

# **Advanced Technologies & Innovations in Tourism & Hospitality Industry**

**Volume-1**

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# **PREFACE**

For sustainable development and effective management of all related aspects of hospitality and tourism, it is essential to learn from the best practices around the world and be innovative in finding practical solutions to ever-evolving challenges. Innovative approaches should be taken to strategically align with the visions and expectation of key tourism & hospitality industry stakeholders in planning, developing, marketing, managing, monitoring and controlling.

As we advocate that industry leaders and researchers should collaborate in seeking practical and innovative solutions for the challenges in hospitality and tourism, papers jointly written by industry leaders and academics are sought for this conference.

We bow our head in reverence before our loving chief patron Dr.(Prof.) Mukti Bhatnagar and Patron Dr. Stuti Kacker, Dr. N.K.Ahuja and Dr. Shalya Raj. We also show gratitude to our chief advisors Dr. Rohit Arora, Dr. Krishnamurty, Mr.DK Saxena and Dr. Heero Hito Rev. We also appreciate the kind cooperation of Dr. Amit Kumar Singh, Dr. Reyaz Qureshi, Mr. D.S. Negi, Dr. Jatashankar R Tewari, Dr. Bhola Chourasia, Dr. Vinay Rana and Dr. Neeraj Aggarwal.

The book would not have been possible without the support received from our co-worker Mr. Rajeev Thakur, Mrs. Garima Jain Goel, Mr. Yajvendra Singh, Mr. Vinay Punia and Mr. Saurabh Tripathi.

We also thank all the authors who sacrificed their precious time to contribute to this book. Furthermore, we wish to thank all the participants of the conference for dedicating their time and knowledge, thus contributing to very open and productivity discussions at the conference and fruitful contacts following. Thanks to all of you for your contributions!

*Editors*

Dr. Shiv Mohan Verma

Sunil Kumar Panwar

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# Customer's Perception of Tablet-Based Menus: Practicing a Prolonged UTAUT Model

## Chapter 1

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## **Introduction**

The restaurant businesses play an imperative part within the lives of the people as it offers employment opportunities for individuals as well as the consumption of meals for the customers. In recent times, the restaurants have seen tremendous development as more people are devouring meals outside of their homes. This inclination has forced the restaurateurs to look for new restaurant concepts to meet the numerous requests of customers.

In the recent years, quick development in the restaurant technology has played an important role in changing customers' service encounter, such as how the food is displayed, arranged and served (Dixon, Kimes, & Verma, 2009; Oronsky & Chathoth, 2007). The effects of the technology/marketing incorporation are insightful for not only for the customers' side but also for services and products providers (Nykiel, 2001). Technology has redefined and reformed the entire service procedure with a creative way in hospitality organizations (Nyheim & Connolly, 2011; Nykiel, 2001). Results of observational studies have shown that the service development (e.g., implementing technology in service delivery process) incorporates an altogether positive effect on customer satisfaction and customer behavioural intention when patronizing a restaurant (Su, 2011) and it may, in turn, extend the restaurant's market share and improve

performance in service (Huber, Hancer, & George, 2010). Recently, electronic-tablet gadgets are changing our day-to-day communication. Being mindful of the functionalities and affordances of electronic-tablets, restaurant administrators implement electronic-tablet gadgets into restaurant operation for improved service quality.

Within the last few years, eateries around the world presented tablets and other intelligent gadgets as a substitute or expansion to conventional paper menus. By utilizing touch input, advanced menus permit a coordinated interaction with the substance accessible on the menu (Wang & Wu, 2013). A great assortment of materials and features can be included that would not be conceivable with paper menus, such as video recordings, intuitively maps, three-dimensional images of substances and many more. By including this novel innovation, the restaurants can display information on their food in a way that would be incomprehensible with paper-based menus (Beldona, Buchanan, & Miller, 2014). Customers use the restaurant provided tablets not only to explore menu selections, deliberate reviews on taste and order meals but also to view the photographs of each dish and even advise chefs of how they prefer their steaks to be cooked. Additionally, there are recommendations that suggest wines to match the foods. The comfort and adaptability advertised by tablet menus, combined with accessible technology like mobile internet, empowers restaurant administrators to provide more multipurpose services for customers.

Researchers in the past have investigated on the significance of restaurant menus and their growth (Domoff et al., 2015; Hartwell, Johns & Edwards, 2016; Kiszko, et al., 2014; Lu & Gursoy, 2017; VanEpps, et al., 2016), there is little known about the effects of the usage of electronic menus on the guests' ordering experience. Tablet-based menus or TabMe offer some fabulous highlights: firstly, the capacity to browse the food menu and put the food order specifically to the kitchen without mediators; secondly, the capacity to modify food orders; and thirdly, the benefit of securing information about guest buying interests, patterns and wish lists from the manager's point of view (Prabu, 2013). Likewise, Beldona, Buchanan and Miller (2014) studied the acceptability of e-tablet menus over the conventional paper-based menu taking into consideration three perspectives: order information quality (customers' recognition of the information given on a menu), menu convenience (ease of utilisation of the tablet-menus), and requesting gratification (the degree by which, tablet-menus' interface and interactivity improve the ordering involvement). Their study discovered that e-tablet menus are prevalent compared to the conventional paper-based menu over all three parameters. Yepes (2015) examined the effect of menu labelling on clients' food choices utilizing tablet innovation and found that attraction of menu labelling is emphatically related to its professed impact

on food choice. Zulkify, Zahari, Hafiz and Jamaluddin (2015) concentrated on technology readiness (TR) among guests on tablet-based menus in order to recognize their level of wellbeing and the impact of customer perceived value (CPV) in acceptable behaviour and genuine usage of the tablet-based menu.

