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Guest Editor's Note

Dear Researchers and Academicians

As the entire world is passing through an unprecedented challenge posed by Covid-19, different approaches are being taken by counties across the globe to insulate respective national economies against severe damage. Everyone, irrespective of geographical situations, economic conditions and age-groups, is scared and getting affected by the worldwide crisis. We all are going through the fear of an insecure future. With every passing day uncertainty, stress and mental agony are increasing.

It has been more than one-and-a-half-year that the entire world population is either under lockdown or having restrictions in one form or the other. There is no doubt that the tourism and hospitality industry is passing through the most challenging time in view of the outbreak resulting from Covid-19.

This pandemic has stopped the movement of people due to travel restrictions imposed by various governments. But there's always a silver lining. There has been a paradigm shift in the education system which transformed into virtual learning platforms -online classes, webinars and virtual conferences becoming more popular. Realizing the importance of education and research, IES University Bhopal in association with Indian Tourism and Hospitality Congress (ITHC), organized National E-Conference on Advances in Tourism & Hospitality Management (NCATHM 2021) on 17th July, 2021. The main objective of this conference was to bring together leading academicians, professionals, experts and research scholars from different parts of the country and to get them acquainted with the latest developments and trends in the Tourism and Hospitality industry.

I must use this opportunity to express my sincere thanks to researchers/academicians for their valuable contributions which would definitely create an indelible impact in the minds of the readers as these research papers are a way of providing larger visibility and dimension on the diverse topics. Without their support, this conference would not have become a reality. The diverse topics in the research papers that are amalgamated in this issue have a high level of application in the tourism and hospitality domains.

I would also like to thank our Editorial Team Members and Advisory Board Members who have helped in making this conference journal a possibility. Several expert reviewers spared their valuable time for assessing the research papers and making critical suggestions for improving the quality of papers. I owe a word of thanks to each one of them.

I extend my heartfelt gratitude towards Er. B.S. Yadav Sir, Founder Chancellor - IES University Bhopal, Dr. Sunita Singh Ma'am, Pro-Chancellor - IES University Bhopal and Dr. Navin Chandra, Vice-Chancellor - IES University, Bhopal for their blessings and commendation in all our endeavors.

We owe special thanks with sincere regards to Prof. (Dr.) S P Bansal, Dr. Sandeep Kulshrestha, Prof. (Dr.) Deepak Raj Gupta, Dr. Prashant Kr Gautam and Shri M.K. Singh for their unstinted encouragement and guidance.

Last but not least, thanks and heartfelt gratitude to the Almighty God for every minute positivity, strength and inner peace in all phase of conference and publication of journal.

I hope that our humble efforts would help all interested in gaining expertise in divergent fields of tourism and hospitality.

With Warm Wishes
Rajeev R Mishra
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Contents

A Comparative Study of the Motivational Factors to Participate in Corporate Social Responsibility Activities Between Indian Origin and Foreign Origin Hotels

Sandeep Malik & Vivek

Abstract

The present paper is an attempt to compare the motivational factors to participate in Corporate Social Responsibility (CSR) activities between Indian and foreign origin hotels. For this purpose, a non-probability sampling technique was used for the selection of hotels as respondents for the study. Out of 86 hotels, 52 hotels were foreign origin and 34 were of Indian origin. Primary data was collected through a structured and pre-tested 5 point Likert-type scale questionnaire containing 29 statements regarding motivational factors for participation of hotels in CSR activities. The results show that foreign origin companies are more motivated to reduce running costs as compared to indian origin companies. It was suggested that hotels should also focus on the visibility of CSR activities to its stakeholders. Visibility of these activities to media and society can easily substantiate the claims of hotels which can promote more contribution to CSR.

Keywords: Corporate Social Responsibility, Hotel Industry, Welfare.

Introduction

Corporate Social Responsibility (CSR) was first used in Barnard's book "Functions of Managers" published by Harvard University Press, Cambridge in 1938. Later, other writers used CSR in different forms." CSR analyzes the cultural, legal, political, social and physical facets of the world" has been evolving in recent times and has created an ethical edifice for various factors to be accountable for their corporate responsibility and their subsequent effect on the global climate in which they function and work. CSR is a 'corporate slogan' that extends spiritual baptism to get the various overlapping and opposing desires in accordance with the economic structure. CSR applies to companies taking responsibility, and making an influence on culture. CSR has gradually become a significant criterion for assessing the overall productivity of organizations. This will offer advantages in terms of improved risk control, cost reduction, access to resources, stronger client engagement, efficient human resource management and improve innovative efficiency.

To date, not a single definition of CSR is universally accepted but there are many definitions given by various researchers from time to time to elaborate CSR concepts (Dahlsrud, 2006). Some definitions were able to explain the concept of CSR up to a certain level but none of these was able to explain CSR completely. Due to the unavailability of exact definitions, many prestigious institutions changed the definitions from time to time and explained the same definitions twice and thrice a year in different aspects (Sarkar & Sarkar 2015). This ambiguity has affected the motivation of hotels to participate in CSR activities so the study aims at comapring the motivational factors of Indian Foreign origin hotels.

CSR in India

The term CSR is in the infant stage as compared to the concept of CSR. The term CSR emerged in the second half of both centuries especially in western countries and later on it become common worldwide. With industrialization in Europe, CSR in modern format emerged in favor of factory labor conditions with industrialization, while responsible corporations had already been in business centuries before, the word CSR was officially used in 1953 by American economist Howard Bowen in his work on company social responsibility. Bowen, however, is also regarded as the father of CSR.

In India, the concept of CSR starts with the Aryans. In Mahabharata & Rigved there are a lot of examples that show the rich are serving society on different levels. In

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Arthasastra Kautilya highlights the value of ethics while conducting business. Religion also played a major role in promoting CSR. In the Muslim era, there was a tax called 'Zakat' in which the rich must share fix part of his earnings with the poor. The Hindu merchant provided alms to temples and night shelters for the poor class. The Hindu practiced 'Dharamshala' where the seller's production was paid for charity. In the same fashion, Sikh followed 'Daashaant' till 1850 wealthy businessmen shared their riches with society temples & other religious institutions. In 1900, there were some families like Tata, Birla, Modis, Bajaj, and Godrej also promoted this concept with the help of setting up charitable foundations.

National movements also promote this concept widely; Mohan Das Karamchand Gandhi emphasized a lot on this concept. CSR was motivated by the advent of public sector companies in 1960-80 to ensure the right distribution of income. In 1991, under liberalization privatization globalization the massive industrial development made it easier for companies to make a greater contribution to CSR (Shah 2011).

In India, CSR practices are popular for decades (Uvais & Cholasseri, 2013). The number of the education societies, charitable hospital institutes, and social institutes is running prior independence with the help of business corporate and societies (Chopra & Marriya, 2013). In India, traditionally, CSR is considered a philanthropic activity (Sabharwal & Narula, 2015). In 2001, Tata Energy Research Institute (TERI) and categorized CSR stages in chronological *i.e.* Ethical model (1930-1950 Truest), statistical model (1950-1970 Socialist), liberal model (1970-1990 Charitable), and model for stakeholders (1990-present) (Sabharwal & Narula, 2015). Now in, India CSR is mandatory for all registered corporations in India under "The Companies Act 2013" (Malik & Vivek, 2018), as companies qualifying the criteria have to inevst 2 percent of their net profit on CSR . Food Safety and Standards Authority of India (FSSAI) has also issued guidelines under the heading Safe and Nutritious Food (SNF) for voluntary participation by various stakeholders (FSSAI, 2017).

Hotel Industry in India

Today, the hospitality industry is in the main stay of the economics of many countries, this is also true in the case of India since it is classified as an industry (ICSI, 2018). This industry provides a lot of employment opportunities both directly and indirectly in establishments like hotels, restaurants, transportation, tour operator, tour guides, and escorts. This industry is one of the highest revenue and employment generating industries. The total contribution to the world's Gross Domestic Product (GDP) is 8.9 trillion USD *i.e.* 10.3 percent of the world's GDP and 330 million jobs directly in 2019, 1 in 10 jobs around the world, (WTTC 2020). At the same time, the total contribution of the Travel & Tourism industry in

the GDP of India is 194 billion USD *i.e.* 6.8 percent of India's GDP and 39,822,000 jobs (8.0 percent of India's total jobs) provided by the Travel & Tourism Industry (WTTC, India, 2020). Hotels are the main component of this industry. Today, the Indian hotel sector is a rich and fast-growing industry. The main product of this sector is to provide accommodation and food to guests. The total number of approved hotels by the HRACC is 1961 with 102490 rooms (MOT, Tourism statics, 2019).

CSR in the hospitality industry

In Hotel Industry, CSR was first globally implemented in 1990 by International Hotel Corporations. Since 1992, the hospitality industry has been focusing on environmental-related practices, usage of technology, and energy conservation (Holcomb, Upchurch, and Okumus, 2007). Many Hotel chains at the international level have accommodated various CSR measurements in their business actions (European Cities Marketing, 2011) taking into account the harmful impacts of the industry on society, the environment, and the economy. Thus, the industry is keen to minimize these negative impacts (Hailu & Nigatu 2015). The CSR concept is widely accepted globally for various concerns *i.e.* brand image, marketing, sustainability, ethically, employee's satisfaction, community participation, competitive environment and government instruction.

Review of Literature

Rashid and Ibrahim (2002) concluded that the "most influential factor determining the attitude toward social responsibility was family upbringing moreover there are some other factors *i.e.* traditional beliefs and customs, and common practices in the industry". Saiia, Carroll, and Buchholtz (2003) found that "managers believe their forms are increasingly strategic in their philanthropic activities". These results also reinforce the idea that corporate philanthropy has developed to suit a more full marketplace. Heal (2005) described that a CSR program can be a profitable aspect of corporate strategy, including risk management and sustaining long-term profitability relationships. Qu (2007) discovered that the most powerful CSR indicator followed by government regulations was corporation orientation. In addition, it was found that the ownership system had little impact. Gautam and Singh (2010) propounded that CSR is a comprehensive business strategy arising from performance consideration and stakeholder pressures. Kabir (2011) revealed that the hotel industry of Swaziland used CSR as a positive image creator among people and the areas of CSR were energy-saving, community involvement issues, fair business practices, environmental protection products and safety and human resources. Batra (2013) highlighted the prime feature of the ITC e-choupal CSR project and found that for the upliftment of rural farmers this e-choupal project was playing a significant role in the field of CSR.

Kumar and Sharma (2014) observed that all individual hotels and chain hotels were ready to adopt CSR in their achievements because of need of time, government laws, local authority pressure, host population *etc*. Jogdand, Sawant and Ragde (2015) revealed that, in Mumbai, five star hotels managers have positive attitude for CSR and CSR activities focusing on sustaining the environment. Kumar and Tulasi (2016) found that CSR was an important form for the hotel industry. Hotels used CSR to create a positive image of industry among their guests. Chaudhary (2017) found that there is no significant effect of interaction between gender and CSR on employee's engagement at work. However, they found that the firms' involvement in CSR activities influencing the employees. Mohammed and Rasid (2018) concluded that CSR activities positively influence customer satisfaction, with brand image mediating the relationship. Dawar and Singh (2019) highlighted that stakeholder involvement, supporting responsible leadership, the priority of the board towards CSR, and integration of CSR into corporate policy improved the organizations' ability to tackle social issues and enhance the competitive atmosphere for the organizations. Malik and Vivek (2020) described that CRS is a significant and vital program in which organizations should take part, however more cautious consideration should be given to better execution of the CSR activities.

Objective

The study aims at comparing the motivational factors to participate in CSR activities between Indian origin and foreign origin hotels.

Methodology

The non-probability sampling technique was used for the selection of hotels as respondents for the study. A total of 120 hotels of 17 hotel chains were approached for the study. Primary data was collected through a structured and pre-tested 5 point Likert-type scale questionnaire. The researcher received 100 filled-in responses from hotels; out of which 86 were useable. Out of 86 hotels, 52 hotels related to foreign origin and 34 were of Indian origin. Secondary data was collected from the national portal of CSR, MCA, and MOT, GOI, *etc.*; journals, periodicals; circulars; reports, magazines, websites of the hospitality industry were used for the study. Descriptive statistics were used to describe the characteristics of the data and ANOVA was used to compare the responses from two groups.

Data Analysis

The data analysis begins with the descriptive analysis of the nature of the companies, presented in Table no 1. A majority of companies i.e. 60.5 percent were international whereas 39.5 percent of respondents were Indian origin companies.

Table 1: Nature of Company

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	National	34	39.5	39.5	39.5
	Multinational	52	60.5	60.5	100.0
	Total	86	100.0	100.0	

An evalutaion of CSR practices of Indian origin hotels, Table no. 2, depicted that the hotels were participating in these activities as they are abiding by the governement norms or rules.

Table no. 2 Descriptive Statistics of CSR practices of National Hotels

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
To follow government norms/rules	34	1	5	4.50	1.108	1.227
To gain tax benefits	34	1	5	3.76	1.156	1.337
To avoid penalties by the government	34	1	5	3.62	1.393	1.940
To improve brand image	34	1	5	4.38	0.985	0.971
To accomplish organization mission and vision commitment	34	1	5	4.24	0.955	0.913
To reduce running cost	34	1	5	3.94	1.205	1.451
For risk management	34	1	5	3.68	1.199	1.438
To enhance profit in business	34	1	5	4.06	1.205	1.451
To be the trendsetter	34	1	5	4.03	1.193	1.423
For achieving marketing advantage	34	1	5	4.09	1.190	1.416
For a sustainable approach	34	1	5	4.21	1.038	1.078
Our competitors are practicing CSR	34	1	5	4.09	1.111	1.234

To give back to society	34	1	5	4.21	1.008	1.017
For philanthropic purposes	34	1	5	3.91	1.026	1.053
To retain traditional values	34	1	5	3.79	1.149	1.320
For smooth integration of the organization into its host Community	34	1	5	3.85	1.048	1.099
To boost guest loyalty	34	2	5	4.26	.963	.928
Our guests prefer us because of our CSR activities	34	1	5	3.76	1.232	1.519
Guests are ready to pay more as CSR activities increase the cost of products/ services	34	1	5	3.76	1.327	1.761
Our guests boycott products/ services which do not comply with CSR	34	1	5	3.53	1.354	1.832
CSR helps us in attracting the best brains in the industry	34	1	5	3.79	1.175	1.381
To improve employee motivation	34	1	5	4.12	1.274	1.622
To improve employee job satisfaction enhance increase productivity	34	1	5	4.06	1.127	1.269
To use it as an employee retention tool	34	1	5	3.79	1.250	1.562
Our employees voluntarily engage in CSR activities of the firm	34	1	5	4.00	1.044	1.091
Shareholders or owners favor CSR contribution	34	2	5	3.82	.968	.938
Shareholders or owners are ready to give a part of their income for CSR activities	34	1	5	3.94	1.153	1.330
Shareholders or owners consider CSR as a part of a long-term strategy	34	1	5	3.82	.999	.998
Shareholders or owners are inspired by some person or event to favor CSR	34	1	5	4.09	1.026	1.053
Valid N (listwise)	34					

The answer has highest mean score 4.50. Whereas, the perception of hoteliers that their guests will boycott their products/services if they do not comply with CSR has the least mean score i.e. 3.53.

The analysis of CSR practices of multinational hotels reveals that the hotels are taking part in CSR activities because of the legal boundations, as the variable has the highest mean score i.e. 4.52, as shown in Table no. 3. This is in line with the Indian origin hotels.

Table no. 3 Descriptive Statistics of CSR practices of Multinational Hotels

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
To follow government norms/rules	52	1	5	4.52	1.075	1.156
To gain tax benefits	52	1	5	3.65	1.399	1.956
To avoid penalties by the government	52	1	5	3.19	1.509	2.276
To improve brand image	52	1	5	4.31	1.058	1.119
To accomplish organization mission and vision commitment	52	1	5	4.29	1.054	1.111
To reduce running cost	52	1	5	3.79	1.333	1.778
For risk management	52	1	5	3.63	1.372	1.883
To enhance profit in business	52	1	5	3.83	1.491	2.224
To be the trendsetter	52	1	5	3.73	1.345	1.808
For achieving marketing advantage	52	1	5	3.75	1.281	1.642

For a sustainable approach	52	1	5	3.88	1.231	1.516
Our competitors are practicing CSR	52	1	5	3.73	1.300	1.691
To give back to society	52	1	5	3.98	1.306	1.706
For philanthropic purposes	52	1	5	3.88	1.199	1.437
To retain traditional values	52	1	5	3.98	1.244	1.549
For smooth integration of the organization into its host Community	52	1	5	4.17	.944	.891
To boost guest loyalty	52	1	5	3.96	1.298	1.685
Our guests prefer us because of our CSR activities	52	1	5	3.71	1.391	1.935
Guests are ready to pay more as CSR activities increase the cost of products/services	52	1	5	3.42	1.433	2.053
Our guests boycott products/ services which do not comply with CSR	52	1	5	3.50	1.379	1.902
CSR helps us in attracting the best brains in the industry	52	1	5	3.79	1.273	1.621
To improve employee motivation	52	1	5	3.94	1.349	1.820
To improve employee job satisfaction enhance increase productivity	52	1	5	3.88	1.323	1.751
To use it as an employee retention tool	52	1	5	3.96	1.283	1.646
Our employees voluntarily engage in CSR activities of the firm	52	1	5	3.98	1.244	1.549
Shareholders or owners favor CSR contribution	52	1	5	3.88	1.215	1.477
Shareholders or owners are ready to give a part of their income for CSR activities	52	1	5	3.90	1.317	1.736
Shareholders or owners consider CSR as a part of a long-term strategy	52	1	5	3.96	1.137	1.293
Shareholders or owners are inspired by some person or event to favor CSR	52	1	5	3.63	1.253	1.570
Valid N (listwise)	52					

The motivation of avoiding governement penalities is rated least by the International hotels with a mean score of 3.19.

One sample *t* test was performed, separately, on both samples i.e. Indian hotels and foreign origin hotels to findout whether the motivation practices performed by the hotels are

Table no. 4. One-Sample *t* Test of CSR practices of Indian hotels

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
To follow government norms/rules	23.685	33	.000	4.500	4.11	4.89
To gain tax benefits	18.985	33	.000	3.765	3.36	4.17
To avoid penalties by the government	15.144	33	.000	3.618	3.13	4.10
To improve brand image	25.938	33	.000	4.382	4.04	4.73
To accomplish organization mission and vision commitment	25.851	33	.000	4.235	3.90	4.57
To reduce running cost	19.078	33	.000	3.941	3.52	4.36
For risk management	17.879	33	.000	3.676	3.26	4.09
To enhance profit in business	19.648	33	.000	4.059	3.64	4.48
To be the trendsetter	19.694	33	.000	4.029	3.61	4.45

For achieving marketing advantage	20.031	33	.000	4.088	3.67	4.50
For a sustainable approach	23.625	33	.000	4.206	3.84	4.57
Our competitors are practicing CSR	21.456	33	.000	4.088	3.70	4.48
To give back to society	24.319	33	.000	4.206	3.85	4.56
For philanthropic purposes	22.232	33	.000	3.912	3.55	4.27
To retain traditional values	19.256	33	.000	3.794	3.39	4.19
For smooth integration of the organization into its host Community	21.431	33	.000	3.853	3.49	4.22
To boost guest loyalty	25.817	33	.000	4.265	3.93	4.60
Our guests prefer us because of our CSR activities	17.813	33	.000	3.765	3.33	4.19
Guests are ready to pay more as CSR activities increase the cost of products/ services	16.541	33	.000	3.765	3.30	4.23
Our guests boycott products/ services which do not comply with CSR	15.203	33	.000	3.529	3.06	4.00
CSR helps us in attracting the best brains in the industry	18.829	33	.000	3.794	3.38	4.20
To improve employee motivation	18.852	33	.000	4.118	3.67	4.56
To improve employee job satisfaction enhance increase productivity	21.008	33	.000	4.059	3.67	4.45
To use it as an employee retention tool	17.699	33	.000	3.794	3.36	4.23
Our employees voluntarily engage in CSR activities of the firm	22.331	33	.000	4.000	3.64	4.36
Shareholders or owners favor CSR contribution	23.025	33	.000	3.824	3.49	4.16
Shareholders or owners are ready to give a part of their income for CSR activities	19.929	33	.000	3.941	3.54	4.34
Shareholders or owners consider CSR as a part of a long-term strategy	22.315	33	.000	3.824	3.47	4.17
Shareholders or owners are inspired by some person or event to favor CSR	23.235	33	.000	4.088	3.73	4.45

Table no. 5. One-Sample *t* Test of CSR practices of Multinational hotels

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
To follow government norms/rules	30.304	51	.000	4.519	4.22	4.82
To gain tax benefits	18.838	51	.000	3.654	3.26	4.04
To avoid penalties by the government	15.259	51	.000	3.192	2.77	3.61
To improve brand image	29.363	51	.000	4.308	4.01	4.60
To accomplish organization mission and vision commitment	29.336	51	.000	4.288	3.99	4.58
To reduce running cost	20.489	51	.000	3.788	3.42	4.16
For risk management	19.098	51	.000	3.635	3.25	4.02
To enhance profit in business	18.503	51	.000	3.827	3.41	4.24
To be the trendsetter	20.005	51	.000	3.731	3.36	4.11
For achieving marketing advantage	21.102	51	.000	3.750	3.39	4.11

For a sustainable approach	22.752	51	.000	3.885	3.54	4.23
Our competitors are practicing CSR	20.690	51	.000	3.731	3.37	4.09
To give back to society	21.981	51	.000	3.981	3.62	4.34
For philanthropic purposes	23.365	51	.000	3.885	3.55	4.22
To retain traditional values	23.067	51	.000	3.981	3.63	4.33
For smooth integration of the organization into its host Community	31.880	51	.000	4.173	3.91	4.44
To boost guest loyalty	22.009	51	.000	3.962	3.60	4.32
Our guests prefer us because of our CSR activities	19.242	51	.000	3.712	3.32	4.10
Guests are ready to pay more as CSR activities increase the cost of products/ services	17.228	51	.000	3.423	3.02	3.82
Our guests boycott products/ services which do not comply with CSR	18.301	51	.000	3.500	3.12	3.88
CSR helps us in attracting the best brains in the industry	21.457	51	.000	3.788	3.43	4.14
To improve employee motivation	21.072	51	.000	3.942	3.57	4.32
To improve employee job satisfaction enhance increase productivity	21.169	51	.000	3.885	3.52	4.25
To use it as an employee retention tool	22.269	51	.000	3.962	3.60	4.32
Our employees voluntarily engage in CSR activities of the firm	23.067	51	.000	3.981	3.63	4.33
Shareholders or owners favor CSR contribution	23.052	51	.000	3.885	3.55	4.22
Shareholders or owners are ready to give a part of their income for CSR activities	21.368	51	.000	3.904	3.54	4.27
Shareholders or owners consider CSR as a part of a long-term strategy	25.126	51	.000	3.962	3.65	4.28
Shareholders or owners are inspired by some person or event to favor CSR	20.919	51	.000	3.635	3.29	3.98

statistically significant or not. Results are presented in Table no. 4 and 5. An evaluation of results can lead to conclusion that all the motivational variables are statistically significant as all the values of p are 0.000, in case of both types of hotels i.e. Indian and foreign origin.

It is evident from the descriptive statistic tables presneted in Table no. 2, and 3 and then t-test tables 4 and 5 that there are difference in the motivational factors affecting the CSR practices in the studied two categories of hotels.

Table no. 6: Comparison of Motivational factors to participate in CSR activities between Indian origin and foreign companies

Statements	Country	N	Mean	Std. Deviation	't' test
To follow government norms/rules	Indian origin	52	4.42	1.177	0.938[NS]
	Foreign origin	34	4.65	0.917	
To gain tax benefits	Indian origin	52	3.65	1.327	0.384[NS]
	Foreign origin	34	3.76	1.281	
To avoid penalties by the government	Indian origin	52	3.35	1.440	0.111[NS]
	Foreign origin	34	3.38	1.538	
To improve brand image	Indian origin	52	4.21	1.073	1.415[NS]
	Foreign origin	34	4.53	0.929	

To accomplish organization mission and vision Commitment	Indian origin	52	4.12	0.983	1.746[NS]
	Foreign origin	34	4.50	1.022	
To reduce running cost	Indian origin	52	3.62	1.331	2.137*
	Foreign origin	34	4.21	1.122	
For risk management	Indian origin	52	3.58	1.273	0.653[NS]
	Foreign origin	34	3.76	1.350	
To enhance profit in business	Indian origin	52	3.88	1.367	0.280[NS]
	Foreign origin	34	3.97	1.425	
To be the trendsetter	Indian origin	52	3.88	1.215	0.317[NS]
	Foreign origin	34	3.79	1.409	
For achieving marketing advantage	Indian origin	52	3.77	1.308	1.051[NS]
	Foreign origin	34	4.06	1.153	
For a sustainable approach	Indian origin	52	4.12	1.078	1.023[NS]
	Foreign origin	34	3.85	1.282	
Our competitors are practicing CSR	Indian origin	52	3.87	1.221	0.062[NS]
	Foreign origin	34	3.88	1.274	
To give back to society	Indian origin	52	4.00	1.172	0.667[NS]
	Foreign origin	34	4.18	1.242	
For philanthropic purposes	Indian origin	52	3.75	1.100	1.489[NS]
	Foreign origin	34	4.12	1.149	
To retain traditional values	Indian origin	52	3.75	1.250	1.506[NS]
	Foreign origin	34	4.15	1.105	
For smooth integration of the organization into its host Community	Indian origin	52	3.92	0.987	1.434[NS]
	Foreign origin	34	4.24	0.987	
To boost guest loyalty	Indian origin	52	3.94	1.259	1.358[NS]
	Foreign origin	34	4.29	1.031	
Our guests prefer us because of our CSR activities	Indian origin	52	3.62	1.360	1.016[NS]
	Foreign origin	34	3.91	1.264	
Guests are ready to pay more as CSR activities increase the cost of products/services	Indian origin	52	3.54	1.393	0.161[NS]
	Foreign origin	34	3.59	1.417	
Our guests boycott products/ services which do not comply with CSR	Indian origin	52	3.48	1.421	0.259[NS]
	Foreign origin	34	3.56	1.284	
CSR helps us in attracting the best brains in the industry	Indian origin	52	3.67	1.279	1.100[NS]
	Foreign origin	34	3.97	1.141	
To improve employee motivation	Indian origin	52	3.98	1.350	0.268[NS]
	Foreign origin	34	4.06	1.278	
To improve employee job satisfaction enhance increase productivity	Indian origin	52	3.92	1.234	0.279[NS]
	Foreign origin	34	4.00	1.279	
To use it as an employee retention tool	Indian origin	52	3.88	1.263	0.097[NS]
	Foreign origin	34	3.91	1.288	
Our employees voluntarily engage in CSR activities of the firm	Indian origin	52	3.98	1.146	0.075[NS]
	Foreign origin	34	4.00	1.206	

Shareholders or owners favor CSR contribution	Indian origin	52	3.83	1.150	0.342[NS]
	Foreign origin	34	3.91	1.083	
Shareholders or owners are ready to give a part of their income for CSR activities	Indian origin	52	3.87	1.253	0.487[NS]
	Foreign origin	34	4.00	1.255	
Shareholders or owners consider CSR as a part of a long-term strategy	Indian origin	52	3.77	1.078	1.472[NS]
	Foreign origin	34	4.12	1.066	
Shareholders or owners are inspired by some person or event to favor CSR	Indian origin	52	3.79	1.126	0.246[NS]
	Foreign origin	34	3.85	1.282	

*NS = Not significant; * = Significant at 0.05 level*

However, to check whether these differences in two categories are statistically significant or not, one way ANOVA was conducted. The results are presneted in Table no. 6; which shows that there are significant difference only in case of one the motivation i.e. *to reduce running cost* where p value is less than 0.05.

Disussion and Conclusion

Indian hotels or hotel chains have also favored more all the other identified motivational variables were found to more important forces for foreign origin hotels or hotel chains than their Indian counterparts. However, the difference between practices of Indian and foreign origin hotels was significant only in the case of 'top reduce running cost which means that hotels operated by Indian or foreign hotels are driven by almost similar motivational forces for carrying out CSR activities except in case of use of CSR as a tool to reduce running cost where foreign origin hotels have a significant edge over Indian hotels. These findings support the outcome of earlier researches conducted by Cheung, Welford, and Hills (2009); Sharma and Mishra (2018); and Wong and Kim (2020). Although the research has its own limitations in the form of sampling design. However, the findings will add in the exisiting literature availble on the topic and will pave way for future reserach in Indian context.

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The Role of Destination Image in Incentive Travel:
A Review and Discussion

Devika Sood, M. Sajnani & Prashant Gautam

Abstract

Incentive travel is an exceptional travel experience used to motivate employees/channel partners. The Nature of Incentive Travel makes it unique as a subset of the MICE (i.e., Meetings, Incentive, Conferences, and Events). The traveler is not the decision-maker in this regard. The customized incentive program is an immediate impression of the connection between the company and the representatives, so it's imperative to hit the right note. Among the various factors, destination image plays a significant role in the decision-making process and ultimately in the trip's success. The motivating factors of Incentive travel are not uniform like any form of tourism. Research has proved, a successful incentive trip must include "novelty" or "wow factor" in the chosen destination. The planning process involves destination image consideration. Research is limited while focusing on Incentive travel and destination image. Thus, the need for the study that examines aspects of planning from the perspective of the Incentive travel organizers.

This study aims to determine the influence of incentive travel motivational attributes on destination image formation and, conclusively, the destination selection procedure. It is an exploratory study and will pave the way to determine factors incentive travelers seek while evaluating destination image.

Keywords: *Incentive Travel, Site Selection, Motivating, Destination Image.*

1. Introduction

India is one of the most rapidly expanding markets for tourism. Furthermore, incentive segment. "Incentive travel is one of the fastest growing segments within India's outbound MICE movement. Many Indian companies organise annual incentive travel as a business tool to reward and motivate top-performing employees as well as external channel partners to drive topline sales" says Chang Chee Pey, Executive Director, South Asia, Middle East & Africa, Singapore Tourism Board (Business Wire, 2016)

Travel is "a current tool of management used to achieve non-standard company goals by providing participants with an outstanding travel experience in achieving the share of uncommon goals, according to the Society of Incentive Travel Excellence. A Society for Incentive Travel Excellence (SITE) study provided insights on Incentive Travel in India. The analysis indicated that the effects of the Incentive Travel programme were favourable for 97 percent of the participants. 80% of participants have committed to add value to the overall programme each year for new destinations. (SITE Foundation, 2017).

The various incentive market research studies do not offer in-depth insights and are fragmented in approach. The existing studies on Incentive travel look at the participants viewpoint on Incentive travel, offer trends out of Kerala(Thomas, 2020), however the planning process for the destination selection is not examined.

This study chooses Incentive Travel based on Outbound Incentive Travel location selection criteria to fill the a forementioned research gap. This study adds significantly to current knowledge on incentive travel. Findings of this study will provide organizations an understanding about the site selection criteria by Incentive travel.

The specific research objectives were:

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1. Understanding the concept of the destination image and its importance for Incentive travel.
2. Developing a framework to measure destination image.

2. Literature Review

2.1 Incentive travel

As a distinct market segment, the incentive market has not been examined very well. In contrast, the incentive travel concentrates on fun, food, other activities and more than education and work is different to other forms of MICE (meetings, conferences, events and incentives).

The incentive event program is designed to increase the time the organization's best performers are together. The plan is filled with meetings designed to achieve company objectives while there is additional energy.(Severt & Breiter, 2010). Incentive program are exclusive in nature and the prestige attached to the award is the biggest motivation (Cottrell, 1998) this aspect make the Incentive travel unique.

Definition provided by Society of Excellence in Incentive Travel (SITE) "Incentive travel is a global management tool that uses an exceptional travel experience to motivate and/or recognize participants for increased levels of performance in support of organizational goals". (https://www.siteglobal.com/)

2.2 Travel Motivation in Incentive Travel

Singh in his research has listed the factors that motivate employees. In an individual, motivation is the desire to act. Usually people act for one reason: to achieve an objective. Incentive travel is a holiday paid by the organization for exceptional reward. Motivation is the main aim of Incentive travel. An employee is an important resource, who can convey worth to the association in keeping up and reinforcing its business and growth trajectory. This paper reasons that employee motivation is a complicated and complex subject. (Singh, 2017).

Mair in his study has evaluated various motivational theories and concluded that, The framework of incentive travel has been proposed to include both internal and external motivations and these are elf-esteem, sense of achievement, travel group interaction, chance to explore about a travel destination, the prestige and ego of the incentive to travel and chance to visit a luxury, exotic destination that may be inexpensive for the beneficiary. (Mair, 2015)

Xiao li Li and Lu Lu in their study have included findings that support impact of the Incentive travel as a motivator

directly or indirectly to organizational commitments. Three motivations listed as Travel for leisure, prestige and business matter (Li et al., 2018)

Incentive travel is motivational and utilized for rewarding accomplishment. This makes life-changing recollections yet to return to a similar objective is a vulnerability in view of impacts and encounters. Understanding the impact of objective encounters is significant for advertisers who view rehash guests as a steady wellspring of income. This subjective investigation remembered three profundity interviews with incentive travel organizers and two semi-organized center gatherings with incentive travelers who empowered a more profound knowledge and comprehension of the complexities in reselecting an incentive objective. It is presumed that there are encounters which will and which won't impact the choice to return to an incentive objective (M.Jacobs, 2017).

