marketing practices, environmental conservation was ranked as the first driver. This supports sustainable development for hotel industry. The survival of hotels is not only pegged on the natural resources, but also on profitability, market advantage and global competition. There has been no government support to green marketing in hotel industry Nainital therefore there is need for proper guidelines from the government to facilitate and enforce green marketing practices by hotels. These hotels should consider green practices as a tool to

create an image among public and should be integrated with a focus to generate more revenue. Thus it is suggested that right adoption and implementation of tools for green practices in hotel industry are always benefit driven and will come up with a big difference with an aim of sustainability of resources for the future. In addition, hoteliers should adopt green practice as an organizational culture and fine ways to promote their green practices as a competitive advantage and should move ahead than traditional hotel marketing practices.

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Potentials and Prospects of Eco Tourism Around River Purna in Dang District

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ABSTRACT

The Dang District in the South Gujarat has the thickest forest cover in the State, with some wildlife sanctuaries and national parks, green biological resource. The region along Purna River has immense potential to be developed as a popular eco tourism destination. The paper aims to identify potential tourist spots and to understand the kind of tourism infrastructure needed with regard to ecotourism in the surrounding region of river Purna in the district of Dang, Gujarat. This research article aims to seek attention of the tourism authorities of the State of Gujarat towards the potentials and possibility of developed Eco-tourism activities along the River Purna in Dang District of South Gujarat. The research is concentrated within the geographical boundaries of District Dang. The paper discusses a SWOT analysis to understand its prospects, followed by the suggestions to boost up the tourism activity in the said region.

Keywords: *River Purna, Dang District, Eco Tourism, Tourism Infrastructure, Gujarat Tourism.*

Introduction

This research paper discusses the eco tourism potentials in the State of Gujarat, and concentrates to the area around River Purna. The region along the river bed lies in the Dang District of South Gujarat; most of which is densely covered green and is also a habitat of tribal community. The study gives an insight to the tourism resources and the possible eco-tourism related attractions which concentrate around the region surrounding river Purna in the Dang district of South Gujarat. The main aim of the research was to draw the attention of the tourism stakeholders towards the hidden tourism potentials of this region which could become one of the most alluring eco-tourism spot within and outside the Gujarat given the right vision and planning. There were some studies and research trends which motivated

the researcher to look into the potentials of Gujarat as a developed eco tourism destination in future. Some of the studies and last few year market trends showed the following prevailing tourism conditions in the country:

Highlighting travel trends in India: The number of Foreign Tourist Arrivals (FTAs) in January, 2017 was 9.83 lakh as compared to FTAs of 8.44 lakh in January, 2016 and 7.91 lacs in January, 2015. The growth rate in FTAs in January, 2017 over January, 2016 is 16.5% compared to 6.8% in January, 2016 over January, 2015. Also, looking at the figures of Domestic Tourist Visits (DTVs) to the States/UTs, where during 2016 the DTVs were 1653 million (provisional) as compared to 1432 million in 2015 registered a growth of 15.5%. The top ten States in terms of number of DTVs (in millions), during 2016, were Tamil Nadu

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(344.3), Uttar Pradesh (229.6), Madhya Pradesh (184.7), Andhra Pradesh (158.5), Karnataka (129.8), Maharashtra (115.4), West Bengal (74.5), Telangana (71.5), Gujarat (42.8) and Rajasthan (41.5) (Press Information Bureau, Government of India). However, despite this significant hike in the growth of Domestic Tourist Visits, there are hardly any changes in the respective share each of the States/UTs held than their previous year's shares. For instance, Tamil Nadu and Uttar Pradesh remain at the top two positions, except that of Madhya Pradesh which succeeded at third position leaving Andhra Pradesh, Karnataka and Maharashtra at the 4th, 5th and 6th positions. Also, States like Gujarat and Rajasthan remain same at the last two positions when compared to last few years. Gujarat despite its aggressive campaigning with *Khushboo Gujarat Ki*, could not make it, among the top ten States in Foreign Visits unlike Rajasthan and other States in the list.

When discussing the travel trends of a nation, it becomes essential to study the travel moods and interest of the prospective travelers and tourists alike; as this would not just enhance the understanding of the future travel needs but also aid in defining new or existing tourist/travel resources which would cater the arising demands. After going through the various research analysis and predictions of last four to five years, it has appeared that "Indians will continue to popularize *domestic adventure holidays* especially in the regions having plethora of natural beauty and challenging terrain, like Leh-Ladakh and North East within last five years." Again, the most sort after activities are trekking and hiking as these do not require 'specialised' or difficult adventure skill. On the international front, there's an interest in Asia and Europe, where travellers are spending at least 25-30% of their holiday in adventure activities like hiking and cycling. As stated by Hari Nair, CEO, HolidayIQ (in a survey report conducted by HolidayIQ in March 2015), 2015 onwards there would be spurt in the solo women traveler, just as the rise of couple travellers over the last decade did by giving rise to the concept of weekend getaways and jungle lodges across India. Perhaps, women-friendly concept hotels and specialized holiday packages will surface. Meanwhile, the tourism

industry must note, when women plan a holiday, they spend 15 % more than men. This might significantly alter the tourism in India³.

There are many other concepts which have emerged in the last five years keeping thus, the moods and interests of the new era tourists/travelers. Some of which are like:

Pervasive Wellness: Pervasive wellness support to rise to the development of new hotel patterns and other operations specializing in weight loss and total wellness designed to transform you during and after your stay.

Health Camps: Health camps broaden to include overall wellbeing, health as the centre of a holiday experience becomes more desirable.

Sanctuary and Refuge: Due to time pressures and an increasingly complex, interconnected world mean consumers search for more accessible places where they can escape and relax in safety away from the stresses of the day to day. Hotels will provide a tech-free experience. Guests leave devices at the front desk and the in room entertainment is the fireplace.

Sedentary Lifestyle: It has been observed that contemporary travelers being bored by the sedentary lifestyle and mounting work pressure are yearning for leisurely activities and they are more eager in having new and unique experiences.

Willing to Utilize Their Vacations: Travelers are willing to utilize their vacations to the utmost to rejuvenate. Traditional travel sector which include adventure travel, nature tourism, cultural and heritage tourism and vacationing with family are still popular with the tourists.

Sustainable Tourism: The great demand and will continue its growth in the future since many travelers are now aware of the negative impact of tourism environment and have, therefore, become more responsible with regard to sustainability.

Experimental Journeys More Favoured: As the term implies, experimental tours refer to a slow-paced and more immersive approach, where the traveller seeks to sample real-life, hyper local experiences, instead of the canned services that include visits to must-see places, and being treated to luxurious amenities. Instead of high-

end hotels, travellers are opting for homestays and soaking in the indigenous culture, history and culinary traditions.

Travelling with Total Strangers: Going on solo trips, where one gets to explore untouched lands with a group of complete strangers, is becoming popular, particularly among backpackers and couch-surfers. These travel junkies are often seen making a trip to lesser-known places such as small towns and remote villages. In fact, going small is translating into a big trend, as it is low-budget and a convenient way to beat the rush.

Thrilling Experiences: Tourists are also admiring several non-traditional activities such as birding, mountain biking, cruise travel, festivals and special occasions, the thrilling experiences will offer splendid memories at tourism place (The Times of India, 2016).

In the above context, these travel trends highlights that destinations seeking to maintain or strengthen their position in the future world of travel should plan for such opportunities that would cater the demands of this segment of the market. And design such tourism products that would allow both sustainable developments of the destination as well as the comprehensive and pleasing experience of unexplored. Keeping this as a matter of fact, Gujarat is such a destination, which has immense potential for developing off-beat tourism products catering travelers looking for a mix of natural, cultural and thrilling experiences with a higher demand for non-traditional stays and activities. Gujarat has presence of rich bio-diversity and cultural extravaganza, moreover, region of South Gujarat especially area of Dang district have dense forests and rich tribal culture. By way of nature based sustainable tourism especially *Ecotourism*, Gujarat could capture a large number of domestic and foreign tourists. *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. Places with bio diversity and cultural richness are the prime

destinations in ecotourism. Ecotourism also involves adventure tours like trekking tours through shallow river, forest areas and hills, boating in natural areas, sea surfing, hot air balloon ride over the forest, nature trails with guides who explain the flora, fauna and ecology of the area. Thus, the region around Purna River in Dang District of Gujarat has it all, from abundant forest cover, tribal culture, to the scenic spots, to cater the growing demands of tourist that may arise in the future and hence requires careful assessment.

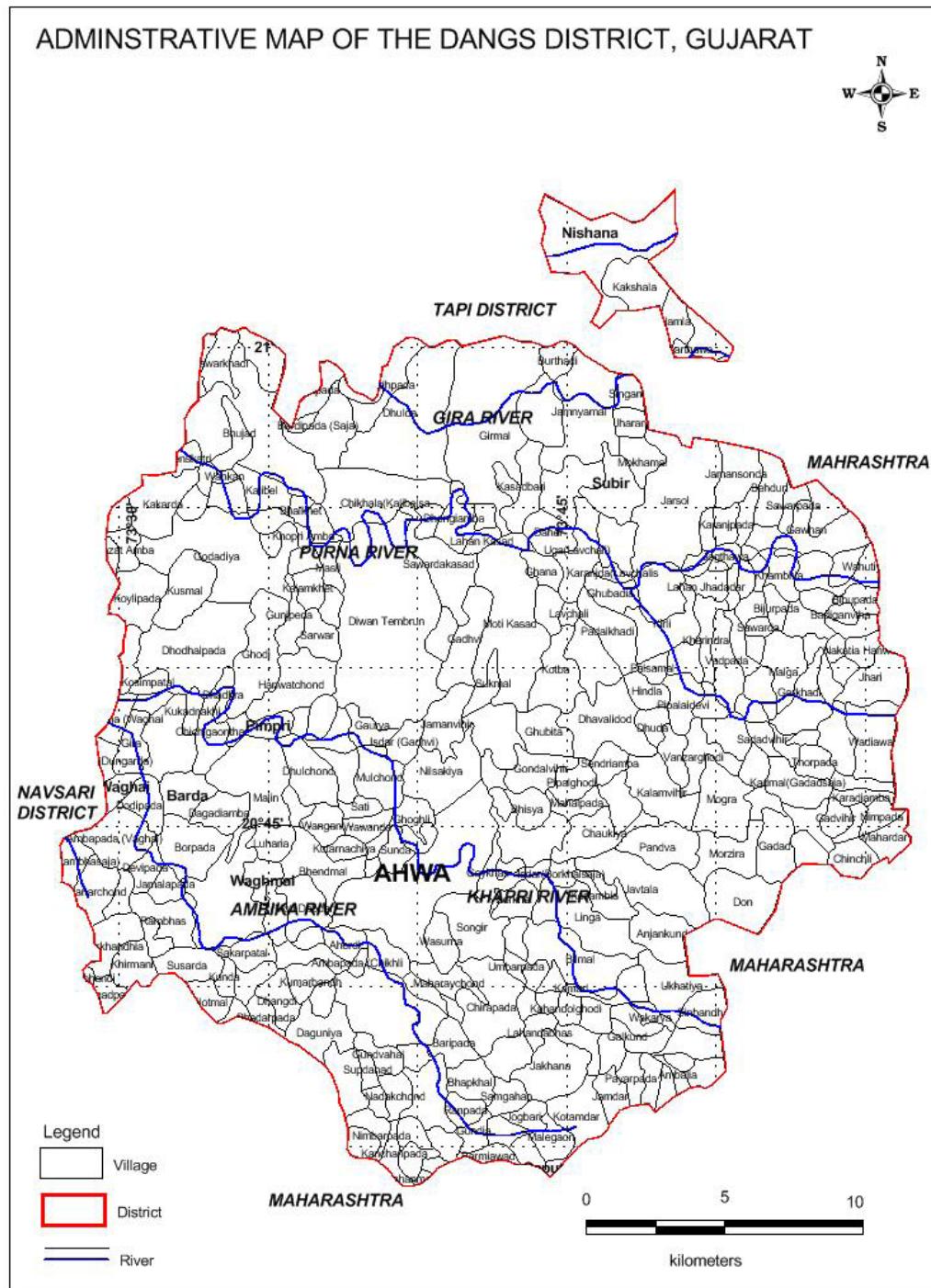
An Introduction to the District - The Dangs

The Dangs is one of the most delightful districts of Gujarat, the original home of the 'adivasis', and the tribal population of Gujarat. In ancient Indian Scriptures Dang is known as 'Dand Aranyaka', meaning Bamboo Forest. The Dang district is situated in the southeast part of Gujarat state. It is bounded in the North by Surat and Dhule district of Maharashtra State, in the east by Nasik district of Maharashtra State and west by Valsad district. As per census 2011, the area covered by the district is 1,764 sq km. The district headquarters is located at Ahwa and in 2013; the district is divided into three talukas Ahwa, Waghai and Subir with 311 villages. The Dangs district is essentially a mountainous tract covered with dense forest which occupies 53% of its total area of The Dangs starting from the rugged chains of the Sahyadris in the east and descends on the Western side extending to the edge of Plains of Gujarat State. It starts in the east with chain of rugged mountains running up to about 1,100 meters (3,500 ft). Most of the areas in The Dangs lie in elevation between 300 to 700 meters above mean sea level⁵.

The total area under forest in the year 2015 is 1054.88 sq. kms which is 59.80% of total geographical area of the district. The Dangs is rich in timber as most of the trees are of high quality teak. The total forest area of The Dangs consists of two parts namely, protected forest (PF) and reserved forest (RF), which are under the jurisdiction of the Forest Department, Government of Gujarat (GoG). The Reserved Forest is of 864.17 sq. km. while Protected Forest comprises of 190.71 sq. km. For preservation

of wildlife, the Government of Gujarat has set up the Purna Wildlife sanctuary (160 sq. km) around Purna River in the northern part of The Dangs and the Vansda National Park with an area of 23.9 sq. km. As per census 2011,

The Dangs is the least populous district of Gujarat after Tapi district. The major caste groups prevailing in the areas include Bhils, Konkanis, Warlis, Kotvadiya and Nayak. There are also other numerically smaller tribal groups such as Gamits, and Chodras⁴.



Source: Ministry of Water Resources (Ref., 4)

The River Purna Region

Location - River Purna originates from Sahyadri hills in Dang District and ends in Valsad District to meet the Arabian Sea. The river flows through hills from North-East to the North-West of the district, spanning a length of about 180Kms. The catchment area of the Purna basin is 2431sq.km. Zankhri is the main tributary of River Purna. The important tributaries of the river are Dhodar nalla, Bardanala, Nagihpar nalla, Gira river, Zankari river and Dumas Khadi. The basin lies between 720 45' to 740 00' East longitude and 200 41" to 210 05" North latitude⁹.

Physical Features

The Purna basin is adjacent to the Ambica basin. It can be divided into three prominent physiographic regions, i.e. (i) eastern parts, (ii) the middle reaches and (iii) the coastal zones. The eastern parts of the basin cover a chain of rugged mountain ranges of the Western Ghats running at an elevation of above 1300 m and descending to an elevation of about 100 m at the edges of uplands of the Surat district. The middle reaches of the basin area marked by high relief zone with ridges and valleys. The hilly zone then merges into the plains through an undulating piedmont coastal zone running parallel to the sea.

Climate: The climate of the basin is characterised by a hot dry summer except in the Monsoon season during June to September. The maximum, minimum temperatures observed at site Mahuva varies from 340 C to 440 C and 260 C to 100 C respectively⁹.

Forest: The forest area in the basin is approximately 78141 ha. The Forest is densely covered and stretches from Don Village in the northern part of the Dangs to the Kalibel village in the southwest of the District.

Rain fall: The basin receives most of the rainfall from the South-West monsoon during June to September.

Temperature: There climatological data the Valsad and Surat IMD observatories which are situated in the vicinity of the basin have been considered. The mean monthly temperature

varies from 12.7 o c during December to 37.3 o c in April.

Humidity: The humidity during winter season is as low as 42% in the month of February and as high as 89% in the month of August as observed at Valsad IMD observatory¹⁰.

Places of Tourist Interest along the River Purna

Chinchli is situated on the bank of the Purna River, on the eastern border of the district adjoining Nasik district (Maharashtra State) about 29Kms. from Ahwa(district headquater) with which it is connected by road. The village is situated at a height of 107m above sea level which is at the foot of the Fort Salher; it has a cool and refreshing climate. On the bank of the river, there is an old Shiv temple which enshrines the idols of Shiv, Mata and Hanuman, locally known as *Pashuram Temple* on Salher road at a distance of about 6kms. The Bhils and Kunbis who are the main inhabitants of the village eke out their maintenance by agriculture and forest labour³.

Dashera Festival

The tribal people of The Dangs, on the day of 'Dashera' festival, worship the God *Pashuram*, the temple of whose is situated at the fort of Salher, by sprinkling curd to the idol. Thousands of tribal people from The Dangs and Maharashtra arrive here for offering worship by sprinkling curd on the idol of Parshuram, in the temple situated at the historically famous Salher mountain near village Chinchli of The Dangs district, on to festival of Dashera. It is said that Bhagvan Parshuram passed his last time in this area. The temples of Bhagvan Parshuram are found very rarely. Mention of this fort at the highest peak of Sahyadri mountain ranges is made as the forts of Salher-Mulher forts in history⁴.