However, to the best of this research author's knowledge, the implementation of tablet-based menu ordering has not been empirically examined largely in both developed countries (Suarez, 2015) and especially in developing countries including Malaysia where the implementation of this kind of menu ordering system is still in the infant stage. To the author's best knowledge, there are limited studies that focus on the acceptance of tablet-based menus (Ahn & Seo, 2018; Beldona, Buchanan, & Miller, 2014; Buchanan, 2011; Suarez, 2015; Yepes, 2015; Zulkify, Zahari, Hafiz, & Jamaluddin, 2015). Hence, the aim of this study is to analyse the antecedents that influence the customer perception of the tablet-based food-ordering system among semi-casual restaurants in Malaysia. The above discussion leads to the following objectives of this study.

1. To analyse the antecedents that influence the customer ordering experience using a tablet menu in the dining space.
2. To assess the perception of the respondents' food ordering experience using the tablet menu.
3. To evaluate the relationship between customers' technology acceptance and their behavioural intentions to use a tablet-based menu ordering system.
4. To examine the UTAUT 2 model in Malaysian demographic context and restaurant industry.

In order to achieve the goal of this study, this study will rely on the primary data that will be generated from a survey instrument developed based on an extensive literature review. As discussed previously, this study will implement the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) model to examine the theoretical extension to it. This study will adopt the constructs used in the UTAUT model and new endogenous (Hedonic Motivation) construct will be added to it with the new moderating (age and gender) constructs.

## **Literature Review**

The restaurant businesses involve a great competition among them as the restaurant administrators, its management is ceaselessly looking for better approaches to progress their businesses and sustain customer relationships (iphoneHuber, Hancer, & George, 2010) and technology is one of the ways to accomplish this. Technological innovations have ended up being exceptionally significant to the

restaurant industry, due to the opportunities that it offers to lessen the operating cost, better proficiency, lessen human errors and service failures and expanded service offered to the consumers by the restaurants. Moving away from the traditional way of offering services to their consumers, restaurants have now started making use of available technological innovations such as the modification in the menus to incorporate the pictures and the nutritional information of the dishes.

### **Technology Innovation in Restaurant's Menu**

Over the long period, technology has massively revolutionized the restaurant businesses, especially from the second half of the twentieth century onwards (Koutroumanis, 2011). In the past few years, fast-developing restaurant technology has played a significant role in altering customers' eating experience, such as the way the food is displayed, arranged and delivered, just to name a few (Dixon, Kimes, & Verma, 2009; Oronsky & Chathoth, 2007). Innovation has re-imagined, reformed and reframed the service procedure with an inventive way in hospitality establishments (Nyheim & Connolly, 2011; Nykiel, 2001). Of late, electronic-tablet gadgets are altering our day-to-day communication. Being mindful of the functionalities and affordances of electronic-tablet (e.g., iPad, Samsung Galaxy, etc.), restaurant operators have embraced electronic-tablet gadgets into restaurant operations for superior service excellence (Hsu & Wu, 2013). Restaurants are getting to be mindful that the arrangement and usage of technology can energize individuals to utilize the restaurant, remain longer (in this manner, possibly requesting and eating more) and post appraisals and reviews around their involvement on Facebook, Instagram, TripAdvisor, etc. The utilization of technology in family-friendly restaurants is getting to be more common. Several restaurants across the globe have substituted their published menus with Apple's touchscreen iPad or some other type of tablet. Consumers not only use the restaurant-provided iPads for exploring menu choices, study notes on taste and order foods (Fenech, 2010; Beta, 2011) but also to get photographs of each dish and indeed advise the chefs about how they want their steaks prepared (Fenech, 2010). Additionally, there are popup boxes that recommend wines to match meals (Beta, 2011).

A Tablet menu wholly transforms the guest's eating experience. Tablet-based menu ordering has been measured as the best replacement for the traditional paper-based menu card due to its capability to reduce the number of service failures, controlling labour cost as well as providing a new experience to the customer these days. In this context, the use of tablet devices such as iPad, which is also called as tablet-based menu ordering system, was presented in a more meaningful way with additional information and visual on menus, their

nutritional values and source of ingredients. The facts that patrons can order their foods, play games, pay their checks and watch movie previews with the devices on the tables (Buchanan, 2011; Wang & Wu, 2013) make it worthwhile. The tablet-based menu ordering is additionally said to be the finest approach in combating issues with respect to human mistakes and service disappointments uncovered by the conventional strategy of taking and delivering the food order (Wang & Wu, 2013).