Despite the financial significance of the gatherings, incentives, meetings, and presentations (MICE) industry, it remains respectably under investigated. In any case, while noteworthy investigation has dissected how to convince representatives in the workplace, including the use of motivators, there has been little assessment of why travel makes, for instance, extraordinary impetus. With an end goal to address this opening, this applied article organizes the movement business inspiration composing with the composition on representative inspiration, with explicit reference to trust speculation. Expectation theory suggests that the valence of a prize (its charm) is a basic fragment of convincing representatives (Judith Mair, 2015).

The whole purpose of offering Incentive Travel has been examined from the perspective of the senior management involved in decision making. The greatest thing that Incentive travel offers is recognition and chance for employees to know each other and most importantly the higher management. Another purpose of study spun around the "destination choice process". The interaction is informal as the whole setting is outside the business setting. The study revealed how destinations were chosen, who made the choice, regardless of whether members were overviewed on their inclinations, and whether the reaction impacts the decision of destination. It was discovered that numerous organizations utilize an outsider seller or incentive organization to help them select destinations dependent on the rules they want. It was additionally discovered that organizations need to consider numerous contemplations while picking a destination.Incentive travel gives encounters that the single traveller could always be unable to bear/arrange all alone (George G. Fenich, 2015).

2.3   Research has proved the below types of travel motivation that drive Incentive Travel

Study	Travel motivation	Statistical tool
Mair (2015)	1. Sense of Achievement. 2. Chance to visit exotic / luxury destination. 3. Opportunity to visit new destination	Secondary research
Xiaoi Li, Lu Lu ,Christina Geng-Qing Chi (2018)	1. Travel for Leisure 2. Travel for Prestige 3. Travel for Business Network	Factor Analysis
JUDITH MAIR (2015)	1. Incentive Travel 2. Employee Motivation	conceptual framework
M. JACOBS , M. POTGIETER & S. GELDENHUYS (2016)	1. Incentive travel organisers 2. Incentive travellers 3. Return Intention	Qualitative Study
Thumachai, Chawalit, Chinnakum, Chaiboonsri, Saosaovaphak, Buranasiri and Sangkakorn (2017)	1. Customer retention 2. Better Coordinating 3. Service providers	Focus Group In-depth Interviews

2.4 Site Selection Criteria for Incentive Travel

In the MICE business, the process of destination selection is a significant component and comprises three key actors: providers, purchasers and participants (Oppermann & Chon, 1997).

1997).

According to Mair, Jin and Jung-Eun Yoo (2016) in Incentive Travel the decision making consist of group of people. The site for Incentive travel should have novelty factor and exciting options for activities and accommodation.(Mair et al., 2016). Site selection process in Incentive travel is unique as the traveler is not the decision maker however is the one who needs to feel it is best destination to visit. Variables like cost, and travel time decisions are pre-determined for the traveler. (Cottrell, 1998).

The main characteristic of an incentive travel programme as a tool towards managing staff to accomplish particular targets. This allows employees to achieve goals that are essential to the company's overall success.(Severt & Breiter, 2010) thus the award which is Incentive travel has to be destination or rather overall experience has to be

exceptional. The importance of site selection is the very essence of Incentive Travel.

The study covering three major markets -Australia, China and the United States offer insight into planning and has listed "accessibility of the destination, accommodation and destination image" as the key factors.(Mair et al., 2016).

Previous studies which have shared insights on site selection criteria of Incentive Travel / MICE

Authors/ year	Site Selection Criteria – Variables	Area of Study
JUDITH MAIR,XIN (CATHY) JIN,† AND JOANNE JUNG-EUN YOO‡*UQ (2016)	• Accessibility of the destination • Accommodation • Destination Image • Local Support • Extra- Conference Opportunities • Meeting Facilities • Novelty • Perceived Risk • Currency / Exchange rates	Australia, China and The United States
Xiaoli Li, Lu Lu (2018))	• Hotel Facilities • Trip Design • Tour Guide • Theme Dinner Party • Flights • Hospitality of Local residents • Shopping opportunities • Co-ordination with local Government to procure permission for exclusive events	China
M. JACOBS1, M. POTGIETER & S. GELDENHUYS (2017)	• Accommodation • Accessibility • Attractions • Culture and Food • Friendliness of the participants. • Safety • Destination Image affects the revisitation in case of MICE EVEMTS	Gauteng, South Africa

Incentive Travel organizers and all partners are entrusted with a tremendous duty owing to the monetary consequences the program has on business results. In any case, directors who setting rules have the most

indispensable duty in ensuring the rules match generally business targets as well as that the results are measurable. (Severt & Breiter, 2010).

Numerous research studies have outlined a connection between the destination image and visitor's decision to undertake travel. Strong indicator that destinations with positive images are frequented more.(Greaves & Skinner, 2010).

Pre-requisites for understanding destination image and positioning have been listed as; research, development and Innovation strategy, supported by multivariate methodologies.(Lopes, 2011).

2.6 Destination Image

However, it is not simple to describe the image in literature despite so much attention to the destination. Chon (1990) and Echtner & Richie have summarised the early literature (1991). More often known is the Echtner & Richie Study (1991). They summarised about fifteen investigations, followed by another (Echtner & Richie 1993). Many research still existed in the post-Echtner and Richie period.

From the years 1973-2000, Pike(2002) examined 142 investigations and found noteworthy data, for example. 73% of studies covered North America and Europe, followed by Asia (18%), leaving only 9% of the rest of the globe. Different definitions as seen in Table 1, which is a selective review, are offered over the years.

Table 1: Destination image definition over time

Source	Definition of destination image
Hunt (1975)	"An impression of people, places, climates and attractions"
Lawson and Baud Bovy (1977)	"A combined expression of all the emotional thoughts, knowledge and prejudices about a particular destination."
Crompton (1979)	"A sum total of all impressions, ideas and beliefs associated with a destination."
Fakeye and Crompton (1991)	"Accumulated Ideas, expectations, Impressions, beliefs and feelings towards a destination."
Echtner and Ritchie	"Destination image is a multidimensional concept comprising of both symbolic and tangible features."
Baloglu and McCleary (1999)	"The quality of experience, attractions, value/ environment, relaxation/escape, excitement/ adventure, knowledge, social and prestige."
Beerli and Martin	"The destination image consists of views about natural and cultural resources, general, tourist and leisure infrastructures, atmosphere, social setting and environment, sun & sand, knowledge, relaxation, entertainment, and prestige."

Chen and Tsai	"The destination image consists of destination brand, entertainment, nature & culture, sun and sand. In effect, it is mental representation of knowledge, feelings and overall perception of a particular location."
Kim (2014)	".....a favourable image of a destination formed by a combination of the destination's attributes (e.g., beautiful landscape, shopping opportunities, cultural exchange, infrastructure, safety, and activities)...."

Thus, the image can be viewed as an individual freedom, or a product that the element of intangibility makes its perception more difficult. In this context, Milman and Pizam (1995) have suggested that the destination image is composed of three elements. The first is the product, e.g. the attraction quality. The second one is the customer's behavior and the third one is the environment like the weather forecast, landscapes, and installations. Therefore, it is customary to consider that the destination image is a composite and multifaceted construction. The latter comprises an interconnected and general impression cognitive and emotive evaluation (Stepchenkova & Morrison, 2006).

It is also crucial to emphasise that a visit or a direct experience might affect the image of a destination. This will influence the final step of image formation, the satisfaction and the quality of products throughout the journey. Finally, other research such as that of Weaver et al. (2007) have studied the impact of the variables related to the previous experiences of the trip and travel on the evaluation of the destination where they have examined the relationship between two sets of variables: One set is composed of 5 variables designated for the previous travel experience (number of countries visited and number of countries visited for fun); the other set of variables is called destination evaluation (duration of trip, number and mode of trip); (satisfaction, service quality, value and the probability of return).

In the meanwhile, there is still a vacuum in the absence of a comprehensive definition for further investigations. There is currently no uniform definition that everyone accepts. The new concept must be sufficiently general for everybody to understand and embrace. It is typical from the point of view of individuals and psychological view that perception and imaging are closely linked. Consequently, from a study perspective it would be possible to perceive the qualities of destination and the emotional viewpoint or sentiment concerning these attributes.

3. Methodology

3.1 Research Design

An examination can be planned in two different ways to give two kinds of information, quantitative and subjective. The contrasts between these two strategies are

that quantitative asks realities, for example, what, where, how much and how regularly.

3.2 Data Collection

- ✪ **Primary Data:** Primary data is collected with the help of Semi-structured telephone interview. In which all questions were related to incentive travels organized by companies and overall motivation behind it.

- ✪ **Secondary Data:** Secondary data is collected with the help of Internet sources, Published Articles, Books etc.

3.3 Sample Size

As limited research is there in the field of Outbound Incentive Travel, to get insights senior management/ owners of the companies organizing Incentive travel were approached. So the researcher has selected 20 owners of the companies through random sampling method who offer incentive travel for employees to enhance the work motivation among them.

3.4 Site selection

Figure 1 indicates that in the incentive context of travel, the site selection variables found as part of this research are especially significant. Many of the factors for site selection essential for conference promoters have also been seen to be important for reward planners. Factors other than those previously listed in Convention Site Selection Literature tended to be factors (which were illustrated in the diagram). In turn, in this segment, each element is addressed.

The main variables in this analysis were the usability, affordability and picture of the destination. Conference services and the site environment were deemed to be less critical for reward planners. Other critical factors that have emerged, but not generally known as site selection variables, were destination novelty, perceived risk and exchange rates/currency.
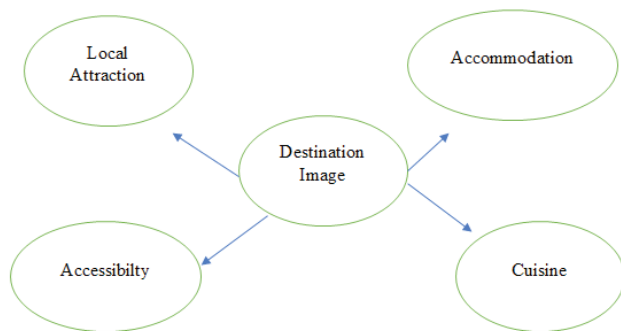

Figure 1. Incentive travel planners' Destination Image factors

3.5 Statistical Techniques

Data was evaluated with the help of SPSS Version 11. Frequency and percentage analysis were done to test qualitative data. And finally results are presented in tabular and graphical form.

The exploratory factor study was carried out to investigate the influences that impact the desire of tourists to visit a destination. Four factors could be identified in the results: cuisine, VISA procuring procedure, Accommodation and Local attraction.

4. Conceptual Framework

The motivation theory is summarized by the Figure 2, which is adapted from Lubbe (1998) and Lopes (2011). This forms the conceptual framework to validate the factors affecting decision making and destination image role.
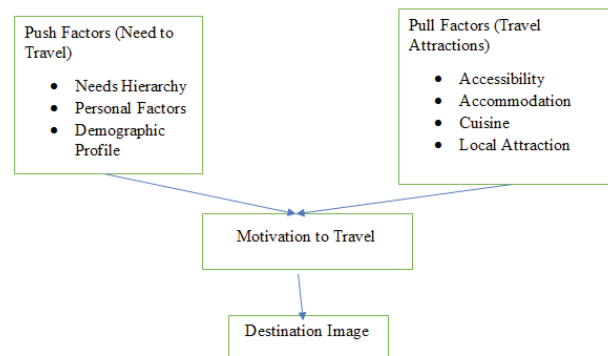

Figure 2: Internal and External Motivation as push and pull factors.

5. Data Analysis

As seen on Table 2 over, 40 % of offices coordinated 1 to 3 incentive travels for each year, 25% coordinated more than 4-9 travels, 20 % coordinated 10 to 12 travels, and 10 % coordinated 13 to 15 travels yearly and only 5 % coordinated more than 15 travels per year.

Table 1: Average Number of Incentive Travels Organized Per-year

Variable	Frequency	Percentage
1-3	8	40
4-9	5	25
10-12	4	20
13-15	2	10
15+	1	5
Total	20	100

Table 2: Most popular destinations/ regions to which you have organized Incentive Travel

Variable	Frequency	Percentage
European Countries	9	35

African Countries	1	5
Asian, East Asian Countries	4	20
Islands like Maldives, Bali etc.	4	20
Gulf Countries	2	20
Total	20	100

As seen on Table 4, the most preferred destination for incentive travel is European countries which is 35%, 20% gives preference to Islands like Maldives, Bali etc. for incentive travels, 1 20% gives preference to gulf countries like Dubai for incentive travel, 20 & gives preference to Asian or East Asian countries and only 5% gives preference to African countries for organizing incentive travel.

Table 3: Average group size (no. of participants) for which the Incentive travel has been organized

Variable	Frequency	Percentage
50-100	10	50
100-150	6	30
<150	4	20
Total	20	100

As seen on Table 5, 50% organized average group size of 50-100, 30% organized average group size of 100-150 for incentive travel and 20% organized an average group size of more than 150 for incentive travel.

Table 4: Average duration of the trip (no. of nights)

Variable	Frequency	Percentage
3 Night 4 Days	4	13.3
4 Nights 5 Days	15	50
5 Nights 6 Days	11	36.6

As seen on Table 5, 50% has average duration of trip is 4 nights 5 days, 36.6% has average duration of trip is 5 nights 6days and only 13.3% has average duration of trip is 3 night 4 days.

Exploratory Factor Analysis

The exploratory factor study was carried out to investigate the influences that impact the factors that are involved in destination selection. Four factors could be identified in the results: Cuisine, accessibility, procuring procedure, accommodation, and local attraction.

Variables	Cuisine	Accessibility	Accommodation	Local attraction
To get close to nature				.775
To relax		.625	.786	
Getting Engage in Sports				.809
Getting emotionally and physically refreshed		.645		
To spend time with people cared deeply about			.873	
Improving knowledge of new places	.656			.854
Looking forward to adventure				.808
Want to have more fun		.712		.536
Want to explore historical and cultural sites especially local attraction				.543
To mix with fellow tourists				.934

Table 5: Most important factors which help in selecting the destination for Incentive travel (minimum 10 attributes derived from literature review and primary data):

The research may be repeated in other countries, and other variables, such as gender, age, occupation, wages, and cultural backgrounds, may be related to tourist destinations' motivation. The business segments and destination loyalty may be other factors of academic concern in their connection with destination selection and incentive for tourists.

6. Conclusion

This research deals with the distinctive elements of the image of a destination that matches the behaviour of travellers in an incentive travel. Indeed, the measurement of a destination's image remains a complicated

phenomenon characterised by a wide range of features and inferences, and its development and evolution are influenced by a number of circumstances and factors. After gathering and investigating the data accumulated, recommendations for future business has been derived from this study. It is imperative to recognize that as a theoretical article, the constraints are clear that the initial calculated structure proposed above will require generous observational testing before any firm choices about its relevance to Incentive travel. As a part of the study, the researchers tried to identify factors, to select a destination and its motivating features. The findings showed that visitors were inspired to visit locations, to have fun and meet new people by certain special features, such as sports, exploring nature, relaxation, spiritual and physical regeneration. For the Outbound organizers, the ease to procure VISA was an important point of consideration as well. Similarly, four variables summarized these characteristics. Future research could investigate the different dimensions of the framework proposed. The limitations of the study were that it represents the perspective and understanding of the Incentive travel organizers. To get a 360 view of the destination selection criteria in Incentive travel the role of destination image can be researched taking into account facts from all stake holders. Incentive planners, cooperate houses and the participants in the Incentive travel are the stake holders to be considered.

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Incorporating Indoor and Outdoor Plants for Attracting Tourists in the Hospitality Industry

Sarjoo Patel, Khyati Trivedi, & Fatema Dahodwala

Abstract

The hospitality industry have had a difficult time due to COVID-19 in this year. This industry has been on the worst hit over these times. In order to have a safe and hygiene environment post COVID-19 crises several factors are to be considered to provide the customer a sense of security and safety even in such closed surroundings. Nowadays, the intake ability of oxygen in closed surrounding is a constant struggle. The presence of large, air-purifying plants is almost a necessity in various areas of hospitality industry. The existence of greenery in hotels has migrating effect on stress, undesirable mood and discomfort and increased rate of fresh air. The present research aims to suggest ways to incorporate indoor and outdoor plants in the hospitality industry to attract tourism by providing safe and healthy environment. The present study was conducted in Vadodara city. A survey was conducted to assess the extent of use of plants in various areas of hotels of Vadodara city. Post survey suggestions were given to the hotels about the placement of indoor and outdoor plants for various regions of the hotels. The findings of the study would help the hospitality industry to incorporate indoor and outdoor plants for attracting tourism as well as improving customer experience while under their establishment, increase the level of oxygen and keeping the surrounding naturally cool.

Keywords: Hospitality Industry, Plants, Indoor and Outdoor, Tourists.

Introduction

As the world is moving towards new normal with various restrictions around the world there is a hold on vacations. The trend of vacations is now transformed into staycations which means taking a vacation in nearby place surrounding oneself in calm and green environment for some fresh air outside their homes. The guests involve themselves in variety of cuisines, drinks, outdoor games and family activities.

One of the worst impacts of this pandemic has been contact anxiety, wherein people are anxious about coming in contact with new people.

While the hospitality industry has weathered many storms in the form of SARS, Swine Flu and the like, the current situation is indeed 'novel'. Flexibility and adaptability will go a long way to ensure successful navigation of the path to recovery. [2]

Hospitality industry have to work towards maintaining the frequency of the guests visiting the hotel. Various measures have to be carried by the industry post COVID-19 pandemic for welcoming guests to a calm and indoor natural environment. An indoor natural environment helps guests to stay connected with the nature while staying safe in an indoor hotel premises.

For maintaining a first impression, hotels have to focus mainly on designing and decorating the foyer area, reception area, waiting area and lobby. These are the areas which creates first impression of the hotel in the guests mind. For enhancing the aesthetic beauty instead of placing artificial plants we can always incorporate natural plants which area aesthetically pleasing as well as functional by being a natural air purifier.

In hotel settings, however, the presence of large, air-purifying plants is almost a necessity. A lobby that is

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flush with fresh fauna is a sharp contrast to travel-weary guests who have made their way through dirty airports, crammed cabs or a hot summer. One of the best benefits of lobby plants is their ability to strip toxins from the air and replace them with oxygen and a fresh scent. Stepping inside a hotel can be a breath of fresh air for guests who can instantly relax and begin to feel at home [3] It is also beneficial for various purposes like it generates happiness and bonding among family members as they can have their family time in an open area, it improves the quality of the air, it is occupied for the best use of waste space [14].

We all know that plants provide cleaner air, so incorporating numerous amount of plants in indoor and outdoor areas of hotels helps in attracting tourism for staycations. These measures have benefits for every type of hotels such as luxury hotels, deluxe hotels, commercial hotels, budget hotels, couple hotels and suburban hotels which maintains hygiene and a safe environment where guests can feel safe during stay.

In this research researchers are suggesting use and placement of various indoor and outdoor plants in the hotel premises for attracting tourism. The researcher also suggests steps in designing and planting indoor and outdoor plants. Further the researchers proposes some of the common variety of indoor plants which can be used in various areas of Hotels and is easily available in the nearby nursery.

Objectives

1. To study the extent of knowledge of the hotel owners of the use of plants in hotels of various areas of Vadodara city.
2. To suggest the use and placement of indoor and outdoor plants for attracting tourism in the hospitality industry.

Methodology

A preliminary survey for the extent of use of plants in hotels was conducted by the researcher from various areas of Vadodara city. The sample of the study comprised of 15 hotels from various areas of Vadodara city. Purposive sampling technique was adopted for selection of the samples. An observation sheet and questionnaire were used as an instrument to gather the information from the respondents. The questionnaire comprised of two sections: Section 1 dealt with the background information of the Hotel such as years of establishment, size of the hotel, category of the hotel and inclusion of plants in various areas of the hotel premises, whereas Section 2 dealt with extent of knowledge of the respondents regarding the use and placement of various indoor and outdoor plants. Based on the findings of the study the researcher has suggested the use and placement of various indoor and outdoor plants for attracting tourism in hotel industry

Major Findings of the Study

Section I- Background information of the respondents

The section deals with the background information of the hotels such as years of establishment of hotel, size of the hotel, category of the hotel and inclusion of plants in various areas of hotel premises. It was revealed that little less than one half of the hotels were established in last 5 years whereas more than one half of the hotels were established for more than 10 years. It was found that more than three fourth of the hotels were small sized whereas little less than three fourth of the hotels were medium sized and one third of the hotels were large in size. More than half of the hotels were in the category of 3 star, whereas more than two thirds of the hotels were in the category of 4 star and very few of the hotels were in the category of 4 star deluxe. It was found that majority of the hotel areas like reception, dining, entrance and balcony had artificial plants, whereas very few areas like corridor, waiting area and outdoor area were having natural plants, it was found that in rooms, staircase and common bathroom neither artificial nor natural plants were placed.

Section II- Extent of knowledge of the respondents regarding the use and placement of various indoor and outdoor plants in hotel premises.

Table 1: Extent of knowledge of the respondents regarding the use and placement of various indoor and outdoor plants in hotel premises.

Sr. No	Extent of knowledge of the respondents	Range of Scores	Respondents (n=15)	
			f	%
	Low	15-24	8	53.33
	Moderate	25-35	4	26.66
	High	36-45	3	**20**

The result obtained depicted that very few of the respondents (20%) of the respondents had high level of knowledge regarding the use and placement of various indoor and outdoor plants in hotel premises, little more than one-fourth of the respondents (26.66%) of the respondents had moderate extent of knowledge and little more than one-half of the respondents (53.33%) of the respondents had low level of knowledge regarding the use and placement of various indoor and outdoor plants in hotel premises.
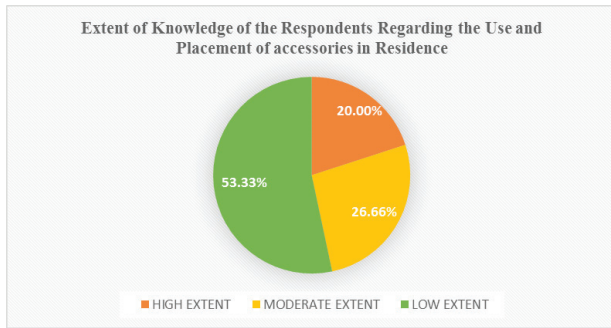
Figure 1: Graphical Representation of the respondents according to the extent of Knowledge of the respondents regarding the use and placement of accessories in residence.

According to the survey for assessing the existing hotels and analysing the knowledge of the hotel owners regarding the use and placement of various indoor and outdoor plants in hotel premises, it was depicted that the respondents had good knowledge about the placement and use of common plants such as money plant, areca palm, fern and bamboo. But majority of the respondents did not have good knowledge about the use and placement of various oxygen giving and air-purifying plants which can be used in their hotel premises to incorporate nature and also to attract tourism. .Some hotels appeared cluttered due to over use of plants in various areas such as boundary wall, entrance area, lobby and staircase area, whereas few hotels did not place enough required plants in various areas of the hotels.

Suggestions for the use and placement of indoor and outdoor plants in various areas of hotels.

The researcher provided a list of suggestions for the use of indoor and outdoor plants and its placement in different areas of hotel.

Steps in designing and planting indoor and outdoor plants.

1. Choosing the right and healthy houseplants: The first and foremost step is to select healthy and right houseplants which grows well in indoors. Make sure to choose a healthy plant before purchasing.

2. Selecting the right size of Plant Pot/ Container: Choose the right size of the container according to the size and shape of the area. Pots and containers can also be used to highlight certain areas and corners around the hotel.

3. Preparing the soil and Plant: The soil should contain animal and plant fertilizer which makes the soil fertile for growing a healthy plant.

4. Proper Water Supply: If water supply is not adequate there are some damaging signs such as loss of flower and leaves, wilting, discolouration of leaves and so on. On the other hand blackened leaves, fungal diseases of roots are the result of over watering. Watering plants can also depend on what types of plants are choses for the area.

5. Using adequate fertilizer: For ensuring proper growth and sustainability of plants make sure to use good fertilizer.

6. Proper lighting: Every plants use different amount of light to photosynthesize. If plants are placed indoor cannot get required amount of sunlight during the day, one can also use artificial light which emphasize plants growth. LED grow light bulbs, Fluorescent lights, high-density discharge bulbs etc. can be used for plant growth promotion.

Common Variety of Indoor Plant which can be used in various areas of Hotels and is easily available.

1. Snake Plant (Sansevieria trifasciata) which is also commonly known as "Mother-in-law's tongue". It is widely used in indoors as it has superior air purification quality and also removes carbon dioxide at night. This plant flourishes in both under bright and low sunlight, can live in any dry and poor soil condition and does not require to be watered every day.

Varieties: Hahnii, Silver Queen, Black Gold Extreme, Laurentii, Black Coral, Congo, Seafoam, Robusta.

Placement: This plant can be placed near the entrance of the hotel, in hotel rooms as well as in lobby.

2. Peace Lily (Spathiphyllum) is considered as a lively plant which is filled with peace and contentment. It helps in overcoming pollen allergies as it cleanses the air of the surrounding. Peace lily can live in shady and requires little amount of sunlight or artificial light, can grow in moist soil and need watering only once a week.

Varieties: Domino Peace Lily, Jetty Peace Lily, Little angel peace lily, Patricia peace lily, Piccolino peace lily.

Placement: It can be placed on dining tables.

3. Aloe Vera (Barbadensis) also known as the "Miracle Plant" because it has various medical properties that rejuvenate, soothe and also heals the human body. It has thick and fleshy leaves with toothed margins. This plant requires moderate level of care but it requires bright and sunny conditions for its growth if placed under south or west facing windows, a well-drained and porous soil to drain most amount of water because it cannot tolerate standing water.

Placement: It can be best placed near south or west facing windows and staircase area.

4. Lucky Bamboo Plant (Dracaena Braunii) is considered as a Lucky Plant. It is believed to bring happiness and prosperity. This plant is highly recommended by Feng Shui practitioners as well. The effect of Lucky Bamboo differs with the number of stalks tied together as each stalk represents different level of prosperity and gains. This plant requires moderate level of care as it only needs to be placed in clean water all the time and should be placed under indirect sunlight. The water should be free of chlorine or fluoride which can turn the leaves yellow or brown.

Varieties: Sander's Dracaena, Ribbon Dracaena, lucky bamboo, curly bamboo, Chinese water bamboo, friendship bamboo.

Placement: It can be placed best in reception area, waiting area, in hotel rooms and near window seating.

5. Chinese Evergreen (Aglaonema Commutatum) popular across Asia as not only it brings prosperity into the house but are the most durable plants as they tolerate poor light, dry air and drought very well. But apart from that it needs protection from extreme cold climate and excessive sunlight.

Varieties: Button ferns, Maidenhair ferns, Holly ferns, Asparagus ferns and Staghorn ferns.

Placement: This plant can be placed better in staircase area, reception area, waiting area and lobby.

6. Flamingo flower (Anthurium) are flowering plants in which they bear small flowers which comes in several colours. These plant needs constant cleaning of its leaves and removal of insects. They require low sunlight and also can live in temperatures between 16-22 degrees centigrade and needs watering according to the placement of the plant in indoor.

Varieties: Orange Anthurium, Obake Red Anthurium,Pink Anthurium, Black Anthurium, Purple Tulip Anthurium, Pigtail Anthurium

Placement: Back wall of reception area, waiting area, ceiling or any heighted back wall.

7. Fiddle leaf-fig plant have big leaves and thin trunk. They require minimum amount of care and can live in just partial indirect light. These plants are very sturdy and provides natural fresh air by absorbing all the toxic chemicals which are present.

Placement: They can be best placed near the entrance of the hotel, in OTS and near windows in dining and waiting area.

8. Grape Ivy (Parthenocissus Tricuspidata) is great for creating green wall as it is a climbing ornamental plant, which adds a touch of green in the hotel premises and also reduces the cooling cost. It does not require any artificial climbing support as it secrets calcium carbonate which works as a natural adhesive pad and allows itself to attach to a wall without any support. It does not require much of maintenance as it is a high tolerant to indoor growing conditions. This plant grows well in low lights and blooms in 68-82 F temperature, it requires good drainage facility and requires medium quantity of water.

Varieties: Amazon Vine, Angel Queen Grape Ivy, Ellen Danica Grape Ivy, Mandiana Grape Ivy, Striata Grape Ivy

Placement: This plant can be placed on the back wall of reception and waiting area and can be used as well on

9. Areca palm (Dypsis lutescens) is also known as "butterfly palm" which also fulfils the work as a humidifier. This plant can grow anywhere between 3 feet to 8 feet in height. It can grow in low-light conditions near a window or in partial shade, it needs rich and acidic soil that can drain well as areca plan does not sit water as root rot sets in easily.

Varieties: Parlor Palm,Kentia Palm, Sentry Palm,Lady Palm, European Fan, Sago Palm

Placement: It can be placed in rooms, balconies, corridors, reception area, waiting area, staircase areas and entrance area.

10. Azalea (Rhododendron Simsii) is considered a popular flowering shrub of spring season. This shrub can bloom multiple of colours and is renowned for its beauty and immortalized in the poetry of a prominent Chinese poet, Du Fu of the Tang dynasty. It requires minimum care and maintenance as it requires a cooler room and no direct sunlight, a good soil is needed which allows good amount of drainage as it needs water once or twice a week.

Varieties: Azalea 'Northern Hi-Lights', Azalea 'Encore' Series, Azalea 'Lemon Lights', Azalea 'Hot Shot'.

Placement: This plant can be placed in a central area of attraction in Hotel premises.

Common Placement of Outdoor Plants.

Outdoor plants enhances the front façade of the Hotel. It enriches both the entrance and the peripheral area of the hotel. Ornamental plants along with evergreen trees creates a beautiful background for the hotel. It is suggested to have large evergreen trees near the boundary wall of the hotel which creates a screening of the hotel premises. The concrete routes of the hotel can have boundary hedges which not only gives a pleasing view but also guides to various ways of the hotel. A combination of shrub and flowering plants can be planted in the garden area for creating a fresh view, whereas, flowering plants along with lush green lawn can be planted in the garden area and play area. Some of the common outdoor plants which are easy to plant and are maintenance free Ashoka tree, flame trees, Indian Cork tree, African Tulip Tree and Sago palm.

Conclusion

Plants plays an important role in any interior and exterior spaces. As we all know that plants gives a nice natural surroundings, it also provides abundant oxygen to the surroundings. During the COVID-19 pandemic it is essential to have some positive and fresh environment. There are many species of plants which provides more oxygen as compared to other plants. The hotel industry is the worst affected during this pandemic and as it is reopening it is essential for hotels to make few changes in the hotel to attract tourism. There is a need for the hotel owners to incorporate natural environment inside and outside the hotels which attracts the guests to stay in a nature oriented surrounding. Thus, the researchers have suggested various use and placement of indoor and outdoor plants for attracting tourism in the hospitality

industry. Researchers have also suggested some of the indoor and outdoor plants which are easily available in nearby nurseries and also maintenance free.

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Geotourism Potential: A Case Study of Ladakh

Manzoor Ahmed Khan, Chetan Chauhan, & Arun Singh Thakur

Abstract

Geotourism has emerged as a new type of tourism which supports the geologic setting. The Geotourism concept derives from earth science. It was Dr. Thomas Hose an English Geologist who initially projected that the type of tourism targeted on geologic options be referred to as "Geotourism." Geotourism could be a type of natural space business enterprise that specifically focuses on earth science and landscape. Geotourism offers a brand new type of tourism that is a lot of holistic than previous niche kinds of tourism. The prime purpose of scripting this paper is to understand the potential of Geotourism in Ladakh and the way to introduce and begin it within the region and to come back up with a set of recommendations for successfully beginning the Geotourism in Ladakh. Geotourism acts as an associate degree economic driver concerning sustainability.