Pandav Gufa (Caves) is situated in Pandava Village on the route to Chinchali village. It is said here that Pandavs in the period of their 'Vanwas' (exile), stayed here. One can witness five different khands (rooms) in those caves. One of them is a bigger one (approx length of 40ft-50ft), said to be the room for *Bheem*⁴.

Don is situated 29kms south east from Ahwa on the border of the Nasik district (Maharashtra state). The village is so called because its shape is like a cup being surrounded by the hills. It is situated at a height of about 3500ft above the sea level, the highest among the villages of the district. To its south west where the river Purna flows, there is a valley. Don has a very pleasant climate. Water is available in plenty. The village is divided into 7 *padas* (falias) and is populated by Kunbis and Bhils. The main occupation is agriculture and cattle-breeding⁴.

Ahwa, the headquarters of the one-taluka district of the Dangs, is situated about 1800ft above sea level. Ahwa is 34kms away from Waghai, a terminus on the Bilmora-Waghai narrow gauge section of the Western Railway and is connected by regular bus services with Waghai and the nearby places. The place, inhabited by the tribal people, is a hilly area covered with thick forests and the scenic beautiful sights like the sunset point and garden beauty are sources of attraction to tourists. The Mahadev temple is located here (Wikipedia). The Dang Darbar is held at Ahwa for three days on the eve of the Holi, the major festival of the Adivasis. An agricultural exhibition, a cattle-show and a fair held here during these days continue for about a week upto Holi. About half the Dangi population comes to Ahwa to witness the Darbar proceedings and enjoy the fair and the exhibition. Sardar Bazaar, where one can shop local handmade Bamboo objects and Nagli food. Sunset Point, Don Hill station are the nearby places apt for trekking, leisure activity. It is very good place for people who love nature friendly place and also pollution free, those who likes mountains they should visit it once.

Gadhvi is situated on the Ahwa-Mahal Road about 14kms. from Ahwa. It was once the seat of the Raja of Gadhvi who is considered as the senior-most in the hierarchy of Rajas and Naiks of the Dangs. The Purna Wildlife Sanctuary starts from this place in the thick forest of the Kot area. The main population is of Bhils mixed with Kukanas who live upon agriculture and forest labour³.

Mahal is situated in the midst of thick forest on the bank of river Purna, about 27kms from Ahwa. The teak-wood of this area ranks very high amongst the teak-wood of India. The village has an Ashramshala, a forest depot, a Forest rest-house, a co-operative godown and the P.W.D. store room on the bank of the Purna. It is situated within the Purna Sanctuary, in the hilly area. The population is of Bhils, Kunbis and Warlis who eke out their maintenance by agriculture and forest labour. The Dangs district is entirely a forest area. Mahal village is located between the roads connecting Ahwa to Songadh. There is a dense forest surrounding this village, where even the sun's rays are not able to penetrate on the ground. The place remains dark even during the daytime. The Nature Club members of Surat organize an overnight stay in this forest for the nature lovers. (Dangs Census 2011)

Purna Wildlife Sanctuary The Purna Sanctuary at a distance of about 60 km north of Dangs is situated at Mahal in the Western Ghats of Gujarat. The Sanctuary is a part of forests in northern part of the Dang district in South Gujarat. The sanctuary is crossed by Purna and Gira rivers, the area covering 160.8 sq. km is a reserved forest, which has been notified as Sanctuary in July 1990. It has the thickest forest cover in the Gujarat state. The sanctuary is managed by the North Dangs Forest Division.

Spread over an undulating terrain with rolling hills, plateaus and small valleys, the sanctuary is home to various species of animals. The sanctuary is a trekker's paradise with the bamboo line pathways. The Sanctuary, along with Vansda National Park, is the only Protected Area in South Gujarat for conserving diverse biological resources. Forests of this region satisfy material and cultural needs of local tribes and maintain ecological stability of the area. There are about 700 identified plants within the forest area. Teak, Tanach, Sisham, Bamboo, Khair, Sevan, Dudhalo, Salai, Kadaya, Sadad, Kalam, Karanj, Haldu, Tanach, Chopadi bondara to name some of them.

Leopard is the top predator here whose population has been increasing. The animals found here include Leopard, Barking deer, Sambar, Rhesus macaque, Bonnet macaque,

Hyena, Common mongoose, Indian civet cat, Indian porcupine, Four-horned antelope, Chital, Jungle cat, Flying squirrel, Python, Lizards etc. Avian fauna includes Common grey hornbill, Grey jungle fowls, Barbets, Woodpeckers, Shrikes, Coreopsis, Bee-eaters, and Flycatchers etc. 'Mahal', the main village in the sanctuary located between the roads connect in Ahwa to Songadh (Dang Census 2011).

Giridurg is the only fort of architectural nature at The Dangs of 17th century. The Fort Songadh was built by the founder of Gaekwad royal family-Pilajirao Gaekwad in 1721 and Songadh was made the capital city. But Damjirao, the son of Pilajirao selected Vadodara as a capital. When Gaekwad Government ruled or administered with Salher Mulher fort, then they were going out by this fort. There was a water tank covered in stone on this fort and there were stores for ammunitions and grains. In the north there was secret of water. Beneath this, a temple of Hanumanji is situated. Besides it there lies a broken gun. It is very pleasant to see landscape of Kalibel village from the fort. Parking the vehicle at Popatbari, one can go to fort in one hour and while coming down through north side can visit Hanumanji temple (District Census 2011).

Kalibel is situated about 29Kms north-west from Ahwa on the right bank of the river Purna. It is connected with Ahwa-Vyara Road via Pimpri. The village has a Forest Rest House. The village is populated by Bhils, Kunbis and Warlis who live upon agriculture and forest labour. An annual fair is also held near Ram Mandir on Paush month³.

Additional attraction at a distance of 8kms on the Kalibel-Bardipada Road, there is a fort called the Rupagadh at a height of 600ft. River Gira flows through the Bardipada village and is 35kms from Ahwa. It is a 30m drop into Ambica River and offers solace and relaxation. A natural waterfall is an eye treat, its height is approximately 200-250ft, and almost whole year it is full with water⁴.

The real beauty of Gira-fall is to be seen in the monsoon season. A village called Girmal is situated at a distance of about 8 km in the western direction either on the road from Ahwa to Singana or Navapura to Singana. Near

Girmal the Gira River flows where the water falls from great height onto the deep stones that can be measured as the height of 75 feet. The fall creates a lot of sprinkling of water which produces a foggy atmosphere. At that time the atmosphere becomes very exciting. It really wins the hearts of the visitors (Dangs Census 2011).

Khatal is situated 35kms north-west of Ahwa on Ahwa-Vyara Road on the bank of the Purna River. The population is of Kunbis and Bhils who live upon agriculture and forest labour. A co-operative society has been established³.

Bhenskatri (Mayadevi) On the bank of the river Purna in southern direction, there is a small village called Kakarda near Bhenskatri, where there is a delightful place called Mayadevi. It is an important religious centre. In monsoon, river Purna passes from a natural canal. It is pleasant sight to see. At the first sight one thinks it goes into the canal but as one looks downwards one can see it taking a 'U 'turn. This place is on the way from Vyara to Ahwa. (Dangs Census 2011)

People and Culture

The Dangs is the most backward district of Gujarat, which is predominantly inhabited by the tribal people. The people have unique customs and traditions and peculiar agricultural and livelihood practices. The economy and livelihood pattern of the people is forest-based subsistence. The people are mostly Bhils, Konkani, Kunbis, Warlis and Gamits. Except for Bhils, other tribes are mainly agriculturalists. The nature of soil, primitive methods of cultivation and limited land for cultivation in the district cannot provide full-time employment all the year round to inhabitants. The people, therefore, depend on other primitive forest based occupations to supplement their incomes.

The Dangs like Kachchh has a distinguished character among other districts of Gujarat. The Dangs is unique and isolated in many ways. It is the only district in whole of the country where four of its kings and ten of its headman still receive Privy-Purses. The main occupation of the people of The Dangs is agriculture. They speak a typical language which is a combination of Gujarati and Marathi. The houses in The

Dangs are made of wood and bamboo. The strips of bamboo are woven in cross- shape and the mixture of dung and clay is daubed on it to make the wall. Every family is equipped with the fish-catching instruments. The marriage customs and rituals of The Dangs are strange and unique. The parents of a bridegroom go to the parents of the bride and demand her hand for marriage. A jaggery packet is given to the parents of the girl, if both parties agree to the marriage proposal. The very exchange is called bol. The whole ritual is known as bol-pen and the marriage is called moti-pen or big pen. The people of The Dangs believe in number of Gods and deities as well as ghosts and other superstitious inhibitions. They worship tiger, cobra and the Sun as Gods. Majority population depends on forest produce for their livelihood in absence of development of agriculture, animal husbandry or any other economic activities. Majority population of district speaks Dangi language/dialects, which is primitive and has no script. Whatever literature the Dangi language has is oral. All tribes of The Dangs dress themselves alike and it is difficult to mark any difference in their dressing. Native Dangi men are used to wear small loincloth. While other wear dhoti or Pajamas. They also wear a half-sleeved tunic called bandy resembling a waistcoat over a shirt. Now-a-days, loincloth is replaced by Dhoti and Kurta. The traditional dress of Dangi women consist of a Sari made from 5-6 yards of cheap cotton cloth worn with a Kachhota with the front pleats tucked behind. The choli is a button less blouse, the lower corners of which are tied in a knot above the waist in front. But now buttoned choli or blouse has become very common. Dangi women are very fond of ornaments like nose-rings, bangles, ear-clips, necklace etc. made in typical tribal designs. Among main festivals and fairs of The Dangs, the fair, which deserves specific mention is The Dangs Darbar fair held at Ahwa. The people from whole district, merchants and tourists from outside participate in The Dangs Darbar fair. Merchants from neighbouring district of Surat, Valsad and Nasik district of Maharashtra put up stalls to sell utensils, toys, cutlery, readymade garments, brass and copper vessels and silver ornaments which provide

an opportunity for shopping to Dangis. The folk-dances are performed which are very common among the tribals. (Dangs Census 2011)

Special mention can be made that of 'Kotwalia' tribes of the region. They belong to the scheduled tribes of the Gujarat state. *Kotwalia* tribes are also known as 'Vitolia' or 'Vansfodia' (Vans means Bamboo and Fodia means those who break the bamboo) which means the tribal who break the bamboos. Traditionally, they have been occupationally engaged in making big *Tokras* (baskets), containers, etc. from bamboo. Usually, they prefer to stay near the forest region on the bank of the river or water streams where the bamboos are available in plenty. *Kotwalia* tribes are solely dependent on the bamboo industry. All the members of the family jointly work in preparing the bamboo items and are a family occupation for them. Educationally, the *Kotwalias* are very backward. They do not have their own language or dialects; but follow the language or dialects of the people residing around them. The hamlets of *Kotwalias* are generally located near the forest areas. They are classified into two groups, forest village *Kotwalias* and non-forest village *Kotwalias*. Tribals move here and there in search of bamboos. They collect 5 to 7 number of bamboos after cutting and bring them at their destination usually on a bank of a river. The bundle of 100-125 bamboos is tied with a chip of bamboo only. The whole bundle is then put in the river water and the bundle is carefully driven in the flow of water up to their place of work.

Bamboo being useful and symbol of good luck; tribal live amidst the forest of bamboo. Their hutment roof, walls, compound fencing, and the household items are prepared from bamboos. Tribal life and tribal culture is closely associated with bamboo world. The traditional way of curing the diseases is more prominent among tribal. They usually depend on natural herbal medicines including bamboo. It is customary among tribal to prepare the marriage pandal (*Chowri*) from brand new bamboos. Tribal's usually use the bamboo with a number of knots/*Pilas* for tree climbing purpose. Bamboo is used as a staircase by tribals, helps

to climb over a place or tree very easily. Where there is a risk of wild animals entering a house they construct the houses with specialized design. In the single storied houses known as *Mediwalla* houses (*Medi* means a storey, a *Mala*) animals are kept on the ground floor, while they live on the first floor. In such single storied houses, where there are no staircases knotted bamboos are used to climb up the floor. Music, dance and symphony are integral part of tribal life. Tribals play flute, *Pawa*, *Pihooda* or such other musical instruments made from bamboo. They prepare cage like hunting instruments called 'Fando'. House-roofing, cart-caging, fencing, etc., are other such uses of Bamboo.

Hence, the sources of livelihood for local Dangi tribes can be divided into three major activities- (a) Collection and sale of Non- Timber forest produce (such as Teak Seed, Bamboo, Mahuda flowers and seeds, honey and gum, timru leaves); (b) Cultivation and Grazing (special regulations and rights have been kept for Reserved Forest and rights for cultivation is granted in Protected Forest) and (c) Wood cutting and Plantation Activities (which includes wood cutting and manufacturing of household bamboo products, fodder for livestocks, plantation of medicinal plants, herbs and fruits). Other short term activities include agriculture and fisheries (B. Patel, 2005). Important folk dances of Dangs include Pavri dance, Thakarya dance, Bhaya/Dungardev dance, Bohada dance and Madal dance.

Government Development Initiatives

Gujarat has immense potential for developing nature based tourism owing to presence of bio diversity and cultural richness. Government of Gujarat (GoG) through its nodal tourism agency Tourism Corporation of Gujarat Limited (TGCL) has taken several steps towards utilizing the potentials of ecotourism in the state. Many places like Idar, Vijaynagar and Polo has acquired the attention of the policy makers with respect to adventure as well as ecotourism development in their respective areas. Moreover, several spots like development of the Saputara hill station in the Dang district have been given uplift keeping in mind their tourism potentials. This provides us with the

fact that no substantial plan has been worked out for developing Ecotourism in the Dang district. Several funds have been allocated for the development of tribal tourism, adventure tourism and for developing areas surrounding Saputara. One of the upcoming projects of the Gujarat State Tourism body (TGCL) with an estimated project cost worth Rs. 190 crores comprises of the following development and upgrading work:

- Offering services for adventure sports facilities like mountaineering, rock climbing, hand gliding at Saputara and a Gliding School.
- Resorts and hotels.
- High-end restaurants.
- Organization of the tribal festival.
- Tribal Heritage Walk (Development of tribal destinations, setting up of tribal and artisan village & museum, education interpretation and research centre)
- Development of tribal museum, tribal village with an education, interpretation and research centre and tribal village resort would be developed.
- Development of Vansda palace.
- A Snake and Reptile Park (with a small zoo) and a cactus house would be developed in association with the forest department
- Nature Park with jungle resort.
- Hot air balloon ride over Vansda national park and Purna sanctuary.
- Development of Botanical garden.
- Luxury Buses connecting from Surat, Vadodara and Ahmedabad.
- World class Health (Ayurvedic/ Herbal) Resort
- Convocation & conference Halls
- Entertainment centre like Multiplex/ Amusement Park
- Nature camps in Purna Sanctuary and Trekking facility
- Forest Lodge & trekking in Vansda Sanctuary
- Permanent tribal handicraft showroom in Ahwa.

- Up gradation of the lake and development of major scenic spots like sunset point, echo point etc.
- Development of waterfall sites of Gira and Girimal falls.

The Dangs district is a hilly and beautiful region. It has a rich forest cover. In order to provide facilities and arrangement for night halt to tourists under Forest Deptt, The Dangs, Ahwa, expenditure of Rs. 1.47 crore was incurred during last ten years for developing tourist places like Mahal campus site, Gira water fall, Mahal tween huts, Mayadevi and Jarsol Pampa Sarovar. Under Gujarat Tourism Development Scheme, District Tourism Scheme and Gujarat Forest Development Project. About 5000 tourists visited the said forest places during the year 2006-07, whereas, during the year 2010-11, number of tourists being interested, the number recorded was of 60,000 tourists (Dang Census 2011).

Nature Education Camp

Under the programme of knowledge and training of Forest and environment, 25 to 30 Nature education camps are organized every year for the students of primary, secondary and higher secondary schools of The Dangs District and other districts and publicity/broadcasting is made through entertainment activities for everything awareness among people for wild animals and Forest estate (wealth).

Summer Festival

On the celebration event of summer festival 2008, three days cultural programme, folk dances and sports competition at state level become memorable for tourists arrived at Saputara. In order to make Saputara a pleasant place, during last five years, the state government implemented some important schemes of basic facilities through the authorities of The Dangs district, which consists of tribal hat, lake view garden, tribal museum, log hut, attractive fountains. In three days summer festival to be held at Saputara, folk dances, cultural programme, games and sports, exhibition division, stall of traditional meal of

The Dangs are celebrated and it become memorable for tourists arrived at Saputara., all these give enjoyment and encouragement to the tourist.