Technology will proceed to be a centre for restaurant administrators in the years to come. Mobile food ordering and payment will develop table stakes for quick service and fast-casual concept restaurants and the whole industry will proceed to experience a digital revolution. From quick-service restaurants to fine dining restaurants, guests will utilize technology to form their ordering choices. Restaurant administrators who spend on technologies that interface with their guests will be in a position to attain success. Numerous administrators will utilize online ordering platforms and dependability programs to gather information on their guests and advertise to them straightforwardly and information security will gradually become imperative, as the industry gets to be more dependent on customer-facing technology (Nicolopoulos, 2018).

### **Technology Expansions in Malaysian Restaurants**

The new trend of technology revolution has been welcomed by the Malaysian restaurants and is still in its infancy where a few restaurants have already started to use either the tablet menus or using robots for service delivery. With the Influence of technology and to better serve its customers; one of the giant steps was taken by Sakae Sushi Malaysia, which introduced its menu on the iPad. This concept of menu increases staff efficiency within the restaurant as with the iPad menus, orders now ought not to be conveyed by hand to produce the bill but can be sent straight to the cashier. Likewise, McDonald's, the world's largest fast-food restaurant chain introduced self-service kiosks at several of its outlets in Malaysia. The new kiosks allow customers to skip the queue and human interaction (Kim & Qu, 2014) as placing orders and payments can be done on the machine.

Similarly, Pizza Hut launched its first digital concept store as part of their progressing activities to offer more helpful client involvement. The store's most noticeable highlight is the digital ordering panels at the brand-new take-away booths. Dine-in customers, on the other hand, are provided with digital menus to experience an Augmented Reality menu where dishes and promotions come to life in superior vibrancy than ever before as they select their dishes, thanks to the tablets provided at each table. This offers patrons with a completely modern

advanced encounter from the minute they walk into the store, order and appreciate their feasting experience. The kiosks permit patrons to make orders and pay more rapidly, expanding productivity and decreasing hold up times to place an order (Pizza Hut, 2017).

The use of technology also has potential benefits for guests because it makes a difference in the advancement of guest comfort, expanded control and progressed quality (Kimes, 2009). Kimes (2008) also highlighted that technology makes a difference to extend trustworthiness as guests perform the same method each time the technology is utilized; in this way, a high level of consistency is essential. Though studies have emphasised the possible benefits for the restaurant and the guests from the usage of technology, the truth that individual's identity influences their technological willingness ought to be at the front of the minds of restaurateurs (Parasuraman, 2000). This is often vital as the quality of service of a technological instrument depends on how the technology is utilized and recognised by consumers. Customer's technological status will influence the gratification acquired and intent to reuse the technology. Lin and Hsiegh (2006) agreed that the more gratification a guest achieved from the usage of self- service technology (SST), the more likely, that the guest would be likely to utilize the technology yet again. The outcomes of their study moreover discovered that the guest would be further expected to suggest the technology to others if they were pleased.

### **Tablet-based Menus (TabMe)**

The introduction of tablet-based menus first appeared in the restaurants for the wine lists, which followed the commencement of dinner menus (Rousseau, 2011). The introduction of TabMe is a noteworthy development for restaurant businesses. The implementation of TabMe empowers restaurateurs to present their menus to their patrons with pictographic introductions, nutritional information, and the use and origin of ingredients used in the dishes (Rousseau, 2011). The important components that were emphasized within the advancement of standard, paper-based menus must be taken into thought in the expansion of an electronic menu. Tablet-based menus have unique competencies that separate them from conventional paper-based menus (Beldona, Buchanan, & Miller, 2014). Buchanan (2011) studied whether the electronic tablet-based menu overtook the conventional paper-based menu concerning the ordering experience as well as to decide if such menus specified better ease of use. The findings of this study were consistent with the statement that the use of technology did offer assistance to upgrade service quality. The results affirmed that consumers had a greater understanding when utilizing the electronic tablet-based menu to order their meal. This study further indicated that consumers

experienced better ease of use with this sort of high-tech menus in comparison to the conventional menus.

In order to address the research purpose and to develop the knowledge and understanding in the area of an individual's technology perception and attitude acceptance towards the use of technology, this study will implement the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) model proposed by Venkatesh, Thong and Xu (2012). This model is the most recent technology acceptance model, which incorporates all the major improvements in customer technology acceptance literature (Satama, 2014). The UTAUT 2 model was derived from the initial work of Venkatesh, Morris, Davis and Davis (2003) who proposed the unified theory of acceptance and use of technology (UTAUT) based on eight theories to address technology acceptance (Venkatesh, Thong, & Xu, 2012).