Keywords: Geosites, Property, Geoheritage, Geoconservation, Geodiversity, Geoparks, Geo museums, Geomorphosites, Batholitic, Paleozoic

Introduction

Ladakh is a northern region of India and is a newly formed Union Territory carved out from erstwhile state of Jammu & Kashmir,. It is bordered by the state of Himachal Pradesh and Union Territory of Jammu & Kashmir and by Gilgit Baltistan and a part of Tibet on other side. To the northern side, consisting of the uninhabited Aksai Chin plains, which is claimed by the Indian Government as a part of Ladakh, and has been beneath Chinese management since1962. Until 2019, Ladakh was an area of the state of Jammu & Kashmir region. In August 2019, the Parliament of India passed an act by that Ladakh became a union territory on 31st October 2019. The most important city in Ladakh is Leh, followed by Kargil. Within the past Ladakh gained importance from its strategic location at the crossroads of necessary trade routes, however since the Chinese authorities closed the borders between the Asian country Autonomous Region and Ladakh within the Nineteen Sixties, international trade has dwindled aside from business enterprise. Since 1974, the govt. of India has with success inspired tourism in Ladakh. Since Ladakh could be a part of the strategically necessary geographical region, the Indian military maintains a robust presence within the region. Recently Ladakh became a flashpoint as a result of conflict between the Indian and Chinese military chiefly in Pangong Tso and Galwan valley area, which ends in several military casualties on each side. As I am scripting this paper, the tensions square measure high on the Indo-china border within the region. The latitude of the union territory of Ladakh (India) is 34.209515, and therefore the great circle is 77.615112 and has the coordinates of 34° 10′ 12″ N, 77° 34′ 48″ E. the entire space of Ladakh is 59,146sq.km with a total population of 274,289 (according to 2011 census) with a density of 4.6/sq.km. The highest elevation is 7742 meters above sea level and the lowest elevation is 2550 above sea level. Rock carvings found in several parts of Ladakh indicate that the realm has been inhabited since Neolithic times. Ladakh's earliest inhabitants consisted of a mixed Indo-Aryan population of Mons and Dards, whose mention is being traced in the works of Herodotus, and classical writers as well as in the Indian Puranas.
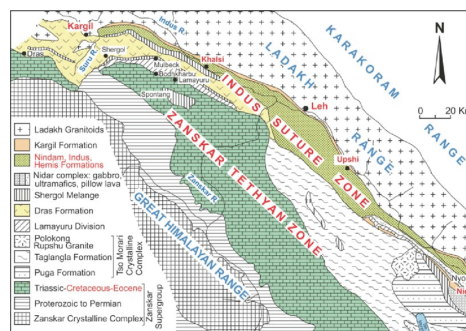
Geological map of western Ladakh showing outcrops of the Indus-Tsangpo Suture and Zanskar Tethyan zones (Thakur 1981)

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The union territory of Ladakh is a tectonically active zone between the Indus suture zone and Karakoram Range. It is the best tableland in the Asian nation and extends from the Himalaya range and the Kunlun range of mountains and includes the upper Indus valley. It is the cold desert area and is also called the 'Moon Land', 'Land of Lamas', 'Last Shangri-La', Khapa-Chan, and 'Land of passes.' Ladakh features a nice potential of Geotourism with barren mountains, suture zones, batholitic exposures, hot springs, saltwater and Paleo lakes, and far additional. The mountain ranges in Ladakh were shaped over forty-five million years ago. The Indian plate collided with the Eurasian plate which ends within the folding of the Indian plate and consequently, Himalayas Mountains came into being. The mountain range in the area is a unit of young folded mountains. This drift continues that leads to frequent earthquakes within the region. Scanty precipitation within the Ladakh region makes it a high altitude cold desert with extremely scarce vegetation. Natural vegetation within the region principally happens on the watercourses. The mountain range in this region was shaped from the bottom material of the Indian plate, whereas as Zanaskar range was shaped from the seabed of the Tethys Ocean and consists of sediment layers. The Ladakh granite was formed by the immense heat generated by the friction between the Indian plate and also the Eurasian plate. "The Ladakh region is especially comprised of Paleozoic to Cretaceous sediments, metasediments, Granite intrusions, and also the Ladakh batholith. The latter is an associate intermediate rock that is found within the north of the Indus."(Dortch et al. 2008). In the region of Ladakh, there are several pieces of evidence of increased geothermal activity in the form of 20 hot springs mainly in Pugga Valley. Ladakh has immense potential for Geotourism with barren mountains, suture zones, Batholithic exposures, hot springs, saltwater, and Paleo lakes, and much more(Garfunkel, 1993).

Ladakh is connected by road and by air to rest parts of the country. There are two road links to Ladakh with the rest of the country. One is from the Manali side and the other from the Srinagar side. There is also an airport at Leh Ladakh namely Kushak Bakola Rinpoche Airport. However, the road connectivity remains cut off during the winter season due to heavy snowfall (mainly from December to April). There are several hotels of different categories in Ladakh meant for tourists.

Average temperatures and precipitation in Leh Ladakh (3,500 meters altitude)
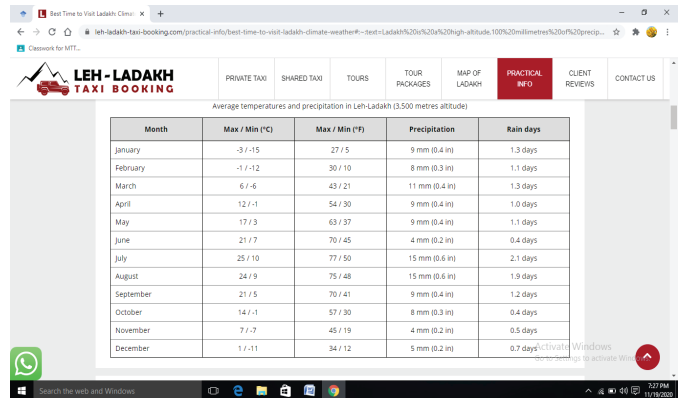
Objectives of the Study

1. The main objective of this study is to introduce an alternate form of tourism i.e Geotourism in Ladakh.
2. To harness the benefits for the local community from Geotourism.
3. To make a set of recommendations for successfully starting Geotourism in Ladakh.

Methodology

1. The information was collected from various online and offline sources.
2. Recommendations were made based on my firsthand experience of more than 5 years in the region.
3. Discussions and inputs from the reputed Geologists in the region.

Review of Literature

Geotourism

Geotourism concept has been derived from Geology. It used to be Dr. Thomas Hose, an English Geologist who has first proposed that tourism centered on Geological aspects be called "Geotourism." The first published definition of Geotourism as Geology primarily based on tourism has described it as the provision of interpretation and services to enable vacationers to acquire knowledge and grasp of the Geology and Geomorphology of the site (including its contribution to the improvement of earth

science) past the stage of mere aesthetic appreciation (Hose, 1995). Further refinements have been made by way of Hose (2000, 2008, 2012). Inherent in these definitions is that Geotourism is a vehicle to foster Geoconservation, recognize Geological heritage (Geoheritage), and admire Geological diversity (Geodiversity). Taken together the thinking is that Geotourism as a shape of tourism is underpinned by the thought of sustainability. Newsome and Dowling (2010) described Geotourism as a structure of tourism that particularly focuses on Geology and landscape. Hose (2012) outlines the historical and theoretical underpinnings of Geotourism and its processes to its sustainable management. He suggests that it is underpinned with the aid of three key interrelated elements (the 3G's) of cutting-edge Geotourism that is, Geoconservation, Geohistory, and Geo-interpretation. Based on this 3G approach, Geotourism is then described as, "the provision of interpretive and services for Geosites and Geomorphosites and their encompassing topography, collectively with their associated in-situ and ex-situ artifacts, to constituency construct for their conservation with the aid of producing appreciation, getting to know and research by and for contemporary and future generations."(Hose & Vasiljenice, 2012:38-39).

The other idea of Geotourism derives from "Geography.' National Geographic has defined Geotourism as "tourism that sustains or enhances the Geographical personality of a place-its environment, subculture aesthetics, heritage and the well being of the residents." ('Environment' consists of Geology, of course, however it is no longer explicit). But here we are concerned with Geotourism which is based on geology.

Geotourist

Whilst Geotourism may be in a position to be defined, it is harder to say precisely who a Geotourist is. There is some research outlining the poor impacts on Geo-sites as a result of mass and/or uncontrolled tourism (eg. Calaforra et al., 2002; Hose, 2005; Dowling & Newsome, 2006; Hose, 2007; Burne & Chapple, 2008; King, 2010). However, there are few studies concerning at once Geotourism and even fewer which become aware of Geotourists (Hose, 2007; Kim et al., 2008; Mao et al., 2009; King, 2010). Grant (2010) has cautioned that there have to be a spectrum of Geotourists from usual 'visitors' who both have no or constrained attention of Geological tourism, to 'Geo' tourists who vary from Geo-amateurs to Geo-specialists to Geo-experts. However, Geotourists are classified; their satisfaction with the Geotourism ride is essential to the long-term viability of the Geotourism industry. The significance of traveler protection regarding site visits is also covered in this concept. Besides, facts supplied about Geotourism possibilities precisely represent the opportunities provided at particular Geotourism destinations. The Geotourism experience ought to fit

or exceed the sensible expectations of the visitor. Client services and delight solely come after the conservation and protection of what they visit (Robinson, 2008).

Geotourism Characteristics

Geology is to learn about the earth whilst Geomorphology is the study of landforms. Natural assets encompass landscapes, landforms, rocky outcrops, rock types, sediments, soils, and crystals. Tourism, in a Geological sense, encompasses visiting, mastering from, and appreciating Geosites. Overall, Geotourism consists of the Geological elements of 'form' and 'process' blended with the factors of tourism such as attractions, accommodation, tours, activities, interpretation as well as planning and management. Geotourism may additionally be similarly described as having a wide variety of crucial characteristics. These elements combine to form Geotourism in its existing form. It comprises a range of interrelated components, all of which ought to be present for real Geotourism to occur. Three key standards are vital to Geotourism. They are that Geotourism is Geologically-based (that is, based on the earth's Geoheritage); sustainable (i.e. economically viable, community bettering and fosters Geoconservation); and educative (achieved via Geo-interpretation). All three traits are considered to be essential for a product to be viewed as an exemplar of Geotourism. Geotourism can be described according to key principles that are frequent to other sustainable forms of tourism. Its traits are being geologically focused, environmentally educative, and fostering nearby community benefits. Geotourism aims to foster tourism improvement opportunities even as at the equal time ensuring the conservation and/or safety of Geoheritage attributes (Newsome, Dowling, & Leung, 2012). It is here that the stakeholders come to be essential because they are the ones with both real and perceived 'ownership' of the Geological features. Tourists who take part in Geotours are commonly involved in interacting with neighborhood communities as nicely as viewing landforms and other Geological features. This happens when they have interaction with nearby humans through viewing Geo-attractions or collaborating in related activities. Local courses are often specifically particularly valued via Geotourists as they can supply a greater understanding of the surrounding abiotic, biotic, and cultural surroundings (Mao, Robinson, & Dowling, 2009). Community involvement in tourism has accelerated due to its perceived local economic, social, and conservation advantages and Geotourism development offers residents earnings generation, jobs, and ability development (Farsani, Coelho, & Costa, 2011). Thus, Geotourism may additionally be viewed as a way in which Geology can be conserved and managed, mostly via the efforts of neighborhood people and other stakeholders. In the tourism context being explored here, however, Geology is the centerpiece and the Geological focus is

the place. Geotourism in reality differs from other types of tourism. The emphasis on Geology requires specialist understanding in providing a site for public access and managing adverse impacts, managing the site in phrases of Geoconservation, and imparting stimulation in the shape of education. Therefore, Geotourism is described as having a wide variety of integral characteristics. These elements mix to structure Geotourism in its existing form. It comprises a wide variety of interrelated components, all of which have to be current for actual Geotourism to show up (Dowling, 2011). Five key ideas are vital to Geotourism. They are that Geotourism is Geologically-based (that is, based totally on the earth's Geoheritage), sustainable (i.e. economically viable, community improvement and fosters Geoconservation), educative (achieved through Geo-interpretation), locally beneficial, and generates vacationer satisfaction. The first three characteristics are regarded to be essential for a product to be regarded 'Geotourism' while the closing two characteristics are seen as being ideal for all varieties of tourism. Geotourism is primarily based on the earth's heritage with a focal point on its Geological forms (features) and/or processes. The center of attention on the earth and its Geological facets (at a range of scales from rock outcrops to entire panorama vistas), is integral to the planning, development, and management of Geotourism. It also fosters economic viability, neighborhood enhancement, and Geoconservation. The task of Geotourism in any vicinity is to boost its tourism capacity and the excellent of its products without adversely affecting the Geo-environment that maintains and nurtures it. Thirdly, Earth education and Geo-interpretation are important equipment in developing a fun and meaningful Geotourism experience. Geotourism attracts human beings who want to have interaction with the earth's environment to improve their knowledge, attention, and understanding of it. The fourth thing in Geotourism is that it encompasses the involvement of nearby communities and not only benefits the community and the surroundings but also improves the first-rate of the tourist experience. Local communities can grow to be concerned in Geotourism operations, and the provision of knowledge, services, facilities, and products. Geotourism can also generate earnings for resource conservation management, in addition to social and cultural benefits. The contribution may additionally be financial with a part of the cost of the tour assisting to subsidize a Geoconservation project. Alternatively, it should consist of practical assistance in the field with the travelers being concerned in Geological statistics series and/or analysis.

Fig 1.1 shows the relationship of Geotourism with other forms of tourism. Solid and dashed lines represent interconnecting pathways. The connection between Ecotourism and Geotourism is represented as a particularly strong relationship.
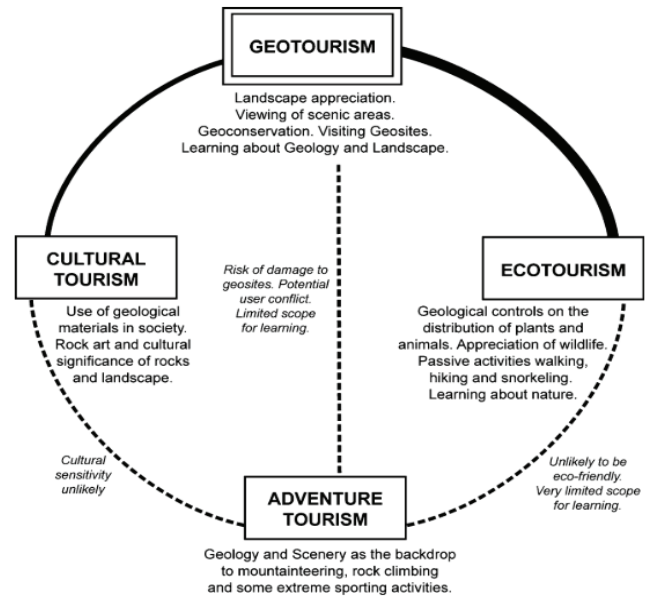
(Solid and dashed lines represent interconnecting pathways) FIG 1.1

Source: *Newsome and Dowling (2010)*

Geoheritage

Geoheritage may be defined as the sites with geological features and with significant scientific, educational, cultural, and aesthetic value. These Geoheritage sites have features resembling landscapes, rocks, minerals, etc. these geosites are also full of aesthetic appeal to promote local, regional, and global tourism (Gordon, 2018).

Geoparks

The thinking of Geoparks was first added by UNESCO in 2001 and it has rallied since. In 2015, a new label of UNESCO Global Geopark was ratified via its 195 member nations. In July 2020, the UNESCO's Executive Board permitted the designation of 15 new sites demonstrating the variety of the planet's Geology as new Geoparks. The Executive Board also authorized the extension of an existing Geopark. With this year's additions, the quantity of sites in the Global UNESCO Geoparks Network is 161 in forty-four countries; however, India nonetheless hasn't managed to get any of its sites on the list. The authentic thought of Geopark was developed in Europe in the late 1980s. It refers to a territory, which consists of a precise Geological heritage and a sustainable territorial development method (EGN, 2000). Despite having a few decades, the concept nevertheless raises frequent misunderstandings, especially to an increasing variety of newcomers to this subject: a Geopark is a new class of protected area; a Geopark is equal to a Geological park; a Geopark is a statutory designation to guard Geological heritage; a Geopark is just about Geology, the answer is negative for these four statements, it should be stressed

the role of a Geopark as a strategic development plan for territory with significant Geological heritage that should be conserved (Henriques et al., 2011), together with other natural and cultural assets, to promote economic sustainable development of local communities through the promotion of Geotourism and education. In 1971, UNESCO accepted the Man and the Biosphere Programme (MAB) as an inter-governmental scientific program aiming at the institution of a scientific foundation for the improvement of relationships between humans and their environments. Since that time, 669 sites in a hundred and twenty nations grew to be members of the World Network of Biosphere Reserves. One year later, UNESCO adopts the Convention Concerning the Protection of the World Cultural and Natural Heritage and seeing that then accepts nation parties' nominations of properties of cultural and/or natural price considered to be of "Outstanding Universal Value" (OUV) for inscription into the World Heritage List. The aim is to guarantee the permanent safety of homes that have exquisite cultural and/or natural significance. In June 2017, 1052 homes from 165 nations are included in the World Heritage List, 814 due to cultural price (77%), 203 due to natural fee (20%), and 35 with both values. In 1997, the 29th session of the UNESCO General Conference accredited a decision to undertake steps to "promote a global community of Geosites having distinctive Geological features". Hence, two years later the Division of Earth Sciences presented the proposal: "UNESCO Geoparks Programme – a new initiative to promote a world community of Geoparks safeguarding and developing chosen areas having massive Geological features" (Patzak and Eder, 1998; UNESCO, 1999). It is invaluable to be aware of a small change between the terms used in the above referred to 1997 choice and the idea presented in 1999. While the former refers to "global community of Geosites" the latter mentions "global community of Geoparks". It has to additionally be underlined that keywords that today are frequent in the Geoparks' community, such as "Geotourism", "Geo products", "sustainable development", "education", "Geoheritage conservation" have been already refereed in this inspiration as aims/ strategies to be developed by Geoparks. This idea mirrored the discontent of some sectors of the Earth Sciences community about the lack of international awareness of Geosites and also the conclusions of the 1st International Symposium on the Conservation of the Geological Heritage, held in Digne-Les-Bains (France) in 1991 (Martini, 1994; UNESCO, 1999; Jones, 2008). The MAB program was and nevertheless is, basically based totally on biodiversity (Bridgewater, 2016) and the World Heritage Convention is too restrictive in what concerns the OUV attention of Geological sites. The aim of the "UNESCO Geoparks Programme" was to support national initiatives for the maintenance of necessary Geological sites in line with sustainable improvement

(Erdelen, 2006). However, in 2001 the Executive Board of UNESCO at its 161st session, "noting the advice of the MAB International Coordinating Council and its Bureau in opposition to the inclusion of a Geosites/Geoparks program as part of the World Network of Biosphere Reserves" decided to recommend to the DirectorGeneral "not to pursue the improvement of a UNESCO Geosites/ Geoparks program, but instead to guide adhoc efforts with the Member States as appropriate" (UNESCO, 2001). This choice was once additionally due to budgetary constraints (Eder and Patzak, 2001) and marks the ending of a first try to create a Geoparks program in UNESCO. Nevertheless, this setback opened the door to the opening of a robust collaboration with the European Geoparks Network that was hooked up one 12 months earlier than (2000), with no formal relationship with these initiatives that had been going on in UNESCO at the identical time. A Geopark can be declared at the countrywide stage or globally recognized by way of the United Nations Educational, Scientific, and Cultural Organization (UNESCO) underneath the Global Geoparks Network (GGN). The latter used to be created as an initiative to improve the importance and promote the studying of Earth's records and Geoheritage (UNESCO, 1999, April 15).

Geodiversity

Geology is frequently labeled as Physical Geology and Historical Geology. Physical Geology is the branch of science that studies the physical facets of Earth, such as volcanoes, mountains, earthquakes, rocks, and oceans. Historical Geology is the branch of science that studies historical occasions such as the formation of the Earth, important adjustments all through time, and additionally how all these modifications are going to influence the future of the planet. One factor that Geology has given us very fondly nowadays is Geodiversity. Geodiversity imperatively comprises of the Geological and the physical essentials and elements of nature, which include the entirety from minerals, soils, rocks, landforms (Gordon, 2018).
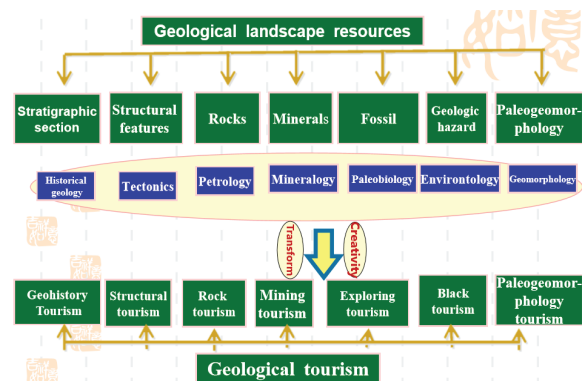
Geological landscape resources and corresponding Geological tourism activities (Xu et al., n.d.)

Geoconservation

Geoconservation refers to the conservation of Geodiversity for its intrinsic, ecological, and Geoheritage values (Sharples,1995). Geoconservation can be described as an activity of people which is oriented to the conservation of Geoheritage and which ambitions to preserve the natural diversity of huge geological (bedrock), geomorphological (landform) and soil elements and processes, and to keep natural charges and magnitudes of alternate in those aspects and processes (Sharples, 2002). Geoconservation was once defined as the "protection and management of geological sites, areas, and specimens for scientific research, training and training, the place appropriate, popularization of the Earth's history for a wider public and promoting of true conservation practice" (ProGeo, 2011). Generally speaking, it can be described as the intent to conserve, display, and enhance geological and geomorphological features, processes, sites, and specimens (Burek and Prosser, 2008).

Geotourism Potential of Ladakh

Research And Analysis

Indus-Tsangpo Suture Zone

This area is characterized via way of means of the incidence of notably deformed remnants (slices) of disappeared ocean crust and an island-arc extending from Kohistan to Leh. The diagnostic is the affiliation of serpentinites, peridotites, gabbros, basalts, Radiolarian cherts, and volcanic rock associations. The unique vertical succession of rocks could be very disturbed, and frequently related with "ophiolitic melanges". The suture lay in the front of the Indian plate and turned into deformed throughout its northward push and the collision in opposition to the Eurasian buttress (layers are on the whole steeply willing to vertical). Depending on their burial records throughout accretion, the numerous fragments showcase exclusive levels of metamorphic intensity. Following the Himalayan Nappes southward emplacement, a series of sandstones and conglomerates, deriving from the erosion of the Trans-Himalayan Batholith at the southern rim of the Asian plate and the North Himalayan Nappes, turned into deposited in a successor disintegrate basin evolved among the Himalayan Nappes and the Eurasian continent. This bundle is called the "Indus Molasse" and is especially nicely evolved in Ladakh, even though it happens sporadically alongside the complete 2000 km lengthy suture (Garfunkel, 1993).

Ladakh Batholith

Ladakh Batholith is a part of a 2500 km long Trans Himalayan plutonic belt. Ladakh batholith is around 500 km long and 30-40 km wide. The rocks range from Granites and Leucogranites to Gabbro Norite. Granodiorites and Biotite bearing Granites are the dominating rock types of the Ladakh batholith. It is mainly cut by Andesitic and Basaltic dykes (Jain, A .K . & Singh,2009).

Indus Suture Zone

Indus suture zone contains the deep-sea sediments of the northern Indian plate and southern Tibetan plate separated by fore arc-trench sediments and overlain by ophiolitic melanges and molasses. In the Ladakh area, the deep-sea sediments are represented by the consists of Triassic to Cretaceous shales, sandstones, turbidites, and deep-sea radiolarian cherts (Searle et al., 1987 and the references therein; Jain, A.K . & Singh, 2009).

Oceanic crust remnants and Dras island arc Remnants of the disappeared Neo-Tethys Ocean arise at numerous locations alongside or near the Indus River Valley as accreted island-arc slices (especially basaltic and dacitic volcanic rocks, as withinside the Dras area) and ophiolites/ophiolitic melanges. This accretion happened earlier than the Indian and Eurasian continents collided. Granitic rocks belonging to the Ladakh Batholith (103 to 50 million years ago) have intruded the island-arc volcanic all through the latter's formation too. The volcanic island-arc formations, extending over four hundred km from Leh to Kohistan, consist of Jurassic to Cretaceous fossils, which suggests that subduction of the Neo-Tethys lasted as a minimum throughout that point span (Garfunkel, 1993).

Indus Molasse

The particles derived especially from the erosion of the Ladakh Batholith have been deposited with the aid of using rivers inside a trough placed at the accreted ophiolites and volcanic to the South and at the rising Ladakh Batholith to the North. These deposits arise as a 3000 m thick pile of conglomerate and sandstone layers known as the "Indus Molasse" and constructing the southern flank of the Indus Valley (Garfunkel, 1993). Components of the conglomerates' variety from volcanic close to the bottom to especially granitic better withinside the sequence. Based on fossils and mineralogical proof, Molasse deposition lasted from approximately sixty to twenty Million years ago, finishing whilst besides compression thrust the majority of the Indus Molasse over as a minimum part of the Ladakh Batholith and over its skinny Molasse wrapped in Early Miocene and decided the latest Indus River northwest trend. On the southern flank of the identical trough, the Molasse deposition preceded, from Early Late Cretaceous to Eocene, through that of marine limestones, sandstones, and shales. The transition among marine (fore-arc basin of the Ladakh Arc) and continental deposition seems to had been continuous. Whether there has been a northward shift of the basin axis with time stays to be seen (Garfunkel, 1993). In evaluation with the main central thrust, main boundary thrust, and main frontal thrust which can be South-directed thrusts, the Indus Molasse thrust is North-directed. This back-thrust might be because of the complicated interaction among the persevering with collision and the buttress impact of the Ladakh Batholith.

Based on isotopic proof gathered, the modern Indus River derives gets maximum of its bedload from the Lhasa Block and/or from the Indus Molasse earlier than achieving the Karakoram in which it turns into loaded with sediments from that area (Garfunkel, 1993).

Tsomoriri Lake

The Tso Morari Lake is maybe a leftover from the glacial epoch, fashioned by melting of ice plenty and is gorgeous metal blue in color. It contains the Paleoproterozoic to Cambrian Haimantas graywackes, the Karsha graywackes, and dolomites at the bottom. These units were intruded by Tso Morari granite. This nappe is sure by the rocks Indus Tsangpo Suture Zone to the north and the south and west by matter rocks of the Tibetan Zone (Garzanti et al. 1987). This lake is set within the Changthang tableland in south-east Ladakh. . The waters from the encompassing areas drained into the lake (Shukla et al., 2012). The supply of water to the current lake is glaciers and is derived. This is a high altitude brackish water lake. Tsomoriri Lake is an alkaline and oligotrophic lake. This lake is the remnant of vast lakes that were formed in the area. (Jain, A. K. & Singh,2009).

Garnet Hill

This hill is located near Pangong Lake. This hill is famous for red garnet stones. Most transparent gem forms at focused plate boundaries wherever sedimentary rock is being acted upon by regional geologic process. The heat and pressure of the geologic process break chemical bonds and causes minerals to recrystallize into structures that are unit stable underneath the new temperature-pressure atmosphere. The metal transparent gem, almandine, typically forms during this atmosphere. As these rock area units metamorphosed, the garnets begin as little grains and enlarge slowly over time as the geologic process progresses. As they grow, they displace, replace, and embrace the encompassing rock materials.

Nubra Valley

Nubra valley in the Ladakh region is famous for sand dunes and double humped camels. The main reason for the formation of sand dunes in this region is because of various geomorphic processes on the surrounding rocks like Aeolian, fluvial, and glacial actions. Here the Aeolian process is more responsible for the formation of sand dunes in the area. Similar sand dunes are formed in the Shyok valley also. These sand dunes in Nubra are white in color and are found in the shape of packs and Pyramids. (Garfunkel,1993).

Pangong Lake

Pangong Tso or Pangong Lake is high altitude saltwater lake in the Ladakh region and is Remnant Lake. This lake remains completely frozen during the winter season. This is an endorheic lake with no signs of life in it. This lake is about 134km long and it extends from the Ladakh region to the Tibetian region in China. More than 60% of this lake lies in china and less than 40% lies in the Ladakh region. This lake keeps changing its colors. The Pangong Lake was formed by the collision of the Indian Plate with the Eurasian plate millions of years ago. One of the hypothesis said that the seawater of the Tethys Sea get accumulated and that's the reason why this water is salty. The other hypothesis advocates that since this is a land-locked lake the salt comes from the surrounding rocks and gets accumulated in it (Gopal et al., 2002).

Pugga Valley

Pugga valley in the Ladakh region is famous for geothermal energy and hot springs. This area has great potential for geothermal energy. Pugga valley lies in the southeastern part of the Ladakh region and is a part of the Himalayan Geothermal belt. In this region, there is evidence of a lot of geothermal activities in the form of hot springs, Borax deposits, and mud pools. The main reason for finding geothermal sites in the Ladakh region is because Ladakh lies in the confluence of two continental plates i.e. Indian plate and Eurasian plate (Gupta et al., 1983).

Magnetic Hill

Magnetic hill or Gravity hill is located near Leh Ladakh. This hill is about 7.5 km from Nimoo and is located on the national highway. This magnetic hill road is a downhill road, but objects and vehicles on the hill road may appear to roll uphill against gravity, but they are rolling downhill. But it is a place where the layout of surrounding land produces an Optical Illusion, making a slight downhill slope appear to be an uphill slope (Wikipedia).

Lamayuru

It is also known as moon land because it has moonlike landscapes carved into the greater Himalayas. In the past, the region was filled with water from the Lamayuru River which was dammed by a heavy landslide resulted in the formation of Lamayuru Lake. Then this lake disappeared either by the result of the further heavy landslide or as a result of tectonic impulse. The moon surface like features in the region is because of the depositional features of that lake (Kotlia et al., 1998).

Shyok Suture Zone

The Karakoram range is separated from the Ladakh Batholith via the Shyok Suture area along the Shyok Valley. The strains. it may be accompanied from Kohistan, over the Nanga Parbat–Haramosh Tall, to the Nubra-Shyok intersection, wherein it is crossed by the Shyok Suture edge trending Karakoram fault. The probable continuation of the Shyok Suture sector called the Bangong Suture, has been along the aspect uprooted to the Shyok Suture edge with the aid of someone hundred fifty km alongside the Karakoram fault. The taking after

is generally based totally on the work of Y.Rolland et al., 2000. This suture sector accommodates structurally stacked layers of twisted rocks, dated 100-ninety to conceivably 50 Million years ago, and initially located off the southern fringe of the Eurasian landmass. The contacts with the Karakoram improvement and with the Ladakh Batholith are structural (Southwest coordinated pushed to about vertical blame). The Shyok Suture zone rocks have all experienced small to tall strength changeability, relying on the distortion and burial history and at the nearness of the Karakoram fault (Garfunkel, 1993).

Alluvial Terraces

The dazzling almost horizontal terraces going on on the floor of the actual Indus River Valley and at numerous degrees in the Ladakh range have been deposited a whole lot later than the Indus Molasse and had been no longer concerned inside the important shortening and over thrusting events. Most probably the collision of the Himalayan Nappes stack and the Indus Molasse with the Ladakh Batholith created the situations for the initiation of the Northwest oriented Indus River. The terraces which represent the floor of the valleys at the time of deposition witness to the uplift of the variety. The rationale: as the mountain range rises, the river erodes the present horizontal terraces and deposits the eroded sands, gravels, and boulders at a lower stage, developing as a consequence a new, decrease, and younger terrace and so forth, because the range continues to upward thrust. Because the outflow of the rivers changed into averted through the dam impact of moraines or landslides, lakes could expand in which dust and sand were deposited. Examples of such lake deposits arise at various locations: close to Leh, in all likelihood alongside the Leh-Khardung la road, along the Shyok, Nubra, and Tangtse valleys, and many others. The Pangong Tso (brackish water), among others, is a real example of the past lakes. This lake has shrunk in recent times, as witnessed through the properly defined incised stand-traces along its shorelines (Garfunkel, 1993).

Glacial Deposits

all through the numerous bloodless periods of the latest history, glaciers have laid down massive amounts of blocks, gravel, and sand as moraines inside the many valleys which display a U-shape phase that's usual of glacial erosion (e.g. Nubra, Shyok). Additionally, they have provided sediments to the fluvioglacial system which deposited awesome quantities of substance further down inside the valleys. Recent research suggests that Ladakh was broadly glaciated down to 3500-3000m altitude. Among the many last moraines, the one positioned North of Leh has a strikingly arcuate form which suggests that it was the front moraine of a glacier flowing down from the Khardung la highs. As glaciers flowed alongside the valley walls, the latter was submitted to the abrasive motion of the transported moraines. A mind-blowing instance of this phenomenon may be visible at Likche (Garfunkel, 1993).

Sedimentary Rock

The sedimentary rocks in the Ladakh region are formed from the consolidation of mud, sand, lime mud, and shell debris which were deposited in river beds, desert dunes (like in Shyok Valley), oceans, and lakes(Garfunkel, 1993).

Igneous Rock

In the Ladakh range, abundant Igneous rocks such as Gabbro and granite are found in the Karakoram and Ladakh range particularly north of the river Indus. These rocks are mainly formed from magma which either solidifies slowly below the earth's surface or quickly when it reaches the earth's surface. The lava forms volcanic rocks like andesite and basalt on solidification. The eruption of lava also results in the formation of ashes and volcanic bombs which on deposition and solidification forms tuffs (Garfunkel,1993).

The other area of interest for geologists is Karakorum fault, Pangong metamorphic sites, various depositional and erosional landforms, the formation of different minerals in the area, various volcanic formations, the formation of various metamorphic rocks, and much more is for the geotourists in the Ladakh region.

Recommendations

1. An initiative must be taken by the govt. of India to declare Ladakh as Geopark at the national level. After

   That govt. of India should advocate its inclusion in the UNESCO Global Geopark list.

2. SWOT analysis of the Ladakh region as a Geotourism destination should be undertaken.

3. Various national and international conferences, seminars, workshops, and events should be organized in the

   Ladakh region in which world-renowned Geologists should be invited.

4. A high standard lab should be established and make available for the Geologists and Geotourists in the region with modern facilities like carbon dating, high power microscopes, universal testing machine, petrological microscope, and similarly field equipment like GPS instruments, surveying equipment, soil, and rock coring drills, Brunton, clinometers, round magnet, Geological lens, hand lens, sample tray, Geological hammer, etc should be made available.

5. Study material about various Geosites in Ladakh should be made available in the form of brochures,

   Booklets, pamphlets, Geological maps, etc.

6. Similarly scientific information about the landforms/features should be shared with the Geotourists through

    Colorful pamphlets, infographic brochures, posters, educational handbooks, and by erecting informative panels at the Geomorphosites or through thematic guided tours.

7. Museum facilities should be opened to popularize the Geology of these sites.

8. A good connectivity in the form of roads and transportation to various Geosites is an essential element for

    Promoting Geotourism in the region.

9. Ladakh should be made all weather Geotourism destination by making it accessible throughout the year both by land and air routes.

10. Raising Geotourism awareness among Indian Geoscientists and tourists.

11. Professional Geotourist guides should be made available at each of the Geosites in Ladakh.

12. Accommodation facility and various other facilities like banking/ATM, health facility, and other amenities should be made available at every Geosite.

13. Similarly toilet facility and potable drinking water facility should be also made available en route to these Geosites.