Dashera Festival

The tribal people of The Dangs, on the day of 'Dashera' festival, worship the God Parshuram, the deity whose temple is situated at the Fort Salher, by sprinkling curd to the idol. Thousands of tribal people from The Dangs and Maharashtra are arriving here for offering worship by sprinkling curd on the idol of Parshuram, in the temple situated at the historically famous Salher mountain near village Chinchli of The Dangs district, on to festival of Dashera. It is said that Bhagvan Parshuram passed his last time in this area. The temples of Bhagvan Parshuram are found very rarely. Mention of this fort at the highest peak of Sahyadri mountain ranges is made as the forts of Salher-Mulher forts in history (Dang Census 2011).

Other initiatives taken by the Forest Department of the Dang District are like -

Wild Woods Trail on Purna-Gira river route which stretches over a distance of 18kms. It starts from Mahal Camp Site, the trail moves through Barumal watch tower, Dhulda, Chikhaldha and reaches the base of the Girmal water falls near Girmal in a span of nine and a half hours. The entire trek route has been mapped and dotted with trek points and offers camping sites and guides.

Vulture Conservation Farm A vulture conservation farm has been set up near village Gadad by the North Dangs Forest Division. Village Gadad is located around 30 km from Ahwa on Ahwa-Chinchli road. The hilly forest region surrounding Gadad has an altitude ranging from 2000 to 3500 feet and is a favorite spot for the Indian Vulture, also known as Long-billed Vulture (*Gyps indicus*). A good number of Long-billed Vultures are found in this region as the nests are built on the mountains slopes, they are beyond the reach of humans and hence not destroyed directly by them (Dhaval 2012).



Courtesy: Dhaval Pandya

Mayadevi Temple Mayadevi temple is located off Vyara-Ahwa road at a small village called Kakarda near village Bheskatri. The home of the goddess Mayadevi is in a cave buried in the river bed of Purna and is not accessible

during the monsoons when Purna is full of life. During monsoons, the main temple complex is used for worshipping the goddess. There are concrete steps on the side of the temple complex descending to the rocks that form the river bed.



Courtesy: Dhaval Pandya

STRENGTHS	WEAKNESSES
<ol style="list-style-type: none"> 1. The region around River Purna has the thickest forest cover along with plethora of Natural beauty of hills, forest and valleys. 2. High level of annual rainfall (1500 - 3000mm) 3. Several places of touristic interest along the bank of River Purna. 4. Strong traditional bamboo craft and bamboo handmade articles by the local tribes. 5. Rich Flora and Fauna. 6. Rich Tribal Culture and Lifestyle which is unique in itself. 	<ol style="list-style-type: none"> 1. Low skill profile of the tribals, majority population of The Dangs is engaged in low skill based occupations which directly impacts their livelihood. 2. <i>Scattered inhabitation:</i> the tribal people of The Dangs are residing in sparsely located hamlets which increase the per capita development investment to a great extent. 3. The undulating topography with shallow soil, morrow soil, heavy erosion and poor water retention capacity. Fragile environment resist artificial constructions.
OPPORTUNITIES	THREATS
<ol style="list-style-type: none"> 1. Initiatives like promoting tribal tourism, adventure and ecotourism in the Dang District. 2. District Dang and the area around River Purna still unexplored by the masses. 3. Natural availability of Bamboo creates scope for Bamboo specialised tourism attractions in the region. 4. Government initiatives towards developing the infrastructure and tourist spots. Capital subsidies to projects involving ecotourism development. 5. The productivity of the people could be enhanced substantially by creating skill based capacity building, awareness programmes and putting up training schools. 	<ol style="list-style-type: none"> 1. Forest Conservation (Reserve and Protected forest) Act is rigorous. 2. Resistance to intervention and changes to the lifestyles of the local tribes.

All these plans and projects which have already been undertaken and those which are to be implemented in the future; would definitely add to the tourism infrastructure and tourism product quality that needs to be offered to promote Dang on the tourist itinerary. Given both the ongoing and upcoming projects, it could be seen the major development work is been concentrated around Waghai, Vansda and Saputara as the prime base for all tourism activities in the future. Except for some of the attractions to the Purna Wildlife Sanctuary at Mahal, like Mahal Campsites, Trekking forest trail, Jungle Resorts under the Forest Department; there is hardly any activity joint along the Purna River. Also, these projects have not included any of the villages and areas of tourist importance along the bank of River Purna.

Conclusion

The major findings of the research could be summed up into the list of places of tourist attractions, touristic activities, tourist services and tourism infrastructure in and around the region covered by River Purna, The Dangs. The Government of Gujarat and the Dang Administration under the supervision of Forest Department, have able to develop touristic infrastructure in the district to a great extend, keeping thus, the fragile environment and sensitive social infrastructure in the District. Though, the places or attractions being developed till now are in parts and pieces and mostly concentrated to a particular area or region. Still there is a need to develop as well as utilize the district's natural resources in their full capacity. Having said this, there is also a need to protect, preserve as well as project the rich tribal culture and the tribes of the region. Given the more economic opportunities would not only boost the standard of living as well as would increase social and work skill in the local residents. Thus, it is inevitable to underutilize the rich flora and fauna, natural scenic landscapes with the combination of historical and traditional culture, where there is high demand for such touristic places in the market. Its to prepare comprehensive plan for expanding and projecting the places like Dang. Besides, Government successful

initiatives, it is required to add on values to the existing tourist attractions or simply projecting unexplored spots in the said region. The whole of the region along the banks of River Purna has great potential to be developed as a comprehensive tourist destination for future tourist needs and demands. The places which can be highlighted along the course of the River Purna are summed up with their important attractions:

Chinchli (Salher Fort, Parshuram Temple-Dussehra Festival, Bordering Shirdi-Nasik, Pandav Gufa(Caves))

Don (Cup-shaped Hilly Terrain of 3500ft, highest village in the district, scenic points could be developed as popular tourist relaxation joints, ideal for trekking and hiking, adventure sports like paragliding, hot air balloon ride)

Ahwa (high end restaurants and sophisticated hotels and guest houses to cater leisure tourists, hilly forested terrain ideal for leisure time of tourists, popular tourist attractions like State Archeaological Museum, Tourist shopping stalls could be set up selling up Bamboo handmade craft articles, Nagli food must be introduced in the menu of the hotels and restaurants.)

Gadhvi (base camps in forest trek, Royal seats of Rajas and Naiks)

Mahal (Camping Site, concept of Tree houses/ Bamboo huts can be introduced at such spots, Tribal culture and lifestyle can be experienced in Mahal village)

Purna Wildlife Sanctuary (an exclusive tour package must be offered with the highlights of Bamboo Trail, Zip line crossing over the River Purna, Bamboo Rafting on the River Purna)

Giridurg at Songadh - a 17th Century Gaekwad Fort

Kalibel - attractions like Ram Mandir(Temple), Rupagadh fort, Gira falls

Bhenskatri - both natural and religious attraction- Mayadevi Temple.

Developing the tourist itinerary at a particular place is one thing and creating human workforce for offering world class tourist services and hospitality is another thing. There is a need to create centers for skill development

for local village dwellers for making them self-efficient in tourist services as well as creating employment during non-agricultural seasons. Skills required for handling and assisting hot air balloon ride, paragliding, trekking, River Rafting, learn to make Bamboo Rafts, basic medical aids, knowledge of the marked routes of trek, proficient in other languages and any such training which are necessary to offer tourism services. It would be promising to promote restaurants and cafes which have

temporary set-ups or are in mobile in nature, for instance, Wagon Restaurants, Café joints with minimal set-ups such as foldable sitting arrangements at roadside eateries. Instead of coming up with permanent high cost infrastructure development, there is a need to progress with joining the modern flexible concepts, without disturbing the key motivator of development; that is natural environment of the thickest forest covered region of Gujarat.

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A Foreign Tourist Individual Perspective Regarding Tourist Satisfaction at Red Fort in New Delhi

Dr. Sandeep Walia

ABSTRACT

Understand the factor, which derives satisfaction to the tourists, is one of the most pertinent areas of research in travel and tourism industry (Petrick 2003; Prebensen, 2006). Tourist satisfaction refers to the experience of tourists after visiting to any tourist destination or experiencing services at the destination visited. The satisfied tourist tends to communicate his positive experiences to the people outside the world as well as paying a repeated visit to the destination. (Hallowell 1996; Kozak&Rimmington 2000; Pizam 1994; Alein, Rodriiguez&Fraiz, 2007; Operman, 2000). The study explores about the antecedents of tourist satisfaction and the activities carried out by the holidaymakers at New Delhi. The present paper aims to study the Tourist Satisfaction of Foreign Individual Tourists during their visit to the Red Fort at New Delhi. These analyses provide a useful background in the planning of future tourist marketing strategies. This study will also provide the sufficient empirical evidence towards the factors responsible regarding the overall level of tourists' satisfaction.

Keywords: *Tourists Satisfaction, Foreign Individual Tourist, New Delhi.*

Introduction

Travel & Tourism industry is one of the fastest expanding industry globally now days. Tourism represents a key Industry in Indian Economy. Statistics reviled that in the year 2016 the total number of foreign tourist arrivals in India was 8.8 million. Travel and Tourism Sector contributed a total of 208.9 billion U.S. Dollars to Indian Economy in 2016, which is around 9.6 % of the total GDP. In Asia-pacific India has been accounted as the second highest total tourism GDP contribution only after behind China in the year 2016. India's contribution to GDP is almost double than that of Thailand, which holds the rank of Third largest GDP contributor in the region. In India the travel and tourism sector directly provided more than 25.4 million jobs alone in the year 2016 thereby having a substantial effect on the employment

opportunities across the country. Like any other industry, tourism business can enforce considerable impact on local environment, which are often diverse and unique. No other industry structures itself in such a way that the consumer is brought to the product, rather than the product being delivered to the consumer. This structural difference produces unique social impacts upon the local community, which includes changes in local demographics, changes in local housing and labor markets.

The business activity of tourism industry is to promote the "salable" or appealing aspects of the community, transport non-residents into the community, manage the hospitality for and guide the activities of these visitors, and provide them with goods and services to purchase and experience during their stay. If these business

activities degrade the community's heritage and wealth, then the community suffers more directly than that of the consumer, who can return to his or her own community without responsibility for or awareness of the impacts of his touristic activities.

Solutions to adverse tourism impacts are to be found in the shared interest of local communities, tourism businesses, and tourism consumers in maintaining the natural wealth and social heritage of the region. Dialogue must take place in an open and transparent environment, which must generate accountability among the investors and locals with regard to future investments, practices and policies. Consensus or decisions arising from dialogue must be reflected in institutional action.

Review of Literature

The issue of personal expenditure, perception and satisfaction, ranking of ranking of various aspects of the facility, demographic information and overall rating of the site by the individual was also addressed by Christopher L. Ellis and Hans Vogelsong in (2002). They identify the satisfaction indicators in relation with satisfaction level of eco tourism visitor. Moreover they focus on factors that influenced the overall individual satisfaction.

Correia & Crouch (2003) investigated the tourist perception and motivation in the Algarve, Portugal. They found the factors that help in understanding the perceived image and motivations tourists of different nationalities have about the Algarve. Further, they pointed out that perception and motivation are fundamental in tourist decision and are crucial in the formation of destination image

Rajan and Deborah (2003) examined the perception of Indian student about the rural West Bengal as a tourist destination. They point out the strength and weaknesses as a travel destination. Further they suggested that the image of West Bengal were as a mixture of both positive and negative perception about challenge commonly held assertions about the appeal of rural areas and no difference in response were found between males and females.

Kottapalli, Rakesh and Krishna (2003) investigated the local people knowledge, aptitude and perception of planning and management in Nanda Devi Bio reserve in Uttarakhand state. They found the gender difference in perception of development options. There is a perceptible difference in response among the different age group. Men preferred economic opportunities and women preferred the improved living of conditions.

Theresia A. Pawitra, Kay C. and Tan (2003) evaluated the image of Singapore from the perspective of Indonesian tourists visiting Singapore. In this study the attributes of Singapore as a tourist destination were analysed. The study assessed the effectiveness of Kano's model integration, SERVQUAL, and use of quality functions. The integrated model further discussed the surfaced changing strategies and implications. In addition to this they also evaluate customer satisfaction and development of new products and services through the recognition of striking attributes to the customer.

Choongkibe & Ki-Joon Back (2003) explored the pre and post casino impact of resident perception. They examine the underlying relationship among the impact, benefits & support variable based on social exchange theory using a structural equation model. They signify that positive economic and social impact enhanced before and after casino development.

Arun (2004) explored the consumer perception about the use of internet (e-marketing) in tourism along with the feature of cost, convenience and service. He also identifies the reasons for lag in e-business in the emergent economy such as lack of awareness, trust etc.

Larry and Munhtuya (2005) examine the satisfaction level of tourists from four different regions: Europe, the US, Japan and other Asia/Pacific countries in Mongolia. Further they analyze the international tourists' satisfaction of their travel experience with tourist attractions, facilities, services and prices. They point out similarities and differences in their demographic characteristics.

Roy et al. (2006) examined the perceptions of international visitors and Thai residents on the image of Thailand as a tourist destination. The

perceptions of a tourist destination are critical to its image. Destinations or products image whether mental image which is created by any marketing department or associative image which is generated by consumer. Tourist destinations should take care about their image as their image should not be different, as the prospective travellers perceive it.

Hanna (2007) Investigate the Irish people perception about the Finland as a tourist destination. They try to find out the kind of perception and image Irish people have about Finland as a tourist destination. Primarily focus on the destination image and perceptions affect the destination choice and how they born. Further they suggested that knowledge level of Irish people about Finland is poor and subjective image Finland can be changed by marketing. Moreover the Emphasis will be give on strengthening the positive image of Finland that already exists in the mind of Irish people and try to correct the wrong and non existing image in to positive image.

Debadaly, Pratap, Sushil &Ashutosh (2007) examined the attractiveness of Varanasi as tourist destination from the prospective of foreign tourist. They examine the several demographic characteristics of tourist and their expectation on tourist attributes and satisfaction with holistic impression of the destination. They carried out the tourist attributes.

Michael & Linda (2007) investigate the tourist perception of beach-cast seaweed and coral reef with wild life viewing at Likuri island, Fiji. They study the overall holiday experience of the tourist and their satisfaction level, which further identified the target market and scope for improvement.

Vinay (2007) identified and addressed the issue of safety and security in Kashmir and its impact on building destination image. The study concluded that safety and security in the tourism industry cannot be neglected as it has gained vital importance specifically after the 9/11 attacks, both tourism practitioners and academicians immediately thereafter have started to look into the issues related to crisis management with workable solutions to diminish the negative impacts of such incidents. The study further suggested that safety and

security is a essential requirement for any tourist destination to become an ideal tourist destination and thus results in building the positive image of the destination. Therefore proper planning must be done and appropriate strategies should be implemented to minimize the negative impacts of such incidents.

Perenjodi, Prabha&Jeynakshi (2008) examined the tourist satisfaction with small island, Mauritius. Tourist satisfaction is one of the most important concerns of competitive destination as it considerably impact on the tourist choice of the holiday destination and the decision to visit the destination in the future. They carried out the determinant for tourist satisfaction at the destination.

Huntingdon perception survey (2008) identified the areas that visiting and using the town center through could be improved. They develop the participation with local, regional, and national network to improve the town centre of Huntingdon. Further they identify the how opinion was changed and scope for future improvement

Bindu, Babu & Chitramani (2009) investigated the perception of medical tourism towards the Kerala as an alternate medical tourism destination. They cover the various issue related to tourist satisfaction with booking, information, treatment and miscellaneous other facilities. Further they identify the key motivational variable and source of information used by healthcare tourist and formulate the customer retention model for alternate medical tourism.

Mathur A. K (2012). discussed the satisfaction level of foreign tourists visiting New Delhi as tourist destination. He concluded that changes in satisfaction level affect discomfort level: The more satisfaction level decreases the more difference is between current satisfaction level and desired satisfaction level.

It is evident from the above review of literature that work has been done on the tourist satisfaction but no work has been conducted on the satisfaction of Foreign Individual tourist (FIT) visiting in India particularly in New Delhi. Thus, recognizing the utmost importance from the above literature mentioned, the present study has been selected.

Objective of the Study

- To Study the Satisfaction Level of the Foreign Individual Tourists (FIT) visiting the Red fort, at New Delhi
- To suggest measures to enhance tourist satisfaction.

Research Methodology

Nature of the Study

The study was descriptive in nature and attempt to analyze and measure the tourist's satisfaction in terms of amenities and services provided to tourists at the Famous Red Fort in New Delhi.

Sample and Data Collection

The data was collected with the help of a pre-structured questionnaire from the foreign independent tourists visiting in "Red Fort" during November 2016 to January 2017. The questionnaire contained overall 27 items out of which first 06 items were focused on socio-

demographic profile of the respondents and the rest 21 items were focused on different variables covering the aspects of general attributed in relation to the tourism, facilities and services at Red Fort. The questionnaire was designed on Five Point Likert Scale weighing from 1 to 5, where 1 denotes Highly Dissatisfied to 5 means Highly Satisfied.

