

# AMRAPALI INSTITUTE OF HOTEL MANAGEMENT

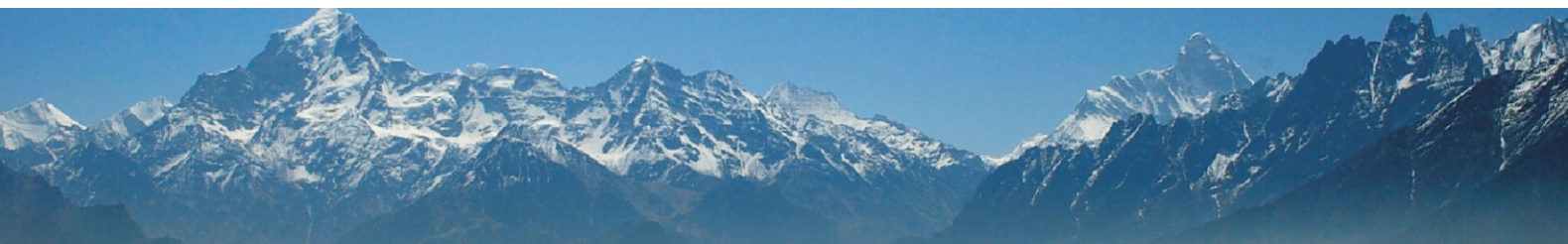


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## AVAHAN

A PEER REVIEWED JOURNAL OF HOSPITALITY & TOURISM RESEARCH

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16. Rural Tourism and Sustainability: An Explorative Study in Garo Hills of Meghalaya

# AVAHAN

**A PEER REVIEWED JOURNAL ON HOSPITALITY AND TOURISM SECTOR**

*Patron: Prof. (Dr.) Sanjay Dhingra*

*Editor - in- Chief: Prof. (Dr.) Shailendra Kumar Singh*

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**AMRAPALI INSTITUTE OF HOTEL MANAGEMENT  
HALDWANI**



## AVAHAN: A PEER REVIEWED JOURNAL OF HOSPITALITY & TOURISM RESEARCH

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# Foreword

I extend my warm greetings and appreciation to the team of Amrapali Group of Institutes for organizing such insightful conference and to all participants who contributed with their knowledge and experience in the conference.

The Tourism and Hospitality industry has witnessed a tremendous growth worldwide in the past three decades. As per statistics of the World Tourism Organizations (UNWTO), international tourist arrivals grew by 4.6 % in 2015 to 1,184 million and generated US\$ 1.5 trillion in export earnings in the same year. Due to such remarkable economic and employment benefits of tourism and hospitality, all destinations all over the world are striving to foster their competitiveness to sustain the socio-economic benefits of tourism and to attain favorable impacts on the environment.

This international conference provides a lively forum and platform to bring together academicians, researchers and tourism stakeholders to discuss, debate and exchange experiences around the theme “Sustainability, Competitiveness & Growth in Tourism & Hospitality Industry”. A wide range of sustainable tourism and competitiveness issues are expected to be deeply and thoughtfully presented and discussed in the two days of the conference.

The conference, indeed, seeks to link sustainable tourism to competitiveness and sheds light into their crucial importance as drivers of growth in tourism and hospitality. Sustainable tourism development has emerged as a balanced tourism development that enables all nations in general and the developing countries in particular to contribute efficiently in the economic well-being, job creation as well as social equity and natural and heritage environment conservation. In this context, competitiveness has been considered as a driving force that, if properly managed and instrumented, will augment the tourist revenues and enhance the organization’s image in the international markets.

Arguably, to target growth in tourism and hospitality, sustainable development plans together with competitiveness have to be fully considered not only by the public tourist authority but also by all tourism stakeholders such as private sector investors, suppliers, travel intermediaries and tourism educational institutions. Having such wide scope in mind, I think this conference is a milestone to discuss different aspects of competitiveness, share the most recent success stories in sustainable tourism implementation and addresses the future concerns and challenges from both academic as well as practical perspectives. To strengthen the academic value, the conference proceedings will be published in a special issue of the academic journal **AVAHAN**

I am sure the conference will be informative and really hope its sessions and the journal will offer deep insights about sustainable tourism and competitiveness. I also look forward to some intellectual thoughts and ideas over the issues of sustainable tourism, competitiveness and growth in the tourism and hospitality industry.

Eman M. Helmy, Ph.D.  
Professor in Tourism Management  
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# Foreword



Tourism and Hospitality has indeed come a long way, impacting on the local and global community, the tourist as well as the products and services consumed in the area. The 4<sup>th</sup> conference of **AVAHAN 2016**, an International conference with the theme: **SUSTAINABILITY, COMPETITIVENESS AND GROWTH IN TOURISM AND HOSPITALITY INDUSTRY** is hosted by the Faculty of Hospitality Management in association with the International Society for Hospitality Education. As part of the conference proceedings, the Annual Hospitality Journal compiles all the various research outputs of the many authors whose papers underwent scrutiny by a panel of reviewers.

The theme of this conference is very timely, as the tourism and hospitality industry rapidly moves from just creating a destination and developing the products and services needed by our tourists, there is now a need to undertake a balance among the requirements of the stakeholders.

It is essential for the human resource to have a higher level of skills, the finest skills that would could provide a qualified price of services that would meet this demand – all these would be the role of training institutions and universities.

The sub-themes of the conference for the submitted papers focused on planning, development, operations management, human resource management, marketing, and innovation. These are key to achieving sustainability, competitiveness and growth in tourism and hospitality industry. With increasing numbers of tourists, the paradox of the competition and cooperation among the various stakeholders must be realized as well, that would lead to positive growth in the tourism and hospitality industry.

It is the hope of the organizers that the Annual Hospitality Journal be used by the participants in furthering their studies through citations, as well as creating new knowledge that can be helpful in the next generations for Tourism and Hospitality !

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## Message from Editor

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**Mahendra Singh Negi**

The Amrapali Institute of Hotel Management, Haldwani, is proud to announce the publication of the fourth volume of its resourceful journal “AVAHAN” focusing on Sustainability and Growth in Tourism and Hospitality Industry. The essential purpose of the journal is to reflect the influence of tourism and hospitality industry on economic growth in a sustainable manner so that the present generation benefits from it and leave a rich heritage to the generations to come. The endeavor is to engage, inspire and entertain a diverse readership, including alumni, faculty, staff, students, parents and friends of Amrapali Institute, by presenting an intimate, timely portrait of the role of tourism in hospitality industry.

Sustainable tourism in today’s scenario helps to maintain a high level of tourist satisfaction while ensuring a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them. This necessities’ ensuring quality education delivered to the coming generation in order to introduce a policy wherein students may rapidly implement new ideas through research and other activities. The present journal emphasizes on the ways to develop a sound knowledge among its readers.

We extend our sincere commitment to the journal with assurance that it will strengthen the academic and industrial requirements of the developing Tourism and Hospitality Industry. The papers presented by esteemed authors in the Journal give fruitful insight into the theoretical discussions and empirical studies related to Sustainability and Growth in Tourism and Hospitality Industry.

I extend my sincere gratitude to all the team members, for their valuable cooperation and assistance. I sincerely thank , the Management, Patrons, Editorial Board and the Technical Team for their overwhelming support. We extend our special thanks to all the learned authors for their resourceful contribution.

We aim to serve our readers with more enriching intellectual content in the years to come. I congratulate team AIHM for their onerous efforts towards achieving excellence and making AVAHAN a grand success.

# AVAHAN: A Journal of Hospitality & Tourism

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