14. Big hotels exclusively for Geoscientists and Geotourists should be constructed at Leh and Kargil with big

    Conference halls, having good internet connectivity, with video conferencing facilities and other facilities should be made available.

15. Steps like heavy discounts in accommodation and free health insurance for Geotourists will boost this type of tourists in the region.

16. Airfare to the Ladakh region particularly during peak season should be checked by the ministry of civil Aviation and other concerned agencies.

17. Ladakh should be made a platform to assemble world-renowned Geologists to exchange and share their ideas, work, experiences, observations, and discussions on various aspects of Geology and about their research in the concerned field.

18. To establish a link between Geomorphosites and the tourism industry for the utilization of their economic value in terms of employment and income generation.

19. To develop these sites in a better way, govt. should work in coordination with the private sector or businessmen.

20. Mass tourism at Geosites should be strictly discouraged as it causes great damage to Geosites.

21. Tourists to various Geosites should be allowed according to the 'Carrying Capacity' of the tourist destination.

22. Segregation of geotourists from other tourists should be made possible.

23. Govt. and concerned authorities should adopt necessary action and steps to generate more and more interest of people and tourists in the Geology of the area.

24. Awareness amongst the general public should be made regarding the economic benefits of Geotourism to the local community and tourist potential of these Geosites by educating them to increase the sustainability of these sites.

25. Proper garbage disposal at the Geosites should be promoted.

26. Geosites in Ladakh should be protected and conserved particularly fossil sites and boost Geotourism and Local economic development.

27. Promotion, marketing, policy, and planning for Geotourism in Ladakh is the need of the hour. Promotional

    Materials including simple maps, color photographs, sketches and diagrams, and explanations that are understood by the general public should be made available.

28. Services of Various offline and online platforms should be utilized like print and electronic media, social networking sites to promote the destination for Geotourism.

29. By introducing Geotourism in Ladakh, we are adding another segment in the tourism sector which will, in turn, increase the 'Destination life cycle' of the region.

30. Travel agents and tour operators should add Geotourism as a niche/alternate form of tourism in their tour/travel/tourist brochures.

31. Local communities should be appraised about the benefits of Geotourism to them.

32. Various 'Capacity Building' programs of various tourism stakeholders regarding Geotourism should be conducted in the Ladakh region.

33. The feedback, experience, or comments by the Geotourists at the Geosites should be documented. Their recommendations and suggestions regarding the improvement of Geosite should be given due consideration.

34. Since some of the geosites in the Ladakh region needs inner line permit to visit or some sites are closed for tourists, the local administration should

withdraw these inner line permits for Geotourists and should also open the closed geosites for geotourists. This will boost the Geotourism in the region.

35. Mining at the geosites should not be allowed.

36. Better medical facilities should be made available in the region.

37. In case of any eventuality, a robust mechanism should be kept in place to rescue and retrieve geotourists to the safest places.

38. The facilities of Air Ambulance should be also made available in the region.

39. Sustainability of the geosites should be the main concern of the authorities, locals, and geotourists.

40. During this covid-19 pandemic time, following standard operating procedures (SOP's) should be strictly put

    In place by govt. and other concerned agencies.

    A: - Ladakh should be declared safe for tourists.

    B: - Tourists should have valid health insurance to enter the region.

    C: - All the tourists should download and get registered themselves in Aarogya Setu mobile app.

    D:- Tourists entering should fill the health declaration form before entering the region.

    E:- Tourists planning a trip to Ladakh must do a RTPCR/PCR/Covid antigen test one or two days before departure to Ladakh. They should keep proof of the test of not being infected with them.

    F:- If the tourist entering the region cannot provide proof of test, they should be kept in quarantine and get tested and should be only allowed to venture out when their test report is negative. Testing facilities should be made available at the airport and all entering points to Ladakh. Tourists should be given SOP's booklet during the pandemic, in which all recommended do's and don'ts to be followed should be mentioned. Also, emergency numbers and health assistance numbers should be included in it. This booklet should be at least in two languages viz Hindi and English language.

    G:- There should be proper thermal scanning both at the airport and at the points of entrance to Ladakh. If suspected to be Covid-19 positive, then they should be subjected to an additional test.

    H:- Hotels, cars, restaurants, shopping malls, and other places should be properly sanitized regularly.

    I:- Social distancing should be strictly followed.

    J:- Use of N-90 face masks and hand sanitizers is a must. Frequent hand washing is also necessary.

    K:- If any tourist develops covid-19 like symptoms, then he or she should immediately report it to concerned authorities.

Conclusion

Ladakh has a huge potential for Geotourism. Govt. and local initiatives in scientific diffusion and education are important to create awareness about geological diversity. Geological features and processes took millions of years to came into being and this requires special care and attention. To harness more and more economical benefits from these Geological features should be the main concern for the govt. and the locals with strictly maintaining sustainability. By introducing this new type of niche/alternate form of tourism, we will not only boost the economy of the region but will also increase the life cycle of the tourist destination in a sustainable way.

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Hospitality Students Outlook Towards Online Learning in India

Monika Pandey, & Monisha Juneja

Abstract

Online learning has become a vital tool in imparting education during the present time of Covid -19. In the pre-covid time the hospitality education was primarily focused upon practical learning along with theory sessions in face to face classrooms study. There has been a shift from offline to online teaching to train the students. A mix response from the students has been received from various fields of education. Although the students have adopted the new learning environment but still are dealing with many limitations. This study looks into the challenges being faced by the students of hospitality industry fearing them of present changed learning environment and future employment prospects. The three objective of this study are 1. To identify the learning experiences in the context of online theory and practical sessions. 2. To understand the impact of online learning experience on future employability. 3. To find out the areas of concerns and suggestions for improvement in online sessions from the perspective of hospitality students. A descriptive research design using structured questionnaire was filled by final year students of government and private hospitality institutions of India. This study will enable the hospitality teaching fraternity to understand the student's outlook towards online learning with the challenges associated. Online learning would remain an important supplementary learning tool to face to face teaching even post covid. Thus, the suggestions listed down by our study can be incorporated in the online teaching to ensure better learning experience for the future students.

Keywords: Online Learning, Future Employment, Hospitality, Education, Students

1. Introduction

The corona virus has affected in many ways and one of the major affect is on educational institutions. Online learning has become a vital tool in imparting education during the present time of Covid -19 as we follow social distancing and "stay at home" rules. The hospitality education which was primarily focused upon practical learning along with theory sessions has also shifted from offline to online teaching to train the students. The utility and investment in education technology have grown exponentially since the outbreak of corona virus (Li & Lalani, 2020). It is expected that the demand for online learning would grow in upcoming future and there are possibilities that the unpredictable repercussions of the pandemic might replace the offline learning by online for sometime (Koksal, 2020).

As the continuous growth can be seen across the hospitality education through online mode, our study takes a step forward in understanding the online learning experiences of the students which would help to enhance the efficacy of the online teaching methods. This study looks into the outlook of the hospitality students studying in government and private institutions across various regions of India. The focus of the research study is to identify the learning experiences in the context of online theory and practical sessions along with its impact on future employment prospects. The study makes us aware about the concerns and suggestions for improvement of online sessions from the perspective of hospitality students.

The study is divided into the following sections. The second section illustrates the past researches done in the field of the online learning in hospitality education and students' experiences. Research methodology forms the third section followed by data analysis. The last section of the study is conclusion, managerial implications and limitations.

2. Literature Review

The hospitality institutions are adapting to the new learning environment since the outbreak of corona virus. The research on online teaching has gained wide popularity and has received plenty amount of attention and the teaching and learning experiences vary across different subjects (Gu, 2002). The online learning platforms

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across the globe have seen a significant increase in online courses in different subjects. The multiple benefits of online learning have created numerous opportunities for a profitable learning (Miller & Lu, 2003). The online teaching keeps the educational institutions competitive at the global level (Adel, 2017).The advancement in technology has totally changed people's lives. It has become an integral part of our day to day life in terms of communication and making information easily available to everyone. This has resulted in the innovation in educational field by introducing online learning (Baker & Unni, 2018).

2.1. Online learning in hospitality education

The educators in the hospitality firmly believe that using the tools of technology is complimentary to traditional classrooms and they immensely help the process of learning (Dawson, 2020; Sigala, 2001). The practical based knowledge can be gained in innovative manners through the virtual platforms which improve the learning experience of the students (Patiar et al., 2021). The online learning also helps the higher education students to gain digital competencies as they become ready to work in the industry (Lee et al., 2016).

In the tourism and hospitality the practical learning which needs hands on demonstration and exercises are facing difficulties in online teaching as students might be more inclined towards practical classes rather than theoretical online classes. The scholars of hospitality believe in the advantages of online learning. The use of technology sometimes worries the teachers as they find it impractical to teach the practical based subjects of hospitality (Lomine, 2002). The online education of tourism and hospitality has still a lot to do with the research in the online teaching and learning context (Ma & Au, 2014; Mejia, 2013).

2.2. Experience of online learning

Within a short span of time after the pandemic started; the educational institutions, teachers and students adopted a completely new learning environment. The efficacy of online learning experience needs to be explored more and advancements are required to be developed as the life of the students have been impacted a lot due to the pandemic (Tavitiyaman, Ren and Fung, 2021).

The students are concerned and feel anxious in taking online classes when they are not well equipped with the technological tools (Handel et al., 2020). Lei & So (2021) have stated in their study that there is a relationship between the satisfaction and behaviour. The students' satisfaction of online learning experience affects significantly their future decisions on taking online courses. The online learning experience has to be meaningful for the students with engaging sessions having quality teaching as it differs from offline teaching. Thus investigating students experiences can result into inferences specific to the field of hospitality and tourism (Lei & So, 2021).

Early research has done the comparison between the students' perception of face to face learning and online learning by Fortune et al. (2011). The study showed that there was no difference statistically in the learning mode preferences by the students. The interaction among the students is less in online learning environment which is a constraint in the effectiveness of online learning (Korkmaz & Toraman, 2020). Since the students were not so familiar with the new learning environment they got into the problems of technological failures and issues related to privacy and time management during online classes (Sobaih et al., 2020).

Despite the challenges associated with the online learning the acceptance has been growing towards the online education (Hsu & Li, 2017) along with various degree programs (Baker & Unni, 2019) including hospitality education. It is imperative to understand and devise plans to make the online learning available and useful for the students during these challenging time of pandemic (Ananga, 2020). Online learning poses many challenges to all the stakeholders. The students might face lack of technical support at home which disrupts the learning process. At the same time the educators are stressed with the planning of online assessments and evaluations.

After going through the extensive literature reviews a gap has been identified in the experiences of Indian hospitality students' in online learning. The three objectives of the study are:

1. To identify the learning experiences in the context of online theory and practical sessions. 2. To understand the impact of online learning experience on future employability.

3. To find out the areas of concerns and suggestions for improvement in online sessions from the perspective of hospitality students.

3.   Research Methodology

3.1. Survey Instrument:

The study used a structured questionnaire as the instrument for collecting the data from the respondents. The questionnaire was developed after extensive literature review. The questionnaire was divided into two sections. The first section was used to capture the demographic profile of respondents and the second part investigated the online academic experiences of the respondents and its effect on future employability. The survey instrument used Likert seven- point scale for the online experience and multiple choice questions. The last two questions were open ended which were about the areas of concern in online teaching and suggestions for improvement.

3.2. Sampling

The target population were all the final year students studying in hotel management colleges and universities in India. The sample for the study was the final year

students studying at all National Council of Hotel Management and Catering Technology (NCHMCT) affiliated colleges. A pilot study was conducted on 10 respondents before finalising the questionnaire. The pilot study helped to revise the questionnaire and reduced the number of questions to shorten the time to fill up the questionnaire. The data was collected using convenience sampling. The questionnaire was prepared on Google forms and was circulated via email and Whatsapp. A total of 300 questionnaires were sent out of which 187 were received, which shows a response rate of 63 percent.

4. Data Analysis

The majority of the respondents were male which forms 67.91 percent of the total sample. The respondents are mostly from the government colleges (62.03 %) belonging to the northern region of India with 49.73 percent. The most popular online application used by the respondents was Google Meets with 48.13 percent as shown in Table 1.

Table 1: Demographic profile of the Respondents

N= 187	Variable	Number	Percentage
Gender	Male	127	67.91%
	Female	60	32.09%
College	Government	116	62.03%
	PSU	39	20.86%
	Private	32	17.11%
Region of institute	North	93	49.73%
	South	20	10.70%
	East	23	12.30%
	West	41	21.93%
	Central	10	5.35%
Online application used for classes	Google Meet	90	48.13%
	Microsoft Teams	54	28.88%
	Zoom	43	22.99%

The descriptive statistics has been shown in table 2 of the online theory and practical sessions. The online theory sessions showed a mean score of 3.10 and online practical sessions showed a mean score of 2.83. The highest mean score for the online theory sessions was for engaging (3.40) and satisfaction (3.60) whereas in the online practical sessions engaging (3.07) and content clarify (3.02) have the highest mean scores.

Table 2: Descriptive Statistics of Online Academic Experience

Variables	Mean	SD
Online Theory Sessions	3.10	1.65
Motivation	2.95	2.16
Engaging	3.40	2.07
Content Clarity	3.18	1.88
Interaction with the teacher	2.48	1.81
Satisfaction	3.60	1.91
Learning needs	3.01	1.94
Online Practical Sessions	2.83	1.46
Motivation	2.55	1.69
Engaging	3.07	1.90
Content Clarity	3.02	1.77
Interaction with the teacher	2.65	1.69
Satisfaction	2.92	1.76
Learning needs	2.79	1.79

The future employability was measured using knowledge enhancement, upgradation of skills and service attitude as showed in table 3. Majority of the respondents under knowledge enhancement have marked the option "No" with 40 percent and 36 percent have marked the option "Maybe". While 81.82 percent have said "No" to online sessions for upgradation of the skills. Similarly under development of service attitude 65.24 percent have responded as "No".

Table 3: Descriptive statistics of future employability

Variables	Yes	No	Maybe
Knowledge Enhancement	24%	40%	36%
Upgradation of skills	2.67%	81.82%	15.51%
Service Attitude	13.90%	65.24%	20.86%

Two open ended questions were asked from the respondents, one question related to the areas of concern in online teaching and second related to the suggestions for improvement. Regarding the areas of concern S3, S27, S54 and S102 have identified that a good internet connection is a must for online classes to be conducted without any disturbance. One respondent (S35) has mentioned that "online classes can't be a replacement for offline classes especially in hospitality education". Sufficient break in - between classes should be there so as to avoid straining the eyes was a concern of another respondent (S78). Other concern areas were making the classes more engaging (S89), involving (S54) and interesting (S63).

There has been a stress on the improvement of the applications being used and developing of software to enhance teacher student interaction (S89). The teacher

should use a power point presentation while conducting online classes (S32) and resort to different teaching aids and activity based methods to make the class more interesting and engaging for the students (S63). Teachers giving live demonstrations instead of using YouTube videos (S3) and using the onscreen white board for explanation (S89) were some of the other suggestions. Other ways of making the online classes more involving can be online presentations and projects done by students (S156), online worksheets and assignments to be encouraged instead of hand written assessments (S159) and giving fun challenges to students as part of homework (S32). According to one respondent (S128) online classes provide a better environment where students can focus without getting disturbed.

5. Conclusion, Managerial Implications and Limitations

This study reveals the online learning experiences of the hospitality students in the context of online theory and practical sessions. The demographic profile of the respondents comprises of 67.91 percent male respondents. Predominantly the respondents were studying at the government colleges (62.03 %) belonging to the northern region of India with 49.73 percent. The most popular online application used by the respondents was Google Meets with 48.13 percent.

The study shows the mean score of online theory sessions (3.10) higher than the online practical sessions (2.83). The mean score of both sessions for engaging the respondents was above 3. The second objective of the study was to understand the impact of online learning experience on future employability which was measured using knowledge enhancement, upgradation of skills and service attitude. Majority of the respondents have marked the option "No" for all the three variables. Satisfaction has achieved the highest mean score of 3.60 in online theory sessions that has a direct relationship with the behaviour of the respondents in attending the online classes which was also stated by Lei & So (2021).

The third objective of the study has identified the areas of concern as internet connectivity, involving and interesting sessions. Handel et al. (2020) have also pointed out the technical issues as a major challenge of online learning. The suggestions for improving the online sessions were implementing activity based learning such as online presentations and projects, online worksheets and e- assignments instead of hand written assessments. Live demonstrations by the teachers and using on screen white board have also been suggested by the respondents. Use of power point presentation and different teaching aids were also recommended. These suggestions and recommendations can be implemented by the teachers for better online learning experiences of the hospitality students. A few limitations faced while conducting the study were time constraint and reaching out to sample which may be addressed by further studies.

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Niche Tourism in West Bengal: Applying the Long Tail Marketing Approach

Sreejita Mukherjee

Abstract

The state of West Bengal in eastern India is in search of alternate economic development avenues. Tourism can serve this purpose. The state is rich not only in major tourist attractions, but also a myriad of small tourist products with definite but limited appeal. It is possible to develop these small tourist products into niche tourist markets. The internet plays a very important role in marketing these products. It helps to reach out to tourists who are separated by space and who are looking for very definite experiences. This is the long tail marketing approach to tourism. According to this approach, most of the revenue in the industry is generated by mass tourists. But there are a few tourists who are actually looking for something unique and different from the mass market. The internet has made it possible for these tourists to come to know about the small niche destinations. The operators of such niche tourism face no competition from the major players in the market. They can build up a respectable market at minimal cost. Niche tourists are not looking for any artificial excitement, but they are looking for real cultural experiences. The community must be open minded and friendly in order to help in the growth of the niche tourism industry.

Keywords: Long tail Market Approach, Niche Tourism, Community based Tourism, Internet

Introduction

The tourism industry is earmarked to be one of the most important engines of growth in the present century. The worldwide market share of this industry is growing by leaps and bounds. In 2019, travel and tourism industry contributed 10.4% of the total GDP of the world (www. wttc.org) Though Europe remains the most attractive tourist destination, several other areas are now attracting more and more people. Various analyses by the different Marketing firms show that the tourist movement is highest amongst the developed countries. In fact, the idea of a gap year, where students take a break from studies and travel to different places have become almost universal in such countries (Acorn, 2008; p.14).

Developing countries like India command only a small part of this globally growing market. However, the importance of the tourism sector has now been recognized in the country. Budget allocation for the development of this sector has been increasing in every plan period. This can be seen in Table 1. Still, its full potential remains unexplored.

Table 1: Government Allocation for Tourism Development in India under Five Year Plans

Five Year Plan	Time Period	Plan Allocation (in Rs.)
1st	1951-1956	0.00
2nd	1956-1961	336.38 Lakhs
3rd	1961-1966	800 Lakhs
Annual plan	1966-1967*	58.50 Lakhs
Annual plan	1967-1968*	87.65 Lakhs
Annual plan	1968-1969*	183.81 Lakhs
4th	1969-1974	36 Crores
5th	1974-1979	133 Crores
6th	1980-1985	187.46 Crores
7th	1985-1990	326.16 Crores
Annual plan	1990-1991	83 Crores
Annual plan	1991-1992	90 Crores
8th	1992-1997	773.62 Crores
9th	1997-2002	793.75 Crores

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10th	2002-2007**	2900 Crores
11th	2007-2012***	3112.71 Crores
	Revised****	5156 Crores

*Source: Five Year Plans, Government of India; *Indian Tourism: Economic Planning & Statistics; **Annual Report, 2002-2003, Department of Tourism, Government of India; ***Annual Report, 2011-2012, Department of Tourism, Government of India; ****Report of the Working Group on Tourism, 12th Five Year Plan (2012-2017), Ministry of Tourism, Government of India.*

West Bengal is a state located in eastern India. It has a huge potential for the development of tourism industry. This is because it is rich in tourist attractions. These are diverse enough to attract a vast variety of tourists. However, being one of the most densely populated states of the country, there is a very real problem of the threat of overdevelopment of the industry. This can create stress on the already overburdened civic and infrastructural facilities of the state leading to the creation of animosity towards the tourists rather than a solution to the economic problems. Hence, careful planning is needed to promote the tourism industry in the state.

This paper explores the concept of long tail in tourism development and aims to analyze whether and how this concept can be applied towards developing niche tourism in West Bengal so that the state can reap the benefits of the industry without any unwelcome consequences.

Long tail market approach to tourism

The traditional marketing approach relies on the Pareto Principle. This was first proposed by Pareto in 1964 while studying the distribution of wealth (Pareto, 1964). This principle is also known as the 80/20 rule and was applied widely in many other fields of economics (Brynjolfsson et al, 2011, pp 1373–1386).

The Pareto principle can be easily understood with the help of the bell curve or the normal distribution curve in statistics. In such a curve, most of the values are concentrated around the midpoint which is the highest point of the curve. Furthest from this point, the distribution tapers off to a tail where only a few of the values are found.
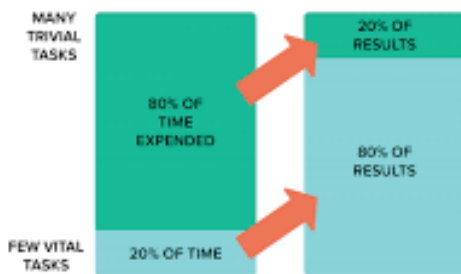

Fig. 1. The Pareto Principle or the 80/20 rule

Source: Koch, R. (2001), The 80/20 Principle: The Secret of Achieving More with Less, London: Nicholas Brealey Publishing

Pareto used this principle to describe his long tail. He pointed out that most of the demand within a specific market is for only a few select commodities. This constitutes the head. Then there are gradually reducing demand for other commodities in the same industry which forms the tail. According to Pareto, 80% of the profit of the industry is derived from only 20% of the commodities sold. The example of the music industry serves to demonstrate this point. In a particular season in the music industry, 80% of the demand is for new releases and recent hits. The greatest share of the revenue is derived from these few musical numbers. However, at the same time, there is a small demand for golden oldies, obscure melodies and similar other specialized products. These form only 20% of the total demand of the industry and they constitute the tail. The profit of the industry is not directed by this segment. Rather it is the broad head which is the main source of profit for the industry (Lew, 2008, pp 409-411).

Fig. 2. The long tail supply chain (adapted from The Long Tail by Chris Andersen, 2006)

The Pareto principle has been criticized on many fronts, but its basic premise holds true. 80% of the profit of an industry is definitely derived from only 20% of the products – those which are most recent, most popular or otherwise remarkable. For a normal shop with limited space and other overheads, it makes simple business sense to stock only the most profitable products of the industry so that they move rapidly off the rack and generate healthy sales.

This also holds true for the tourism industry. In any given destination, there are only a few or even only one attraction which draws the greatest number of tourists to the spot. Many of these tourists do not even bother to visit other local attractions which may be located nearby. The authorities also concentrate their budget and efforts in developing the tourism infrastructure around this main attraction. Other smaller areas of interest are ignored. This is especially true for developing countries where the

budget is limited and the authorities are forced to choose one or two spots to focus their efforts.

In 2004, Anderson put forward the term Long tail and demonstrated the growing importance of this segment in the age of the internet. The 80% of the product, which Pareto says are not in bulk demand, constitutes this long tail. Of the total market, only 20% demand is for this segment of the products. In a normal brick and mortar store with limited space, it is simply not logistically possible to store these products in the hopes of an occasional customer. However, the internet has changed the situation. E commerce has now created a market where the total revenue generated from the long tail can substantially increase the profitability of a company (Anderson, 2004, http://www.wired.com/wired/archive/12.10/tail.html).

We can use the example of the music industry again. For a brick and mortar store, it is uneconomic to store outdated numbers and playlists. It is also not worthwhile to advertise for customers who fall in the long tail. But, for an internet based company which delivers its products in downloadable format, storing obscure melodies has negligible cost. It can deliver it easily, advertise for it without any additional cost and can obtain customers from many different parts of the world. An important point to remember is that not only are the customers in the long tail few in number, they are widely dispersed and may even reside in a different country. So, they cannot come to the physical store to pick up their selections, but they can easily download them. E commerce has thus created a much needed bridge between the suppliers and the long tail consumers.

It is now necessary to understand how this long tail market approach can be applied to tourism. Most of the tourists are mass tourists and there is a definite demand for bulk products or experiences in the tourism industry. This is the head of the curve which relies on the Pareto principle. For every destination, there is a definite demand for some particular sights or experiences which mark the speciality of that destination. It is easy and profitable for the tourism firms to market that major product and they often get enough number of tourists to satisfy their profit margin. This situation has been described as the 'economy of superstars' by Rosen in 1981(Rosen, 1981, pp 845-858). This implies that the supply market of tourism is dominated by a few large companies who cater to the largest segment of the tourist. This point has been further illustrated by the Maxmin concept of Miranda in 2012. Briefly, this concept implies that a minimum number of suppliers and products are used to satisfy the maximum number of tourists and the benefits of the industry are also concentrated in the hands of the minimum number of players (Miranda, 2012, retrieved from Longhi et al, 2015, p5).

However, apart from this mass market, there is a small but definite emerging market for the less famous attractions offered by the destination. This phenomenon has gradually been recognized in the tourism industry in the guise of niche tourism. This first appeared as niche marketing, but the concept gradually changed to niche tourism. The long tail tourists mostly make up the niche tourism. Previously, it was impossible and often unprofitable to cater to a few tourists who were looking for something different within the mass market. Hence the long tail was ignored. However, the internet has helped to put several like-minded travellers in touch with each other. The tourism operators are also finding it easy to get access to these tourists who are not satisfied by the mass market and are looking for something different. While the giant tour operators are best suited to cater to the mass tourists, small operators can survive and flourish in this age of long tail tourist market.

At this point, it is necessary to understand the concept of niche tourism and how it fits into the long tail supply of the tourism industry.

Niche Tourism

The idea of niche tourism has been derived from the concept of niche marketing. Hutchinson had put forward the idea of niche as early as 1957. He described it as the location which is occupied by an organism where it flourishes best against its competitors. This idea was appropriated by Keegan in 1992 in the arena of business economics. He and his fellow researchers defined a niche market as a small and highly specialized section of the market where there is no competition. The idea of niche marketing was later defined more precisely but it was not till the new millennium that it was applied to tourism. The Crichton Tourism research Centre at the University of Glasgow held a conference titled 'Niche Tourism in Question: Interdisciplinary Perspectives on Problems and Possibilities' in 2002. This was the first organized attempt to formulate a concept of niche tourism from diverse business literature.

Several research works followed the launch of this new idea, but it was Novelli, who clearly defined niche tourism and described its distinguishing characteristics. She also introduced the ideas of macro niches and micro niches and showed how there exists a scope for more and more specialized markets in the tourism industry.

Long tail market approach applied to niche tourism

The idea of the long tail market approach and the development of niche tourism go hand in hand. The long tail is essentially an aggregate of tourists with highly specialized demands but their numbers are small. These are essentially the niche tourists. They have several common characteristics. They come from diverse parts of the world. However, it is observed that more specialized the niche tourists, higher is their level of education and exposure to diverse culture. They are also more open to adventure and new experiences. Often

they are more socially and environmentally responsible and are interested in obtaining in depth experience and understanding of the area they visit.

Only the long tail marketing approach can successfully cater to the niche tourists. The internet has a very significant role to play in this regard. The destination will have to offer highly specialized tourism services. These will necessarily be of high value and is unlikely to appeal to the mass tourist. Such niche marketing companies will have to find their customers from all over the world with the help of the internet. The bulk tourist market may be left to the 'superstars' while the small operators can concentrate on the niche market.

Niche tourism in West Bengal

Keeping the above theoretical discussion in mind, it is necessary to analyze whether it is possible to apply the long tail approach in promoting tourism in West Bengal. This approach is obviously suited to the niche tourist market. So, it is necessary to identify the major niche tourism which can be developed in the state of West Bengal.

The geographical diversity of the state has helped in the development of two bulk tourist centres in the state. One of them revolves round the capital of Kolkata. The city is rich in history and culture and is located close to the Sunderbans – one of the most fascinating mangrove forests of the world with huge biological diversity. The other bulk tourist centre lies in North Bengal, centred on the town of Darjeeling, famous for its magnificent views of the Himalayas in general and the Kanchenjunga peak in particular. Though the tourism department of the state government is trying to promote other tourist spots, these two areas undoubtedly cater to most of the tourists – both domestic and international – visiting the state.

The state of West Bengal offers a number of other less known attractions, but these are often ignored by the mass tourists. Examples include river tourism along the Bhagirathi Hooghly, event tourism encompassing the many fairs and festivals held throughout the year in many parts of the state, historical tourism in the Nawabi belt of Murshidabad and Maldah etc. There are still less known travel circuits like cycling and bird watching throughout Duars, textile tourism in south Bengal, rock climbing and trekking in Puruliya and eco tourism throughout the southern and northern parts of the state. Some of these activities have now merged with bulk tourist attractions. For example, White water rafting in the Teesta River has now become a part of the bulk tourist activity for those who visit Darjeeling. Certain events like Durga Puja in October and the holy dip in Gangasagar in January have assumed mega status. Instead of concentrating on these mass events, it is better to target the mass of events which occur in different parts of the state throughout the year. These have remained underdeveloped, but do have the potential to develop as niche tourist products. Directing

attention to a mass *of* events rather than on one or two mass events can help develop niche tourism without putting excess pressure on the available resources and infrastructure (Calabrese et al, 2015, *www.iipccl.org*).

The long tail approach to tourism marketing can successfully be used to tap this tourist potential. At this time, the inbound tourist market is mostly dominated by a few big companies. Their marketing strategies are directed towards foreign tourists who are visiting India for primarily other destinations like the Golden triangle of Delhi, Agra and Jaipur. The shrine of Mother Teresa in Kolkata serves to attract a large proportion of these tourists to Eastern India. Often, these tourists just visit Kolkata and Darjeeling and end their tour of West Bengal.

It is neither possible nor desirable for the small tourist operators to try and carve out a part of this market for themselves. The 'superstars' have too well established infrastructure and enjoy huge economies of scale to allow any small operative to survive. However, the small tourist operator can take advantage of the long tail to survive – and even flourish – in this situation. In such case, a very strong supply chain will have to be set up. The internet has a crucial role to play.

It is necessary to understand that the niche tourists with their highly specialized demands come in small numbers from different parts of the world. Targeted marketing can help to capture the interest of these tourists. It must be remembered that a niche tourism operator cannot survive with competition. In fact, the very definition of niche tourism is that it is a highly specialized arena where the operator is free from competition. So, first the target tourist group will have to be identified. Since niche tourists are often educated and have very specific needs, the designing of the website and its visibility becomes key factors in promoting this tourism. Appropriate search engine optimisation techniques will have to be employed so that the website can be easily identified with the help of a few keywords. Since this is a long tail marketing approach, there is almost no need for traditional advertising. All efforts and budget should be concentrated on developing and maintaining the website.

In recent years, web platforms which act as a venue for exchange of information among real users have emerged as the most popular and most trusted search areas. Websites where real tourists share their reviews and experiences serve as the modern word of mouth and care should be taken that the destination and the tour operator rates good reviews in such platforms. It is also helpful to keep track of such reviews and respond personally – especially to negative reviews (Longhi et al, 2015, p11). Increasing the visibility on the web in this manner can go a long way towards attracting more and more tourists from the long tail.

In order to acquire positive reviews and recommendations, it is necessary to deliver what is promised in the website.

Tourists are often ready to put up with inconveniences and lack of modern facilities. In fact, the niche tourists are those who are looking for adventure and new experiences. But they are not to be hoodwinked by empty promises. It is best to build upon what is actually present rather than to promise something which is not possible to deliver. It must be remembered that long tail tourist supply depend on only a handful of tourists with very specialized needs and a few negative reviews can completely dry up the market.

The tourists in the long tail part of the supply chain are few in number. Hence any tourism operation based on this market has to be small in scale. Yet it has to be self sustaining and should be able to generate at least a modicum of profit. Striking this balance is probably the hardest part of applying the long tail market approach to tourism development.

The role of the government

Tourism infrastructure like travel, security and communication depends on the efforts of the government. In our country, the government has to take active steps in order to help the small tourist operators to survive. No niche tourism can flourish if the place is too difficult to reach. Since the budget is restricted, not every part of the state has well developed roads or other infrastructure like supply of water and electricity or proper drainage. These have to be provided by the government. Niche tour operators have to get together to form some sort of association which can bring the needs of the industry to the attention of the government. While private efforts in this direction may be lacking, the Tourism Department of the State Government can take proactive steps in bringing together such small operators. Joint action plans can be drawn up in cooperation with the local governing bodies so that the operators can deliver what they promise to the niche tourists. It must be remembered that the target is not merely to increase the number of tourists. Rather, the target is to get the high spending tourists, who will respect the local nature and culture and will be spread out over the year in such a manner as to be sustainable.

It is my suggestion that the intervention on the part of the government must be kept to a minimum in order to successfully apply the long tail marketing approach. Basic civic infrastructure like roads, water supply, sewerage and electricity should be provided and maintained by the government. High speed internet connectivity is a must. Other facets of tourism infrastructure should be left to the discretion of the tour operators. They may however be offered tax reliefs and other incentives in order to survive and thrive. At the same time, the government, in cooperation with the tour operators, need to put some planning guideline in place so that overdevelopment and its negative consequences can be avoided.