Since most of the individual tourist was requested to fill in the response about their overall experience during the visit. The voluntary mode of participation of the tourist survey was adopted and Convenient cum Judgment sampling was followed. Overall however 165 foreign tourists were contacted and requested, out of which only 124 responses were found correct and were taken for data analysis.

Analysis and Interpretation

The data collected was further analyzed using simple statistical techniques such as Mean, SD and T-test.

Table 1: Demographic Characteristics of the Respondents (N=124)

Variables	Frequency	Percentage (%)
Age Group		
Less then 25	19	15
25-35	83	67
36-45 above	22	18
Gender		
Male	62	50.00
Female	62	50.00
Education		
Less then +2	6	5
Graduate	32	26
Post Graduate	86	69
Marital status		
Married	27	22
Single	80	64
Others	17	14
Length of stay in Delhi		
1 day	12	10
2-4 days	50	40
5-7 days	22	18
More then 8 days	40	32

The demographic characteristics of the respondents are shown in Table 1. The table depicts that the gender distribution of the respondents was quite even, with 50.0% female respondents and 50.0% male respondents. The dominant age group of the respondents (67%) was 25 to 35 years followed by 18% in the age group 36 to 45 years and 15% lies in the age group of less than 25 years made up the smallest group of the respondents. On the basis of marital status, majority of the respondent (64%) were single as compared to married who are 22%. Only 14% were other category. In the category of length of stay, 40% of the

respondents stayed for 2 to 4 days, followed by more than 8 days (32%) and 5 to 7 days (18%). Only 10% of the respondents stayed 1 day.

In terms of level of education, almost of the respondents (69%) have studied to the postgraduate level; 26% of the respondents have studied up to graduation, and 5% of the respondents had a secondary school education. No respondent in the research study was at the primary level or below. The result shows the relatively high educational attainment of the respondents

Table 2: Analysis and Interpretation of Satisfaction Level of Foreign Independent Tourist Visiting at Red Fort

Items	Highly Dissatisfied		Not Satisfied		Neutral		Satisfied		Highly Satisfied		N.A.	
Infrastructure Facilities	0	0.00	3	2.42	25	20.16	81	65.32	11	8.87	4	3.23
Food / Canteen Facility	0	0.00	15	12.10	40	32.26	40	32.26	6	4.84	23	18.55
Behaviour of staff	3	2.42	9	7.26	21	16.94	64	51.61	25	20.16	2	1.61
Entertainment facilities	4	3.23	8	6.45	46	37.10	48	38.71	9	7.26	9	7.26
Medical Facilities	11	8.87	6	4.84	42	33.87	5	4.03	0	0.00	60	48.39
Public utility service	6	4.84	21	16.94	34	27.42	40	32.26	8	6.45	15	12.10
Water facilities	5	4.03	14	11.29	46	37.10	37	29.84	8	6.45	14	11.29
Preservation of monument	2	1.61	14	11.29	28	22.58	63	50.81	17	13.71	0	0.00
Light and sound show	2	1.61	2	1.61	20	16.13	7	5.65	2	1.61	91	73.39
Shopping facilities	1	0.81	2	1.61	26	20.97	80	64.52	6	4.84	9	7.26
Connectivity with other attractions	4	3.23	3	2.42	52	41.94	54	43.55	4	3.23	7	5.65
Cleanliness of attraction	1	0.81	16	12.90	27	21.77	68	54.84	12	9.68	0	0.00
Safety and Security	2	1.61	2	1.61	13	10.48	70	56.45	37	29.84	0	0.00
Guide Facility	0	0.00	12	9.68	35	28.23	34	27.42	9	7.26	34	27.42
Maps at attraction	5	4.03	43	34.68	25	20.16	19	15.32	0	0.00	32	25.81
Local transportation facilities in Delhi	5	4.03	8	6.45	21	16.94	76	61.29	8	6.45	6	4.84
Road side amenities	0	0.00	10	8.06	32	25.81	52	41.94	4	3.23	0	0.00
Tourist information center	3	2.42	18	14.52	30	24.19	38	30.65	0	0.00	35	28.23
Level of information received	5	4.03	16	12.90	32	25.81	60	48.39	5	4.03	6	4.84
Behaviour/Attitude of staff	3	2.42	10	8.06	28	22.58	58	46.77	15	12.10	10	8.06
Knowledge of staff	3	2.42	3	2.42	50	40.32	43	34.68	8	6.45	17	13.71
Travel broucher (Quantity & Quality)	3	2.42	12	9.68	34	27.42	23	18.55	6	4.84	46	37.10

The following Research findings have been emerged from the present study:

Table 2 depicts the various variables of satisfaction level of foreign independent tourist visiting at Red Fort. The following paragraphs

explain the responses of the tourist's satisfaction level at Red Fort, New Delhi.

The study founded that the majority of international tourists were satisfied (65.32%) with infrastructure facilities at red fort followed

by neutral about satisfaction (20.16%). 8.87% of the international tourists were very satisfied with infrastructure facilities. Only 2.42% international tourists were not satisfied with the same. No international tourist was very dissatisfied with infrastructure. International tourist who had not commented was 3.23%.

It clearly shows that majority of international tourist were satisfied (32.26 %) and neutral (32.26 %) about facility of food and canteen at red fort. 12.10% of the tourist were not satisfied followed by 4.84% tourist were very satisfied about food and canteen facility. 18.55% have not commented about the food and canteen facility as they had not availed the same. International tourist who had not commented was 18.55%.

It had been observed that the 51.61% of the international tourist were satisfied with the behavior of staff at the ticket counter followed by 20.16% were very satisfied. 16.94% of the international tourist had natural response about the ticket counter staff. About 7.26% of the international tourists were not satisfied with the behavior of ticket counter staff and 2.42% of were very dissatisfied with the same.

Entertainment is the one of the major component of any tourist attraction. Hence, Entertainment facility at red fort includes various museums inside the building e.g. army museum at entrance and archeological museum inside the end of red fort. The majority of international tourists 38.71% were satisfied with entertainment facility. Table explains that 37.10% of the international tourists were neutral about the entertainment facility. Only 7.26% of the international tourists were very satisfied. About 6.45% of the international tourists were not satisfied and 3.23% were very dissatisfied with the entertainment facility. International tourist who had not commented was 7.26%, which is equal to very satisfied international tourist.

It has been observed the 33.87% of the international tourists were neutral about the medical facility at red fort. About 48.39% of international tourists were not commented about the medical facility as they had not used them or had not seen any signage for medical facility with in the area of red fort. There were 8.87%

of the international tourist were very dissatisfied and 4.84% were not satisfied. Only 4.03% of the international tourists were satisfied with medical facility.

Public utility services include the number of toilets and their hygienic condition. A table explains that 32.26% and 27.42% of the international tourists were satisfied and neutral with public utility services. About 16.94% of the international tourists were not satisfied with the condition of public utility services. Only 4.84% of the international tourists were very dissatisfied. There were about 12.10% of the international tourists who have not commented because they had not used any public utility service.

The water facility includes the availability of water dispensers or taps with in the red fort and water bottles at canteen of red fort. It has been observed that 37.10% and 29.84% of the international tourist were neutral and satisfied with water facility respectively. About 11.29% of the international tourists were not satisfied. Where as only 6.45% of the international tourist was very satisfied. Only 4.03% of the international tourists were very dissatisfied with the water facilities. About 11.29% of the international tourist had not commented about the same because they had not availed the water services or had there own bottles.

The study shows that 50.81% of the international tourists were satisfied with the preservation of red fort, which was significant. About 22.58% of the international tourists were neutral about the preservation. A table shows that 13.17 % of the international tourists were very satisfied with the preservation. Where as 11.29% of the international tourists were not satisfied with the preservation. Only 1.61% of the international tourists were very dissatisfied with the preservation of red fort.

Light and sound show at red fort is the major attraction, which shows both English and Hindi in the evening. It was observed that 16.13% of the international tourists were neutral about the light and sound show at red fort. A table shows that the ratio of very satisfied, not satisfied and very dissatisfied are same about light and sound show which is 1.61% respectively. Only 5.65% of the international

tourists were satisfied with show. About 73.39% of the international tourists were not commented about the light and sound show, which reflects that very few international tourists saw the light and sound, show because of its late timing or may be of safety and security problem in Delhi.

There is small area at the entrance and exit gate of the red fort, which consist about 40 shops. These shops sell Indian souvenirs to both domestic and international tourist. 64.52% of the international tourists were satisfied with the shopping facilities at red fort which shows that majority of international tourist shops from there. 20.97% of the international tourists have neutral about the shopping facility. 4.84% were very satisfied with the shopping at red fort.

Only 1.61% was not satisfied and 0.81% was very dissatisfied with the shopping facility. There was only 7.26% of the international tourist which had not commented about shopping because they had not done any shopping from there or might be expensive for them.

Connectivity of the one attraction with other attraction is one of the major concerns in development of any attraction. The study indicates that the 43.55% of the international tourist were satisfied and 41.94% of the international tourists were neutral about the connectivity. The percentage of the very satisfied and very dissatisfied international tourist was 3.23%. Only 2.42% of the international tourists were not satisfied. 5.65% of the international tourists were not commented on the connectivity issue.

54.84% of the international tourists were satisfied and 21.77% of the international tourists were neutral about the cleanliness at red fort. 12.90% of the international tourists were not satisfied with cleanliness followed by 9.68% of the very satisfied international tourists. Only 0.81% was very dissatisfied about the cleanliness.

Safety and security is the major issue for all international tourists at any tourist attraction. Majority of international tourist were satisfied with the safety and security, which were 56.45% of the total percentage. About 29.84% of the international tourists were very satisfied

followed by 10.48% of the international tourist were neutral with the safety and security. The percentage of both not satisfied and very dissatisfied was 1.61%.

Guide facility includes the taxi drivers and local guides provided by state tourism board. The study indicates that 28.23% of the international tourists were neutral followed by 27.42% of the satisfied international tourist about the guide facility. About 9.68% of the international tourists were not satisfied and 7.265 were very satisfied with the guide facility at red fort. There were about 27.42% of the international tourist were not commented on the facility of guide because that were not used the same.

Maps are helpful to see all the places with in the attraction. As the red fort maps play a significant role. It may be observed that 34.68% of the international tourists were not satisfied with the maps in the red fort. About 20.16% of the international tourists were neutral about maps. Where as 15.32% was satisfied with maps. Only 4.03% of the international tourists were very dissatisfied with maps. There were about 25.81% were not commented about the same.

Local transportation includes buses, metro, autos, taxies and rickshaws for the connectivity with other attractions.

The study observed that the 61.29% of the international tourists were satisfied and 16.94 % of the international tourists were neutral with the local transportation facilities at red fort. Where as 6.45% of the international tourists were very satisfied with the local transportation e.g. metro. On the other hand 6.45% of the international tourists were not satisfied followed by 4.03% were very dissatisfied because of high charges of autos and rickshaws.

The roadside amenities include intangible amenities, which include pleasant views, nearby activities, or a low crime rate, all of which add to the desirability of a Red Fort, New Delhi. The study observes that the 41.94% of the international tourists were satisfied and 25.81% of the international tourists were neutral with the roadside amenities at red fort. Whereas 3.23% of the international tourists were very much satisfied with the roadside amenities provided for e.g. pleasant views. On the other

hand 8.06% of the international tourists were not satisfied. No respondent was very dissatisfied. There were 20.97% of the respondents had not commented on the same. Tourist information center at red fort are ticket counter and tourist police. As such there is no proper information center at the red fort. It was observed that the 30.65% of the international tourist were satisfied and 24.19% were neutral with the information centers. About 14.52% of the international tourists were not satisfied and 2.42% were very dissatisfied with the information center. There were about 28.23% of the respondent had not comment on the same because they had not visited any information center. Majority of international tourist visit the information center at airport then Connaught place, New Delhi.

The study indicated that the 48.39% of the international tourist were satisfied and 25.81% of the international tourists were neutral who visit the tourist center. About 12.90% of the international tourists were not satisfied with the level of information. The percentage of very satisfied and very dissatisfied was same that is 4.03%. There were 4.84% of the respondent have not commented on the level of the information received from tourist center.

It has been observed that 46.77% of the international tourists were satisfied and 22.58% of the international tourists were neutral with the behavior and attitude of the staff at tourist information center. About 8.06% of the international tourists were not satisfied and 2.42% were very dissatisfied with the behavior/ attitude of staff at tourist information center. There were 8.06% of the respondent have not commented on the behavior/attitude of staff at tourist information center.

The study indicated that 40.32% of the international tourists were neutral and 34.68% of the international tourists were satisfied with the knowledge of staff at tourist information center. About 6.45% of the international tourists were very satisfied with the knowledge of staff. 2.42% of the international tourists were not satisfied and very dissatisfied with the knowledge of staff. There were 13.71% of the respondent have not commented on the

knowledge of staff at tourist information center because they have not visited the same.

It may be observed that 27.42% of the international tourists were neutral and 18.55% were satisfied with the quality and quantity of the brochure at tourist information center. About 4.84% of the international tourists were very satisfied and 2.42% were very dissatisfied with the quality and quantity of travel brochure at tourist information. Only 9.68% of the international tourists were not satisfied. There were 37.10% of the respondents had not commented on quality and quantity of travel brochure at tourist information center because they have not visited the same or there had not sufficient quantity of the same.

Conclusion

The maximum number of respondents responds that they were satisfied with Infrastructure Facilities (65.32%), followed by Shopping facilities (64.52%), Local transportation facilities in Delhi (61.29%), Safety and Security (56.45%), Cleanliness of attraction (54.84%), Behaviour of staff (51.61%), Preservation of monument (50.81%), Level of information received (48.39%), Behaviour/ Attitude of staff (46.77%), Road side amenities (41.94%), Entertainment facilities (38.71%), Food / Canteen Facility (32.26%), Public utility service (32.26%), and Tourist information center (30.65%). These top 14 attributes were accounted for around 45% share of the total satisfaction level. Whereas the respondents respond neutral about the Medical Facilities (33.87%), followed by Water facilities (37.10%), Light and sound show (16.13%), Connectivity with other attractions (41.94%), Guide Facility (28.23%), Knowledge of staff (40.32%), and Travel broucher (Quantity & Quality) (27.42%). They were not satisfied only with the maps at attraction (34.68%). Many of the customers completed the desired service level by answering all questions indicated that only a near perfect level of service is required. This result may reflect a real desire for this level or a misunderstanding of the standard of service form. There is some evidence to suggest that the satisfaction were not properly understood, as some customers did not complete many questions.

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The Role of Food Tours in Promoting Local Food: A Study of Shimla

Dr. Prashant K. Gautam & Parikshit Sharma

ABSTRACT

Tourism as an industry deals with the socio-economic and cultural wonders of a destination, motivating people to travel to different places, states, and countries away from their usual place of residence. This movement of people may be categorized into travellers, tourists, and excursionists who are involved in some kind of activity implying tourism expenditure. The current study relates to the role of Food Tours in promoting the local food of a place, here, specifically Shimla. The study focuses on examining three objectives. The prime objective is to identify various International food and beverage tours, domestic food tours, and specialised events relating to food consumption. The Second objective is to identify the hotels and restaurants serving local food in Shimla. The final objective is to devise a Specialised Food Tour for Shimla city. The findings of this research paper shall prove to be of importance and create a window for further research.

Keywords: *Food Tours, Local Food, Shimla.*

Introduction

Research Problem

Travel is the basic essence of the tourism industry. Travel is the key to have an insight of the foreign culture, food, infrastructure, language, lifestyle and related activities. Books can be a source of motivation to travel, however, literature cannot replace the experience of travel. Literature may provide a person living in Chennai, an information about the culture, food and lifestyle of inhabitants of Shimla, however, to experience all the above, physical travel is a must and vice-versa. The information about the history, manufacturing and the right way of drinking a Scotch whisky, but, until you actually drink it, you may not make a difference with others, and how a Scotch has smoky, earthy overtones which is not common in other variations of whisky.

The "Global Report on Food Tourism" developed by the United Nations World Tourism Organization, states food tourism as one of the fastest growing, dynamic and a

creative segment of the tourism industry. The report also states that the "culinary tourism does not have to mean gourmet food". Culinary tourism involves the unique and memorable experience of dining area, the awareness of such activities, and finally the development of local community through generation of revenue, increase income levels and employment opportunities. It may therefore be said that the local food/ cuisine of a destination bears supreme prominence in the development of the total holiday experience. (Global Report on Food Tourism, UNWTO, 2012)

The paper shall discuss the role of Food Tours in promoting the local food of a place, here, specifically Shimla. The study shall explore the International food and beverage tours, domestic food tours, and specialised events relating to food consumption. The second half of the paper aims to identify the hotels and restaurants serving local food in Shimla. The last section explores the ways in which the Specialised Food Tour for Shimla city may be devised. The findings of this research paper shall prove to

be of importance and create a window for further research.

Objectives of the Study

- Identify popular Food and Beverage tours.
- Identify hotels and restaurants serving local food in Shimla.
- To devise a specialized food tour for Shimla city.