### **Performance Expectancy**

Performance expectancy (PE) is defined as “the degree to which a person believes that using the system will offer assistance to him or her to accomplish gains in job performance” (Venkatesh et al., 2003; Venkatesh, Thong, & Xu, 2012). In preceding studies, scholars found that performance expectancy is a very significant element, which affects the behavioural intentions of the customers (Ali, Nair, & Hussain, 2016; Antunes & Amaro, 2016; Gupta & Dogra, 2017; Okumus, Ali, Bilgihan, & Ozturk, 2018; Venkatesh et al., 2003). Weeger, Wang and Gewald (2016) displayed that PE has the foremost considerable positive effect on the intention by looking at variables that decide an employee's intention to take part in a corporate BYOD program. Huang and Kao (2015) also found that PE is the strongest determining factor of an individual's behavioural intention to use Phablet. Performance expectancy has shown to be a strong antecedent in consumer e-commerce travel acceptance studies. Previous studies (Ayeh, Leung, Au, & Law, 2012; Okumus, et al., 2018) have established performance expectancy to be one of the foremost important indicator of technology utilization in tourism settings. Therefore, based on the above argument, hypothesis one was formulated.

H1: Performance Expectancy positively influences customer Behavioural Intention to use TabMe.

### **Effort Expectancy**

Effort expectancy (EE) is defined as the “degree of ease/effort associated with consumers' use of the technology” (Venkatesh et al., 2003; Venkatesh, Thong, & Xu, 2012). Throughout the writings, researchers utilised numerous theories for EE, but there is a resemblance between PEOU construct in TAM or the

ease of use construct and the complex construct of the diffusion of innovation theory. PEOU depicts the degree to which a person accepts that utilizing innovation would be easy (Venkatesh et al., 2003). Ease of use alludes the degree to which a person utilizing an advanced technology professed it as challenging or simple to utilize. Agreeing with Rogers (2003), complexity is the degree to which a person observes an advanced technology as moderately challenging to utilize and recognise. The more advanced technology is complex, the more adversely its influences on its acknowledgement (Rogers, 2003). In past experimental studies (Baptista & Oliveira, 2015; Ouattara, 2017; Venkatesh et al., 2003; Venkatesh, Thong, & Xu, 2012), the researchers established that EE affects the consumers' approach of utilizing in obligatory and deliberate utilization. Moreover, within the perspective of technology acceptance, Davis (1989) found that EE is amongst the essential indicators for investigating the technology consumption behaviour and the behavioural intention. Prevailing works affirmed that the lower the determinations to comprehend a technology, the higher is the intent to embrace the technology (Kang, 2014). The technology that is easy to use within the acceptance period has a positive impact on the consumer's state of mind towards applying it (Satama, 2014). Effort expectancy has been emphatically supported in case of online travel shopping selection (Amaro & Duarte, 2013). Weeger, Wang and Gewald (2016) found that EE influences purpose to take part in a corporate BYOD program. Effort-oriented developments are anticipated to be more noticeable within the initial phases of new behaviour when process issues represent obstacles to be overcome, and afterwards turn out to be dominated by instrumental concerns (Davis, 1989; Venkatesh, 1999; Venkatesh et al., 2003). Therefore, the above discussion leads to the formulation of hypothesis two.

H2: Effort Expectancy positively influences customer Behavioural Intention to use TabMe.

### **Social Influence**

Social influence (SI) represents "the degree to which an individual perceives how important it is that other people believe he or she should use technology" (Venkatesh et al., 2003). A number of researchers in their studies investigated the notions of the SI and exhibited that SI influences individuals' practices (Venkatesh & Davis, 2000; Ouattara, 2017; Weeger, Wang, & Gewald, 2016). Social factor refers to a person's internalization from the social system's subjective culture (Huang & Kao, 2015). The image relates to the degree to which a person finds that utilizing an advanced innovation can upsurge his position in a social organization (Huang & Kao, 2015). Moreover, several authors found that SI is a significant indicator of behaviour intention to use technology where age moderates the relationship between SI and behavioural intention (Ali, Nair, &



Hussain, 2016; Venkatesh et al., 2003; Hew at al., 2015; Okumus et al., 2018). Based on the above argument, this study would like to propose the hypothesis three.

H3: Social Influence positively influences customer Behavioural Intention to use TabMe.

### **Facilitating Conditions**

Facilitating Conditions (FC) are defined as “the degree to which an individual believes that an organizational and technical infrastructure exists to support the use of the system” (Venkatesh et al., 2003). UTAUT model proposed that consumer’s recognition of facilitating conditions straightforwardly affects the acknowledgement of technology because it was acknowledged that the surrounding environment either empowers or confines the adoption (Venkatesh et al., 2003). Different studies (Ali, Nair, & Hussain, 2016; Khalilzadeh, Ozturk, & Bilgihan, 2017; Maruping et al., 2016; Okumus et al., 2018) verified FC in individuals’ behaviours towards technology, and the results of these studies recognised and reinforced that FC has a significant impact on actual usage and behavioural intentions to apply technology. Escobar-Rodríguez and Carvajal-Trujillo (2014) found that FC influence online buying intention. Agudo-Peregriana, Hernández-García and Pascual-Miguel, (2014) found a similar result in a study where they studied the variables that affect the acceptance of e-learning frameworks. Particularly, a customer who can access a favourable set of facilitating conditions is more likely to have a better intent to practice a technology. Thus, the above discussion proposes the following hypotheses.

H4a: Facilitating Conditions positively influences customer Behavioural Intention to adopt TabMe while ordering their meal.

H4b: Facilitating Conditions positively influences customer Use Behaviour of TabMe while ordering their meal.