In this context, it is necessary to keep Butler's Tourism Area Life Cycle Model of tourist destination or TALC in mind. According to this model, every tourist destination goes through definite stages. The first is the emerging trends when the area first begins to attract tourists. This is followed by growth and maturity, ultimately leading to decline. Butler suggests that the government should interfere at this stage, finding new ways to regenerate the spot. This will lead to revitalisation of the area through re branding and presenting the niche product in a new way.
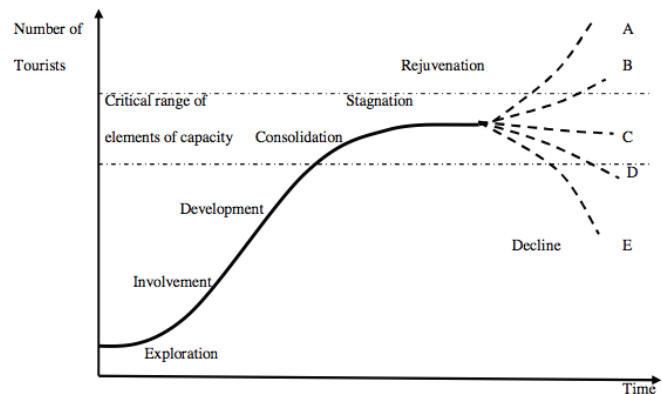

Fig. 3 Tourist Area Life Cycle Model

Source: Butler, 1980, p7

However, a developing country like ours can learn from the experience of other countries and the government can play an important role from the stage of growth. Proper planning at this stage, in cooperation with the tour operator as well as the community can create a long sustained growth phase and can delay the decline phase. This requires a long term policy and commitment on the part of the government.

Conclusion

There is the very real scope of exploiting the long tail supply of tourism with the help of the internet and develop niche tourism in the state of West Bengal. An active role of the government is necessary to kick start such a project. PPP model is best suited for such development. At this time, the economy of West Bengal is in search for alternate areas of growth. The state has little scope in expanding in traditional industries. The huge population pressure has made agriculture unprofitable. Tourism may provide a small but steadily growing income to a variety of people. One of the greatest advantages of the tourism industry is that it provides employment to the weakest section of the society. If niche tourism is developed in the lines of community based tourism, it has a great potential for success. At the same time, the long tail supply approach can be utilized to increase the demand in an atmosphere that is almost completely free of competition. A few private tourist operators are already marketing niche products in the state. However, in order to ensure that the benefit reaches to a large number of people, an active role of the government is necessary. At the same time, it

should not be intrusive and the local community should be given full independence in deciding how far they will go in developing their locality as a niche market for tourists.

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Creative Tourism - A Sustainable Development for Local Community Post COVID-19

Rajshree Bhargava & Sandeep Guleria

Abstract

The COVID-19 outbreak has brought the world to a standstill with incomparable and bewildering impact on lives, economies, societies, and livelihoods, which in turn are growing risks for the global recession along with massive loss of jobs. The latest developments reports on quarantine measures, travel bans & border closures in most of Europe, Americas, Africa, and the Middle East, Asia and the Pacific due to COVID-19 similar to the patterns of 2003 SARS and 2009 global economic crisis, UNWTO estimates international tourist arrivals could decline by 20% to 30% till 2025. That means this would translate in loss into international tourism receipts (exports) of 300 to 450 US$ billion– almost one-third of the US$ 1.5 trillion generated globally in the worst-case scenario".

As per WYSE Travel Confederation's Q1 2020 survey report state that 80% of respondents could see any adverse effects due to the COVID-19 outbreak on the travel sector. However, in the experiential travel of education, volunteer and camp programs, some businesses foresee the potential for positive effects. The objective to study the factors to transform tourism development trajectories- from Culture to Creativity and to identify the Economic Benefit of Creative Tourism. Using a qualitative research strategy with existing literature and the history of cultural tourism in general from India's perspective was studied. And an Assess of the scope, nature, and extent of "Creative Tourism" activities in India. The data collected through a literature review and data analyzed by using an inductive approach. This research study can not generalize. Exploring and investing in a location does not provide the scope needed to create concrete recommendations for other creative tourism initiatives. As the primary researcher, the study is with own opinions and biases. The research has evaluated the characteristics of culture sector to support "Creative Tourism" activities to identify the economic value of "Creative Tourism" activities in India.

Keywords: Creative Tourism, Co-creation Creative Cultural Cluster

Introduction

The COVID-19 outbreak has brought the world to a standstill with incomparable and bewildering impact on lives, economies, societies, and livelihoods, which in turn are growing risks for the global recession along with massive loss of jobs. It is heartbreaking to see many people suffer because of the virus and the lack of necessities among the people below the poverty line. Growth is the only long-term solution to get people out of poverty. Growth can be explained in terms of opportunities that can bring lucrative benefits to this section of society. Once this danger goes away, it will be vital for the Indian Government to get back to work with vigour and strive to ensure India again works for everyone, even with financial distress. Entrepreneurs and leaders in the industry must support each other to build world-class products, build globally dominant businesses, create jobs, and pay taxes with honesty.

The positive impact that how government bodies are connecting with private players to ensure the care and health of human beings, forgetting all the dimensions of man-made prejudices like caste, creed, religion, and even wealth. COVID-19 has shown how unequal we are as a nation, yet we sustain the genre of equality as one striving nation

The latest developments reports on quarantine measures, travel bans & border closures in most of Europe, Americas, Africa, and the Middle East, Asia and the Pacific due to COVID-19 similar to the patterns of 2003 SARS and 2009 global economic crisis, UNWTO estimates international tourist arrivals could decline by 20% to 30% till 2025. That means this would translate in loss into international tourism receipts (exports) of 300 to 450 US$ billion–

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almost one-third of the US$ 1.5 trillion generated globally in the worst-case scenario».

UNWTO's Report on Impact Assessment of the COVID-19 Outbreak on International Tourism states that **there has no surety to** see the end of this crisis. They concerned that millions of jobs are at risk, that needs to protect the most vulnerable segments such as SMEs, self-employed, women and youth, something that we need to create survival mechanisms for companies." As per the report, there **is a** need for strong support to navigate the incomparable social and economic impact of COVID-19. Furthermore, immediate plan to measure fiscal and monetary aspects to help protect jobs, sustain the self-employed and support companies' liquidity and operations and accelerate recovery in the future. Tourism is a major job creator for more fragile groups - women and youth. The sector can recover from other sectors.

As per WYSE Travel Confederation's Q1 2020 survey report state that 80% of respondents could see any adverse effects due to the COVID-19 outbreak on the travel sector. However, in the experiential travel of education, volunteer and camp programs, some businesses foresee the potential for positive effects. Perhaps it relates to an anticipated shift in demand from international to domestic markets. However, with governments pushed now to limit or lockdown domestic travel, optimism in markets closer to home might become less or even more localized.

Creative Industries and Culture can transform cultural cluster economies in innovative methods. This creative cultural cluster can increase the attractiveness of places as destinations to reside, visit and invest in the local community. Smartly managed culture-led urban regeneration can breathe a new life into decaying neighbourhoods. To contribute regional innovation and productivity, new business models, new product design, new production techniques, innovative design thinking to reach audiences and consumers, and emerging forms. Moreover, it observed that increased levels of cultural participation positively affect well-being and health and encourage social cohesion by supporting the integration and inclusion of marginalized groups. The traditional manufacturing industries, cultural heritage sites, museums can be drivers of community regeneration and thus a source of revenue and new jobs. The creative economy depends on creative talent as the primary source. The demand for skilled creative workers is rapidly evolving, both in the cultural and creative industries. The cities and regions need more reliable data to shape their policies and address the needs of creative employers and self-employed creatives.

Key Terms Used

✪ **Cultural Tourism**: Travel involving visitor interaction in art, music, history or culture of a location.

✪ **Creative Tourism**: "Creative Tourism is tourism, directed towards an authentic experience, with active learning about heritage arts, r special characteristics of a place" (Rebecca, W., Aageson, T., Pattakos, A., & Pratt, S., 2009).

✪ **Economic Development**: Qualitative and quantitative changes in the economy may be due to policymakers promoting the economic growth of an area.

✪ **Visitor**: For this research, a visitor is someone who lives outside the place of visit.

Objective of Study

✪ The objective to study the factors to transform tourism development trajectories- from Culture to Creativity and

✪ To identify the Economic Benefit of Creative Tourism

Tourists experience and enjoy doing things with locals. Creative tourism development begins with local skills from all walks of life, which require an imaginative, creative and innovative approach.

Research Design

Using a qualitative research strategy with existing literature and the history of cultural tourism in general from India's perspective was studied. And an Assess of the scope, nature, and extent of "Creative Tourism" activities in India. The data collected through a literature review and data analyzed by using an inductive approach

Limitation

This research study can not generalize due to some reasons. Exploring and investing in a location does not provide the scope needed to create concrete recommendations for other creative tourism initiatives. Additionally, the Varanasi Madhaypradesh Rajasthan and Punjab regions in India have a unique mix of cultures. The final set of recommendations and reporting may not be viable or transferable for reference to other regions with different cultures, attitudes, and resources; lastly, as the primary researcher, the study is with own opinions and biases. The research has evaluated the characteristics of a thriving arts and culture sector to support "Creative Tourism" activities to identified and assessed the economic value of "Creative Tourism" activities in India.

Review of Literature

As per Richard (2003), the biggest obstacle is developing and managing cultural tourism with information or scarcity of appropriate information in this tourism market type. Hence a supply-driven approach has only thrived under such circumstances.

In the work of Richard and Wilson (2006), they observed the value of culture in social and economic development; hence there has been an increase in the development of various tourism products surrounding the destination.

Their work included the "creative" notion of development in terms of spaces, spectacles, and tourism, under the sight of supply and demand. Binkhorst and den Dekker (2009) discussed tourism's 'co-creation, where creativity applied in every aspect of intangible products. A creative role followed for both producers, who showcase their art using the destination's resources and actively participate in the tourism process. Tourists who should assert their creative involvement to enrich their intangible experience Pappalepore, I., Maitland, R., and Smith, A. (2010) showcased their research work on the complexity involved in the tourist experience revolved around the atmosphere (inclusive of diversity), perceived authenticity. Their work emphasized the key role played by creative industries in developing the feasible 'cultural tourism', involved greatly around the perception, experience and characteristics and the qualities of the product area, inclusive of both tangible and intangible aspects. In their study, SA Dorcheh, B Mohamed (2013) talked about sustainable tourism where the core concern is based, not only for the tourism area's extended development but also for sustaining the serenity in the residents' daily lives area. According to them, the core concern should focus upon providing the needs of the area as a destination product without distorting the local community and their lifestyles. Chang, Backman, and Huang (2014) examined separately the connection between tourist's motivation experience, perceived value and their intention to revisit the tourism site. Also, the experience was a crucial base and showcased more proportionality with tourists' arrival repeatedly. Romana KOREZ-VIDE (2013) talked about the significance of culture-based creativity. Their research raised aspects of a suitable balance between economic, social and environmental aspects through creative tourism development. Carvalho (2014) shared the concept of co-creation as an act of experience, which involved the destination product, people, and tourists. The research also discussed the relation of capital theory with creative tourism. Bruin and Jellincic (2016) talked about the active and passive involvement in creative tourism. They define 'Creative turn' and 'Social turn' as the main leading factors for creative tourism. They also discussed "Participatory experience tourism" as an extension of creative tourism and could be considered an umbrella construct and added to the notions of value addition. Suhartanto, Brien, Sumarjan and Wibison (2018) revealed in their study that there was a significant effect of experience quality on the face of both satisfaction and attraction loyalty, which supported the whole tourism process.

Chugh (2018), in her research work on Himachal tourism, found that creative tourism had bought the uniqueness in each destination. She closely observed the tourist involvement and experience in Himachal Pradesh, India and found that the co-creation of heritage and services within the destination provided a deep and engaging experience for the tourists. She also stressed the local community as one of the keen stakeholders in the tourism process. Richards (2018) realized that there is still more focus on experience consumption than producing any new experience. The concept of 'culture' in tourism is more assumed than analyzed with intense details. According to him, new technology has widened the spectrum to capture and observe crowds of tourists and interaction is made possible within the groups via social media. Their experiences and reactions are considered valuable in the cultural phenomena and among their fellow tourists. Chang and Lin (2019) found in their research, which was held in Taiwan, that tourists have a learning experience with participation, related creative people, services and products offered and an aesthetic environment.

Ababneh and Masadeh (2019) researched creative tourism and found that the movement from traditional culture to creative cultural tourism. Creative tourism linked itself to various promotional strategies to create distinctive tourist destinations, including 'creative classes, creative cities, and creative industries'. The appeal for creativity revolves around atmosphere, content, and activity. Dias, Patuleia, and Dutschke (2019) talked about the dynamism of rural communities. According to their findings, they create a 'value' through creative tourism. It also bought evidence related to the cooperation role on values that shared over projects on local communities. Sustainability is also an outcome of creative tourism activities conducted by local entrepreneurs based on nature experiences, indigenous traditions and crafts, and cultural identity. Ivanova, Shabalina, and Kazakova (2019) showcased their study on the regions of New Hansa, where regions had a rich cultural heritage and history which became the basis of 'new' economic development under the limelight of the concept of culture and creativity, which indeed acts as an economic phenomenon. Tourism could develop as the powerhouse of the creative economy.

Galvagno and Giaccone (2019) revealed in their research that that creative tourism is a well-organized field of studies that encompassed three main research categories, which were Tourist Experience and Co-Creation, Creativity in Tourism, and Cultural Tourism and Events. When such a different set of empirical contexts were applied, it found that co-creation and experienced economy played a pivotal role in the overall process of experience building phenomena.

Cultural Tourism

Richards (1996, 2003) defined that Cultural Tourism as recognized as "Niche" and described the cultural

attractions and interaction with the host community are part of essential for cultural surroundings. In 2007 Richards G. reviewed the global market and examined the emerging style of cultural tourism. Binkhorst (2009) defined an innovative perspective on tourism in the experience-based economy on the principle of co-creation with a leading role for the human being. Siow-Kian tan (2013) suggested the model of Creative experience in their research of creative tourism. In 2018, Richard G. reviewed the article to trace the development of cultural tourism as a field of research to identify significant trends and research areas. Cultural tourism has recently reaffirmed by the UNWTO as a significant element of international tourism consumption, accounting for over 39% of tourism arrivals. Wilson, J. assessed the need for creativity to develop new products that offer a more authentic experience co-created between host and tourist.
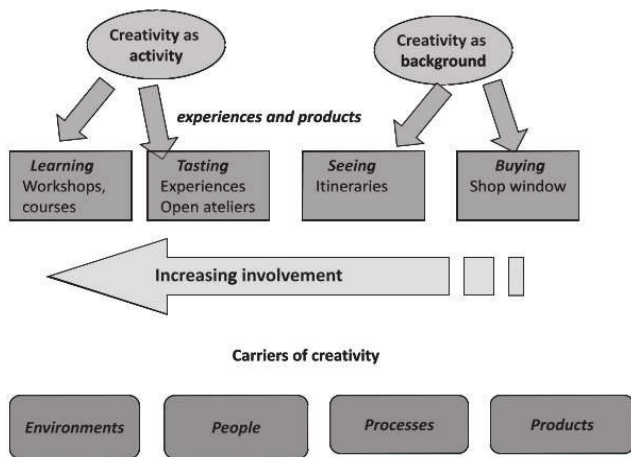

Fig: 1 Source Greg Richard

Definition of Creative Tourism

Author	Description
UNESCO	Cultural tourism stands for a trip to get to know cultural environments including landscapes, visual and performing arts, exceptional local lifestyle, values, traditions, events and other processes of creative and cultural changes [9].
World Tourism Organisation (UNWTO)	Cultural tourism is a trip for cultural purposes. This can include cognitive trips, cultural excursions, familiarisation with performing arts, trips to festivals or other cultural events and visits to certain locations and monuments [10].

Table: 1 Definition of Creative Tourism Source: reference [9][10]

Forms of Creative Tourism- Two ways of implementing

1. Using creativity as one of the activities of tourism. Active participation of tourists in creative activities –

S.No	Activity	Type of Experience
1.	Learning	Workshops attending specific courses and exchanging experiences
2.	Tasting	Experiences Open workshops
3.	Observation	Routes, trip notes
4.		Shopping- Galleries, shops
Fig 2 : Source: reference [14].		

2. Using Creativity as a certain background -.Thematic Excursions – Bread Cheese Beers Wine Coffee Tea (these are thematic excursions during which tourists not only taste these products, but also participate in their production)

Difference Between Cultural and Creative Tourism

S. No.	Cultural Tourism	Creative Tourism
1	Oriented towards sightseeing, events and their	Oriented towards the development of creativity in cities, preservation of tradition, learning
2	Improves local economics through taxes received, tickets sold, souvenirs	Improves local economics directly through the financial support for communities
3	Products of tourism are exported to other countries	Products of tourism are sold within the country
4	Cultural tourists want to rest and see a country	Creative tourists travel having an aim of learning and gaining experience

Fig 3: Source: created by the author based on reference [15]

Discussion

In that sense, Richards and Wilsons (2007) conceive that the cultural landscape of the destination, including

festivals, cultural routes, museums, cultural heritage, could be re-created to have an interactive role and provide better. More engaging experiences co-created between the visitors and the local population. Creative tourism arguably represents a notable departure from traditional culture and heritage tourism models, moving away from tangible heritage as the vital asset towards creative and symbolic capital to overcome the dilemma in "The massification of cultural tourism" (Richards, 2016). UNESCO (2006) also identifies creative tourism as travel directed to engage for an authentic experience while learning through participation in cultural heritage, arts, a place, which provides a connection with the local community of the place and creates this living culture (UNESCO, 2006:3). Creative tourism developments need to be active rather than passive based on the learning process integrated with the social fabric innovative and dynamic sustainable based on local resources" (Greg Richards, 2017). This implies that the creation of creative tourism requires new types of thinking. In traditional cultural tourism development process begins with a list of cultural resources, i.e. artefacts, buildings, museums, and monuments, while creative tourism development initiates from an inventory of local skills from locals. The inventory of local skills includes local artisans, local studios and unique local crafts. Most of the conventional tourism models lost their aura over a while. The primary motivation of creative tourThe creative tourist travels because of motivation to see the country, learn, participate in creative activities, and communicate with local people. Creative tourism provides two-fold benefits, i.e., tangible and intangible. Scholars R. Ohridska-Olson and S. Ivanov analyze creative tourism and point out its tangible and intangible benefits as follows: [15].

Tangible Benefits	Intangible Benefits
cultural capital, market development, innovations, preservation of cultural heritage, endurance, visibility of the producer, creation of workplaces, and export	local identity and peculiarity, social capital, preservation of cultural values, human interaction and cultural exchange, and adding variety to local culture.

Fig4 : Source: Based on reference [15]

Creative tourism benefit to preservation of both tangible and intangible heritage protects the old traditions, promotes a country abroad and creates new workplaces for residents.

Economic Benefit

Creative Tourism creates cooperation between people of different nationalities and forms a new tourism market. All these factors contributed to the improvement of the local economy through income to residents, companies and municipality budgets utilizing various taxes. The primary motivation of creative tourists to explore creative activities to learn and communicate with local people—for example - Key benefit gained by tourists attending a creative cooking workshop.

Figure 2: Key benefits gained by tourists attending creative cooking workshop

Fig 5: Source: Based on reference [15]

Conclusion

The visionary Prof. Greg Richards and Crispin Raymond defined the concept of Creative Tourism. The industry has witnessed an increasing demand, converted backpackers, families or premium tourists worldwide to be "creative travellers". The most relevant niche led to a paradigm shift within the tourism industry. Suppose more travellers feel about learning how to weave with homemakers, co-create with a local artist that could enhance local pride, bringing in positive economic impacts from responsible management. Dissatisfaction with the "sightseeing" and "massification" of cultural tourism converted the curious travellers into creative travellers. Creative tourism offered a new way to re-create a more engaging experience between visitors and the local population. Each place has it is their unique tradition and culture, and people. People travel out of curiosity, to gain knowledge and for novel experiences. Travelling enlighten about a new home, learning a new culture, trying new things. Creative Tourism is a community-based approach and shares many characteristics with sustainable tourism. The catalyst that determines the intensity of participation and collaboration is creativity with environments, people, processes or products as carriers. It manifests as a background or activity.

Suggestions

India has the oldest and diverse culture globally, yet the tourism industry cannot tap its complete potential. Himachal Pradesh, Rajasthan Punjab and Kerala are few destinations defined as cultural assets. The potential for creative tourism by active participation based on authentic and unique local experiences. Artistic and cultural knowledge sharing enhance value creation. There is a need to adopt Creative tourism to produce new ideas or transform old ideas into updated concepts in India. Intangible heritage is dominant at the old core of many Indian historic regions even today. Regions like Rajasthan, Punjab, Madhya Pradesh, Tamil Naidu, West Bengal and Varanasi are a few of the many such examples that have identity due to their heritage multiple economic activity chains. These areas can identify as the 'Creative Cultural Cluster' of the regions in development plans where culture and heritage resources directed towards

engaged and authentic experiences with participative learning of art, heritage and handicraft as creative tourism cluster.

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Infrastructure Development- An Indispensable Component of Tourism Destination Planning

Rajul Malay Gandhi & Renuka Garg

Abstract

Tourism infrastructure is an indispensable component of any tourism place. To attract more number of tourists and to enhance their experience, the development of relevant tourism infrastructure is essential. The lack of such infrastructure may results in to the dissatisfaction of the tourists and negative publicity as well. The research paper is based on quantitative approach. Descriptive research design was used and survey was used as the research method. 385 was the sample size. Non-probability convenience and snowball were used as a sampling procedure. For analysing the data, quantitative techniques such as: cross-tab analysis, Kolmogorov-Smirnov, Shapiro-Wilk and Mann-Whitney U were used in the research paper. It has been found that, tourism infrastructure such as sanitation, airport connectivity, hotels, restaurants, signage in bilingual language and availability of public convenience are at poor stage in Gujarat. Male and female tourists differ on their opinion regarding tourism infrastructure facilities such as: Communication network, approach roads, drinking water facility, restaurants, signage in bilingual languages and availability of public convenience. It is suggested that, the tourists' response may differ according to their gender segments as well. While doing infrastructure development planning within a tourism region, it is required to incorporate the planning policies and strategies according to the segments' requirement as well as the requirements of tourists at large.

Keywords: Tourism Planning, Tourism Infrastructure, Gujarat

Introduction

Infrastructure can be considered as the mainstay for activity development. Provision of infrastructure of international level will be crucial for successful state tourism policy, hence the critical examination and up gradation of amenities at tourists' destinations becomes imperative. It will also lead to an inclusive development of the state. Elementary requirement of physical and structural arrangements for operating organization or society or the amenities essential for functioning of an economy can be considered as infrastructure. To provide amenities and products of tourism industry, the infrastructure that caters the needs and requirements of tourists is essential and is known as tourism infrastructure[1]. Attraction of private investment for the development of infrastructure will be very necessary and given the strong presence of Gujarati community world over[2].

Tourism planning at all levels is essential for achieving successful tourism development and management. He put emphasis on tourism planning concept and stated that places that have allowed tourism to develop without the benefit of planning are often suffering from environmental and social problems (Taneja, 2006). Tourism is affected by other forms of physical, economic and social planning and the ideologies which underlie them, which shape the circumstances at destinations and have consequences for the operation of the tourism industry and tourist experiences. Planning exercises which affect natural and cultural heritage are of special relevance, in view of the important role of these resources as visitor attractions (Henderson, 2005). Due to the lack of resources- time, money, manpower, small attractions, vulnerable situations; tourism planning is being neglected (Benckendorff, 2006). Tourism planning can be on site scale, destination scale and regional scale, that meet the objectives of the economy, society and environment. Successful tourism planning and development can be an outcome of the integration of urban and rural planning, micro and macro scales, market demand and supply, visitors' experience and environmental preservation and protection (Sinha, 2005), (Taneja, 2006).

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India is gaining its popularity in terms of tourism, but it is still lacking in terms of tourism infrastructure. Therefore, it is necessary to develop an appropriate approach and boos the tourism in the right direction. The Union Ministry of Tourism (MOT) has issued guidelines for tourism infrastructure so that all states can create world class tourism infrastructure. Some outlines of this guideline indicate the inclusion of conservation and landscape architects, one window clearance for tourism projects and inclusion of mega destination projects and circuits under Jawaharlal Nehru National Urban Renewal Mission, development of urban civic amenities, building of heritage places and signage, development of architecture which is in line of climatic condition and respective location, and enhancement of urban landscape (Kanjilal, 2015).

Development of tourism infrastructure at tourism destinations could create a critical mass for achieving its targeted objectives and other socio-economic benefits to the society. The holistic development of tourism infrastructure at all important tourist destinations through Central Financial Assistance is not possible because of the control of central agencies such as ITDC, ASI over some tourism destinations. Due to the lack of their own resources, they are in need to have the convergence of resources, expertise and experience for maintenance and management after development. To overcome this dilemma, the central agencies have been authorised to have promotion of the places, restoration of the places to the original condition and to have overall control over the development of the places. The Ministry of Tourism has also made a provision to give Central Financial Assistance so as to improve the existing and new tourism products, promotion of rural tourism and identification and development of rural tourism sites which can contributes to have socio-economic benefits to the rural people at large[3]. In the 9th five-year plan, the assistance was provided for development of budget accommodation, tourist complexes, wayside amenities, tourist reception centres, restoration of monuments, development of adventure and sports facilities, light and sound shows and illumination of monuments. These schemes were merged into two schemes namely: Integrated Development of Tourist Circuits and Product/Infrastructure and Destination Development during the 10th five-year plan. For better regulations, these two schemes were again merged in one broad scheme namely- "Product/Infrastructure Development for Destinations and Circuits"[4].

State government has made a provision for development of tourism infrastructure even in its tourism policy 2015-20. The New tourism policy 2021-2025 has also recognized the importance of tourism infrastructure development within the state. Therefore, a specific consideration has been given to the development of tourism infrastructure within the state, such as hotels, convention centres and so on (Kaushik, New tourism policy 2021-25 announced in Gujarat, 2021). The major consideration is given to have augmentation of tourism infrastructure within the state with the provision of central and state government financial schemes, development of improved hygiene and sanitation facilities, development of wayside amenities and the tourist facilities at the major tourist centres within the state (Government of Gujarat, 2021).

As per Compound Annual Growth Rate (CAGR), there is an increase of 15% in tourists' footfall to the state, which is almost 12% of national average. It also secured rank among top ten places to be visited in India by locals (Kaushik, New tourism policy 2021-25 announced in Gujarat, 2021). In 2018, the state has secured 9th rank in terms of domestic tourist arrival and 12th in terms of FTA (Government of Gujarat, 2021). It has been forecasted to have 10.2 % contribution of tourism to state's GDP in the year 2022, which was 2.5% in the year 2002 (Statistica research department, 2021). The new tourism policy aims to have responsible, inclusive and sustainable development within the state, provision of improved tourists' amenities and enhanced tourists' experience (Dhavan, 2021). It has been found that, the major tourist segments are from spiritual and business category i.e. almost 91%. Therefore, the state is in need to attract other segments of tourists as well, such as leisure, education, medical and so on. Shravan Gupta, executive director for leisure businesses, FCM Travel Solutions India, suggested having development of better infrastructure and connectivity so as to attract more tourists to Gujarat (Das, 2017).

This paper aims to study the opinion of the tourists about the tourism infrastructure facilities available within the state. It also aims to identify the difference among the views of male and female tourists on specific tourism infrastructure facilities.

Literature Review

The literature review includes following topics: tourism planning, tourism infrastructure and Gujarat tourism infrastructure.

Tourism planning

Planning as an essential activity for every destination area and therefore, there is a need to have coordination the development of different sectors including public and private sectors of the industry with reference to market demand and social and economic objectives. It also includes the group of specialists for development planning, marketing, transportation and infrastructure, environment conservation, architect for tourists' facility, human resource planning, regulation and legislation. Other team members for tourism planning could be departments and authorities of government (Wan & Pinheiro, 2014), and managers of destinations or attractions (Benckendorff, 2006). Tourism planning should consider

role of financial and technical competence of the different developing agents and should focus to have integrated tourism development (Sinha, 2005). Following are some reasons due to which tourism planning is required:

To ensure efficient resource allocation and proper utilization of resources, to gain maximum economic and other benefits (Sinha, 2005), (Benckendorff, 2006); to avoid situations caused by haphazard development; negative impacts on the physical environment which can lead to the permanent damage, alteration or degradation, to provide appropriate facilities at the right time and place and arrive at the balanced growth of demand and supply; to have effective tourism development (Sinha, 2005); to provide a clear sense of vision, to stimulate new ideas, to improve long term performance, to identify key problems area and explore alternatives, to improve short term performance, to predict future trends, to reduces feelings of uncertainty, to facilitate faster decision making, increases employee commitment, to improve competitive position, to reduce vulnerability, to have greater flexibility, strengthens managerial control (Benckendorff, 2006).

Tourism Infrastructure

Infrastructure can be defined as the basic physical and organizational structures needed for the operation of a society or enterprise, or the services and facilities necessary for an economy to function. The term typically refers to the technical structures that support a society, such as roads, water supply, sewers, power grids, telecommunications, and so forth[5]. Tourism involves activities of persons traveling to and staying in places outside their usual environment for leisure, business and other purposes. Tourism Infrastructure demands for goods and services, and the establishments which provide such services are considered as part of the tourism industry. Further, the Tourism Infrastructure also includes establishments whose products are mainly sold to visitors, though they do not form a major share of tourist consumption[6].

Access and connectivity among different destinations is an essential element for developing tourism and accommodation and tourist transport are the elementary requirements for tourism infrastructure development (Papatheodorou, 2001). Other elementary aspects are amenities for hotels, resorts, lodges, restaurants, recreational and shopping, airfields, roads- highways, inner roads, and railways, supply of water, electricity, and disposal system for solid waste. He further explained that, tourism infrastructure with an inclusive development of elementary facilities and infrastructure in a composed way leads to sustainability of it. Tourism infrastructure is an inclusive term which includes: general infrastructure (highways, railways, hospitals, water and electricity supply) as well as superstructure (entertainment establishments, accommodation, and

transportation) (Kamra & Chand, 2006).

The following infrastructure is necessary for getting to the destination and getting around the destination: Developing air routes, airports, immigration services all are required for getting to the destination. For travelling within the destination and around it the required infrastructure are roads, signboards, availability of public transport and accessibility to all people (Fabricious & Carter, 2007).

Gujarat Tourism Infrastructure

Gujarat infrastructure is mainly based on the state's industrial sector with 1/5th of India's industrial output coming from Gujarat. Bordered by Pakistan, Rajasthan, Madhya Pradesh, and Maharashtra, and the Arabian Sea, Gujarat infrastructure has led to the state becoming one of the most affluent and advanced states of India. Gujarat has always led from the front as far as infrastructural advancement is concerned. Gujarat is well connected by about 74,000 km of roads, 11 airports, and the well-planned Indian Railways network. There are as many as 41 ports in Gujarat along its 1600 km coastline.

Gujarat has always believed that it is the infrastructure which will drive growth in various sectors of the economy as well as social well-being. Therefore, Gujarat is the first state in the country to enact a legal framework for PPP in infrastructure sector – the Gujarat Infrastructure Development Board (GIDB). The State has initiated projects which will re-define India's economic history and will put the country in the high growth trajectory[7].

The Central Department of Tourism meets almost the entire expenditure, except the cost of land and interior decoration in the case of construction projects. The Central Government provides 28% cost of the project and 12% is provided by the State Governments. The remaining 60% has to be raised as a loan from financial institutions or banks. It is expected that the State Governments would be able to mobilize more resources from financial institutions for investment in Tourism Infrastructure[8]. Ministry of Tourism, Government of India has also sanctioned total 20 projects for Gujarat worth Rs.103.74 Crores in the 11th Five Year Plan (Maitreyee, 2013). The state has decided to spend around Rs 300 Crore for beefing up infrastructure at the tourist destinations[9] .

The state government has contributed a lot in terms of tourism infrastructure development within the state over a period of time, such as: development of Blueprint for Infrastructure in Gujarat (BIG) 2020 report (focus on development of tourist circuits, tourism destinations and tourism projects), development of three-pronged strategy to develop tourism sector-infrastructure, promotion and policy (Maitreyee, 2013), strengthening physical infrastructure such as better roads, quality power, water supply and other basic amenities at tourist destinations and introducing policies to attract private

investors to set up hotels and resorts at these places, development of Tourism infrastructure projects such as beach tourism and water sports activities, religious tourism, business tourism, tribal, rural, craft tourism, eco- tourism, wild-life tourism and way side amenities on PPP format[10]. It also involved other projects, such as: Mega International Convention Centre at Vadodara, Tourism Development at Kutch Mandvi, Identification of Private land bank for tourism projects, Infrastructure Gap assessment for selected tourism destinations in Gujarat, Development of Adventure Sports/Water Sports and Aero sports across Gujarat, Marine Conservation Research Institute (Oceanarium) at Jamnagar [11], Metro rail: Ahmedabad- Gandhinagar- Dholera, Regional Rail System- Ahmedabad, High Speed Rail: Ahmedabad- Mumbai- Pune, Bus Rapid Transit System: Ahmedabad, Rajkot, Surat, Vadodara, Air Strips Development, Light Rail Transit System: Surat, Statue of Unity: Sadhu Bet, Kevadia, Narmada[12].

Research Methodology

Research objective

This research paper aims to study the views of tourists about tourism infrastructure facilities in Gujarat. This will help to identify the level of tourism infrastructure facilities, which tourists believe are at good level and which are in need of improvement. It also aims to identify the difference among the views of male and female tourists on specific tourism infrastructure facilities.

Research plan

The research paper is based on quantitative approach. Descriptive research design was used and survey was used as the research method. 25409000 was the sample population and 385 was the sample size. The sample population was derived from Statistical abstract of Gujarat state 2013, Directorate of economics and statistics, Government of Gujarat, Gandhinagar (Directorate of Economics and Statistics, General Administration Department (Planning Division), 2015).