Background of Research

The paper is a part of the Doctoral study "Scope and Prospects of Food as a Tourist Attraction: A case study of Himachal Pradesh." The study aims at finding how culinary tourism may be regarded as special interest tourism, and the ways in which specialised food tours may help in promoting the local food of a destination.

Key Definitions

The following are the definitions for food, culinary and gastronomic tourism as available from various reports and authors:

- Food tourism: it means travelling to seek enjoyment via eating and drinking experiences at the destination (World Food Travel Association 2013)
- Food Tourism: The tourist's food related activities at a destination, such as dining, purchasing local food products or food pertinent products, and experiencing the characteristics of a unique food-producing region. (Shenoy, 2005)
- Hall, C.M. & Sharples, L. (2003) defines Food tourism as an experiential trip to a gastronomic region, for recreational or entertainment purposes, which includes visits to primary and secondary producers of food, gastronomic festivals, food fairs, events, farmers' markets, cooking shows and demonstrations, tastings of quality food products or any tourism activity related to food.
- Gastronomic tourism as defined in the "Global Report on Food Tourism" is that it applies to tourists and visitors who plan their trips partially or totally in order to taste the cuisine of the place or to carry

out activities related to gastronomy. (World Tourism Organisation 2012.)

What are Specialised Food & Beverage Tours?

A lot of people are not aware of the term Food Tour or what food tour is? One definition states that a culinary or food tour is a professionally guided tour of the local food and beverage scene and may include hands-on workshops. These can be a great way to get a taste for local ingredients and artisan products as well as to learn the history and culture of the region, particularly with respect to how it influenced the development of the cuisine. The nature and duration of the tour may vary. They are typically conducted in groups, though private or small group tours may also be available in certain areas. Common examples are a walking tour of the restaurants and shops in a particular neighbourhood or a bus tour of a city's ethnic neighbourhoods. City or country tours may also be conducted by bicycle, or private car service. (TASTE TREKKERS, 2016)

The City Food Tours define it as, "the most delicious way to explore Manhattan's most interesting neighbourhoods." On our Lower East Side Artisan food tour, our NoLIta: Eat a Bite of Ethnic NY tour and our Flavours of New York tour, there's enough food for a meal for most people included in each tour. On our three dessert tours, we guarantee that you'll be pleasantly stuffed with chocolate by the end of the journey! All of our tours are easy walking - meaning that you'll hardly notice that you're walking from stop to stop. At most, tasting stops are a few blocks from each other. We don't believe in big treks - we believe in big tastes! On each of our tours you'll visit at least six different tasting stops, so you'll get quite a variety. If one stop isn't your absolute favourite, don't worry - in another few minutes you'll be at a restaurant, eatery or shop that probably is. (CITY FOOD TOURS, 2016)

In India, the trend has come up with the major metropolitan cities as food tours. These food tours have come up as an important segment of tourism in the country. The domestic tourists intend to visit places of culinary interests such as specialty restaurants, bars, vineyards (Sula

vineyard), tea plantations, etc. The culinary events may also include culinary or gastronomic products specific to a certain region, which may be categorised as small or region specific culinary tours. These may include business or trade festivals, fairs, farm markets, food festivals, fruit festivals, festivals and fairs organised for local deities, gods and goddesses, harvest festivals, local or state level culinary competitions. These events revolve round the following elements: -

- a. Culture
- b. Heritage



Figure 1: Wine Tours in India (Google, 2016)

c. Entertainment

d. Food and Drink

The famous international and national tour events: -

1.1 Specialized Tours – Wine (France and Italy)

French and Italian are the world's best known wines. France produces the best quality wines in the world. On the other hand, Italy is famous for producing wines in quantity.

In India, there is a rise in the promotion of these wine tours through websites to places of wineries such as Nashik and Bangalore.

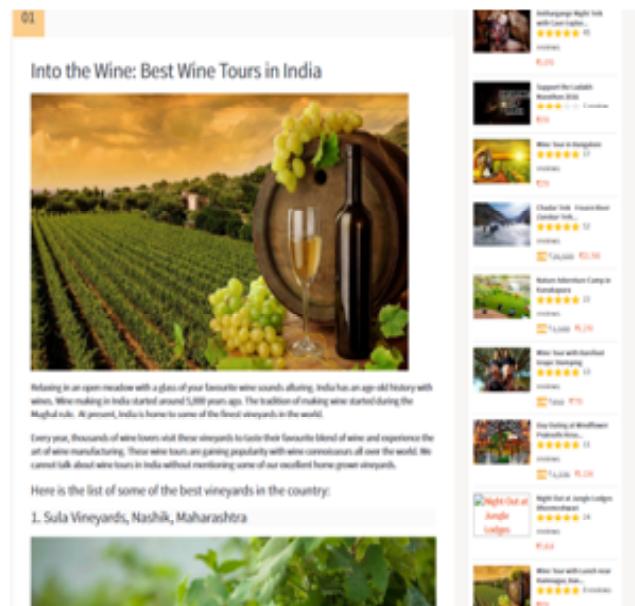


Figure 2: Wine Tour in India: Best Wine Tours in India. (Thrillophilia, 2016)

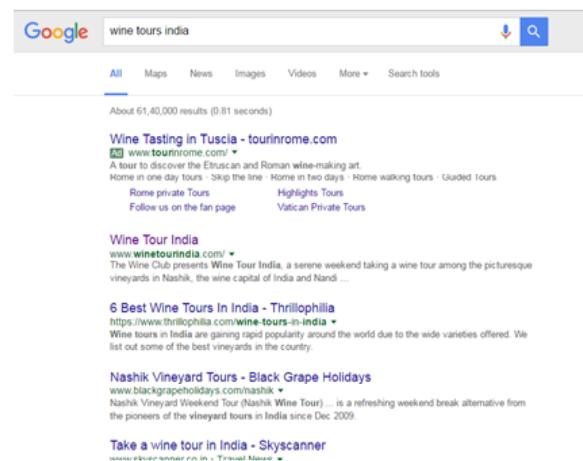


Figure 3: Wine Tour India: Top Places of Tourist interest in Wine Tourism, India (Wine Tour India, 2016)

The above figure shows the top companies organizing wine tours in India. Wine Tour India website promotes the wine tours in two popular wine producing regions of India namely, Nashik and Bangalore as evident from the exhibit below in Figure 2.

The figures 2 & 3 shows Sula Vineyards, Nashik as the India's Wine Capital. The second place to visit for wine lovers in India is Nandi Hills in Bangalore, when in 1988, Mr. Kanwal Grover, founder Grover Vineyards around the Nandi Hills making Bangalore the second most prominent wine region in the country. Apart from Nashik and Nandi Hills, there are two

other distinct wine regions in Karnataka - Krishna Valley (Bijapur, Bagalkot and Belgaum) and the newly notified Kaveri Valley (Near Mysore). (Wine Tour India, 2016)

These wine tours promote to the tourists an experience of the exquisite natural beauty of the lustrous green vineyards amidst the magical aroma of wine. A luxurious weekend and an experience some of the finest Indian wines right at the heart of the winery. An insight into the intricate details about wine, wine making, wine tasting, etc. from their 'Wine Gurus'. The characteristic Grape Stomping (during season, in select vineyards). (Wine Tour India, 2016)

1.2 Specialized Tours - Distilled Beverages - Whisky



Figure 4: Whisky Tours U.K. (Guvnors Moray Tours, 2016)

The above exhibit 5 is of a Whisky Tour website owned by Guvnor "Garey Stewart". The place has more than 50 distilleries making it a home place for the highest concentration of distilleries in Scotland. A whisky festival held annually is known as "The Spirit of Speyside Whisky Festival". A Malt Whisky trail has also been in place for the whisky connoisseurs to experience the making and consumption of select Scotch whisky. (Guvnors Moray Tours, 2016)

The Highland Explorer Tours promote their whisky tour as a fabulous day tour that explores much of Scotland's iconic scenery, sights and experiences. From their ancient capital and stories of Scotland's most famous patriot to stunning Highland landscapes, we also give you the opportunity to sample a drop of our favourite national drink for a complete 'Taste of Scotland'! The tour program includes:-



Figure 5: Whisky Tours U.K. (Highland Explorer Tours, 2016)

Highlights

- The Famous Grouse Experience
- Scotland's oldest working distillery
- View from The Wallace Monument
- Hermitage forest walk
- Dunkeld Cathedral

Inclusions

- Local Scottish Guide
- Hermitage Forest Walk
- Souvenir map
- Foreign Language Audio Guide

Explore More

- Whisky Distillery Tour (reserve at time of booking)

The following exhibit shows the top whisky tours in India. Also evident from the below exhibit are the whisky tours in Edinburgh which

are the famous whisky tours in the world. In both the exhibits below, Edinburgh is the topmost choice for the whisky tours.

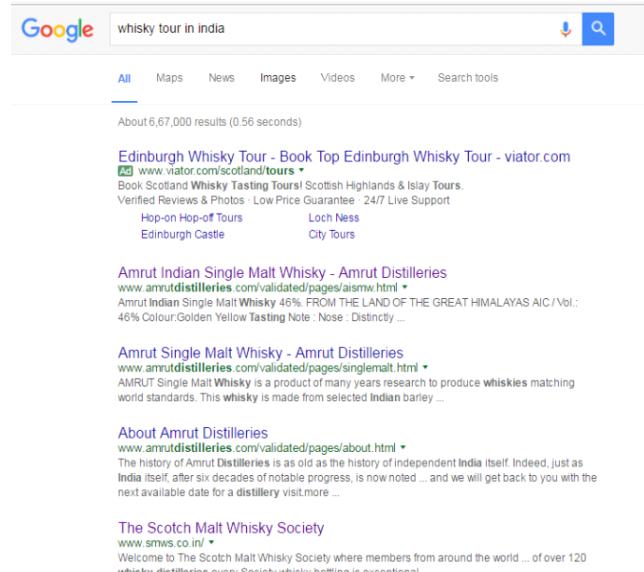


Figure 6: Whisky Tour: India (Google, 2016)

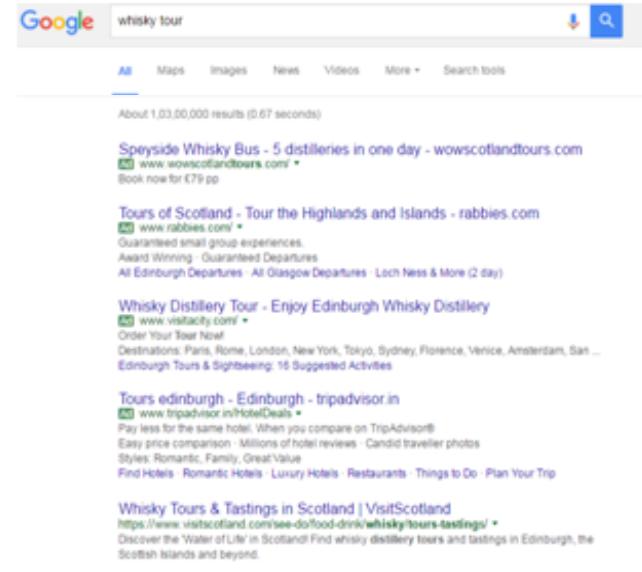


Figure 7: Whisky Tour: World (Google, 2016)

1.3 Specialized Tours – Cheese (US, France, Italy)

Cheese is nutritious food made mostly from the milk of cows but also other mammals, including sheep, goats, buffalo, reindeer, camels and yaks. Around 4000 years ago people have started to breed animals and process their milk. That's when the cheese was born. (Cheese.com, 2016) Cheese is a food derived from milk that is produced in a wide range of flavors, textures, and forms by coagulation of the milk protein casein. It comprises proteins and fat from milk, usually the milk of cows, buffalo, goats, or sheep. During production, the milk is usually acidified, and adding the enzyme rennet causes coagulation. The solids are separated and pressed into final form. (Fankhauser, 2016)

The best known cheese varieties are Italian, English and French. Parmigiano Reggiano Parma, Italy is a cheese which is promoted with the following lines

"If we were to package humanity's greatest, brightest achievements in a box to represent us for all time, this cheese should be in there. Everything about its

history and recipe is a testament to nutritional ingenuity. The make process is one of the most sophisticated in the world, and a pinnacle of efficient cheese making technology. It shows in the flavor, alternately buttery, nutty, fruity, and always saliva inducing. This cheese adds a nuance and depth when grated onto a dish, and is resplendent eaten alone; as a condiment it is third only to salt and pepper, and alone it is the king of cheese. This cheese will be at the top of almost any cheese-monger's list of the greatest."

An English Farmhouse Cheddar cheese from Somerset, England has the following lines for its promotion to the cheese connoisseurs

"A salvaged classic. Cheddar was almost relegated to supermarket shelves— bland and plastic wrapped. Sure, some great cheddars were being made in small Vermont creameries, but what about real farmstead cheddar? Well, here it is. In the west country of England, an EU protection has been granted to the original cheddar. It's rather different from the usual shrink-wrapped variety. Meaty and salty with a faint Sulphur note, this is like the bacon and

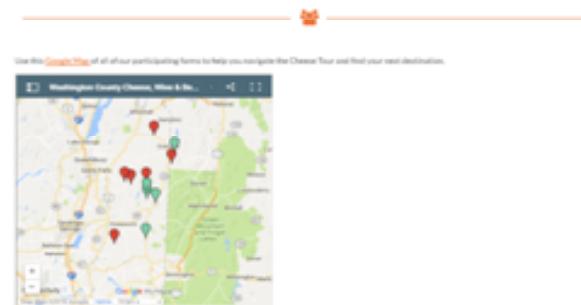
eggs of cheese. Try examples from Keen's, particularly those aged by Neal's Yard"

The Roquefort cheese from Les Causses; France is the greatest "French Blue cheese, which is a senior variety of cheese. We know Charlemagne feasted upon the cheese, loved it, and extended a primitive patent on the cheese to the villagers of Roquefort-sur-Salzon. It also reigns in terms of

flavor. The paste of the cheese alone is a masterpiece; Sheep's milk expresses a lingering richness, piquant fruit note, and a smelly, gamey quality. These flavors combined with its saltiness, the mouth-filling mold, and sticky-soft paste make for one of the most flavourful cheeses on earth." (Fifty Best Cheese, 2016).

Cheese, Wine and Beer Tour Map

A free drive-yourself tour through bucolic Washington County, NY – just an hour north of Albany. Visit farms making cheese, wine and beer.



Tour Tips

- Wear easy-to-clean, closed, sturdy shoes. You may be asked to wash/clean your shoes prior to walking into livestock areas.
- Bring a cooler & ice packs to preserve your cheese purchases & other farm bounty found at farm stands along the Tour route.
- Please do not enter unauthorized areas or pet farm animals unless invited to do so.
- Wear sunscreen, hats, &/or bug repellent as most activities are outside.
- For the safety & comfort of others, please do not bring dogs on the Tour.

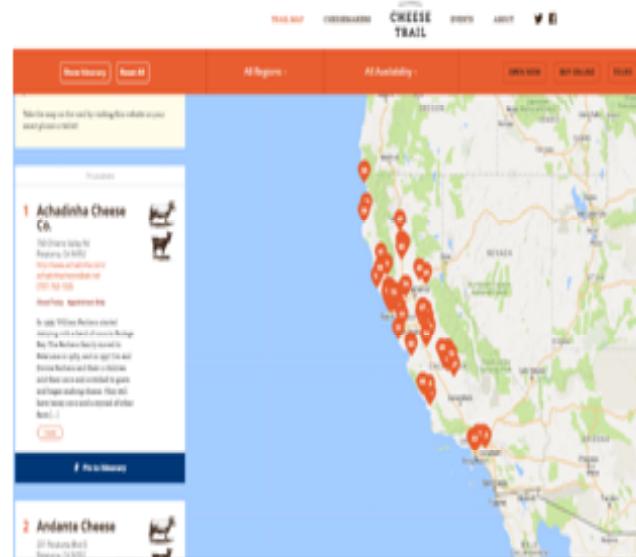


Figure 8: The Cheese Trail (California Cheese Trail, 2016)

(Cheese, Wine and Beer Tour Map, 2016)

The California Cheese Trail includes a map and an application software which promotes artisan cheese makers and family farmers. It's the only project/website that connects people to the cheese makers, their tours, cheese making classes and cheese events throughout California. The map provides various regions, a tasting class or cheese event near you through GPS, find cheese making supplies, private classes, online cheese sales, FAQ, and the latest blog and the occasional contest. (CALIFORNIA CHEESE TRAIL, 2016)

Washington County Cheese, Wine and Beer Tour 2016 was organised in September. This year's new addition was a new cheese making farm, vineyard and brewery to expand the Washington County experience. The tour was organized by The Washington County Cheese Makers to showcase their farms and award-winning products. Just one hour's drive north

of Albany, four hours from NYC and four hours from Boston, the annual Washington County Cheese tour is a perfect weekend trip (plan to stay in one of the many quaint country inns or B&BS that dot the landscape). The self-guided tour is free. Cheese is also available for purchase at each farm. (Cheese, Wine and Beer Tour Map, 2016)

1.4 Specialized Tours - Chocolates (Switzerland and Belgium)

In the past, chocolate has been appreciated as a high-calorie food to boost energy, for example for athletes and soldiers. Recently, more and more research has been conducted on the health and nutritional attributes of cocoa and chocolate. Research findings indicate that some components in cocoa help prevent cardiovascular disease and reduce the risk of cancer. These positive findings seem, however,

often to be overshadowed using chocolate as the scapegoat as a cause of obesity. Certain people readily classify chocolate as "junk food", because of its high calorie content.