### **Hedonic Motivation**

Hedonic Motivation refers as “the pleasure or enjoyment an individual derives from using technology” (Venkatesh, Thong, & Xu, 2012), and it has been shown to perform a significant part in deciding technology acceptance and use (Brown & Venkatesh, 2005). Venkatesh, Thong and Xu (2012) integrated HM or intrinsic motivation constructs into the UTAUT 2 model to supplement UTAUT, which had only the extrinsic motivation or utilitarian value. Brown and Venkatesh (2005) and Venkatesh, Thong and Xu, (2012) included that intrinsic (hedonic) values are critical indicators of technology acceptance, application and consumer behaviour. Many additional studies (Arenas Gaitán, Peral Peral, &

Ramón Jerónimo, 2015; Baptista & Oliveira, 2015; Huang & Kao, 2015) established that HM operationalized as perceived enjoyment, to be among the key elements of technology acceptance and use. In a hedonic outlook, customers look for joy, such as fun and playfulness from the use of a product or service. Customers are expected to determine satisfaction that is more prominent and have added fun in performing a specified task on a system that is less demanding to use than on a system that is more lumbering to use. Studies in the past have established that when customers observe greater levels of hedonic motivation, they are prompted to have positive behavioural intentions, such as repeat purchase and continued usage (Chiu, Wang, Fang, & Huang, 2014; Kandampully, Zhang, & Bilgihan, 2015; Ozturk et al., 2016; Rodriguez & Trujillo, 2014). With regards to TabMe, the author of the current study assumes that the more satisfaction potential clients feel in association with the technology, the higher the chance that they will exceedingly value it. Hence, the author of this study included hedonic motivation as an indicator of consumers' behavioural intention to use technology. Therefore, the above discussion postulates hypothesis five.

H5: Hedonic Motivation positively influences customer Behavioural Intention to use TabMe.

### **Behavioural Intention and Use**

The two resulting variables within the UTAUT are the behavioural intention and the actual usage or conduct. It is essential for the technology acceptance models to consider the role of behavioural intention (BI) of modern technologies (Ouattara, 2017; Ramirez-Correa, Rondan-Cataluna, & Arenas-Gaita'n, 2015). Academicians attempted to validate this statement through different models such as TAM (Davis, 1986), UTAUT (Venkatesh et al., 2003), and UTAUT 2 (Venkatesh, Thong, & Xu, 2012). BI relates to a person's subjective possibility towards an assumed behaviour (Venkatesh, Thong, & Xu, 2012) and is an undeviating determining factor of the actual usage. Scholars in the past in numerous studies and settings exhibited that intention impacts behaviour (Agudo-Peregrina, et al., 2014; Alalwana, Dwivedi, Rana, & Algharabat, 2018; Ramirez-Correa, et al., 2015; Tan, Ooi, Leong, & Lin, 2014). While the intention to utilize a framework can vary over time, the behaviour is the real form of use (Arman & Hartati, 2015). Behavioural intention is frequently viewed as the precursor of behaviour (Gupta & Dogra, 2017). Venkatesh et al. (2003) validated in their UTAUT model that behavioural intentions have a high influence on the use of technology. A positive intention affects a person's acknowledgement and use of technology. Findings of pragmatic studies have demonstrated that the service innovation (e.g., embracing technology in-service distribution procedure) encompasses a positive effect on consumer satisfaction and their behavioural intention when patronizing a restaurant (Su, 2011) and this may upsurge the

restaurant's market share and expand service performance (Huber, Hancer, & George, 2010). The above argument leads to the formulation of hypothesis six.

H6: Behavioural Intention to adopt TabMe positively influences the use behaviour of customers.

### **Moderating Effects of Age and Gender**

Studies in the past have recommended that age and gender are important demographic factors that moderate the connections between consumers' perceptions of technology, and their behavioural intentions (Venkatesh et al., 2003; Palau-Saumell, Forgas-Coll, Sanchez-Garcia, & Robres, 2019). The moderating effects of age and gender were investigated in UTAUT-1 and 2 between the independent variables and the dependent variable and behavioural intentions (Venkatesh et al., 2003; Venkatesh, Thong & Xu, 2012). In UTAUT-1, Venkatesh et al. (2003) investigated the moderating effects of age and gender between the independent variables and the dependent variable, as well as between the facilitating conditions and the technology used to examine a group of people who have been introduced to new technology at their workplace. The authors found that the impact between the performance expectancy and behavioural intentions was stronger for young men, while the impact was stronger for older women with inadequate experience in the relationships between effort expectancy and social influence toward behavioural intentions. Venkatesh et al. (2012) studied the moderating effects of the new relationships included in the extended UTAUT model, in a sample of internet mobile users. The authors found that age and gender moderate the relationship between facilitating conditions and behavioural intentions. The authors found that older women implemented a greater influence on this relationship. Additionally, they found that age and gender moderate the relationship between hedonic motivation and behavioural intentions.