Non-probability convenience and snowball was used as sampling procedure. Both primary and secondary data sources were used for collecting the required information for the study. For secondary data government reports, journals, newspapers and websites, publications of Indian and foreign government, books, and reports of associations and researchers, were scanned. For primary data, responses of tourists visiting Gujarat were collected. Structured questionnaire was used as an instrument.

Data analysis

For analysing the data, following quantitative techniques have been used: cross-tab analysis, Kolmogorov-Smirnov, Shapiro-Wilk and Mann-Whitney U in the research paper.

Discussion

The views of tourists were obtain regarding their travelling pattern. They were being asked on various aspects for their visit in Gujarat, such as with whom they would like to travel, from where they get the information about the places to be visited, which factors they do consider for planning their vacations, which tourist circuit is preferable for visit, what kind of tourism activities they prefer to do, the level of tourism infrastructure available, preferable accommodation type, preferable mode of transportation and overall tourism experience.
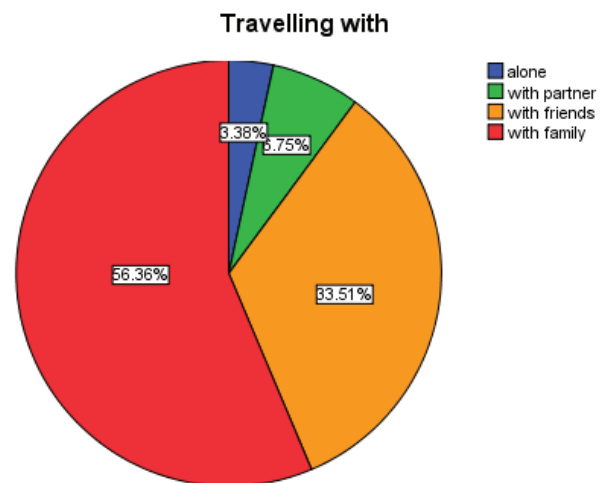
Travelling with

Figure 1 travelling with

56.4% tourist respondents travelled with their family, followed by friends (33.5%), partner (6.8%) and alone (3.4%).
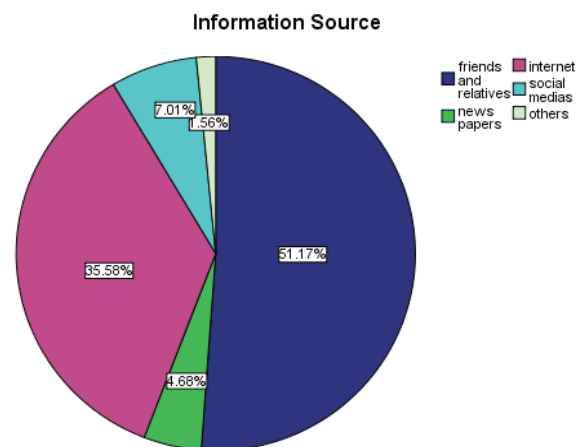
Information source

Figure 2 Information Source

51.2% tourists get information about Gujarat from their friends and relatives, followed by internet (35.6%), social medias (7 %), newspapers (4.7%) and others (1.6%)

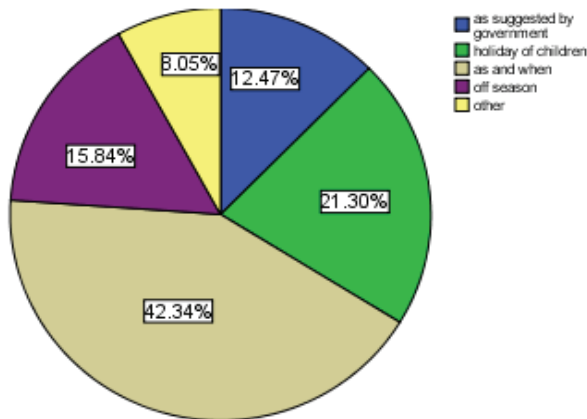## Factors considered for holiday planning

Figure 3 Factors considered for holiday planning

42.3 tourists planned their holiday as and when, while 21.3% tourists consider holiday of their children for such planning, 15.8% tourists plan their holiday during off season, 12.5% tourists plan their holiday for the place during best season to visit the place as suggested by the government, 8.1% tourists consider other factors for planning their holiday.

Preferred tourist circuit in Gujarat:

Tourists (33.2%) preferred Girnar-Sasan Gir- Somnath tourist circuit the most for visit in Gujarat, followed by Kutch tourism circuit (20%), Porbandar- Dwarka (10.6%), Sardar Sarovar- Dandi- Tithal- Saputara (10.4%), Dakor- champaner- Pavagdh (6.8%), Bahucharaji- Patan –Modhera- Sidhpur- Ambaji- (5.5%), Chotila- Virpur and Lothal- Nalsarovar- Mahudi- Akshardham- Shamlaji (5.2% for each tourism circuit respectively), Gopnath Mahadev- Palitana- Bhavnagar (3.1%)
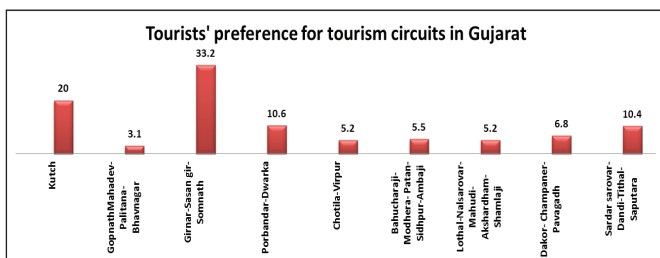

Figure 4 Preferred tourist circuit in Gujarat

Preferred tourism activities in Gujarat

The tourists preferred wildlife activity the most in Gujarat (33.2%), followed by visit to religious places (16.9%), rest and relaxation (13.5%), adventure (8.6%), Shopping (8.3%), Business (8.3%), fairs and festivals (5.2%) and education (3.4%).
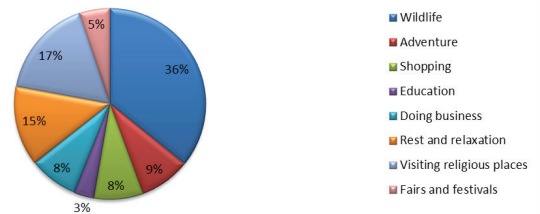

Figure 5 Preferred tourism activities in Gujarat:

Tourism infrastructure in Gujarat

Tourism infrastructure such as highway, railway line, communication network, sanitation, approach roads, airport connectivity, helplines, drinking water facility, hotels, restaurants, shopping centres, entertainment places, signage in bilingual languages and availability of public convenience are included. Tourist's response for tourism infrastructure in Gujarat is classified on five scales: very good, good, average, poor and very poor. 22.6% tourists strongly agree and 46.2% tourists agree that they get local connectivity conveniently in Gujarat.

When asked about tourism infrastructure in Gujarat, 45.2% tourists relied that highways in Gujarat are very good. While majority of tourists replied that tourism infrastructure like: (35.6%) railway line, (38.4%) communication network, (66.8%) approach roads, (60.5%) helplines, (46.5%) drinking water facility, (60.8%) hotels, (46.8%) restaurants, (51.7%) shopping centres, (44.9%) entertainment places and (41.8%) signage in bilingual languages are good.

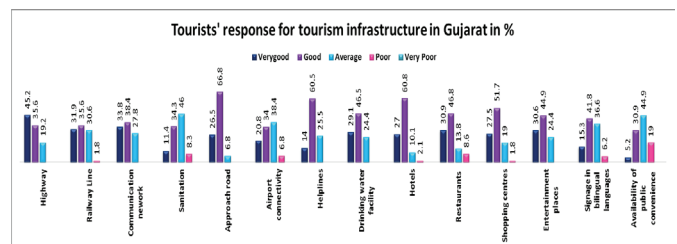**Figure 6 Tourism infrastructure in Gujarat**

Tourism infrastructure such as (46%) sanitation, (38.4%) airport connectivity and (44.9%) availability of public convenience are average. Tourism infrastructure like (8.3%) sanitation, (6.8%) airport connectivity, (2.1%) hotels, (8.6%) restaurants, (6.2%) signage in bilingual language and (19%) availability of public convenience are at poor stage in Gujarat.

Type of accommodation preferred by tourists in Gujarat:

Different types of accommodation covered are: 5/ 4 star hotels, 3 star hotels, 1/ 2 star hotels, lodge, budget hotels, guest houses, resorts, heritage hotels, tents and residents' homes. Tourists' preference for accommodation in Gujarat is classified in five scales: very much preferred, preferred, neutral, less preferred and least preferred.

Tourists prefer 3 star hotels, 1 / 2 star hotels, budget hotels, resorts and heritage hotels in Gujarat (44.9%, 39.2%, 35.3%, 53.2%, 35.1% respectively for mentioned type of accommodation in majority). Tourists remain neutral for their preferences the most for 5/ 4 star hotels (40.5%), lodge (48.8%), guest houses (48.1%), tents (43.1%) and residents' home (38.2%).
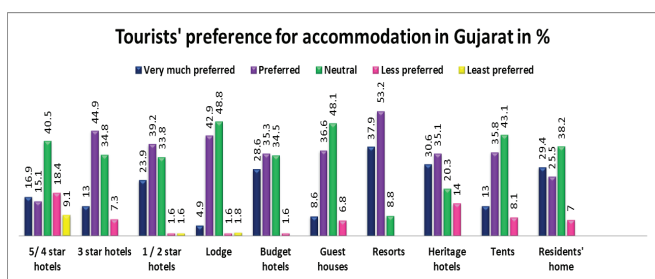

Figure 7: Type of accommodation preferred by tourists in Gujarat

Main mode of transport for visit in Gujarat

70.4% tourists use their personal car for visit in Gujarat, 12.5% tourists use other mode of transportation, 12.2% tourists use tour bus or tourist vehicle and only 4.9% tourist use rented car for such purpose.

Overall tourism experience from Gujarat

Almost half of the tourists (51.7%) had excellent experience during their trip to Gujarat, 35.8% tourists had good experience, while 12.5% had average experience from their visit to Gujarat. 32.7% tourists strongly agree and 62.6% tourists agree that local people of Gujarat are friendly and polite towards tourists. 44.2% tourists strongly agree and 55.8% tourists agree to recommend Gujarat as a tourist place to others.

The analysed data fulfil the assumptions criteria for conducting Mann Whitney U test, such as: 1) dependent variables are measured on an ordinal scale, 2) independent variables are belonging to two independent and categorical groups, 3) the observations are independent and 4) observations are not normally distributed (Stephanie, 2021).

Tests of Normality

14 independent variables are covered for this study. Tests of normality indicates that all observations are not normally distributed, as the significance value under both Kolmogrov- Smirnov test and Shapiro-Wilk test is .000 , i.e. < .05

Table 1 Tests of Normality

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Highway quality-approach roads- tourism infrastructure in the area	.287	385	.000	.777	385	.000
Railway line-approach roads	.209	385	.000	.831	385	.000
Communication network	.223	385	.000	.802	385	.000
Sanitation	.271	385	.000	.856	385	.000
Approach roads	.377	385	.000	.715	385	.000
Airport connectivity	.236	385	.000	.864	385	.000
Helplines	.319	385	.000	.774	385	.000
Drinking water facility	.235	385	.000	.809	385	.000
Hotels	.306	385	.000	.776	385	.000
Restaurants	.277	385	.000	.826	385	.000
Shopping centres	.265	385	.000	.826	385	.000
Entertainment places	.227	385	.000	.808	385	.000
Signage in bilingual languages	.233	385	.000	.863	385	.000
Availability of public convenience	.247	385	.000	.861	385	.000
a. Lilliefors Significance Correction						

Mann- Whitney Test

H_0= There is no significant difference in data distribution of two groups of independent variable gender regarding tourism infrastructure facilities

H_1= There is significant difference in data distribution of two groups of independent variable gender regarding tourism infrastructure facilities.

Table 2 Mann-Whitney U Test

Test Statistics[a]

	Highway quality-approach roads- tourism infrastructure in the area	Railway line	Communication network	Sanitation	Approach roads	Airport connectivity	Helplines	Drinking water facility	Hotels	Restaurants	Shopping centres	Entertainment places	Signage in bilingual languages	Availability of public convenience
Mann-Whitney U	16443.000	14976.000	14919.500	1.531E4	14860.000	15744.500	1.582E4	14679.500	1.513E4	14968.500	16551.000	16538.000	12623.000	14447.000
Wilcoxon W	48069.000	46602.000	23964.500	2.436E4	23905.000	47370.500	4.744E4	46305.500	2.418E4	24013.500	48177.000	25583.000	44249.000	46073.000
Z	-.389	-1.872	-1.941	-1.561	-2.276	-1.090	-1.105	-2.216	-1.867	-1.911	-.280	-.288	-4.313	-2.439
Asymp. Sig. (2-tailed)	.697	.061	.052	.119	.023	.276	.269	.027	.062	.056	.779	.773	.000	.015

a. Grouping Variable: gender

There is no significant difference in the opinion of two groups of independent variable gender regarding the tourism infrastructure facilities such as:

Highway quality-approach roads- tourism infrastructure in the area (p=.697), Railway line (p=.061), Sanitation (p=.119), airport connectivity (p=.276), helplines (p=.269), hotels (p=.062), shopping centres (p=.779), entertainment places (p=.773). As the significance value is more than 0.05, we fail to reject the null hypothesis for tourism infrastructure facilities. There is significant difference in data distribution of two groups of independent variable gender, for regarding tourism infrastructure facilities such as: Communication network(p=.052), approach roads (p=.023), drinking water facility (p=.027), restaurants (p= .056), signage in bilingual languages (p=.000) and availability of public convenience (p=.015). As the significance value is less than 0.05, we accept the null hypothesis.

Table 3 Comparison of Mean Rank

Ranks

	Gender	N	Mean Rank	Sum of Ranks
Highway quality	Male	251	191.51	48069.00
	Female	134	195.79	26236.00
	Total	385		
Railway line	Male	251	185.67	46602.00
	Female	134	206.74	27703.00
	Total	385		
Communication network	Male	251	200.56	50340.50
	Female	134	178.84	23964.50
	Total	385		
Sanitation	Male	251	199.00	49949.00
	Female	134	181.76	24356.00
	Total	385		
Approach roads	Male	251	200.80	50400.00
	Female	134	178.40	23905.00
	Total	385		
Airport connectivity	Male	251	188.73	47370.50
	Female	134	201.00	26934.50
	Total	385		
Helplines	Male	251	189.01	47442.00
	Female	134	200.47	26863.00
	Total	385		
Drinking water facility	Male	251	184.48	46305.50
	Female	134	208.95	27999.50
	Total	385		

	Gender	N	Mean Rank	Sum of Ranks
Hotels	Male	251	199.72	50130.00
	Female	134	180.41	24175.00
	Total	385		
Restaurants	Male	251	200.36	50291.50
	Female	134	179.21	24013.50
	Total	385		
Shopping centres	Male	251	191.94	48177.00
	Female	134	194.99	26128.00
	Total	385		
Entertainment places	Male	251	194.11	48722.00
	Female	134	190.92	25583.00
	Total	385		
Signage in bilingual languages	Male	251	176.29	44249.00
	Female	134	224.30	30056.00
	Total	385		
Availability of public convenience	Male	251	183.56	46073.00
	Female	134	210.69	28232.00
	Total	385		

As there is a significant difference in data distribution of two groups of independent variable gender for tourism infrastructure, we compared the mean ranks of these tourism infrastructure facilities between male and female. Group of male tourists are differing more about their response towards following dependent variables than of female tourists: communication network, approach roads and restaurants are of good quality in the state. While on the other hand, the group of female tourists are differing more on following dependent variables than of male tourists: drinking water facilities, signage in bilingual languages and availability of public convenience.

Conclusion and Recommendations

Tourism infrastructure is an indispensable component of any tourism place. To attract more number of tourists and to enhance their experience, the development of relevant tourism infrastructure is essential. The lack of such infrastructure may results in to the dissatisfaction of the tourists and negative publicity as well. The study includes the views of tourists on their visit in general and various aspects related to tourism infrastructure in Gujarat, such as with whom they would like to travel, from where they get the information about the places to be visited, which factors they do consider for planning their vacations, which tourist circuit is preferable for visit, what kind of tourism activities they prefer to do, the level of tourism infrastructure available, preferable accommodation type, preferable mode of transportation and overall tourism experience.

The research identifies that tourists get information about various places of Gujarat mostly through their friends and relatives and plan their holidays as and when they feel like travelling. Most of the tourist prefer to visit Girnar-Sasan Gir- Somnath tourist circuit and prefer to do wildlife tourism activities. It has been found that the quality of highways and approach roads in Gujarat is very good. Most of the tourists prefer to visit Gujarat by road. Tourism infrastructure such as sanitation, airport connectivity, hotels, restaurants, signage in bilingual language and availability of public convenience are at poor stage in Gujarat.

There is no significant difference in the opinion of two groups of independent variable gender regarding the tourism infrastructure facilities such as: Highway quality, Railway line, Sanitation, airport connectivity, helplines, hotels, shopping centres, entertainment places. There is significant difference in data distribution of two groups of independent variable gender, for regarding tourism infrastructure facilities such as: Communication network, approach roads, drinking water facility, restaurants, signage in bilingual languages and availability of public convenience. Group of male tourists are differing on their responses for tourism infrastructure facilities such as communication network, approach roads and restaurants are of good quality in the state. While on the other hand, the group of female tourists are differing more on following tourism infrastructure facilities such as: drinking water facilities, signage in bilingual languages and availability of public convenience.

Gujarat is having the longest coastline in India. Therefore, the water transportation mode should also be explored and developed. The airport and railway connectivity should be improved, so that the tourism places of the state can be accessed from major cities across the country as well. More tourism destination such as Statue of Unity should be developed to attract large number of tourists throughout the state. Sanitation and hygiene standards should be maintained and there should be adequate provision of public convenience at the destinations. Signage in bilingual languages should be developed for convenience of tourists. As majority of local people believe that tourists' accommodation in community's house will provide first-hand experience to the tourists, hence government needs to promote further the homestay concept, so that tourists get an exposure to the local culture and the locals gain financially. It is suggested that, the tourists' response may differ according to their gender segments as well. While doing infrastructure development planning within a tourism region, it is required to incorporate the planning policies and strategies according to the segments' requirement as well as the requirements of tourists at large.

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Endnotes

1   Tourism Infrastructure, 2011

2   Vibrant Gujarat, Global Investor's Summit , 2003

3   Tourism infrastructure 20% development, 2015

4   Ministry of Tourism, 2013

5   Vibrant Gujarat, Global Investor's Summit , 2003

6   Tourism Infrastructure, 2011

7   Infrastructure Projects & Initiatives

8   Tourism Infrastructure, 2011

9   The Times Of India, Rs 300 Crore to boost tourist infrastructure, Ahmedabad, 2012

10   The Times Of India, Rs 300 Crore to boost tourist infrastructure, Ahmedabad, 2012

11   Gujarat Tourism Opportunity Limited, 2012

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A Study on Impact of Airbnb on Budgeted Hotels in Gujarat

Subhashish Mishra & Amar Deshpande

Abstract

Tourism, as we understand today, is a global industry. It is an important economic activity the world over. It not only contributes directly to the nation's economy but it also has significant linkages with several other sectors like agriculture, animal husbandry, handicrafts, construction, transportation, entertainment etc. An internationally traded service, inbound tourism has become one of the world's major trades. The income from overall export of inbound tourism, including passenger transport, exceeded USD 1075 billion in 2012. Globally, tourism accounts for as much as 30 percent of the world's export of commercial services and 6 percent of overall exports of goods and services1. As per "UNWTO (United Nation World Tourism Organization or World Tourism Organization, in short) Tourism Highlights: 2012 Edition", tourism's contribution to worldwide Gross Domestic Product (GDP) is 9 percent. Tourism's contribution to employment is estimated to be 9.01 percent of the overall number of jobs (direct & indirect) or once in every eleven new job created.

The hospitality sector in India primarily thrives on tourism, which is an important source of foreign exchange and employment. The government has taken several initiatives which play a major role in the growth of the hotel industry. Based on hotel type, the hotel industry can be segmented into independent/unbranded hotels, alternate accommodations, new-age hotel chain, and branded or traditional hotels. The independent/unbranded segment accounts for ~70% of the total available hotel rooms. The second-largest segment includes alternate accommodations. This is on account of the growing popularity of homestays among tourists. The new-age hotel chain is expected to hold nearly 6% of the total available hotel rooms in India in FY 2025 (source: researchandmarket.com).

The hotel industry in India is highly fragmented. It is dominated by several small and unorganized players. It has observed a shift in favor of the mid-market and budget hotel segments.. The phenomenon has led me to study the economic impact of the sharing economy on incumbent RMS by studying the case of Airbnb, a prominent platform for accommodations.

Introduction

In this modern business world, the terms 'Network Hospitality' and 'Shared Economy' are gaining increasing attention in the sphere of hospitality industry. Just a few years ago, these terms were hardly a topic of academic or commercial interest. However, Airbnb, a business enterprise based on the shared economy concept, has made tremendous growth in the recent past. Airbnb is an online marketplace, founded in San Francisco, California, USA, in 2008, which enables people to list, find and rent vacation homes for a processing fee. Airbnb, through its website, connects people who have space to share, with those who are looking for a place to stay, for consideration. By the end of first half of 2016, it has over 15, 00,000 listings in 34,000 cities, in 191 countries. With its speedy growth, Airbnb has become a serious competitor to conventional hotel industry all over the world. With the largest networked accommodation service, it is now threatening major hotel chains in the world like Hilton, Marriott, Starwood and Wyndham. Awareness towards Airbnb is slowly increasing in India. It is quite interesting to imagine and analyze the probable impact of Airbnb on hospitality industry in India**.**The hotel industry in India is a part of the travel and tourism industry. Business travellers are gradually increasing in number due to the rapid growth of the IT sector and the emergence of several global companies.

The key performance indicators (KPIs) used by the industry to measure business expansion and manage hotels are average room rate (ARR) and revenue per available room (RevPAR). The ARR stood at INR 5,458.68 in FY 2020 as against INR 5,671.00 in FY 2017.

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It is expected to reach INR 6,292.85 by FY 2025 while expanding at a compound annual growth rate (CAGR) of ~2.49% between FY 2021 and FY 2025. In FY 2020, the RevPAR was ~INR 1,951.34 and is expected to reach INR 3,336.28 by FY 2025. It is expected that the hotel industry will expand at a promising rate since India will be hosting the ICC Men's World Cup in 2023. It has been assumed that this event would increase foreign tourists' footfall in the country.

Employee management is a major challenge faced by the industry. The attrition rate has gone up due to the lack of workforce quality and increased competition for trained employees from competing service sectors, such as aviation.

Indian Hotel Market
Market forecast to grow at a CAGR of 2.49%

INR 5,458.68 Billion
INR 6,292.85 Billion

2020   2025

https://www.researchandmarkets.com/reports/5264356

RESEARCH AND MARKETS
THE WORLD'S LARGEST MARKET RESEARCH STORE

Rising Number of International Tourists are Driving the Market

Gujarat in India has been registering a growing number of foreign tourists year on year. The nation's cultural bases, diversity in traditions and food choices are making it a heritage rich nation along with several other factors. In 2017, India received more than 10 million foreign tourists for the first time, registering 14% growth over the previous year 2016 and which is almost double to the number it received in the years 2009 and 2010. Travel and Tourism Competitiveness Index ranked India 34 out of 136 countries in 2019 and in the category of price competitiveness, India's tourism sector stood at 10th position out of 136 countries which means India is an affordable tour option to most of the international travelers than the developed nations.

By Improving the Infrastructure Government is Trying to Attract More Tourism

The government has been making efforts to boost investments in the Indian tourism sector. India received Foreign Direct Investment of INR 4,30,000 Cr (USD 60.1 bn) in 2016-2017. Free FDI inflows are allowed in the majority of sectors by the government except for major sectors such as Defence, Atomic Energy. The 100% FDI in the hotel and tourism sector is paving its way to more investments in the country through the automatic route.

A 5-year tax holiday has also been offered for 2-4-star category hotels which will be located around UNESCO World Heritage sites (except for locations like Delhi and Mumbai). Special Tourism Zones (STZ) which is targeting to promote tourism and investments in the sector is at the negotiation stage, which if get passed government will provide single window clearance for setting up the zones. An STZ is to be located in tourist cities, destinations, along the coastline. They will offer a 100% tax exemption for a period of 10 years. STZ is proposed to be developed where there will be a provision for 2,000 to 3,000 hotel rooms (either existing or to be constructed), facilities for entertainment, amusement parks, shopping, etc. There will also be an exemption from import duty on different capital goods, followed by withdrawal of luxury tax, etc.

Competitive Landscape

The report on the Hospitality Industry in India covers the major international players and the leading domestic players in the hotel and hospitality industry in India. The hospitality sector in Gujrat , India is dynamic and emerging. It holds greater potential to grow for both the national and international players who are interested to enter the Nation's hospitality industry.

Government Initiatives

The Indian Government has realized the country's potential in the tourism industry and has taken several steps to make India a global tourism hub.

Some of the major initiatives planned by the Government of India to boost the tourism and hospitality sector of India are as follows:

- In February 2021, the Ministry of Tourism under the Government of India's Regional Office (East) in Kolkata collaborated with Eastern Himalayas Travel & Tour Operator Association (resource partner) and the IIAS School of Management as (knowledge partner) to organise an 'Incredible India Mega Homestay Development & Training' workshop. 725 homestay owners from Darjeeling, Kalimpong and the foothills of Dooars were trained in marketing, sales and behavioural skills

- The Ministry of Tourism has created a policy for development and promotion of caravan and caravan camping parks.

- On January 25, 2021, Union Tourism and Culture Minister Mr. Prahlad Singh Patel announced plan to develop an international-level infrastructure in Kargil (Ladakh) to promote adventure tourism and winter sports.

- The Indian Railway Catering and Tourism Corporation (IRCTC) runs a series of Bharat Darshan tourist trains aimed at taking people to various pilgrimages across the country.

- On November 4, 2020, the Union Minister of State

(IC) for Tourism & Culture Mr. Prahlad Singh Patel inaugurated the "Tourist Facilitation Centre" facility constructed under the project "Development of Guruvayur, Kerala" (under the PRASHAD Scheme of the Ministry of Tourism).

❂ The Ministry of Tourism's 'DekhoApnaDesh' webinar series titled '12 Months of Adventure Travel' on November 28, 2020, is likely to promote India as an adventure tourism destination.

❂ The initiative is a part of 17 new projects that are planned. Additionally, the government will also launch seaplane service from Ahmedabad to Statue of Unity in a major push to India's tourism.

❂ The Ministry of Tourism developed an initiative called SAATHI (System for Assessment, Awareness & Training for Hospitality Industry) by partnering with the Quality Council of India (QCI) in October 2020. The initiative will effectively implement guidelines/SOPs issued with reference to COVID-19 for safe operations of hotels, restaurants, B&Bs and other units.

❂ Ministry of Tourism launched Dekho Apna Desh webinar series to provide information on many destinations and sheer depth and expanse on the culture and heritage of India.

❂ Statue of Sardar Vallabhbhai Patel, also known as 'Statue of Unity', was inaugurated in October 2018. It is the highest standing statue in the world at a height of 182 metre. It is expected to boost the tourism sector in the country and put it on the world tourism map.

❂ Under Budget 2020-21, the Government of India has allotted Rs. 1,200 crore (US$ 171.70 million) for development of tourist circuits under Swadesh Darshan for eight Northeast states.

❂ Under Budget 2020-21, the Government of India has allotted Rs. 207.55 crore (US$ 29.70 million) for development of tourist circuits under PRASHAD scheme.

Achievements

Following are the achievements of the Government during 2019-20:

❂ During 2019-20, an additional fund Rs. 1,854.67 crore (US$ 269.22 million) was sanctioned for new projects under the Swadesh Darshan scheme.

❂ Ministry of Tourism sanctioned 18 projects covering all the North Eastern States for Rs. 1,456 crore (US$ 211.35 million) to develop and promote of tourism in the region under Swadesh Darshan and PRASHAD schemes.

❂ Statue of Sardar Vallabhbhai Patel, also known as 'State of Unity', was inaugurated in October 2018 and the total revenue generated till November 2019 stood at Rs. 82.51 crore (US$ 11.81 million).

Road Ahead

Staycation is seen as an emerging trend were people stay at luxurious hotels to revive themselves of stress in a peaceful getaway. To cater to such needs, major hotel chains such as Marriott International, IHG Hotels & Resorts and Oberoi hotels are introducing staycation offers were guests can choose from a host of curated experiences, within the hotel.

India's travel and tourism industry has huge growth potential. The industry is also looking forward to the expansion of e-Visa scheme, which is expected to double the tourist inflow in India. India's travel and tourism industry has the potential to expand by 2.5% on the back of higher budgetary allocation and low-cost healthcare facility according to a joint study conducted by Assocham and Yes Bank.

Note: *in US$ terms

Note: Conversion rate used in December 2020, Rs. 1 = US$ 0.01357

References: Media Reports, Ministry of Tourism, Press Releases, Department for Promotion of Industry and Internal Trade (DPIIT), Press Information Bureau (PIB), Union Budget 2020-21

2. Literature Review

Tourism 2030 vision is the World Tourism Organization's long-term outlook and assessment of the development of tourism from 1980 to 2030, i.e., for 50 years period with 2010 as the base year. A quantitative projection of international tourism demand over an 18 years period (2012 to 2030) has been attempted in the study.

As per the study, the number of international tourist arrivals world wide is expected to increase by 3.47 percent a year over the period 2012 to 2020 (Table 1.4) and by 2.89 percent between the period 2020 to 2030. Over all, in 18 years period i.e. 2012 to 2030 the growth will be 3.15 percent per year (Table 1.4). In short, over time the rate of growth will rapidly slow-down from 3.47 percent in 2012 – 2020 period, 2.89 percent in 2020 to 2030 period.

Again, at the projected pace of growth, international tourist arrivals world-wide are expected to reach 1.4 billion by 2020 and 1.8 billion by the year 2030). Analyzing Region-Wise, Asia and the Pacific will see the strongest growth where international tourist arrivals are forecast to increase from 233.6 million in 2012 to 535 million in 2030 (Table – 1). In absolute terms, Middle East and Africa are expected to almost triple the tourist arrivals in this period i.e. from 52 million in 2012 to 149 million in 2030 and 52.4 million in 2012 to 134 million in 2030 respectively. In respect of Europe the tourist arrivals is 534.2 million in 2012 and it will be 744 million in 2030 and Americas from 163.1 million in 2012 to 248 million in 2030 will grow comparatively at a slower pace. Due to above mentioned regions' (Asia and the Pacific, Middle East

and Africa) fast growth, the share of Asia and the Pacific will increase from 23 percent in 2012 to 30 percent by 2030; the Middle East to 8 percent in 2030 from 5 percent in 2012; and Africa to 7 percent in 2030 from 5 percent in 2012. In short all the above mention regions will have an increased share. As a result Europe (to 41 percent in 2030 from 52 percent in 2012) and Americas (to 41 percent in 2030 from 16 percent in 2012) will experience decline in their share of international tourism. The argument given by the 'UNWTO' Forecast Report was "mostly because of the slower growth of comparatively mature destinations (countries) in North America, North Europe.

Tourism Industry of India: Planning, Prospects and Problems

Introduction

India is located between 8° 4' and 37° 6' North latitude and 68° 7' and 97° 25' East longitude. It measures 3214 kms. from north to south and 2933 kms. from east to west, with a total land area consisting of 32,87,263 sq. kms. It has a land frontier of 15,200 km and a coastline of 7,516.5 km. Andaman and Nicobar Islands in the Bay of Bengal and Lakshadweep in the Arabian Sea are part of India. India shares its political borders with Myanmar and Bangladesh on the east, and Pakistan and Afghanistan on the west. The northern sector is made up of Bhutan, Nepal and China. India is separated from Sri Lanka by narrow channel known as Palk Strait and the Gulf of Mannar.

Physical Regions

In geographical nomenclature, India can be broadly divided into four categories:(a) Mountain ranges;(b) rivers and the plains;(c) the deserts; and (d) the peninsula. There are seven important mountain ranges covering more than 2400 kms. of land area. The mountain ranges are: (i) the Himalayas; (ii) the Patkai and other ranges bordering India in the north and north-east; (iii) the Vindhyas, separating the Indo-Gangetic plain from the Deccan Plateau; (iv) the Satpura; (v) the Aravali; (vi) the Sahyadri or the Western Ghats, which covers eastern border of the West Coast, which includes the Konkan and Malabar coasts; and (vii) the Eastern Ghats, irregularly scattered and forming the boundary of the East Coast which includes the Coromandal coast and the Northern Circars as well.

Watersheds

There are mainly three watersheds of importance in India, namely: (i) Himalayan range with Karakoram branch in the north; (ii) Vindhyan and Satpura ranges in Central India; and (iii) Sahyadri or Western Ghats on the West Coast.

Rivers

The main Himalayan rivers are the Indus, the Ganga and the Brahmaputra. These rivers are both snow-fed and rain-fed and thus have continuous flow throughout the year (perennial rivers). Himalayan rivers discharge about 70 percent of their in-flow in to the sea. This includes about 5percent from Central India rivers which includes Godavari, Kaveri (Cauveri) etc. which drains into Bay of Bengal.

Desert

The desert region is situated in the north-western and western part of the country. It can be categorized in to three broad parts: (i) the great desert; (ii) the little desert: and (iii) the cold desert. The Great Indian Desert is a part of the Thar Desert extending over Pakistan in the west from the Rann of Kachchh and crossing the Luni river in the northward. The whole of Rajasthan-Sindh Frontiers runs through this. The little desert extends from the Luni till the northern wastes between Jaisalmer and Jodhpur in Rajasthan.