As attention to the health and nutritional aspects of cocoa and chocolate has continued to increase, the ICCO Secretariat took the initiative, through the support of its Council, to become involved in the ongoing debate, with the aim of conveying to the public an objective picture of the impact of cocoa and chocolate consumption on the health and nutritional status of consumers. As a result, the Secretariat produced a first draft of an "Inventory of Health and Nutritional Attributes of Cocoa and Chocolate", as well as a first draft of an Action Programme on the Health and Nutritional Aspects of Cocoa and Chocolate.(Health and Nutrition, 2016)

The best known chocolate producer? There are two nations that have become worldwide famous for their chocolate: Switzerland and Belgium. Swiss chocolates and Belgian chocolates have been exported around the world since the beginning of the twentieth century.

The Swiss built an idea to add cocoa butter and the method to do it which gave chocolate a much nicer texture. On the other hand, Belgians invented the praline, the chocolate truffles and many different exotic fillings. There are several differences between Swiss and Belgian chocolates. The beans for Belgian chocolate come mainly from Africa. The Swiss acquire them from both Africa and Latin America. Texture, storage and the use of milk in chocolate are other distinctive features of these great chocolates. The Swiss chocolate has usually a smoother texture and would rather avoid using artificial emulsifiers. Swiss tend to produce milk chocolate, and in general they contain more sugar and less cocoa than Belgian chocolates, which are often dark. Belgian chocolatiers have a competitive advantage when it comes to pralines.

The most famous of exotic Swiss Nestlé, Lindt, Suchard, Teuscher, Halba, Sprüngli, Toblerone among many others. The Belgium chocolates famous brands are Côte d'Or, Neuhaus, Leonidas, Godiva, Guylian or Debailleul.(The

ChefXChange, 2016) (netivist.org, 2016) (traveltips.usatoday.com, 2016)

In this context, the world of chocolate tours have become a booming market in Switzerland and Belgium. LINDT chocolate company promotes their tasting experience to tourists. From chocolate and tea pairings to pairing chocolate with coffee or wine; the LINDT Maîtres Chocolatiers walk tourists through the art of chocolate tasting using all 5 senses. Their exquisite chocolate making videos, travel through the company's manufacturing plant, etc.(Chocoladefabriken Lindt & Sprüngli AG, 2016)

HAIGH'S chocolates create and hand finish their delicious range of chocolates. The company also provide the tourists a special chocolate tasting session with complimentary coffee or tea. The variety includes an extensive range of factory fresh chocolates and confectionery, including their famous chocolate frogs, truffles, fruit centres, fudges and bars. (Chocolate Tours, 2016)

The Indian Food market

The Indian's too have joined the race of being food aficionados. The food trails, food walks and food events find a prominent here in the foodie appetite. These food walks may be spread in 1 day, 3 day, 1 week, and fortnight duration.

Food in India is wide ranging in variety, taste and flavour. The unique and strong flavours in Indian cuisine are derived from spices, seasonings and nutritious ingredients such as leafy vegetables, grains, fruits and legumes. Geographical location further influences the style of preparation and type of cuisine in a State.

Indian cuisine, you will discover, has six distinctive tastes - sweet, sour, salty, spicy, bitter and astringent. A well balanced Indian meal achieves this through the use of numerous spice combinations and depth of flavour in Indian recipes. Side dishes and condiments like chutneys, curries, lentils and pickles enhance the overall flavour and texture of a meal and provide the balance required. (Easy Tours of India, 2016)

The Intrepid Travel suggests the international tourists to spend two fabulous weeks discovering the sights, sounds and flavours of India. From Delhi to Goa and via the ethereal beauty of Rajasthan, experience the best street food in Delhi, the beautiful sight of the Taj Mahal in Agra, the delightful taste of Rajasthan's traditional cuisine in Jaipur and Udaipur, the colours of India's markets and bazaars and how to cook up delicious regional Indian dishes in a number of inspiring cooking classes. Relax on Goa's beaches, see Jaipur's breath-taking Palace of the Wind, explore the vibrant food scene of Mumbai and spend time in rural Rajasthan living it up in a 17th-century fort. This unforgettable journey into the cultural and gastronomic heart of India will satisfy every appetite. (Real Food Adventure - India, 2016)

What these tours offer to the tourist?

These food tours in India, offers the food connoisseurs a delectable taste of various cuisines from different parts of the country, such as Mughal, Rajasthani, and the Portuguese-tinged flavours of Goa - while feasting with locals in family-run restaurants, rural homes, or in temples. It provides a chance to discover how food forms part of the daily ritual from cities to rural villages, and learn the secrets of regional cuisines in many local cooking classes. These food tours provide a stage to get in touch with an amazing array of street food on eye-opening and adventurous cuisine crawls. The Intrepid Travel, provides an itinerary to the tourist with the following attractions:

Delhi - Street Food Breakfast

Delhi - Lunch at a Sikh Temple

Agra - Chaat Crawl

Karauli - Cooking Demonstration

Jaipur - traditional Kachori lunch

Jaipur - Cooking Demonstration & Dinner

Castle Bijaipur - Rajasthani Desert Cuisine Cooking Demonstration

Udaipur - City Palace

Udaipur - Thali Cooking Class

Mumbai - High Tea at The Taj Mahal Palace

Mumbai - Chowpatti Beach Street Food Crawl

Goa - Spice Farm visit and lunch
(Real Food Adventure - India, 2016)

The India Food Tour covers places such as New Delhi, Agra, Rajasthan, Rishikesh, Varanasi and other places depending upon preferences of guests. Activities such as Food tours, cooking classes, photo walks, camel rides, playtime with elephants, kitchen tours, introduction to spices, city walks and a few others. (indiafoodtour, 2016)

The Delhi Food Walk

Mr. Sapra's Delhi Food Walk offers the ultimate gourmet experience to take back home with you. With their customized tours tourist can relish the food culture of Delhi and interact with fellow food enthusiasts. Eat like Mughal emperors in Old Delhi's celebrated joints, synonymous with scintillating kebabs and rich regal curries or get a chance to sample the tangy street food of the famous Chandni Chowk, where the day begins with the hustle and bustle of hawkers setting up their shops. One can have the contemporary delights available in the energetic Kamla Nagar area, offering vibrancy in every bite or start the day with their all-new Breakfast Trail and start your day with an impressive array of Delicacies. The spices and condiments can also be tasted from the hundreds of small pyramids of dried fruit, nuts and spices, while visiting the Asia's largest Spice market. The religion inclined tourists may also savour the world's largest attended community kitchen, a Langar at Gurudwara. On demand, Delhi Food Walks offers Kitchen visit and cooking classes to help you understand the Indian Cuisine in greater detail. The Meet-the-chef tour is simply a cherry on the top!(Delhi Food Walks, 2016)

Food Tours of Mumbai

The most historic area of the island city of Mumbai is the Fort area. It's called the Fort area because of St. George's Fort that existed here. The food tour organisers of Mumbai provides its traveller a leisurely walk in the Fort area while learning about the fascinating history of the 'city that never sleeps' and furthermore to add to the delight of the traveller

they provide the food enthusiasts a glimpse of the Indian cuisine through 'Chicken Tikka Masala', the 'Vindaloo' and the 'Saag', the vada pav, parsi food, and Pan.(FoodToursofMumbai, 2016)

Chappan Dukan of Indore (M.P.) (The Food Street of Indore)

The Disney Land of every food lover! The famous food street Chappan Dukan of Indore has got food for the tourist that's from all over India. North Indian, South Indian, chat, Coffees, Fariyali and other varieties! Chappan Dukan is like a food treasure trunk with assorted dishes hidden in it. From thelas of Pani Puris to a bowl of Noodles you get every bit of taste along the lane of Chappan. So many food delicacies, not just from various parts of India, but also some dishes from the cuisines around the Globe, like Chinese and Italian, presented to you at one food hub, Chappan. Here is a list of 56 food items that are in store for you at Chappan!

1. Khopra Pattis:-a special dish from Indore, contains well chopped khopra (Coconut) which gives it a slightly sweet taste.
2. Paani Puri:-A spicy chatpata chat served in baked puris with pudina and kothmir water.
3. Dahi Puri: Dahi puris are baked puris dunked in Yogurt and served with a pinch of Jeeravan.
4. Johny Hotdog:A mindbogglingcutlet of mashed potatoes wrapped in a bun and spiced up with chutney.
5. Johny's Benjo: Fried up omelette sandwiched with fresh tomato ketchup will melt in your mouth.
6. Egg Roll:
7. Chicken Roll:
8. Mutton Burger: A spicy mutton filling wrapped in Pav.
9. Pav Bhaji:It is a spicy blend of fresh vegetables cooked in tangy tomato gravy and served with Pav cooked butter.
10. Gond ke Laddu: A traditional winter delicacy, as the ingredient "Gond" is a source of heat and is good for the body in
- the cold. Gond ke laddu are enjoyed best in the mornings for breakfast, accompanied with a warm glass of milk.
11. Garadu: Hot and crispy Garadu served with special Jeeravan.
12. Momos:Dumpling of steamed refined flour pockets with chopped vegetables, sautéed vegetables, mixed up with an apt touch of garlic, chilli, ginger and schezwani sauce, the slightly crunchy momos.
13. Samosa:
14. Kachori:
15. Poha:
16. Manchurian:
17. Noodles:
18. Pasta Arrabiata (Red Sauce):
19. Pasta Alfredo (White Sauce):
20. Cold Coffee:
21. Anjeer Dryfruit Katli:
22. Hot Coffee:
23. Chai:
24. Sandwich:
25. Chole Tikia:
26. Pan:
27. Gur Patti or Chikki:
28. Gulab Jamun:
29. Imarti:
30. Khaman:
31. Maggi:
32. Makkhan Vada
33. Mawakatli:
34. Peda:
35. Kaju Roll:
36. Bombay Bhel:
37. Besan Ki Chakki
38. Kaju Kalash:
39. Veg Kothe:
40. Mawa Roll:
41. Jalebi:
42. Usal Poha:
43. Instant Poha:
44. Mhow ki Kulfi:
45. Ice Cream:
46. Biryani:
47. Shikanji:

- 48. Sabuana Vada:
- 49. Rasmalai:
- 50. Cheese Patti:
- 51. Mysore Masala Dosa:
- 52. Sabudana Khichdi
- 53. Idli Sambhar
- 54. Medu Vada Sambhar
- 55. Khandvi:
- 56. Dabeli:

Three of the famous Indian sweets makers of Indore - Agrawal Sweets, Madhuram Sweets, and Gangaur Sweets are a craze in the Indore's sweets market.

Specialized Events - Langar/ Community Feast

Langar or community feast according to Oxford dictionary is defined as (among Sikhs) a communal free kitchen. Langar is a Punjabi word used in the Sikh religion for the common kitchen/canteen where food is served in a Gurdwara to all the visitors, without distinction of faith, religion or background, for free. At the langar, mostly only vegetarian food is served, to ensure that all people, regardless of their dietary restrictions, can eat as equals.

These religious offerings are provided to the religious visitors at almost all religious shrines in the country. These are funded by various donations made by businessmen, political entities and government/ local administration. The administration and budget is monitored by a trust. The places in the country where these generous community feast are organised are Gurudwaras and temples.

What is Local Food?

"The most sincere form of love is the love of food." – George Bernard Shaw

Consumption of food can be unforgettable experience. Food and drink are means to penetrate the culture of the place in a more profound and more complex way, through the senses, what is not mere a physical or physiological experience. Gastronomy plays a major role in tourism. (Jaksa, K. and Crotts, J.C., 2006). Food Tourism is a niche tourism, where, the needs that move the travellers in

this segment are evident from the Maslow's original Hierarchy of Needs model published in Motivation and Personality in 1954. (Maslow, A. H., 1943).

Local food", "local food movement" or the "Locavores" are a movement which aim to connect food producers and food consumers in the same geographic region; in order to develop more self-reliant and resilient food networks, improve local economies, or for health, environmental, community, or social impact in a particular place (Feenstra, 2002). The term has also been extended to include not only geographic location of supplier and consumer but can also be "defined in terms of social and supply chain characteristics" (Martinez, 2016). For example, local food initiatives often promote sustainable and organic farming practices, although these are not explicitly related to the geographic proximity of the producer and consumer.

Local food represents an alternative to the global food model, a model which often sees food travelling long distances before it reaches the consumer. A local food network involves relationships between food producers, distributors, retailers, and consumers in a particular place where they work together to increase food security and ensure economic, ecological and social sustainability of a community. (Dunne, J. B., Chambers, K. J., Giombolini, K. J., & Schlegel, S. A. (2011), 2016)

Hotels & Restaurants Serving Local food in Shimla

Wherever a tourist goes, food is essential for sustaining life. Every person eats food according to their feeding habits. A tourist also consumes food at a destination that one visits during their trip. Food is one of the ways humans define themselves as civilized. (Civitello, 2011). Shimla is mysterious if it comes to its local food. Having so many influences by locals, Britishers, Punjabi, Haryanvi and others on its food, finding the local food of Shimla is quite tricky. The food producers of Shimla promote or produce the Punjabi, Tibetan, Chinese, Continental and other varied varieties for the food consumers. However, the local food of Shimla or the state is available only in few

outlets. Where to enjoy local food of Shimla or Himachal Pradesh is the question.

While in Shimla, the tourists look amazed to find a lot of eateries ranging from Punjabi Food Joints, Italian Joints, Bakeries, Chinese and Tibetan Food Stalls, however, finding Himachali Food is difficult.

The authentic and traditional Himachali food like khairu, patore, babroo, chaa ghosht, murgh anardana, Dham (traditional community meal) has found its place in the food menus of The Oberoi Group of Hotels (Wild Flower Hall, Clarkes, or Cecil), The Radisson Shimla, a few non-chain hotels, hotels and restaurants of Himachal Pradesh Tourism Development Corporation in its 58 hotels and resorts and 60 restaurants all over Himachal Pradesh.

What does a 3 course Himachali authentic meal consists?

3 course Himachali meal

Siddu served with Khairu
Or
Patore with Mooli chutney
 —
Chhaa Gosht
Or
Murgh Anardana
Sepu wadi
Or
Chana dal
Served with babroo/bhatooru/rice
 —
Meethe Chawal
Or
Meetha Kaddu

A three course meal consists of a starter, main course and a mouthwatering dessert. The Himachali meal starts with Khairu which is a yoghurt soup flavored with coriander and cumin seed along with Siddu which is made in savory and sweet variations. The sweet Siddu is made of poppy seed and jiggery, whereas,

the savory Siddu is made of poppy seeds and spices and herbs served with generous helpings of Ghee. The other variation of starter may include Patore which is steamed colocassia leaves roulade* (a dish cooked or served in the form of a roll, typically made from a flat piece of meat, fish, or sponge, spread with a soft filling and rolled up into a spiral) with gram flour and fried served with mooli chutney.

The non-vegetarian varieties in the main course may include Chhaa Gosht which is lamb cooked in yoghurt gravy or a murgh anardana which chicken stewed in pomegranate paste. The vegetarian dishes may have a variety of Chana dal which is split grams with fennel seeds, Sepuwadi which is dal fried dumplings cooked in spinach gravy with rice preparations and choice of breads like babroo, bathooru,etc.

In the final course the dessert, sweetened rice (brown rice) with dry fruits and saffron scented. The second choice may be of meetha kaddu that is sweetened pumpkin dumplings with melon seeds.

The Himachali Dham

Himachali Dham

Rice,
Moong dal,
Madrah of rajma,
Boor ki kari
Mash dal
Khatta
 —
Sweetened rice

Himachal Pradesh has been bestowed with a bounty of food. As the language, the food here also varies from region to region. The food depends on the type of cultivation, climate, topography and the influence of the neighbouring states. Having boundaries shared with Punjab, Jammu and Kashmir, Chandigarh, Haryana, Uttarakhand and by the highest region on Earth, the Tibet Autonomous Region, the food gains influence through each state. The state has preserved its age old architecture, culture, heritage and cuisine. The cuisine here

is referred to as *Pahari Cuisine*, having unique aroma and flavor, as the cooks use a sumptuous quantity of yoghurt, cardamom and ghee while cooking on slow flame.