Age is expected to play an important role in technology adoption. Several pragmatic studies (Jaradat, Imlawi, & Al-Mashaqba, 2018) found that age is the foremost dependable demographic indicator of self-service technology utilization by customers. According to Jaradat, et al., (2018), older people tend to perceive a reduction in their own cognitive capabilities to learn, which could be a barrier for them to embrace and use new technological developments. However, young consumers are more "realistic" (Chiemeké & Ewwiekpaefe, 2011). According to Rojas-Méndez, Parasuraman, & Papadopoulos (2017), young consumers in comparison to the elder consumers tend to have a positive approach towards embracing the technology and this may demonstrate that se-

nior individuals are inclined to communicate using interactive means instead of using novel technologies.

The effect of gender on technology adoption has received significant attention in previous studies. Several studies have examined the moderating effect of gender on technology adoption in a variety of contexts, including mobile payment (Jose Liebana-Cabanillas, Sanchez-Fernandez, & Munoz-Leiva, 2014) and mobile marketing (Karjaluoto, Lehto, Leppäniemi, & Jayawardhena, 2008). A number of studies mentioned that men are more technology-savvy in comparison to women and are more likely to have progressed computer abilities in contrast to women as males are more enthusiastic than females to embrace novel technical gadgets and have a more positive state of mind (Rojas-Méndez et al., 2017) and self-confidence (Elliot & Hall, 2005) in utilizing new technologies. Hence, based on the above discussion, the following hypotheses were formulated.

H7a-e: Age and Gender moderates the effect of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions and Hedonic Motivation on Behavioural Intention.

H7f-g: Age and Gender moderates the effect of Facilitating Conditions and Behavioural Intention on Technology Use.

## **Methodology**

The aim of this study is to examine as well as to expand the body of knowledge and understanding with respect to the antecedents that influence consumer behaviour to use the tablet-based food-ordering system among semi-casual restaurants in Malaysia. Based on the literature review, a conceptual framework and hypotheses concerning the customers' acknowledgement of tablet-based menu TabMe were developed. In order to study the key determinants of a tablet menu, customers will be asked to respond to a number of survey questions measuring the different constructs included in the proposed conceptual model. This research will employ a quantitative data collection method using the survey approach to collect data concerning the usage of tablet menus by intended customers. The survey questionnaire was adapted from the previously validated scales and survey instruments and necessary addition and amendments were made based on the context of the current study. The wording of questionnaire items included in the survey measuring constructs of the proposed model in the present study was adapted as necessary from the previously published literature to fit within the context of this research.

Data will be collected from a number of restaurants located in Kuala Lumpur that are already implementing the use of tablet-based menus. A Stratified

Random Probability Sampling method will be applied so that each member of the population has an equal and known chance of being selected. Structured questionnaires will be distributed to the diners at the locations mentioned above. Foreign tourists visit a few of these restaurants as well since these restaurants are located at the tourist centres. This will help the researcher to collect the data from foreign tourists as well. Permission will be requested from the restaurant management to approach guests at the dining table to seek their participation in the research.

The important reason of this study is to recognize and examine the components that affect customers' acknowledgement of tablet-based menus. In order to attain this objective, this study will utilize two distinctive statistical software tools. Statistical Package for Social Sciences (SPSS) will be utilized for analyzing descriptive statistics such as frequencies, mean values and standard deviation analysis. These analyses will be implemented for each variable individually and to review the demographic profile of the respondents to acquire preliminary information (Khater, 2016). The Analysis of Moment Structures (AMOS) for Structural Equation Modelling (SEM) will be utilized for measurement model analysis and a structural model to test the proposed hypothesized model.

Ethical consideration is an important subject in the design of any research development concerning human subjects. As an academic researcher, the researcher strived to stay credible and trustworthy in the course of his research undertakings. In addition, it is the responsibilities of researchers to stand by ethical practices (Vanclay, Baines, & Taylor, 2013). The researcher stood by the regulations set by the Human Research Ethics Regulations. Participation in the research was voluntary. Information sheets will be provided to the potential contributors with the research goal specified and all other information pertinent to their decision to participate. While it is understood that there is a necessity to preserve research information confidential, due respect was given to the independence of people and their dignity. A confidentiality statement along with the information on the background of the study, and how to complete the survey questionnaire will also be included in the information sheet. Consent forms will be given freely and voluntarily to the participants for the surveys in order to avoid redundant deception. An option will be given to the prospective participants to acknowledge and accept it before proceeding to the survey. Potential participants will have the right to decline participation, to deny replying to any specific question and to withdraw from the study at any given time, including withdrawal of any information provided. The survey responses will be used for data analysis and all the information will be treated with the strictest confidentiality. Participant's anonymity, confidentiality and data protection will also be guaranteed at all stages. No names or other recognizing characteristics will be

expressed in this thesis or any other papers or reports.

## **Conclusion**

This study proposes the idea of examining the customer's perception of tablet-based menus using the extended UTAUT model and surely, the academic contributions to the existing body of knowledge will be accomplished through proper research. The data on customers' information satisfaction on their menu ordering experience will add some value for the research to provide feedbacks for operators regarding the new system they introduce to the customer. The measurement of customers' information satisfaction in this context will be appropriately assessed through previously developed and tested instruments with careful consideration in modifying it to the proposed study. Therefore, empirical analysis is needed to meet the purpose that helps to analyse or foresee the consumers' perception towards this new system in restaurants. The data on the overall experience, on the other hand, would be beneficial to help restaurants with the system to tailor their system to meet customer preferences.