A Cold Desert of about 70,000 sq. km exists in the Ladakh region which has an absolutely non-agricultural land.

Climate

Traditionally, seasons in India are divided into six periods: Vasanta (March-April), Grishma (May-June), Varsha (July-August), Sharad (Sept-Oct), Hemanta (Nov-Dec), and Shishir (January-February). In simple terms, India experiences three main seasons: (a) Winter (December to March); (b) Summer (April to May); and (c) Monsoon – South-West (June to September) and North-East (retreating South-West monsoon) (October – November). Between the two main seasons are Spring and Autumn. India receives 86 percent of the rain during South-West monsoon. North-East monsoon is a very restricted one – experienced mostly in Tamil Nadu, Kerala and sometimes Andhra Pradesh and Karnataka.

Thus, India is blessed with snow-clad mountains, great rivers, deserts and long sea-coast. India's great competitive strength from tourism point of view is its natural landscape, its ancient and yet living civilization that gave rise to four of the world's great religious and philosophies that attracted travelers and traders since thousands of years. In other words, Nature has gifted India with thousands of kilometers of pristine beaches, mighty mountains, deserts, lush-green forests, wildlife, beautiful monuments and vibrant art and culture. Truly, India offers, as is often quoted "the world in one place". With such advantageous position, India should have been a leader in the World Tourism sector.

Tourism in India

Tourism in India has passed through many stages. Tourism activity, though in a modest fashion at present, was in India since ancient times. Tourism in ancient times was largely pilgrimage oriented or as business visits. Tourism as we understand today has started in independent India in a small way in the early fifties.

Gujarat & Airbnb : An Introduction

Aavo Padharo, words of welcome in the language of Gujarat because it is here that these words ring truly and the guest is 'God' and the people of Gujarat are gregariously friendly, inviting and will entice one to come again and again. Here in Gujarat one will discover centuries of history as spanning the geological core of the earth onto a fascinatingly vibrant future. Gujarat is unique in its geological and topographical landscape. From volcanic outpourings through bedrock to fossil fields of indigenous dinosaurs; from the art of the neolithic cave painter to the stone masterpieces of a series of civilized architecture. Gujarat has it all. Ancient cave paintings to historic murals, natural and manmade caves. Art, history, music, culture, all dovetails within each other to form a wondrous matrix that is the cultural exuberance of the people of the state

Tourism Corporation of Gujarat Limited today said the number of tourists travelling to Gujarat is expected to grow by 20 per cent during 2013-14. "We have seen 13.6 per cent growth in number of tourist visiting Gujarat last year that is around 2.5 crore, we are optimistically targeting the growth to be 20 per cent in 2013-14," TCGL, Managing Director Sanjay Kaul told reporters on the side lines of an event. Aiming for investment into tourism sector TCGL has identified 39 locations in the state and has called for bids from large operators to put up their projects. "We have identified 39 locations in the state that include beaches, ecotourism projects; we have called for bids from large operators, many of them are interested to put up star hotels and resorts. Basically it is under process," Kaul said.

Stating that things have started taking shape in the tourism sector of the state, that includes development of basic infrastructure he said, only in last 3 to 4 years Gujarat tourism has come in to recognition, investor will only put in money when he or she feels that there is something workable, now things have started coming.. TCGL said the state has grown as a major tourist destination to travelers from neighboring states of Maharashtra and Madhya Pradesh, specifically from the city of Bangalore-down south.

According to TGCL, out of Rs 385 Crores budget allocated for the year, Rs 200 crores has been set aside for infrastructure development and approximately Rs 120 crore for costal tourism development. "There is also Government of India funds, as and when they come in. Along with this we also have temple development related funds getting allocated to the corporation," he added. Sanjay said third phase of 'Khushboo Gujarat ki' campaign with Amitabh Bachchan as the brand ambassador is expected to start in September. Tourism in Gujarat is expected to grow by 20% during 2014-15 as per archive received (*from Indian Express, Jul 27, 2013*)

In this modern business world, the terms 'Network Hospitality' and 'Shared Economy' are gaining increasing attention in the sphere of hospitality industry. Just a few years ago, these terms were hardly a topic of academic or commercial interest. However, Airbnb, a business enterprise based on the shared economy concept, has made tremendous growth in the recent past. Airbnb is an online marketplace, founded in San Francisco, California, USA, in 2008, which enables people to list, find and rent vacation homes for a processing fee. Airbnb, through its website, connects people who have space to share, with those who are looking for a place to stay, for consideration. By the end of first half of 2016, it has over 15, 00,000 listings in 34,000 cities, in 191 countries. With its speedy growth, Airbnb has become a serious competitor to conventional hotel industry all over the world. With the largest networked accommodation service, it is now threatening major hotel chains in the world like Hilton, Marriott, Starwood and Wyndham. Awareness towards Airbnb is slowly increasing in India. It is quite interesting to imagine and analyse the probable impact of Airbnb on hospitality industry in India.

Air bnb: Its Origin & its Presence in Gujarat

Airbnb: Conceptual Framework

The business model of Airbnb is more associated with the term 'shared economy' compared with the term 'networked economy'.

The concept of 'networked economy' is referred where connections may be used by people for mutual benefit, but with the commercial intentions. On the other hand, 'sharing economy' takes place where consumers contact and transact among each others. Here, consumers grant others temporary access to underutilized assets to earn money. It is essential to remember that in 'sharing economy, transaction does not take place in the form of leasing or renting of asset by a businessman to a consumer. Here, transaction takes place between two consumers. Secondly, transaction is on temporary basis. A permanent transfer of ownership of asset is not assumed in it. Although, HomeAway, Wimdu and House Trip are the organizations operating in this sector, Airbnb is a clear market leader.

Airbnb offers the combined economic benefits to both travelers and residents in the tourist areas. Airbnb model is based on two assumptions. One, there are people who can't afford their homes and need extra money. Hence, they rent out their homes for a short period of time. And second, there are travelers who can't afford expensive stay at hotels, and are in search of comparatively cheap access to homes on temporary basis.

Airbnb: Business Model

Airbnb is a peer-to-peer accommodation marketplace for vacation rentals that connects the vendors of rooms or accommodations (called as 'hosts') with the travelers / users of the rooms/ accommodations (called as 'guests'). Both 'hosts' and 'guests' have to register with Airbnb for developing a unique user profile on the website. For the purpose, they have to submit a valid email address, a valid telephone number and a scanned copy of government issued ID. Hosts display their personal information along with the property details (called as 'listing'), including price/ fees, amenities, house rules, and detailed information about their neighborhood. This is also accompanied by the reviews of previous guests, response rating and private messaging system, and few photographs of the property. Hosts also express their philosophy behind hosting the property. Pricing can be determined by the users who can charge for nightly, weekly and monthly stays.

Guests research on internet and send the message directly to the user through Airbnb to ask questions regarding the property. When potential guest makes a reservation request, the host has to accept or refuse the request within 24 hours. After the host and guest agree with the terms and conditions of reservation of the property, they mutually coordinate meeting time. After the guest has availed the use of property, both the guest and host are expected to express their review on the said experience.

Airbnb facilitates online payments from guest to host through its security payment feature which processes payment transactions 24 hours after check in. In addition, the Airbnb website facilitates security deposits and cleaning fees.

Airbnb's primary source of revenue comes from service fees from bookings. Fees vary from 6% to 12 % depending upon the price of booking. Airbnb also charges the host 3% from each guest booking for credit card processing.

Objectives

The present research is done with the following objectives-

1. Understand the functioning of Airbnb Company
2. Analyse the role of Airbnb in hospitality industry on global and Indian level
3. Identify the impact of Airbnb on conventional hotel industry in Gujarat, India
4. Understand the problems faced by Airbnb in India
5. Imagine the future of prospects Airbnb in India

Hypotheses

The popularity of Airbnb is increasing all over the world. The activities of Airbnb are considered as serious challenge to conventional hotel industry. Awareness regarding activities of Airbnb is also on rise in India. In future, Airbnb will play a crucial role in Indian hospitality industry, provided systematic marketing strategies are adopted by the Airbnb Company in India.

Level of Significance

The level of significant is as usual i.e. 0.05 (5%) for the testing the hypotheses formulated.

Sample Technique & Sample Selection

Geographical area of investigation: Rajkot, Surat, Ahmedabad, Vadodara (major tourism destinations of Gujarat state for mass tourist attractions for religious, leisure & business purposes). So following are the selection of tourist respondents as per tourist place.

Tourist Place	No of Respondents
Rakot	50
Ahmedabad	50
Vadodara	51
Surat	50
Bhavnagar	50
Total	251

Data Collection

For the proposed study respondents was taken from the selected tourist spots and hotels from various tourism segments of above 5 major destinations. A questionnaire was used as an instrument for data collection. The questionnaire instrument consisted of 1 part, for analysis and for the purpose of answering research questions or testing hypothesis. The questionnaire was distributed to around 250 guests. In the section, the degree of satisfaction was set from 1 {European Journal of Social Sciences - Volume.29, Number.2 (2012) 275} to maximum 2. The score level were described as 1 = Yes, 2 = No.

This study utilized the descriptive method of research. As widely accepted, the descriptive method of research is a fact-finding study that involves adequate and accurate interpretation of findings. Descriptive research describes a certain present condition. Relatively, the method is appropriate to this study since it aims to describe the present condition of Training Programme in Tourism Sectors of Gujarat.

Analysis of Data

Data received through structured questionnaire from tourist and Hotel guests have duly presented in the form of tables, graphs and figures. The data has also analyzed & interpreted duly. However appropriate hypothesis tests have not been applied to test the hypothesis

Q 1.   Does Airbnb have special attention in improving guest service enhancement?

Table No.1 Respondents Have Positive Vibes?

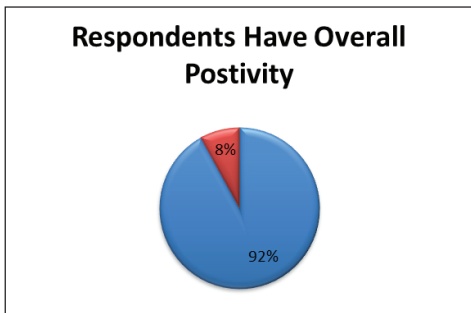| Opinion	Frequency	Percent
Yes	231	92.0
No	20	8.0
Total	251	100.0

Chart No. 1 Respondents Have Positive Vibes

The above mentioned table depicts the training distribution of the respondents. Out of total 92% respondents are having absolute positive back and remaining are not.

Q2. Provision of ease of bookings

Table No. 2 Provision of ease of bookings

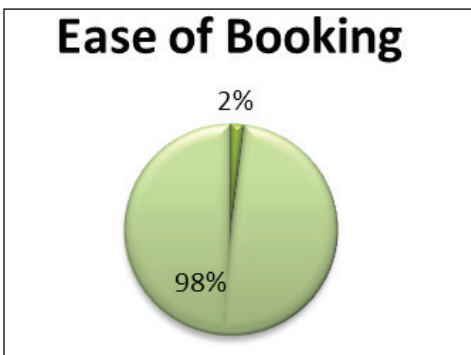| Opinion	Frequency	Percent
No	5	2.0
Yes	246	98.0
Total	251	100.0

Chart No. 2 ease of bookings

The above mentioned table shows the hotel booking distribution of the respondents. Out of total 98% respondents are found to have easy booking techniques and remaining is not.

Q3. Ethics & Professionalism

Table No. 3 Ethics & Professionalism

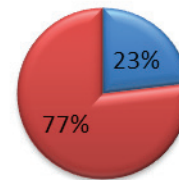| Opinion	Frequency	Percent
No	58	23.1
Yes	193	76.9
Total	251	100.0

Chart No. 3 Ethics & Professionalism

The above mentioned table explains the Ethics & Professionalism distribution of the respondents. Out of total 77% respondents are have responded in favour of Ethics & Professionalism and remaining are not.

Q4. Safety & Security Concerns

Table No. 4 Safety & Security Concerns

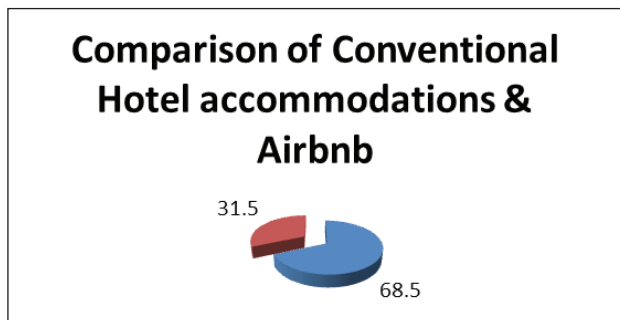| Opinion	Frequency	Percent
Yes	140	55.8
No	111	44.2
Total	251	100.0
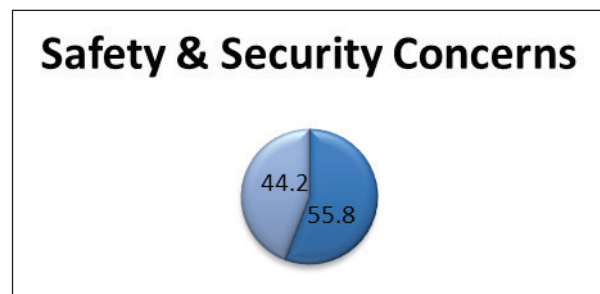
The above mentioned table demonstrates Safety & Security Concerns of the respondents. As per the above table we can say that majority of the respondents that is 55.8 % are having good experiences and remaining respondents are not focused in this area.

Q5 Comparison of Conventional Hotel accommodations & Airbnb

Table No. Comparison of Conventional Hotel accommodations & Airbnb

Opinion	Frequency	Percent
Air bnb	172	68.5
Conventional	79	31.5
Total	**251**	**100.0**

## Comparison of Conventional Hotel accommodations & Airbnb

31.5

68.5

The above mentioned table expresses training about the product preference of the respondents. As per the above table we can say that majority of the respondents that is 68.5 % are having Airbnb as accommodation product and remaining respondents are focused on conventional hotels.

Q6. Overall satisfaction of customers in terms of good value for money invested?

Table No. 6 good value for money invested

Opinion	Frequency	Percent
Yes	135	53.8
No	116	46.2
Total	**251**	**100.0**

good value for money invested

46.2   53.8
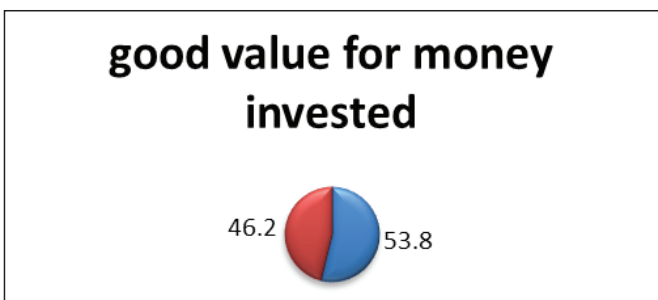
The above mentioned table converse about the positive attitude of the customer. Out of total 53.8% respondents agree that it is within the budget and remaining are not agreed with this statement.

Findings

Airbnb may not expect a smooth sailing in India. In future, conventional hotel industry will display the organised protest against the activities of Airbnb. However, considering the bright future of hospitality and tourism industry in India, Airbnb can hope to receive a slice of share in the success. Airbnb will prove as an effective alternative to conventional stay in hotels. But it is necessary for Airbnb to positively change in the mentality of would be hosts and guests in India. The company will have to create awareness among Indian population, and undertake aggressive marketing strategies to increase the business.

Airbnb India may think of developing strategic tie-ups with travel and tourism companies. Techno-savvy Indian youth with global travelling experience will be responsible for the growth of Airbnb in India.

Conclusions, Limitations, and Recommendations

Psychological Aspects & Problems

Mentality of Hosts

Although a humble beginning has been made by several Indians offering their premises as Airbnb accommodation, they have not really understood their responsibilities and duties as the hosts. On social sites, frequently stories are narrated by the gusts of the inadequate facilities, poor time management and lack of professional approach displayed by the Indian hosts.

Mentality of Guests

On several occasions, guests are also found to be behaving in irresponsible manner, creating damage to the property of the hosts.

Mentality of accommodation owners and travelers

Due to the lack of awareness, Indian accommodation owners have not understood that their unused accommodation or part of it can be a source of income. And some of those who are aware of it are not ready to take the 'so called' risk of probable damage to the property. Indian travelers (especially who are senior citizens) are also not ready to try the unconventional accommodation in the form of Airbnb premises. They prefer traditional stay in hotels in a relaxed ambience.

Future of Airbnb in India: Prospects

The future of Airbnb in India has very good prospects due to the following aspects-

✪ Basically, travel and tourism industry has a very bright future in India. Large numbers of foreign travelers are likely to visit India, who might be quite familiar and habituated with Airbnb activities.

✪ By the end of 2016, India possessed 65% population under the age 35. This young population belonging to modern age is, on the one hand eager to make more money by playing the role of Airbnb host, while on the other hand ready to explore cheap alternative of staying in Airbnb premises. This young generation is also eager to have the experience of stay with local ambience.

✪ Till date, there is neither strict legislations against Airbnb activities, nor organized oppose of businessmen from conventional hotel industry.

✪ Airbnb may experience the success in future if it undertakes aggressive marketing strategies using various advertising media to create awareness about its activities among Indian population. Social networking sites like Face book, Twitter, LinkedIn etc. can be effectively used for converting young generation into 'would-be hosts and guests' of Airbnb. Company may develop tie-ups and collaborations with travel and tourism companies for increase of its business.

Airbnb in India: Aspects and Problems

Airbnb is facing several problems in India, with different dimensions such as conceptual, legal and psychological level.

Conceptual Aspects & Problems

✪ Uncertainty: Basically, while availing the Airbnb service, the guest has no idea about the probable location of the premises, facilities available at accommodation and attitude of the host. At the same time, host is also unaware about the approach, honesty and integrity of the guest. Hence, there exists a lot of uncertainty regarding the whole transaction.

✪ Safety: Both guest and host usually meet each other for the very first time. Hence, host may fear safety of his/her life and property. At the same time, guest may have a similar fear in his/ her mind. Unfair incidents have taken place in India due to wrong behavior of hosts and guests.

✪ Lack of Awareness: In India, general public is not much aware of the activities of Airbnb. There exists a need for aggressive marketing on the part of Airbnb India Pvt. Ltd. for creating awareness among the probable guests as well as hosts in India.

✪ Lack of Adequate Facilities: Tourists / guests expect certain basic facilities in the accommodation such as separate attached toilet-bathroom, wifi connectivity, adequate parking space etc. Frequently in India these facilities are not provided by the hosts.

✪ Lack of Privacy: When the accommodation offered by the hosts does not provide enough privacy to the guests , they are not eager to avail Airbnb listings.

✪ Lack of Relaxation: Stay in a hotel, frequently, offers a complete relaxed experience to the guests. Guests may experience luxurious furniture, ready high quality food and absolute privacy. All these things may or may not be available in Airbnb accommodation.

Legal Aspects & Problems:

Basically there exists confusion all over the world including India regarding the legal and taxation stand to be taken against the activities of Airbnb.

Global Situation

In San Francisco, Airbnb's home city, Airbnb hosting was illegal, and Airbnb hosts were fined till October 2014, when the law was passed in this context legalizing short-term rentals in San Francisco. Now the law requires the hosts to register themselves, carry liability insurance and pay the city's 14% hotel tax.

In January 2014, the Federal Court of Germany gave the verdict that a transfer of residence to tourists is not covered by a permission to sublet. In this case, the tenant was previously warned by the landlord. A case is pending now which focuses around the question whether a termination without notice is possible, if no explicit permission from the landlord is obtained.

In 2016, in France, Association of Hospitality and Tourism has filed a complaint against Airbnb regarding unfair competition and tax evasion.

Indian Situation

In India, neither the hotel industry has undertaken any organized protest nor has the government taken any definite legal stand in respect of Airbnb. This may be because of negligible activities of Airbnb in India at present.

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Problem and Prospects of Rural Tourism in Himachal Pradesh

Kushal Singh & V. S. Parihar

Abstract

Due to being a permanent resident of Himachal Pradesh, I have chosen the title for the research as - Rural Tourism in Himachal Pradesh, India: Exploring the Potential Himachal Pradesh is an Indian state located in the Northern region of India. Himachal Pradesh state is established on 25 January 1971. The total area of Himachal Pradesh is 55,673 Km² including 55402.18 km² rural areas and 270.82 km² urban area with the population of 89.67% residing in rural areas and only 10.03% population residing in the urban area. Considering the above figures, it is easy to assess that if the state has to develop and deal with acute problems like migration, unemployment, then its action plan is of utmost importance, considering it very seriously about rural tourism. Nature has summed up this state with its beauty, it is necessary to develop and propagate new tourist sites similar to the already famous tourist sites. There is a possibility of tourism in every corner of this state. This is not so simple due to the odd geographical conditions of the State of Himachal Pradesh and due to natural calamities from time to time. But this task is completely possible by the strong political will and honest functioning. For this, we can learn from other states like Uttrakhand and Kerala and foreign technology can also be used for infrastructure development. Thus, untreated and unprecedented results can be achieved by keeping the soul of the village of Himachal Pradesh, its culture and delicious dishes, by propagating the air march and by entertaining the guest with a sense of hospitality.

Keywords: Rural Tourism, Ecotourism, Cultural Tourism, Agro Tourism

Introduction

Rural tourism is an upcoming niche of tourism. It is an alternative form of tourism which has developed throughout the world to support the rural economies through the growth of Tourism. It is seen as a great force of economic change throughout the world by stimulating job opportunities, investment opportunities and building of infrastructure at the rural level. In India, 74% of the population lives in its 7 million villages and the rural tourism can act as a catalyst of development in the rural economy. It can benefit them socio-economically as well as provide an enriching experience to the tourists.

Rural Himachal is in turmoil. The global economic reforms, labor crisis and climate change coupled with repeated crop failures have brought numerous challenges and opportunities, especially to the fruit growers. Rural tourism is one such opportunity, which can help and improve the well being of rural areas. However, it has its pitfalls and challenges as well. Although the role of tourism as a tool for the economic renewal of rural areas has long been acknowledged there is still debate on whether tourism brings more advantages or disadvantages to rural areas.

Developing rural tourism is a challenging undertaking. The principal hassle lies in defining rural tourism, the size of development and degree of participation of the area people. Rural tourism is hard to outline and covers all recreational activities that arise in rural settings, inclusive of village tourism, eco-tourism, cultural tourism, historical past tourism, journey tourism, and nature-based totally tourism. Rural tourism isn't always likely to be successful if the city tourism infrastructure is transplanted right into a rural placing. Large hotels in rural mountain scenery look magnificent however they do now not necessarily assure a thriving tourism industry and their contribution to the neighborhood economic system is highly debatable. Moreover, they put a useless burden on the fragile neighborhood sources. Rural tourism projects want to be integrated into the neighborhood economy, and the usage of nearby capital and nearby produce should be endorsed. Similarly, the goals of promoting rural tourism cannot obtain if it's miles controlled by using people based in large city facilities without the energetic participation of the neighborhood rural population

Rural tourism should help diversify the economic base, rather than simply replace one dominant rural activity for another and it should strive to give the visitor an

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authentic taste of rural culture which is a key component of rural tourism.

It cannot be said with certainty whether tourism will pull rural areas out of decline, but what is certain is the fact that tourism in rural Himachal is on the rise and this trend is likely to increase in the coming years. A planned sustainable approach is the need of the hour.

Importance of Rural Tourism in Himachal Pradesh

Himachal Pradesh is an Indian state situated in the Northern area of India. Himachal Pradesh State is established on 25 January 1971. The total area of Himachal Pradesh is 55,673 Km² including 55402.18 km² rural areas and 270.82 km² urban area with the population of 89.67% residing in rural areas and only 10.03% population residing in the urban area. Himachal Pradesh being the state has a number of beautiful places and hill stations is also a state of tourist attraction. Every year, thousands of tourists come and visit places like Shimla, Kullu, Manali, Dalhousie, Kufri, etc. People not only come from different parts of the country but from different parts of the world. Thus tourism is also one of the main sources of income and employment for the people of Himachal. Several hotels located at this tourist spots provide ease for the tourist to stay and enjoy the scenic beauty of Himachal. They provide comfortable service and thus earning handsome money from visitors. Himachal Pradesh government employs strict rules so as to keep the State clean and maintain its beauty so that it does not hamper the major business that is tourism.

Table 1: Total Area of Himachal Pradesh

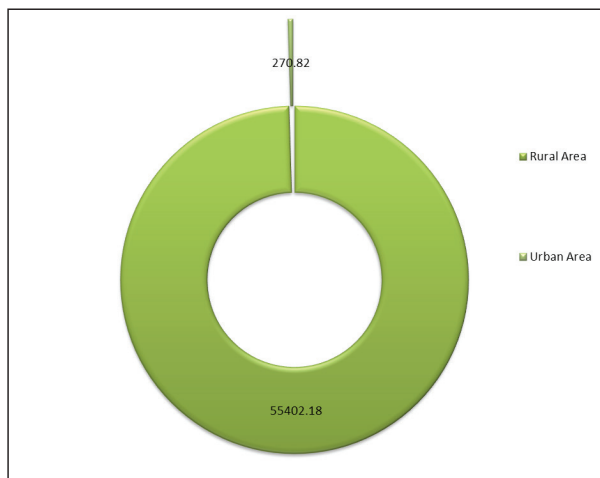| S. No	Name of State	Rural Area	Urban Area	Total Area
1.	Himachal Pradesh	55402.18 Km	270.82 Km	55,673 Km

Figure 1:Total Area of Himachal Pradesh

Ecotourism in Himachal Pradesh

Nestled inside the Western Himalayas, the state of Himachal Pradesh gives unlimited possibilities to one and all to revel in nature in its maximum pristine state. The very mention of the kingdom immediately inspires pictures of the amazing Himalayas with lofty snow-capped peaks, meandering rivers, perennial springs, sizeable stretches of alpine meadows and plush green forests regarded to harbor a ramification of plants and animals.

Himachal Pradesh A State with unlimited eco-tourism options

The majestic coniferous trees from an interesting backdrop to the mountains with wide-leafed species just like them okay, Maples, Bird cherry, Hazelnut, Walnut, Horse chestnut and Rhododendrons including grandeur to the landscape. While the Rives clinging to the trunks of stately Cedars appear to veil secrets of Nature, the vines flowing from atop the trees seem to invite the site visitors with open hands. The violas stoning up from under the wooded area ground and the rise up of colors furnished by means of the Anemones, premolars, buttercups and plenty of different herbs inside the alpine meadows lay a colorful feast earlier than eyes of the beholder. Except for flora, the country additionally provides a very congenial habitat to a wide sort of Himalayan fauna. The Himalayan Thar and the Ibex can be noticed as silhouettes on the high ridges within the trans-Himalayas. The Brown bear and Musk Deer Roam happily in the temperate forests, within the organization of colorful pheasants including the Monal, the Western Hornes Tragopan, the Koklass, and the Kalij. The lucky ones may even be handled to the rare sight of seriously endangered species like the Snow Leopard and Snow Cock. Additionally known as the 'dwelling house of Gods', the country conjures up visions of historic Temples, with exquisitely carved wood panels, occupying almost every hilltop and

The festivities related to those non-secular locations. Even an informal glimpse at the historically attired nearby deities being carried in meticulously decorated palanquins, devotees dancing to the rhythmic play of conventional drums and clarions, leaves a lasting imprint on one's mind.

This herbal and cultural richness of the state coupled with its simple peace-loving humans and traditional hospitality makes the nation a maximum favored visitor vacation spot. Each person with a zest for existence, a spirit of adventure and a love for nature will find all that his coronary heart dreams amongst the pristine environs of Himachal Pradesh.

Eco-Tourism Societies (ETS)

Eco-tourism Societies have so far been established to cover the following places:

1. **Great Himalayan National Park:** Located in Kullu district, this National Park is a prime protected area of the country and provides opportunities to the ecotourists to enjoy nature at its best. To be covered entirely on foot, the Park has well developed eco-treks taking off from an altitude of about 1500 meters to more than 6000 meters. The park has many forest bungalows and tenting sites for night's halts. Private Guest rooms in traditional housed are also being developed. Prior permission of park Director is required to visit the park. Local guides and porters are available.

2. **Himalayan Nature Park:** Located at an altitude of 2700 meters and about 18 kilometers from Shimla on the Hindustan-Tibet Road, this Nature Park covers about 100 hectares of prime Western-Himalayan temperate forest with all its floral diversity. The nature park also houses high altitude fauna of the State in near natural habitat and provides the visitors a one stop opportunity to appreciate Brown Bear, Musk Deer, Yak, Bharal, Sambhar, Ghoral, Monal pheasant and many other animals and birds. The park also offers 3-6 hour guided trek to mahasu peak and catchment forests and has limited lodging facilities.

3. **Renuka Wildlife Sanctuary:** Renuka wildlife sanctuary clothes the slopes around the picturesque Renuka lake in the outer Himalayas with deciduous forest cover. Attractions include ancient temples of rishi Jamdagni, goddess Renuka and lord Parshuram, a lion safari, a mini zoo and trekking. Boating facilities are available in the lake. Limited lodging facilities are also available.

4. **Potters Hill Van Vihar:** A new site to enjoy Nature and Adventure Located at an altitude of 2050 metres and about 7 KM West of Shimla, adjacent to HP University, Summer Hill, Shimla, popularly known as Potter's Hill, covers 100 hectares of prime Western Himalayan temperature forest with all its floral diversity. The hill once used by potters to obtain clay has now been developed into a nature Park barely 5 KMs from the famous Mall Road While providing an opportunity to have a glimpse of genetic biodiversity of several species at a single space, Van Vihar Shimla, offers many other recreational choices like a tenting site, children's park, horse riding and walking trails (Chadwick Falls-2 KM, Glen-3 KM) through magnificent Cedar and Oak forests. Societies under formation: Eco-tourism societies are under formation for Khajjiar in Chamba district and Chanshil in Shimla district and shall provide the visitors excellent exposure to the temperate forest, alpine meadows and rural life.

5. **Janjehli:** Janjehli will soon be developed as the most-favored eco-tourism destination in the country.

Recently, Himachal Pradesh Chief Minister Jai Ram Thakur said that the state government is committed to developing Janjehli as one the best eco-tourism destinations in the country, as the said region has a massive scope of tourism because of its pristine settings, pleasant weather, and mesmerizing scenic beauty. The Scenic Janjehli Valley, 67 Km from Mandi, is a tranquil and calm place. The Beauty of which is enhanced by its lush surroundings and soothing greenery. The Valley can be used as the base for a variety of treks to places like Shikari Devi, Chindi, Karsag, and Shoja. Apart from rest houses. HPTDC has good accommodation facilities at Janjehli and Chindi. It is at a distance of 85 km from Mandi, Janjehli is one of the virgin tourist place, where tourists find serene beauty of nature. It is also a paradise for hikers, offering treks up to a height of 3,300 meters. After covering 32 km by a motorable road up to Gohar and rest of the journey is on foot. In the midst of the thick forest, forests (15 km from Gohar) is Bajahi. There is a beautiful and well-furnished rest house to stay overnight; from here Janjehli is a scant 20 km away through bridle path. The famous unique temple of Shikari Devi is about 15 km from Janjehli. In this valley, tourists can also visit Kamrunag temple and sacred lake there.

Culture Tourism in Himachal Pradesh

Culture of Himachal Pradesh will become rich, extravagant and traditional. Due to this rugged terrain, the lifestyle and culture of the Himachal Pradesh therefore stay unscratched by means of foreign invasions. Its ethnicity and originality are retained. Culture of Himachal Pradesh isn't always handiest exuberant within the bodily attires of the Himachalis however also in their festival celebrations, musical melodies, rhythmic dance forms, and simple way of life. Culture of Himachal Pradesh is applauded for its extraordinary portions of arts and handicrafts that are a simple part of the lifestyle of Himachal Pradesh.

Music and Dance of Himachal Pradesh

The Himachalis are fond of dance and music and these are key elements of culture of Himachal Pradesh. The songs and performing dances are spiritual in nature and mainly used to invoke gods and goddesses during festive seasons. Himachal Pradesh is racy in folk music and till date no classical music has initiated. However, a special kind of songs namely Samskara song are grounded on ragas ehich belong to the genre of Indian classical music. Famous dance styles are Naati, Kharait, Ujagjama and Chadhgebrikar (Kullu), Shunto (Lahaul & Spiti), and Dangi (Chamba). In Sirmaur and Mahusa regions a woman dances in high spirits and the whole lot of audience are totally entralled by her vivacious performance.

Cuisine of Himachal Pradesh

No discussion about culture is complete without giving due mentioning of its cuisine Himalayan cuisine follows the North Indian style. It is noteworthy unlike all the states of the North India; vegetarian's dishes are no less significant. Dal-chawal and sabzi-roti are savored by a huge populace along with rice, lentils. Vegetables like potatoes, turnips, drumstick, and gourds are items enlisted as the favourite eatables for the Himachalis. Gradually, green vegetables are creating their grandness felt by the veggies. The people of Himachal Pradesh prefer non- vegetarian dishes. Pateer, Chouck, Bhagjery are the delicacies developed by the locales. Like any other North Indian foodies, pickles and chutneys are inevitable in any Himachali meals and the chutney especially those prepared from Til actually gives a boost to the appetite of the people.

The Churdhar Sanctuary

Spread over a place of 56.16 square km along the flanks of Churdhar range in Sirmaur, the deeply forested location consists of a western mixed coniferous forests kind with massive plantations of Kharu Oaks interspersed in among. The abundance of cedar, blue pine, and spruce forests give the region a wealthy green cover.