Agricultural practices differ as per the region as the altitude ranges from 450 meters to over 6,800 meters. Cultivation of vegetables is a challenge faced by the farmers of the higher reaches, hence they opt for either non-vegetarian or they make the use of lentils or a combination of both. Spices like chilies, cardamom, cinnamon, turmeric and coriander along with generous helpings of ghee, curd and buttermilk form a part of the diet. Basmati rice being grown in the foot of the hills forms an indispensable part of the meal. Hence the lower areas like Bilaspur, Mandi, Kangra, Hamirpur, Sarahan are the areas growing most of the fruits, leafy greens and vegetables, whereas, the higher areas like Chamba, Kullu, Shimla and Kinnaur prefer fruits, lentils, grains, rice and non-vegetarians.

Northern parts of Himachal like Lahaul and Spiti being dry emphasize on buckwheat, barley and millet, whereas, extensive use of milk and milk products is done by the people from southern Himachal on the other hand. Use of mustard oil in cooking is common for regular cooking while buttermilk and curd being used in festive occasions.

During festivities, Pahari people prepare a community feast. This community feast/banquet is known as *Dham* in local parlance. The Dham is a banquet activity organised to honor gods and local deities, marriage, or any other function. Just like the food, language and water, Dham is also specific according to the region. It includes the signature dishes of the region. The feast may vary with the addition or subtraction of certain specific dishes of the region.

The Dham Mise-en-place

The preparation of dham is a special activity. This traditional meal is served during lunch hours on special occasions. The meal is cooked by the Expert Chefs known as 'Botis' (revered Brahmin Chefs with inherit qualities of cooking dham). The cooking preparation starts a night

before by digging trenches with dimension 6 ft. * 2ft. these trenches are called rasailu. Special copper utensils, some iron vessels as well as brass utensils are used for the preparation of food. The utensils are collected from the people in the village or town. The utensils are known as charoti/ batlo or any other name as specified in the local dialect. The trenches with fire lit is known as char or tiun. Wood is only used for cooking the food. The temporary kitchens are built with bamboo sticks as pillars and steel sheets as roofs. These are usually built outside the house but not far from the boundary. With the amount of heat generated during cooking, the chefs prefer it to be without a roof until and unless there's a severe weather. The cooks wear dhoti (a long loincloth worn by the men in India, usually white or with Chequered pattern) and work bare foot. The kitchen is considered a sacred place and the food cooked is first offered to the local deity hence, no one is allowed with footwear in the kitchen.

The use of tomato, onion, garlic, chemicals and artificial color is forbidden, hence, various other spices and condiments along with curd and yoghurt are used for enhancing taste, improving digestibility and providing nutritional value to the slow-cooked food.

The prepared food is offered to the local deity to seek the blessings. Post this, the food is served to the community. The male and female sit on ground with gunny bags arranged for sitting in different files. A handcrafted plate made with broad leaves are known as *Pattals*, which are made using leaves of three species such as *Bauhinia vahlii* (Taur), *Ficus roxburghii* (Tremal) and *Shorea robusta* (Sal). (Parvinder Kaushal et al.) These leaf plates being biodegradable are being replaced by the plastic or Thermocol disposable plates of cheaper price. (Kaushal, Brahmi, & Sharma)

The meal starts with the serving of rice as an accompaniment for the various main dishes being offered. The Kangri dham starts with moong dal and rajma madra which is cooked in yoghurt with the addition of a dozen and a half spices, whereas, the mandiyali dham (dham of Mandi) starts with the rice along with dumplings of pumpkin in sugar syrup. With every helping of rice a new dish is served

and the dham concludes with meetha bhat or mithdee, which is made of boondi or breadcrumbs.(Traditional dishes himachal must definitely try, 2017)

The Menu

The Kangri dham consists of Steamed Rice, Madrah, Sabut Moong Dal, Maah ki dal, Chana dal, Boor Seviyan, Khatta Kaddu, Kadhi, along with Meetha and is different in method of preparation as compared to the dham prepared in other districts of Himachal Pradesh. Kangra, produces wheat, maize, rice, while barley is mostly cultivated in Shimla. Kangra or Kangri Dham is one of the most popular foods of the state. In Chamba, Rice, Rajma madrah (a curry prepared by cooking rajma in ghee and yoghurt), Moong dal, Boor ki kadhi, Khatta (sweet and sour sauce of tamarind and jaggery) and Meetha is made of sweet rice with dry fruits. Whereas, in Mandi, Sepubari (sun dried

dumplings of fermented black dal fried and cooked in spinach gravy) finds a place in the dham and the dham of Kullu has dal mash. The accompaniments consumed are Rice, Khichree, pulao, Breads such as makki ki roti which is corn flour flattened pancakes, wheat flour pancakes, refined flour pancakes, (cooked in tandoor or on tawa). Dhule maah ki Dal is the specialty of Bilaspur. The desserts consumed can be Meethe chawal (Sweetened jaggery rice), kheer (rice cooked in milk and sugar with dry fruits), meetha kadu (pumpkin cooked in sugar syrup), and Post ka halwa (poppy seed dry dessert). (Bhalla, Nov. 2006. Vol. 6(1), January 2007), (Sharma, 2012 Vol. 11(1)), (Parikshit Sharma, Volume 1 Issue 21 (March 2014)), (Kapoor, Vol. 9 (2), April 2010), (Try Kangri Dham Kangra Most Popular), (Himachal Pradesh Cuisines, 2016), (Jhol Traditional drink Mandi Himachal Pradesh, 2016), (Flavours India Must Dishes Himachal Pradesh, 2014), (cnbeliefs, 2014), (Singh, 2006) (Chaudhry, 2006)

Rice is Served Before Each Course in Every Dham

Kangri Dham	Mandiyali Dham	Chambyali Dham	Bilaspuri Dham
Madhra	Pumpkin and dry fruit sweet	Madra	Pumpkin and dry fruit sweet
Meetha Bhat	Mandra	Chana dal	Mandra
Sabut Moong Dal	Khatta Kaddu/ Khatte Chane	Rajma madra	Khatta Kaddu/ khatte Chane
Maah ki Dal	Sepu badi	Boondi and dry fruit sweet	Dhule maah ki dal
Chana Dal	Kadhi		Kadhi
Boor Seviyan	Dal Jhol		
Kadhi Boor Wali			
Khatta Boor Wala			

Famous Eating Points in Shimla

Aunty Ka Dhaba

The Aunty's or Aunty ka Dhaba is a famous place for eating Chinese or Tibetan food. The place was started in 1975 by a Chinese lady and the restaurant boasts of being the oldest fast food restaurant in Shimla. A young and enterprising Shirley Chung, a Chinese from Kolkata, decided to open a joint and dish out her home recipes of authentic Chinese cuisine in Shimla. Shirley opened her joint in 1975 and named it 'Aunty's Dhaba'. With Shirley moving to the heavenly adobe, her daughter-in-law, Kim runs the business with the same efficiency and success in Middle Bazaar.

Bihari Lal Sharma's chaat stall since 1948, located at Takka Bench, above The Ridge, just above the famous Gandhi Statue on the Ridge.

Kewal Dhabba, known as the oldest Tea shop in Shimla selling tea since 1931 is located at Thandi Sadak (Chawda Maidan) in wooded Forest Area

The famous *Gol Gappa Wala at Navbhar Chowk* near St. Bede's College selling mouthwatering gol gappe and tikka chat.

Ramesh Sandwich wala near Sher - e - Punjab restaurant selling sandwich on a tri-stand, made of Margarine for 30 rupees and of Amul butter for 40 rupees.

Sita Ram and Sons, the famous Chana Bhatura shop at Lakkar Bazaar and is more than 60 years old.

Himachali Rasoi located at middle bazaar selling Himachali Kangri and Mandyali Dham on specific days with Siddu a regular feature.

Dimsum Chinese restaurant with its hot selling fried and steamed momos and honey chili potatoes to name a few of its many Chinese dishes.

Guptajee's Restaurant acclaimed to be one of the few restaurants selling food made of pure ghee and budget friendly, pure vegetarian food.

Specialised Food Tour of Shimla City

The researcher enquired from most of the travel agents operating in Shimla on and off the Mall road about food tours/ culinary tours, however, the travel agents did not have any food tour planned so far for the tourists. Many of the

travel agents were quite new to the concept of food tours. The researcher also visited various websites for food/ culinary tours, where, many websites had tours pertaining to heritage, culture, religious, and day tours but food tour were not in vogue.

Hence, the researcher proposes the food tour on and near Mall road area in 4 (four) different tours:-

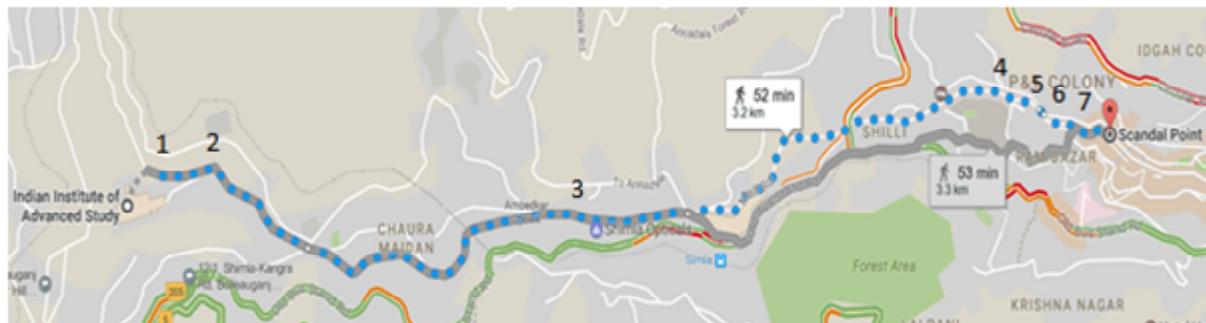
1. Indian Institute of Advanced Studies (IIAS) to Scandal Point;
2. Scandal Point to IGMC Hospital;
3. Scandal Point to The Oberoi Clarke's hotel and
4. Scandal Point to Guptajee's Restaurant

Food Tour 1

Time required: 2 hours

Length: 3.2 kms

Type: Gradual inclined walk



(Google Maps, n.d.)

Starting Point: Indian Institute of Advanced Studies (IIAS), Chaura Maidan, Shimla

Concludes at: Scandal point, Mall Road, Shimla

1. **Kewal ka Dhaba:** Impressing the British Viceroys of yesteryear Shimla, this tea stall—nestled in the thick forests of the Chaura Maidan—is popularly known as Kewal ka Dhaba. Famous amongst University students who throng the small eatery during breaks, the stall dates back to 1931; the late Lord Mountbatten was a regular here. Today the stall's famous butter bun and tea beckon people from all over Shimla keeping it busy from seven in the morning to ten at night. (Happy Trips, 2017)

2. **The Peterhoff, HPTDC:** The Peterhoff was a building in Shimla which has housed at least seven Viceroys and Governors General of India during the British Raj. It has been built in typical Tudor style - all wooden frames and shingled eaves. Its first occupant was James Bruce, 8th Earl of Elgin, who moved into the building in 1863. After India's independence from the British Empire, the building served as the Punjab High Court. It was at Peterhoff where the trial of Nathuram Godse, who assassinated Mahatma Gandhi, took place in

1948-49. In 1971, when Himachal Pradesh became a full-fledged state, Peterhoff served as the Raj Bhavan (the Governor's residence). The building was destroyed in a fire on the night of 12 January 1981. Subsequently, the Raj Bhavan was shifted to the Barnes' Court building. The Peterhoff was rebuilt to a new design as a luxury hotel in 1991. It has 34 suites. The Peterhof Shimla is luxury hotel located in the heart of the city. Personalized service from professional staff adds an extra touch to the facilities offered in the hotel. Conference/banquet hall is spacious enough to accommodate huge count of invitees and celebrate the occasion. Luxury rooms overlooking the view of the city makes it the perfect location to enjoy the stay under affordable tariff. ((Clear trip, 2017); (Gazetteer of the Simla District 1904, 1998); (Heritage Holidays, 2004); (Peterhoff (Old Raj Bhawan at Chaura Maidan));(IANS, 2014)

3. The Oberoi Cecil, Shimla: During the times of the British Raj, this was the most exclusive of hotels in Shimla, known for its fabulous ballroom dances and fashionable clientele. 130 years later, our restored luxury heritage hotel retains much of its colonial charm. Located at the quieter end of the bustling Mall Road, near the Viceroy Lodge, The Oberoi Cecil, Shimla is announced by a crisp, white facade and smart, green terrace railings. Inside, a lobby punctuated with marble fireplaces leads guests to a comfortable lounge, which is lit from above by a skylight that spans the length and breadth of the hotel's signature atrium. Guests looking for a luxury dining restaurant in Shimla will be delighted by our main restaurant. This restored grand ballroom now serves a wide range of fine international, pan-Indian and local Himachali dishes, complimented by our legendary service and warm hospitality. The private dining room is perfect for a romantic dinner for two. Nestled in the mountainside, The Oberoi Spa in Shimla offers a wide range of Eastern, Western and signature Oberoi treatments, accompanied by fantastic views. It is a wonderful setting to refresh after a fulfilling day exploring the colonial town and Shimla valley. Guests with children can rest assured that while relaxing here, their children will be having fun and making friends in our

supervised Children's Activity Centre. We offer all guests complimentary access to high speed Internet for up to four devices. Guests who book in advance and directly with us can also enjoy special rates, exclusive privileges and hotel offers. Relax with loved ones on a specially curated family holiday or a romantic honeymoon. Stay with Oberoi Hotels & Resorts in Shimla for an unforgettable experience.(hotels in shimla cecil)

4. The Golgappa Street: Kalibari temple is famous amongst the Bengali tourists as well as the localities of Shimla and around. This famous temple also houses a famous bite-in golgappa tri-stand stall in the proximity. The streetwalkers and the tourists usually make a halt at this point to take some rest while having a bite of this mouth-watering savoury dish.

5. City Point: The entry point to Mall road from IIAS near Central Telegraph Office is this niche eatery, where people may rest for a while and have steamed and fried snacks along with the beverages like slush, aam panna and lemon water. Ice creams are a relief during scorching summers available in cups and sticks. Macaroons and other bakery products also serve as a tea time snacks.

6. The Devicos: Rated as 4 of 5 scale on TripAdvisor and ranking at #19 of 99 Restaurants in Shimla is a great place for tourists as well as family get-together. This restaurant - cum- bar serving vegetarian and non - vegetarian delicacies, with ratings of 62 for excellent or very good food of total 78 reviews. The owner is nominated the President of Hotel and Restaurant Association of North India.(Restaurants in Shimla, 2017)

7. Indian Coffee House: An old coffee shop with a legacy to showcase is the Indian Coffee House. Boasting of the south Indian varieties and the filter coffee, it has been a place for chats, gossips, scandal, legal intricacies, rumour, scribes stories, politics, debate, conspiracies – all are discussed and some are even hatched here. It is the good old Indian Coffee House, a landmark eating and meeting place on The Mall that has been so since 1957. (Indian coffee house shimla surviving tough times, 2011)

8. Sagar Ratna: Sagar Ratna started its first branch in Defence Colony in 1986 and since

then it has moved on to become the most preferred destination for South Indian cuisines across the country. Having more than 90 restaurants, Sagar Ratna has established its presence in the National Capital Region (NCR) through company owned restaurants and in various prominent cities of North India through franchise outlets. Having won numerous awards in the Hospitality industry in various categories over the years, Sagar Ratna continues to delight its customers with its authentic South Indian food cooked fresh many times a day. The must - try dishes at any of Sagar Ratna restaurants

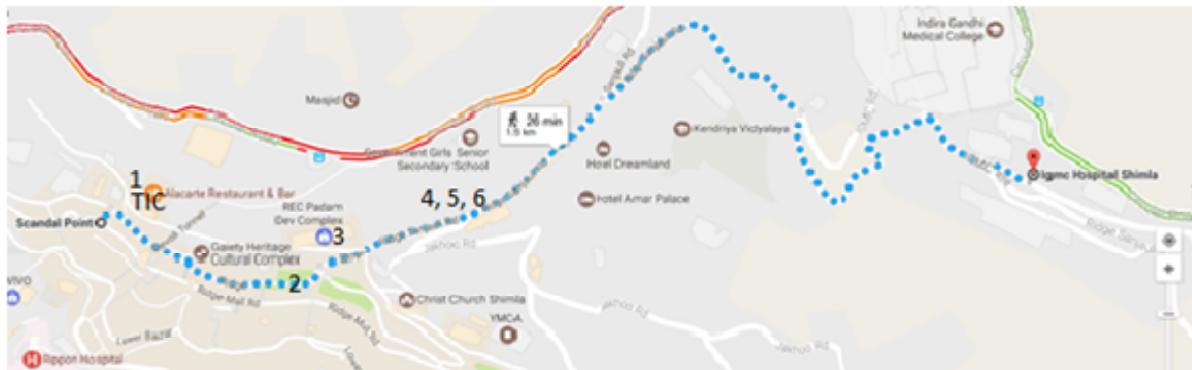
are the Mini Idlis dipped in sambhar, Medu Vada, Dahi Vada, Masala Dosa, Rava Onion Masala Dosa, Mysore Masala Dosa, Rava Kesari. The nascent coffee aroma emanating from the filter coffee, served in the traditional steel tumbler and saucer is another specialty of Sagar. (Sagar Ratna, 2017)

Food Tour 2

Time required: 30 minutes

Length: 1.5 kms

Type: Gradual walk



Starting Point: Scandal Point, Mall Road, Shimla

Concludes at: Tripti Bakers, Lakker Bazaar, Shimla

1. Tourist Information Centre: The concierge service provider for Himachal is the HPTDC's Tourist Information Centre situated at Scandal Point, Mall road. This prime place acts as a guide for the locals and tourists with services like city tours, reservation of premium bus services from Shimla, reservation of hotels and log huts and provision of tourist friendly services and information on upcoming events in the city.