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# Tourism Development, Crisis and Disaster Management: An Empirical Assessment of the Indian Himalayan Region

## Chapter 2

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### **Introduction:**

The Indian Himalayan Region (IHR) is the section of the Himalayas within India, spanning the states of Jammu & Kashmir, Himachal Pradesh, Uttarakhand, Sikkim, Arunachal Pradesh, as well as the hill regions of two states - Assam and West Bengal. The region is responsible for providing water to a large part of the Indian subcontinent and contains varied flora and fauna. Also, the study incorporates other North-eastern states of Meghalaya, Manipur, Mizoram, Nagaland and Tripura.

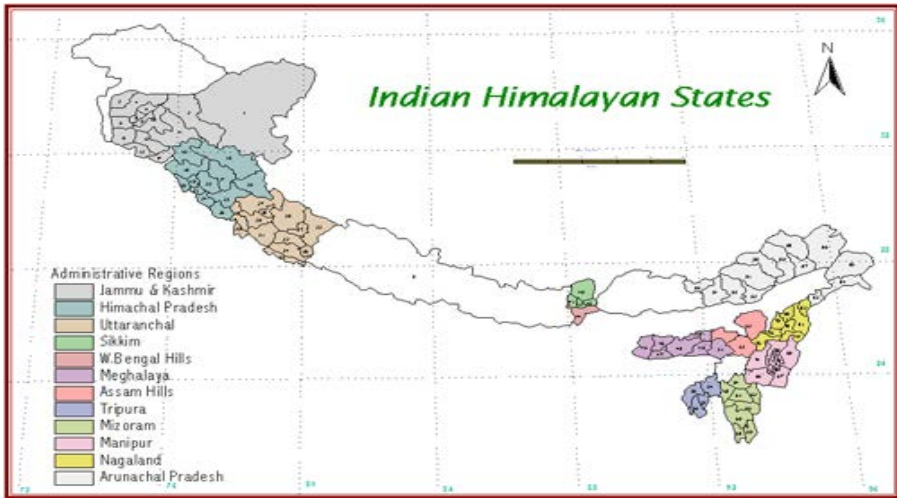
The IHR physiographically, starting from the foothills of south (Siwaliks), this mountain range extends up to Tibetan plateau on the north (Trans-Himalaya). Three major geographical entities, the Himadri (greater Himalaya), Himachal (lesser Himalaya) and the Siwaliks (outer Himalaya) extending almost uninterrupted throughout its length, are separated by major geological fault lines. Mighty but older streams like the Indus, Sutlej, Kali, Kosi and Brahmaputra have cut through steep gorges to escape into the Great Plains and have established their antecedence.

The northernmost range of mountains is the Karakoram Mountains that continue into Pakistan and China. To the south of the Karakoram Range lies the Zaskar Ranges. Parallel to the Zaskar Ranges lie the Pir Panjal Ranges. These three mountain ranges lie parallel to each other in the north-western part

of India, most of its area lying in the state of Jammu and Kashmir as its capital Srinagar, too.

Some of the highest mountains on earth are found in the region. Many rivers considered holy like the Ganga and Yamuna flow from the Himalayas.

**Figure 1: Indian Himalayan States and Extended North East**



**Source:** <https://www.google.co.in/search> retrieved on 04.07.2017

The Himalaya is known as the Water Tower of Asia. It contains the greatest area of glaciers and permafrost outside the Polar Regions, hence, is also known as the Third Pole. The total amount of water flowing from the Himalayas to the plains, and then on to the Indian subcontinent is estimated to be about 8.6 million cubic meters per year. Himalayan glaciers are the source of ten of Asia's largest rivers, and more than a billion people's livelihoods depend on them. The Himalayan region is the most sensitive zone for global climate change. Studies have shown that the rate of increase in temperature across the Himalaya is three times the global average. Currently the temperature of Himalayas has been increasing by 0.06°C per year. According to the projection made by Intergovernmental Panel on Climate Change, average annual mean warming of the Asian land mass will be about 3°C by 2050 and about 5° C in the year 2080 with much higher rates towards the Tibetan Plateau.

More than a billion people directly depend on the Himalayas for survival. While Climate Change is global phenomenon and has a global effect, the immediate repercussions are local. In the Himalayas, it has ad-

verse impact on ecosystems and habitats endangering the very existence of life not just in the Himalayan Mountains but in the plains downstream. The Himalayan glaciers are melting due to global warming. Decreases in snow accumulation and glacial retreat might lead to acute water shortages in the future. Almost 67% of the glaciers in the Himalayas have retreated resulting in water scarcity in the Himalayas and for more people living downstream who depend on glaciers and snow as a source of fresh water. The high elevation lakes are also at higher risk of Glacial Lake Outburst Floods (GLOFs). GLOFs can have a devastating impact on people, livestock, forests, farms and infrastructure.