Animals and birds found in this sanctuary are the Leopard, Himalayan Black Bear, Barking Deer, Ghoral, Musk Deer, Monal Pheasant, Khaleej Pheasant, and the Red Jungle Fowl.

The sanctuary may be reached from Nohradhar in Sirmaur and from Chopal in Shimla hills. There are a few quality hiking trails in this blanketed location.

Daranghati Sanctuary

Daranghati, once the game reserve of Bushehr rulers, is also popular for the legendary Old Hindustan-Tibet Road that traverses via its expanse. Spread across 171 sq. Km, Daranghati Wildlife Sanctuary houses a plethora of forest denizens throughout a range of habitats that no longer many sanctuaries can boast off. The sanctuary is broadly divided into two components, one approachable from Rampur and different from Sarahan.

Best way to visit the sanctuary is to journey until the old metropolis of Rampur Bushehr. From here you will either explore the southern stop of the sanctuary from Taklech. Alternatively, one also can take the road main up to Mashnoo and explore the numerous trails the sanctuary has to provide over the high mountains that run along the Old-Hindustan Tibet Road. The sanctuary essentially surrounds the faraway location of Kashapat from 3 facets.

Daranghati houses a number of mammals and over 150 species of birds. Prominent a few of the mammals are Himalayan Brown Bear, Himalayan Black undergo, Himalayan Musk Deer, Serow, Himalayan Weasel, and Blue Sheep. Among the birds, the pheasants, Koklass Pheasant, Cheer Pheasant, and Khaleej Pheasant occur in properly numbers. In fact, the sanctuary is one of the few areas that shape the habitat of Western Tragopan, locally called Jujurana that is the country chook of Himachal Pradesh.

Kanwar Sanctuary

Parvati Valley in Kullu district is endowed with so much natural beauty topped with varied geographic divisions and climatic conditions that the Kanwar wildlife sanctuary is another natural jewel in its crown. Spread over an area of 107 sq km, the altitude in the sanctuary ranges from 1800 to over 4800 meters, making its diverse landscape a rich habitat for varied flora and fauna species.

The sanctuary is reached from Kasol or Manikaran, a place famous for its hot water springs.

Spread over a large area, there are forests of Oak, Deodar, mixed conifers, blue pine, spruce and fir in the higher ranges. As the treeline ends with birch and dwarfed juniper trees, alpine pastures take over. Lower down in the valley there are mixed forests of deciduous trees.

Agro Tourism in Himachal Pradesh:

Himachal Pradesh agriculture is a very crucial part of the state's economy as agriculture is the chief occupation of people in Himachal Pradesh. The agricultural sector of Himachal Pradesh has more than 45 percent contribution in its economy in terms of the state's domestic product.

The complete populace of the state greater or much less depends at once upon the agriculture of Himachal Pradesh. The principal portion of the revenue earning within the nation's economic system is accomplished by using the coins vegetation inside the Himachal Pradesh agriculture. The leader meals crops cultivated in Himachal Pradesh agriculture encompass wheat, maize, rice, barley, seed-potato, ginger, vegetables, vegetable seeds, mushrooms, chicory seeds, hops, olives, and fig. Himachal Pradesh is likewise known as the 'Apple State of India' for its large-scale manufacturing of culmination. Farmers have engaged themselves highly in the fruit cultivation and it is also an exquisite blessing to the economic system of the state. Some very vital elements that have brought about the splendid improvement within the agriculture of Himachal Pradesh are a green irrigation system, accessibility of low-cost shipment, and marketing facilities based in a prepared form.

Like most of India, agriculture is one of the most significant sectors of the economy of Himachal Pradesh. The main cereals grown are wheat, maize, rice, and barley. Kangra, Mandi district and to some extent Paonta valley of Sirmur district are the major producers of the 1st three portions of cereal, while barley is mostly grown in Shimla district. Although the state is deficit in food grains, it has gained

tremendously in other spheres of agricultural production such as seed-potato, ginger, vegetables, vegetable seeds, mushrooms, chicory seeds, hops, olives and fig especially vegetables and seed potato which is disease free and good quality are providing a good source of income to the farmers. Seed-potato is mostly grown in Shimla, Kullu and Lahaul areas.

Fruit cultivation is another field which has proved to be an economic boon to the farmers. There are vast tracts of land in Himachal suitable only for growing fruits. Fruit cultivation does not add to the problem of soil erosion and its employment potential is much more than that of conventional farming. The yield per acre in terms of money is also much higher. Apples yield the maximum income. Fruit growing in Himachal is presently fetching over Rs.300crore annually. Special efforts are being made to promote cultivation of new crops like olives, figs, hops, mushrooms, flowers, pistachio nuts, Sarda melon, and saffron. Himachal has earned the name of the **'Apple State of India'.**

Himachal Pradesh agriculture provides employment to around 71 percent of the working population in the state. The agricultural sector and the allied sector generate revenue of nearly 22.5 percent of the Gross State Domestic Product. The farming community of the state holds an area of 9.99 lakh hectares which is run by 8.63 lakh farmers out of the total geographical area of 55.673 lakh hectares. Around 84.5 percent of the total lands held by the farming community of Himachal Pradesh are owned by the small and marginal farmers. Only 10.4 percent of the area of the state is cultivated and about 80 percent of the area experiences rainfall.

The main cereals cultivated in Himachal Pradesh agriculture are wheat, maize, rice, and barley. Kangra, Mandi district and to some extent Paonta valley of Sirmur district are the major producers of wheat, maize, and rice. Barley is cultivated largely in Shimla district of Himachal Pradesh. The main sources of irrigation in Himachal Pradesh are small water channels that are filled from the perennial and seasonal springs, well irrigation in few areas, and lift irrigation. All these development witnessed by the agricultural sector of Himachal Pradesh have stepped-up the productivity of the crops to a large extent.

Table 2: Growth of Population in Rural Area

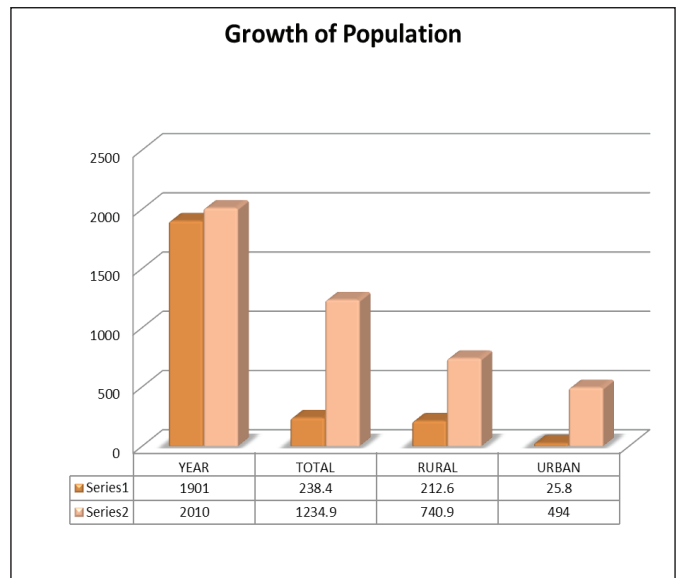| YEAR	TOTAL	RURAL	URBAN
1901	238.4	212.6	25.8
2010	1234.9	740.9	494

Figure 2: Growth of Population in Rural Area

Challenges in Rural Tourism:

1. First of all, a strong and honest political will.
2. The infrastructure facilities to develop the destinations.
3. Better connectivity to Himachal Pradesh from other places and connectivity within intrastate.
4. Publicity of the advantage of rural tourism to locals and incorporating them by getting them benefited.
5. Executing plans with honest practices and for long term prospects or futuristic approach.

Result

Rural tourism is defined as the experience of the geographical region which incorporates a high-quality variety of sights and sports that take place in non-urban areas. The maximum critical motive of rural tourism improvement is monetary and social stage improvement of the rural regions. Rural Himachal has a whole lot to provide past agriculture. It has an exquisite potentiality for specific developing segments of tourism like Ecotourism, Cultural tourism, agro-tourism, noncircular tourism, and so forth. There is a scope of rural tourism within the examiner place. Both villages have the sources, manpower and a down-to-earth technique this is in sharp assessment with the 5-megastar tradition of tourism in city regions. Here, provincial the journey enterprise advances the community financial system, socio-social modifications, and manner of existence of the people living in and around the village.

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Exploring Tourist's Perception on Technology Acceptance Model on Public Bike Sharing System

Divya Chopra & Nidhi Gautam

Abstract

Under the aegis of "Fit India and Green India" movements, the government of Haryana has implemented the concept of Public Bike sharing system in Panchkula. The bike sharing system has been launched to encourage the people of Panchkula to use bicycles. The aim of this study is to review the response and perception of the tourists of Panchkula towards the application of Technology Acceptance Model (TAM) on Public Bike Sharing System. For this study, a questionnaire based method was used using purposive sampling for the collection of information. Almost 200 responses were received from the tourists by interviewing them at YAANA's dock stations in Panchkula. To under the Technology Acceptance Model (TAM) on Public Bike Sharing System, Linear Regression has been used between Behavioural Intention and Perceived Usefulness, Perceived Ease of Use, Compatibility and Perceived Self-Efficacy of the user. The results suggested that young people between the age group of 25-35 have successfully accepted the Technology Acceptance Model (TAM) on Public Bike Sharing System in Panchkula. Hence, the model can be further replicated at various other cities of India. Moreover, to encourage the tourists to use the Public Bike Sharing System, government has to put more emphasis on the compatibility and usefulness of the technology and less emphasis on the ease of use.

Keywords: Technology Acceptance Model (TAM), Bike Sharing system, Fit India, Green India, Yaana Dock Station

I. Introduction to Technology Acceptance Model

The technology acceptance model (TAM), that is also an adaptation of the theory of reasoned action (TRA), was first introduced by Davis in the year 1989 (Davis, September, 1989). The information system theory which leads to user acceptance towards the use of technology is shortly known as Technology Acceptance Model (TAM). This theory helps in explaining the acceptance and usage of information technologies. The TAM is the most popular model that has been used in numerous studies regarding the technology acceptance.

Another theory, innovation diffusion theory (IDT) is another well-known theory proposed by Rogers in the year 2003 (Rogers, 2003). This theory is widely used to describe and explain the adoption of the technologies that are ranging from agricultural tools to organizational innovations. The IDT includes five significant innovation characteristics. These five innovation characteristics are relative advantage, complexity, trialability, compatibility, and observability.

The innovation diffusion theory (IDT) model resembles with the Technology Acceptance Model (TAM), which gives stress on the fact that behavioural intention to adopt a new technology is due to psychological and social influences on the individual (Davis, September, 1989). Therefore, combining the original technology acceptance model (TAM) with the compatibility construct of the innovation diffusion theory (IDT) (Aubert, December, 2012) to evaluate and explain the perception of the tourists of Panchkula towards the application of Technology Acceptance Model on Public Bike Sharing System. Now, the five constructs to be used in this study are Perceived Usefulness, Perceived Ease of Use, Compatibility, Perceived Self-Efficacy and Behavioural Intention to Use.

Bicycle -Sharing System

A service or a scheme through which individuals share the use of bicycles on a short term basis for a price or free is known as bicycle-sharing system, public bicycle scheme or public bike share (PBS) scheme (Ministry of Urban Development, 2016). In most of the bike share systems, people are allowed to borrow a bike from a "dock" and return it at another dock that is, belonging to the same system. Docks could be stated as the special bike racks that can be used to lock the bike, and only release it with the help of the computer control. The user enters payment information, and then the bike is unlocked by

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the computer. The user returns the bike by placing it in any other dock of the same system, which locks it in place. Dockless are also used in many systems. For most of the systems, smart phones can be used for showing nearby available bikes and open docks by using mapping apps. Local community organizations have initiated the first bike sharing projects. It is basically done to promote bicycles as a non-polluting form of transport. The earliest well-known community bicycle program was started in the summer of the year 1965 by Luud Schimmelpennink that was organized in association with the group Provo in Amsterdam, the Netherlands (Encyclopedia).

Particularly in India, the concept of public bicycle sharing system is being endorsed by the Government of India (Ministry of Urban Development, 2016). This system is introduced to provide a low-cost, environmentally friendly mobility option to the residents of the city. It is a flexible system of personalised public transport. Bicycles are available in a closely spaced network of the stations. Users can check out bicycles from one station and return them to any other station. Bicycle sharing is a key element in a city that is used to expand the use of sustainable transport modes. This system is implemented to boost the use of public transport by providing sustainable modes to the tourists, further helps in reducing the dependency on automobiles, reducing traffic congestion, vehicle emissions. In addition to this, this system will also expand the health and wellness benefits of the bicycle transport to the new users. Public Bike Sharing has diverse benefits as the non-motorised transport is now increasing. It decreases the use of privately owned vehicles which will further lead to the decrease in the pollution of the city and thus, the environmental and air quality will also increase. PBS also improves the convenience of the people as this is the most reliable mode of transport. PBS also plays significant role in building up a healthier society. On the other hand, it encourages more cycling and promoting more healthy and liveable cities.

Public Bicycle Sharing System in Panchkula

The Panchkula Municipal Corporation has decided to start Public Bicycle Sharing (PBS) system in city with an aim to promote use of bicycle and also provide an alternative to the transport system. In August 2019, the wait was over for the residents of Panchkula as the public bicycle sharing (PBS) system, under the smart city project was introduced and was inaugurated by Haryana chief minister (CM) Manohar Lal Khattar. In the initial phase of implementation of public bike sharing system, the civic body has decided to keep 200 cycles at 20 bike stations, which would be increased after reviewing the response of the tourists. All the information regarding the PBS system is available on the mobile- based application, YAANA (ARORA/HT, 2019). In September 2019, the Panchkula municipal corporation has launched smart cards for the residents not possessing smart phones,

so that they can access the public bicycle sharing (PBS) system, already launched in August. The smart cards have been introduced with an initial cost of ₹ 100. Later, the users have to pay as per different price slabs of ₹ 250, ₹ 500and ₹ 1,000. The public bike sharing system has got a good response from the residents of Panchkula. Since the government wants all the residents to be able to access the service, they have introduced the smart cards with the Yaana app (Correspondent, 2019).

II. Theoretical Background & Review of Literature

Daniel Fuller and Louis Drouin MD- In their article " Use of a New Public Bicycle Share Program in Montreal, Canada" in Science Direct, Volume 41, Issue 1, July 2011, Pages 80-83 said that a newly implemented Public Bicycle Share program attracts a high percentage of population and is more likely to attract the younger ones. With this, the people who are highly educated are using cycling as a primary transportation mode (MD, July 2011).

Hiroki Nakamura and Naoya Abe- In their article "The role of a non-profit organisation-run public bicycle-sharing programme: the case of Kitakyushu City, Japan" in Journal of Transport Geography 41 (2014), Pages 338–345 said that public bicycle-sharing programmes (PBSPs) are experiencing huge growth as an increasing number of cities worldwide are following this scheme and the users were satisfied with this service of bicycle sharing. The results from the observations may help in improving small-scale PBSP implementation, policy, and planning, both in Japan and beyond (Abe, 2014).

Annie C. Bernatchez, Lise Gauvin, Daniel Fuller, Anne Sophie Dubé and Louis Drouin- In their article "Knowing about a public bicycle share program in Montreal, Canada: Are diffusion of innovation and proximity enough for equitable awareness?" in Journal of Transport & Health 2 (2015), Pages 360–368 said that the lack of awareness is decreasing over time, lower awareness is being observed among those with lower education. The survey consisted of three phases: prior to implementation, after season 1, and after season 2. At baseline, lower education and absence of docking stations within walking distance were associated with lower likelihood of cognizance of the PBSP. After season 1 implementation, the people with lower education are unaware of PBSP as compared to people with higher education. After season 2 implementation, the people with lower education are unaware of PBSP as compared to people with higher education in neighbourhoods without PBSP docking stations (Annie C. Bernatchez, 2015).

Tej Kumar Karki and Liu Tao- In their article "How accessible and convenient are Public Bicycle Sharing programs in China? Experiences from Suzhou city" in Habitat International 53 at Science Direct (2016), Pages 188-194 said that very few females, less educated people and low- migrant workers were taking advantage from

bicycle sharing program that has been implemented to promote low carbon transportation policy. Some problems were faced by the users that are –locations of bicycle docking station, unavailability of bicycle parking slots (Tao, 2016).

Sigal Kaplan, Dagmara K. Wrzesinska and Carlo G. Prato- In their article "The role of human needs in the intention to use conventional and electric bicycle sharing in a driving-oriented country" in Transport Policy 71 (2018), Pages 138-146 said that higher probability is given to the self-actualization needs of using a conventional bicycle and lower probability is given to the usage of electric bicycle. According to this, bicycle sharing should not only focus on moving from one place to the next but also on the social and relational values and the self-actualization potential as well (Sigal Kaplan, 2018).

Xu-Hua Yang, Zhi Cheng, Guang Chen, Lei Wang, Zhong-Yuan Ruan, Yu-Jun Zheng- In their article "The impact of a public bicycle-sharing system on urban public transport networks" in Transportation Research Part A 107 (2018), Pages 246–256 said that short-distance bicycle station pairs (SDB) and short-distance bus station pairs (SDW) can reduce the average transfer times, the average path length of passengers' trips. Hence, it is said that the average trip time of passengers could be decreased by the PBS system. It also increases the productivity of an urban public transport and would be helpful in smoothening the traffic flow and alleviating traffic congestion (Xu-Hua Yang, 2018).

Kate Hosford, Daniel Fuller, Scott A. Lear, Kay Teschke, Lise Gauvin, Michael Brauer and Meghan Winters- In their article "Evaluation of the impact of a public bicycle share program on population bicycling in Vancouver, BC" in Preventive Medicine Reports 12 (2018), Pages 176–181 said that the implementation of a public bicycle share program has a greater consequence on bicycling for residents who both live and work within the service area, although this consequence may not be sustained over time (Kate Hosford, 2018).

Yacan Wang, Matthew A. Douglas, Benjamin Thomas Hazen and Martin Dresner- In their article "Be green and clearly be seen: How consumer values and attitudes affect adoption of bicycle sharing" in Transportation Research Part F 58 (2018), Pages 730–742 said that the adoption intention of public bike sharing is influenced by its perceived functional, conditional, green and social values. This study also contributed to theory theory-building in bicycle sharing adoption, and informs business and government leaders on how to promote adoption (Yacan Wang, 2018).

Kate Hasford and Meghan Winters- In their article "Evaluation of the impact of a public bicycle share program on population bicycling in Vancouver, BC" in Science Direct, Volume 12, December 2018, Pages 176-181 said that the implementation of the public bicycle

share program in Vancouver is associated with the use of bicycling in relatively high proportion for those who are living and working inside the bicycle service areas in relation to those outside the service areas in the early phase of implementation (Winters, December 2018).

Leili Abolhassani and Hamideh Mohtashami Borzadaran- In their article "Public preferences towards bicycle sharing system in developing countries: The case of Mashhad, Iran" in Science Direct, Volume 44, January 2019, Pages 763-773 said that bicycle fare, separated bicycle lane, bicycle quality, proximity of the bicycle stations to the bus stops, bicycle training programmes, pavement quality, gender and employment status of the respondents significantly influence public preferences towards BSS in Mashhad. People are willing to pay substantially more than the current bicycle fare to have safety, accessibility & convenience (Borzadaran, January 2019).

Daniel Fuller and Amy H. Auchincloss- In their article "Impact of public transit strike on Public bicycle share use: An interrupted time series natural experimental study" in Science Direct, Volume 13, June 2019, Pages 137-142 said that the people who cycle regularly and those who don't can adopt cycling in the face of major transportation constraint (Auchincloss, June 2019).

D. Fuller, H. Luan, R. Buote and A.H. Auchincloss- In their article "Impact of a public transit strike on public bicycle share use: An interrupted time series natural experiment study" in Journal of Transport & Health 13 (2019), Pages 137-142 said that promotion of active transportation is significant for the public health. It was concluded that the interventions that highly constrain transit can increase active transportation but the behaviour may not be continuous after transit becomes available again (Daniel Fuller, 2019).

L. Abolhassani, A.P. Afghari, H.M. Borzadaran- In their article "Public preferences towards bicycle sharing system in developing countries: The case of Mashhad, Iran" in Sustainable Cities and Society 44 (2019), Pages 763–773 said that bicycle fare, separated bicycle lane, bicycle quality, pavement quality, proximity of bicycle stations to bus stops, bicycle training programs, gender and employment status of respondents significantly exert influence on public preferences towards Bicycle Sharing System (BSS) in Mashhad. Improvement in cycling infrastructure, facilities and bicycle training courses can increase public preferences towards BSS. The impact of gender and employment status on the public preferences is not homogeneous across individuals (Leili Abolhassani, 2019).

Chaonan Sun, Tao Yuan, Ling Chen, Zhen Xie and Zhu Shen- In their article "International Journal of Hygiene and Environmental Health" in International Journal of Hygiene and Environmental Health 224 (2020) 113442 said that the potentially pathogenic bacteria may harm human

health through shared bicycles, especially in susceptible individuals. It is to be noted that the public must pay more attention to the management of bicycle sharing programs worldwide, and it also provides research basis for the government to develop corresponding public health policies (Chaonan Sun, 2020).

Zhen Shao, Xiaotong Li, Yue Guo and LinZhang- In their article "Influence of service quality in sharing economy: Understanding customers' continuance intention of bicycle sharing" in Electronic Commerce Research and Applications 40 (2020) 100944 said that there were different points that influence customers' confirmation of a bicycle-sharing service. These points were location reliability, prompt response, customization, transaction assurance and vividness. They have also concluded that male users are more concerned with the reliability and vivid appearance but females are more concerned about the transaction assurance (Zhen Shao, 2020).

III. Methodology

Study Area

The study area included the Panchkula City of Haryana shown in the Figure 1. There are 20 dock stations under the Public Bicycle Sharing System with 200 cycles equipped with the GPS tracking system and smart locks as well. To use the bicycles, tourists have to register themselves through a mobile based application called YAANA app and pay just Rs. 5 for half an hour.
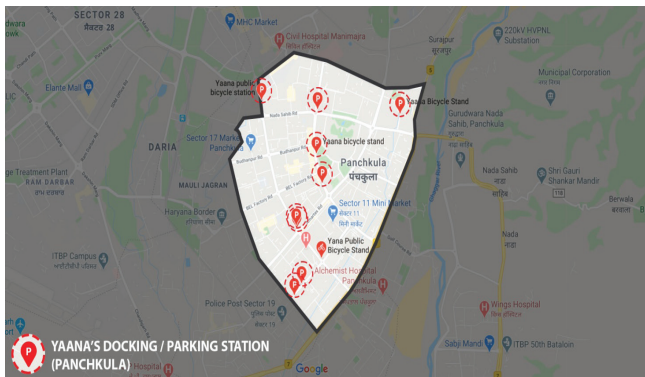

Figure 1 Area under consideration ()

Sample

The study will be undertaken to analyze the adoption of the technology by the tourists of Panchkula. The validity of this research is based on the systematic method of data collection and analysis. This study is based on the primary data. Purposive Sampling Technique is done for the manageable amount of the data.

Questionnaire method was used to collect the information. The sample size was that of 200 individuals. While designing the questionnaire, all the primary and secondary objectives were kept in mind and designed.

The data analysis was made using Linear Regression. The main objective of the study is to explore the perception of the users regarding the Public Bike Sharing system as an application of Technology Acceptance Model.

Measures and Pre-test

To conduct this study, questionnaire method was used to collect the information. The questionnaire consisted of two parts. The first part included five questions including name, age, gender, occupation and from where did they come to know about public bicycle sharing (PBS) system. The second part measured the perception of the users regarding public bike sharing system. This part consisted of 17 questions measuring the five variables (1- Perceived Usefulness, 2- Perceived Ease of Use, 3- Compatibility, 4- Perceived Self-Efficacy, 5- Behavioural Intention to Use). Likert-type scale from 1 to 5 with the end pints of 'strongly disagree' and 'strongly agree' were used for scoring all the factors. 200 residents of the total population of the Panchkula were selected from which measurements were taken.

Tools and Performance Metrics

Data were analyzed using statistical software SPSS 20 for Windows. In keeping with the model that was developed in the theoretical framework, five regression models were performed to explore the relationship among the variables. In case 1, the relationship between mean of Normalized Behavioural intention to use as the dependent variable and mean of all the five predictors of normalized Perceived Usefulness as the independent variable. In case 2, the relationship between mean of Normalized Behavioural intention to use as dependent variable and mean of all the three predictors of normalized Perceived Ease of Use as the independent variable. In case 3, the relationship between mean of Normalized Behavioural intention to use as dependent variable and mean of all the three predictors of normalized Compatibility as the independent variable. In case 4, the relationship between mean of Normalized Behavioural intention to use as dependent variable and mean of all the three predictors of normalized Perceived Self-Efficacy as the independent variable. In case 5, the relationship between mean of Normalized Behavioural intention to use as dependent variable and mean of all the predictors of normalized Perceived Usefulness, normalized Perceived Ease of Use, normalized Compatibility, normalized Perceived Self-Efficacy taken together as the independent variable.

IV. Results & Discussions

Descriptive Statistics

Overall, 200 responses were received from the Panchkula city. Table 1 presents the demographic profile of the users of the Public Bike Sharing System of Panchkula City. The majority of the respondents were in the middle age grouping that is, 25-35 with 33.5%. Most of the

respondents are male with 63.5% and females with 36.5%. Majority of the users are Students with 36.5%. In Table 2, 17 questions measuring the five variables (1- Perceived Usefulness, 2- Perceived Ease of Use, 3- Compatibility, 4- Perceived Self-Efficacy, 5- Behavioural Intention to Use). Likert-type scale from 1 to 5 with the end pints of 'strongly disagree' and 'strongly agree' were used for scoring all the factors. Frequencies and Variables of all the respective variables according to the responses of the users are mentioned.

Table 1: Demographic profile of the users of the Public Bike Sharing System of Panchkula City

Variable	Frequency	Percentage
Age		
14-24	22	11%
25-35	67	33.5%
36-46	57	28.5%
47-57	36	18%
58-68	11	5.5%
Above 68	7	3.5%

Gender		
Male	127	63.5%
Female	73	36.5%
Occupation		
Salaried/Employed	27	13.5%
Self-Employed Professionals	33	16.5%
Self-Employed Business	46	23%
Agriculturist/Horticulturist	4	2%
Retired Official	15	7.5%
Student	73	36.5%
Housewife	2	1%
How did you come to know about public bicycle sharing (PBS) system?		
Relatives/Friends	25	12.5%
Internet	28	14%
Newspaper	103	51.5%
Television	44	22%

Table 2: Scoring of all the factors using Likert-type scale

Variable	Strongly Disagree Frequency	Strongly Disagree Percentage	Disagree Frequency	Disagree Percentage	Neutral Frequency	Neutral Percentage	Strongly Agree Frequency	Strongly Agree Percentage	Agree Frequency	Agree Percentage
Perceived Usefulness										
P1					127	63.5%	62	31%	11	5.5%
P2					95	47.5%	79	79%	26	13%
P3					79	39.5%	100	50%	21	10.5%
P4	1	0.5%			90	45%	91	45.5%	18	9%
P5	2	1%			78	39%	66	33%	17	8.5%
Perceived Ease of Use										
PE1			2	1%	112	56%	72	36%	14	7%
PE2			11	5.5%	94	47%	74	37%	20	10%
PE3	1	0.5%	4	2%	101	50.5%	80	40%	15	7.5%
Compatibility										
C1			1	0.5%	106	53%	75	37.5%	18	9%
C2					100	50%	79	39.5%	21	10.5%
C3	3	1.5%	25	12.5%	81	40.5%	75	37.5%	16	8%
Perceived-Self Efficacy										
PSE1			2	1%	123	61.5%	57	28.5%	17	8.5%
PSE2	1	0.5%	8	4%	102	51%	72	36%	16	8%
PSE3	2	1%	6	3%	90	45%	90	45%	14	7%

Behavioural Intention to Use										
BI1 BI2 BI3	1	0.5%	11 1 8	5.5% 0.5% 4%	103 88 99	51.5% 44% 49.5%	68 89 79	34% 44.5% 39.5%	17 22 14	8.5% 11% 7%

P1 : PBS system is better initiative by government towards green movement.

P2 : PBS system helps Panchkula in becoming an eco-friendly city.

P3 : Government provides a good alternative to transport system.

P4 : BS system will increase the air quality of Panchkula.

P5 : PBS system will decrease the overcrowdedness of Panchkula.

PE1 : Yaana app is easily accessible.

PE2 : PBS system infrastructure is convenient to use.

PE3 : Payments are easy to make.

C1 : PBS system is easy to understand.

C2 : No specialized training is required to understand PBS system.

C3 : Road infrastructure is sufficient for the implementation of PBS system

PSE1 : You are able to download the Yaana app easily.

PSE2 : Good quality of bicycles is provided in PBS system.

PSE3 : Do you believe this will ease out the normal work.

BI1 : You are planning to continue the PBS system in daily procedure.

BI2 : If there is an easier access, would you use it more.

BI3 : You will continue to use the PBS system.

Reliability Test

The reliability of the survey was established by calculating Cronbach's alpha coefficient to measure internal consistency. As shown in the Table 3, all values were above 0.6, except from Perceived Self-Efficacy (0.599). The accepted rule of Cronbach's alpha is that alpha of 0.6-0.7 indicates an acceptable level of reliability.

Table 3: Cronbach's alpha test

Construct	Perceived Usefulness	Perceived Ease of Use	Compatibility	Perceived Self-Efficacy	Behavioural Intention to Use
Cronbach's alpha	.693	.686	.601	.599	.649

Hypothesis Testing

This study has used multiple linear regression to test the research hypotheses in Table 4. This table provides the *R*, *R* square, Adjusted R square values and Significance value (Sig.) as well. In Case 1, the *R* value represents the simple correlation and is 0.485 which indicates a moderate degree of correlation and the *R* square value is 23.5% which tells the proportion of the variation in the dependent variable that is, behavioral intention to use is explained by all the independent variable. The value of adjusted R square is 21.5% which tells the proportion of variation explained by only those independent variables

that really help in explaining the dependent variable. In Case 2, the value of R is 0.409, the value of R square is 16.7% and adjusted R square is 15.4%. In Case 3, the value of R is 0.388, the value of R square is 15.1% and adjusted R square is 13.8%. In Case 4, the value of R is 0.409, the value of R square is 24.1% and adjusted R square is 22.9%. In Case 5, the value of R is 0.599, the value of R square is 35.9% and adjusted R square is 31.0%. In all the cases, value of Significance is .000 and this value is less than 0.001 but it's not exactly 0, which means it is less than our chosen significance level 0f 0.01. Thus, the null hypothesis as refuted can be regarded and it could be believed that there really is an association.

Table 4: Results of multiple linear regression analysis

Model	Dependent Variable	Independent Variable	R	R square	Adjusted R square	Sig.
Case 1	Mean of Normalized Behavioural intention to use	Mean of all the five predictors of normalized Perceived Usefulness	.485	.235	.215	.000
Case 2	Mean of Normalized Behavioural intention to use	Mean of all the three predictors of normalized Perceived Ease of Use	.409	.167	.154	.000
Case 3	Mean of Normalized Behavioural intention to use	Mean of all the three predictors of normalized Compatibility	.388	.151	.138	.000
Case 4	Mean of Normalized Behavioural intention to use	Mean of all the three predictors of normalized Perceived Self-Efficacy	.409	.241	.229	.000
Case 5	Mean of Normalized Behavioural intention to use	Mean of all the predictors of normalized Perceived Usefulness, normalized Perceived Ease of Use, normalized Compatibility, normalized Perceived Self-Efficacy	.599	.359	.310	.000

Discussion

Overall, 200 responses were received from the PBS dock stations of Panchkula. From the demographic profile of the respondents, the majority of the respondents' were in the middle age group i.e. 25-35. Most of the respondents are male with 63.5% and females with 36.5%. Majority of the users are Students with 36.5%. This study has used linear regression analysis to test the research hypothesis, which indicates that the dependent variable i.e. behavioural intention to use is highly correlated with all the independent variables i.e. Perceived Usefulness, Perceived Ease of Use, Compatibility and Perceived Self-Efficacy when taken together. The highest correlation among these constructs was 0.599 (association between Behavioural Intention to Use and Perceived Usefulness, Perceived Ease of Use, Compatibility and Perceived Self-Efficacy when taken together). Out of all the independent variables i.e. Perceived Usefulness, Perceived Ease of Use, Compatibility and Perceived Self-Efficacy, Behavioural Intention to Use can be explained more by this independent variable i.e. Perceived Self-Efficacy. The path for the variables used was significant.

V. Conclusion & Scope for the Future Work

The TAM is a well known theory of technology acceptance and results suggests that the theory generally holds well in exploring the perception of the customers regarding the Public Bike Sharing System in Panchkula. In this study, the TAM has been successfully used to explain the acceptance of Public Bike Sharing System in Panchkula. Based on the results, behavioural Intention to Use is highly dependent on all the variables like Perceived Usefulness, Perceived Ease of Use, Compatibility and Perceived Self-Efficacy when taken together. Moreover, to encourage the tourists to use the Public Bike Sharing System, government has to put more emphasis on the compatibility and usefulness of the technology and less emphasis on the ease of use. Finally, an easier access of

Public Bike Sharing System should be provided to the tourists, so that they can use it more.

Due to time and resource constraints, the present study is likely to suffer from certain limitations which can be taken up as future research directions. The sample size was small in terms of data and area of observation. The unwillingness of the respondents and limited time was another constraint for the current study. The sampling technique was purposive sampling instead of any other standard sampling technique.

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