2. Ashiana & Goofa: With more than 250 reviews on TripAdvisor, and rating at # 9 of 99 restaurants in Shimla, this majestic and picturesque restaurant and bar is like a second home to the locals. Owned and managed by HPTDC, this restaurant is a host for kitties, family get-together and a countless events organised by the private and public bodies alike. The restaurant serves Continental, Chinese and Indian delicacies with Himachali food as the premier dishes served for the city and tourist gentry. (Restaurants in Shimla, 2017)

3. Loveena Restaurant: Situated at the Ridge and in the same building which houses the statue of Indira Gandhi, this restaurant serves lunch, variety of Swirls (ice-cream) and beverages. To amaze the tourists, this is same place where Akshay Kumar gave Kajol an ice cream treat in 'Yeh Dillagi' the movie. (Restaurants in Shimla, 2017)

4. Sita Ram & Sons: This small shop is ranked as the "The best snacker in the capital" serving Chhole bhature and aloo chana tikka to the budget traveller. The shop opens by 10 and having a load of patrons it concludes its day by 3 p.m. (Restaurants in Shimla, 2017)

5. Sharmajee's Tikki Burger corner: An age old tikka burger joint, next to Sita Ram's is famous for its tikka and burger which is cooked in pure ghee and is served with tea. Revered amongst the locals travelling on the Lakkar bazaar route and the school kids it's opposite to the D.A.V. School Lakkar bazaar.

6. Tripti Bakers: A bakery famous for its eggless varieties, it's situated opposite to the D.A.V.

School Lakkar Bazaar and served snacks, cakes, pastries, slush and a variety of bakery products offering home delivery to nearby places.

Food Tour 3

Time required: 20 minutes

Length: 1.0 km

Type: Gradual walk

"A walk to remember!" as most tourists would recall their visit to Shimla, is a food walk that



Starting point: Scandal point, Mall Road, Shimla
Concludes at: The Oberoi Clarke's, Shimla

would be preferred by the food connoisseurs.

1. Prakash General Store: A store for the famous Chamba Chuk and Pickles, exquisite chocolates and other exotic items, this shop is famous for the variety of food products it has for sale from the communities of Himachal Pradesh.

2. Domino's Pizza Restaurant: A unit of Jubilant Food Works Ltd. Situated in the prime location of Shimla hosts the young crowd of the city with its deliciously yummy and crunchy vegetarian and non-vegetarian pizzas, frappes, shakes, etc. with discounts on special days and free delivery upto 2 kilometres. (Store Location, 2017)

3. Baljee's and Fascination: An outlet that has a food shop, restaurant and a bar for its patrons is the Baljee's restaurant situated at The Mall, Shimla. Serving certain baked dishes and hot gulabjamuns for the moving tourists, it serves round the clock snacks and meals along with beverages at specified times.

4. Wake & Bake Cafe: Crepes, Hummus, and pasta being the most reviewed items, it serves varieties of crepes, waffles, Middle Eastern dishes, exotic salads, kathi rolls, toasts and pastas along with beverages. (Restaurants in Shimla, 2017)

5. Himani's Bar and Restaurant: Just above the Woodland's showroom is the Himani Bar and

Restaurant famous for its open air eating place, giving you the bird's eye view of the crowded mall road. It serves Indian and Chinese dishes along with beverages.

6. Honeyhut: Serving a variety of hot and cold beverages in tea, coffee, milk, smoothies and shakes, it also serves bites, sandwiches, salads, desserts in the menu. Conveniently placed with an open and covered seating area, it promotes the use of honey in place of sugar. (Honey Hut India, 2017)

7. La Pino'z Pizza: An outlet that serves varieties ranging from vegetarian and non-vegetarian pizza, variety of toppings, pasta, salads, tacos, garlic breads, burgers, lasagnes, sandwiches, veg. and non-veg. platters in food and in beverages it serves coffees, shakes, slush, mocktails, cooers, etc. for the patrons. (La Pinoz, 2017)

8. Sher-e Punjab Restaurant: An eatery with Indian, Asian, Vegetarian Friendly, Vegan Options serving classic recipes like Tandoori Chicken, Mutton Rogan Josh, Dal tadka as a part of the menu is open for lunch and dinner. It's a registered name so please don't mistake others for the same name.

9. Krishna Bakers: Accredited to be one of the oldest bakeries of the town, has been a household name for the bakery products.

Kurkej, momo, cream rolls, pastries, puffs, cookies, macaroons, rusks, and cakes are the things to try out in this bakery.

10. Pizza Hut/ KFC: Situated on the First floor of Meghana Complex is the most revered pizza outlet at walking distance from the lift. With a promo line of "Think Pizza, Think Pizza Hut" which truly signifies the real value of dining for pizza. So, if you want to taste pizza and you are in a hurry, just take the lift, or get it delivered near the parking.(Pizza Hut, 2017)

11. Nalini: respected for its spongy rasgulla, noodles, masala tea and snack, it also serves Indian, Chinese, Pizza, and certain Fast food during the day. Due to proximity of the tourism lift, it is liked by most of the tourists and locals likewise.

12. Hotel Combermere: In the very heart of town, at level with Shimla's elegant Mall and close to the Tourism Lift, Hotel Combermere is Shimla's most modern hotel. It successfully combines today's amenities, service and comforts with the graceful ways of life that belong to an older era. In 1828, Shimla received its first landmark- Combermere Bridge. The bridge built by Lord Combermere, the British Commander-in-Chief of the Indian army, spanned a gushing mountain stream. It took over hundred and fifty years for the next major landmark to be built by that stream- the Hotel Combermere. Serving exquisite Indian and Mughlai cuisine, the restaurant also offers Chinese, Thai and Continental cuisines, with a choice to dine inside or by a bonfire on the terrace. Having a restaurant, café and bar, its most preferred eating place among the locals and the tourists.(Hotel Combermere, 2017)

13. Moti Mahal: located in the Bridgeview regency hotel is the Moti Mahal Delux restaurant giving a panoramic view of the valley with its amazing food. Gourmets may have an assortment of snacks, food and beverages from a varied menu and can enjoy there evening atop the roof.

14. Embassy bakery:

15. Willow Banks and Café Shimla Times: featuring in the Lonely Planet, Café Shimla Times serves dishes from burgers and burritos to pasta and Thai basil chicken. Portions are on the small side, but the interior is cheerfully colourful and the terrace is wonderfully panoramic, and it has wi-fi and serves alcoholic drinks too. It is situated near the tourism lift at a walking distance.(Cafe Shimla Times, 2017)

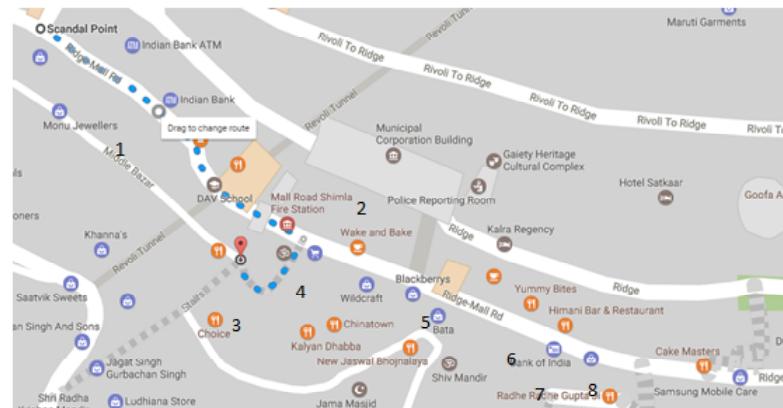
16. The Clarke's: Located on Shimla's Mall Road, Clarkes Hotel is an oasis of calm on the bustling promenade. Built in 1898, Clarkes is classed as a Heritage Grand Hotel and is one of the oldest hotels in Shimla. Clarkes Hotel embodies the elegance and charm of yesteryear, with all modern conveniences and world class service. Clarkes Hotel is just 10 minutes by car from Shimla Railway Station and about a 10 minute leisure walk from the tourism lift. Having dining hall, terrace and lounge bar, it provides a magnificently beautiful panoramic view of the city and marks an end to the third food tour.(Clarkes Shimla, 2017)

Food Tour 4

Time required: 20 minutes

Length: 1.0 km

Type: Gradual walk



**Starting Point: Scandal Point, Mall Road, Shimla
Concludes at: Guptajee's.**

1. Nathu Ram Laxman Das Sweet Shop: commonly referred to as the Natthu Halwai, this shop is situated near the Arya Samaj Mandir serving the most famous of all Doodh Jalebi, samosa, pav bhaji, poori aloo all cooked in desi ghee. This is the most famous eating outlet in lower bazaar.(Restaurants in Shimla, 2017)
2. The Aunty's or Aunty ka Dhaba is a famous place for eating Chinese or Tibetan food. The place was started in 1975 by a Chinese lady and the restaurant boasts of being the oldest fast food restaurant in Shimla. A young and enterprising Shirley Chung, a Chinese from Kolkata, decided to open a joint and dish out her home recipes of authentic Chinese cuisine in Shimla. Shirley opened her joint in 1975 and named it 'Aunty's Dhaba'. With Shirley moving to the heavenly abode, her daughter-in-law, Kim runs the business with the same efficiency and success in Middle Bazaar.
3. Choice Chinese: Established in the year 1992, this place is synonymous with delicious food that can satiate all food cravings. Choice Chinese Fast Food makes sure one has a great food experience by offering highly palatable food. The restaurant welcomes guests from 09:30- - 22:30- allowing diners to relish a scrumptious meal between the functional hours.
4. Himachali Rasoi: located at middle bazaar selling Himachali Kangri and Mandyali Dham on specific days with Siddu a regular feature.
5. Vijay Sweets: Also a famous eating outlet for the snack lovers and people who relish doodh jalebi in winters.
6. Mehru Halwai: A shop whose name makes your mouth melt with aloo tikki, shakes, kachori, dahi bhalla, chat papdi, and other varieties. The only thing missed by the local is the poori aloo thali which is no more a feature on their menu due to shortage of staff. The food is cooked in desi ghee and they take pride in it. (Restaurants in Shimla, 2017)
7. Satwik: famous for chana samosa, chat and doodh jalebi, people can savor these dishes and spend time while taking rest during their way back to home.
8. Guptajee's: acclaimed to be one of the few restaurants selling food made of pure ghee and budget friendly, pure vegetarian food. It has two eating places one for the commuters and one for the family get togethers.

Conclusion

The study concludes with a view to that Food tours play an important role in the development of tourist's interest for a place. The agencies coordinating the tourism inflow to a place must keep in view this resource in order to promote and develop food tourism in any specific destination. The paper attempts to prepare food tours not so common in the iconic tourist destination of Himachal Pradesh and classifies them into 4 different food tours specifically inclined for the tourist travelling on the Mall road.

Scope for Further Research

The attempt to devise a food tour for the Shimla town is not exhaustive and creates scope for the further research and devise of food tour for the entire city keeping in view the important historic places, the places that serve traditional food and the places that attempts to break the monotony of the food available in the town since decades. Hence, new areas which may be attempted may include a tour in Sanjauli, a tour on Shimla Dhalli bye-pass and the circular road area for the tourists and the community.

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Heritage Tourism

**Authored By: Hyung Yu Park, Published By: Routledge,
Year of Publication: 2014, No. of Pages: 251**

Hyung Yu Park is a senior lecturer of tourism studies at Middlesex University, UK. Her main area of interest is cultural heritage tourism, particularly its dialectic role in reconstruction of identity and memory. Being the tourism scholar she has justified with the literature she has presented the contents about heritage tourism. She has explained the various aspects of heritage tourism in 12 chapters, which highlights the history to contemporary issues. Heritage tourism has gained a significant importance as a vital component of global tourism, specifically for the segment of tourist who is interested in preservative sites of older history and culture.

This book is good source of knowledge for tourism students, who can understand the new dynamics of heritage tourism development from the perspective of social sciences as well as management. The book also discusses and evaluates topical issues such as sustainable development, marketing strategies and digital technologies including social media. Lot of case studies of topical concerns controversies and challenges have been used, which can help the researchers, students practicing tourism and even the people who are interested in subject can develop new and insightful understanding of the dialectical relationship between heritage and tourism development.

Author has explained the concept of heritage tourism on two perspectives that is on the basis of multidisciplinary and interdisciplinary dimensions., drawing key theoretical concepts and debates from heritage studies, sociology, anthropology, political economy, archaeology, management and marketing studies, it has helped in substantially expanded the theoretical foundation of heritage tourism studies. She has

elaborated the role of heritage industry in the context of postmodern change that implies that historical resources are becoming more available, access has become more democratized and consumption has become less socially differentiated. The increasing influx of newly established and commodified heritage often surpasses its demand in contemporary heritage tourism development. She signifies the contradictory and conflicting relationship between heritage and tourism on one side other side she explains the interrelated and interdependent relations. She also emphasized that heritage has become an invaluable tourism product that is marketed to meet the demands of the tourists, but despite the increasing popularity and prevalence of stimulated and replicated tourist sites in a contemporary tourism environment are searching for authenticity, which is a major concern for tourists, tourism developers and promoters.

Dr. Park has written this book very intelligently and even used lot of case studies for better understanding of topic. In the end of every chapter she has given research questions to widen the scope of learning. She has used lot of examples from across the world and content used is user friendly, easy to understand and have proper flow of content in a sequential manner. Lot of references has been given at the end of every chapter for the authenticity of quotes as well as for more insights on particular issues. The cover image used is getty in nature. Only drawback I can found in the book is about photographs. They don't have clear vision and preferably colored photograph can provide more picturesque look. In the last I recommend the tourism students in specific to go through the book that will be a great source of learning for them.

Book Review 2

An Offering of Love for India

**India My Love, Dominique Lapierre, Full Circle Publishing,
2013, Pages 186, Rs 275/-**

Dominique Lapierre is a well known name in India, not only as the author of successful books like Freedom at Midnight and The City of Joy but also for his compassionate social service that he did to give many poor and sick persons another chance to live a happy and graceful life.

India has been looked at by different onlookers in myriad ways. Some discarded it as a dark country of black magic and snake charmers, while others reveled only in its exotic features, maharajas and elephants, there were only a few who went beyond the obvious and delved deep into the spirit of India. Lapierre is one such author who has the eyes and heart to see and understand what India stands for.

The book opens with a beautiful Sanskrit quote, "*Tannashtam Yann Deeyate*" meaning 'All that is not given is lost'. This is the leitmotif of the book as in chapter after chapter the French author narrates how he came to love the country which was not his native but on which he stumbled upon, motivated by his mentor. This country, in turn returned the favour by providing several opportunities to understand the meaning of life in the arena of poverty, disease and apathy.

The first part of the book is called, 'In the footsteps of the greatest empire of all time' wherein he tells about his first visit to India in his Rolls Royce, to Patiala, Kapurthala, Bangalore, Udaipur, Benares and many other places. Amongst royal receptions and privileged treatment he found his urge for humanitarian work strengthening. The author returns to his country with a firm conviction that he will be back and do his bit to help people get out of their sufferings and misery.

The second part of the book, 'The unsung heroes

of India' recounts the author's humanitarian efforts. Lapierre works with lepers and TB patients in Calcutta, makes a slum his home base and wages a war against the scourge of maladies faced by the poor by opening several dispensaries including boat-dispensaries to help people living on the remote islands of Ganga delta. Another place he visits is Bhopal struck by the pesticide factory gas leak, where he brings help to the survivors. His experience is not always joyous, as he recounts, 'we've had our share of disappointment, failure and a great deal of suffering. Giving help is not easy. Sending a cheque is simple, what is difficult is the follow up.' Yet he goes on, deriving energy from the unsung heroes of India, the ordinary citizen who is optimistic in the face of unspeakable inequality. The author also mentions his meeting and association with mother Teresa and to whom he entrusts his humanitarian project.

The language of the book is quite in flow, conversational in tone and emotional in approach. At no place it become paternalistic or patronizing. There is no moral judgment or serious sermons. The book contains several colored and monochromatic photographs, some personal ones and others related to Indian history, which add to the element of interest. He keeps dropping bits of information amidst his personal opinion so that the reader is able to get a fair perspective. This is a motivational account of a person who did not shy away from doing his share for his downtrodden brethren who did not even belong to his native place. Reading this, one really gets motivated for selfless service, which we have all but forgotten in this materialistic race for power and position.

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