In addition to this, Himalayas have experienced various other impacts of climate change. The rapidly changing environmental conditions caused by climate change make plant species more vulnerable to diseases and pests, contributing to the degradation and fragmentation of forests. Climate change is altering the fragile ecosystems of the Himalayas causing upward movement of vegetation and wildlife. This change will upset the ecosystem balance and seriously endanger the survival of many plant and animal species. Climate change, besides the immediate impact on flora and fauna, has adverse impact on health, wellbeing and livelihoods of the people.

**Disaster Management** is the organization and management of resources and responsibilities for dealing with all humanitarian aspects of emergencies, in particular preparedness, response and recovery in order to lessen the impact of disasters. The tourism industry at various locations is periodically confronted by catastrophic events that threaten its survival. The terms, crisis and disaster, are often used interchangeably in the literature and in common usage. Within the context of the above objectives, however, it is useful to draw a distinction between these terms so that the focus of the current study can be more precisely defined. Also, in the process of examining definitional issues, some useful insights into the dimensions and organizational implications of disaster situations are produced.

Much early management theory assumed relative stability in both internal and external environments of organizations and, therefore, did not provide a firm foundation for coping with change and crises (Booth, 1993). If the implications of change were considered at all, this was viewed in terms of the challenge of coping with gradual (relatively predictable) change, rather than sudden changes which might test the organisation's ability to cope. One perspective on the nature of crises is provided by Selbst (1978), who refers to a crisis as 'Any action or failure to act that interferes with an (organisation's) ongoing functions, the acceptable attainment of its objectives, its viability or survival, or that has a det-

rimental personal effect as perceived by the majority of its employees, clients or constituents’. There are two dimensions of the crisis situation emphasised in this definition, which shed light on the distinction between crises and disasters, and the ramifications of these two situations with regard to the responses of organizations and communities. Firstly, by referring to ‘any action or failure to act’, it implies that the event in question is in some way attributable the organisation itself. Secondly, it implies that the event must have detrimental or negative effects on the organisation as a whole or individuals within it.

Crises and disasters epitomise chaos phenomena as it is described by such authors a Gleick (1987), Peat (1987) , Progogine and Stengers (1985) and Faulkner and Russell (1997) in the tourism context. In terms of chaos theory, even apparently stable systems are frequently ‘at the edge of chaos’, whereby a seemingly insignificant event may be enough to precipitate instability and change on such a scale that the integrity and coherence of the system appears to be threatened. Fink emphasizes the ubiquity of the ‘edge of chaos’ condition in business when he suggested that businesses generally are a crisis waiting to happen-ie ‘any time you’re (ie managers) are not in crisis, you are instead in a pre-crisis, or prodromal mode’ (Fink, 1986, 7). In his view, the essence of crisis management thus becomes ‘the art of removing much of the risk and uncertainty to allow you to achieve more control over your destiny’ (Fink, 1986, 15).

**Table 1: Land Use Pattern of All the Himalayan States in India (in Percentage)**

States/Uts	Reporting area for land utilization	Forests	Not available for cultivation	Permanent pastures and other grazing lands	Land under miscellaneous tree crops & groves	Culturable wasteland	Fallow lands other than current fallows	Current fallows	Net area sown
Arunachal Pradesh	100	91.08	1.15	0.32	0.65	1.18	1.29	0.65	3.69
Assam	100	24.89	32	2.04	2.66	0.98	0.76	1.62	35.07
Himachal Pradesh	100	24.22	24.86	33.03	1.52	2.79	0.31	1.32	11.95
Jammu & Kashmir	100	53.5	15.39	3.39	1.9	3.86	0.42	1.96	19.62
Manipur	100	86.78	1.38	0.05	0.31	0.05	0	0	11.48
Meghalaya	100	42.3	10.24	0	7.09	20.21	7.59	3.05	9.56
Mizoram	100	81.91	6.89	0.26	0.51	0.26	4.21	1.23	4.73



Nagaland	100	54.11	4.7	0	7.52	3.57	4.76	5.14	20.19
Sikkim	100	43.82	34.34	0.55	0.69	0.27	4.12	0.69	15.38
Uttara- khand	100	61.15	8.24	4.06	4.39	6.78	1.09	0.74	13.55
West Bengal	100	13.52	20.2	0.06	0.67	0.39	0.25	3.93	60.99

The preparation of land bank is the need of the hour and land use planning for accommodation, transportation, fairs and festivals and other touristic activities are needed. West Bengal has a huge pressure of human habitation even in the two districts in (adjacent to) the Himalaya. It is also noticeable that

**Table 2: Tourist Inflow to Total Population of Himalayan States in India, 2012**

State	Ratio	Rank ( 1 being extremely severe)
Uttarakhand	2.808	1
Himachal Pradesh	1.844	2
Jammu & Kashmir	.9962	3
<b>Sikkim</b>	<b>.9450</b>	<b>4</b>
West Bengal ( Darjeeling District)	.5371	5
Assam ( Upper)	.1463	6
Arunachal Pradesh	.0043	7

Though 8 major disastrous activities took place in the Himalayan region of India out of 30 since 1972 to 2015, yet the number of persons killed or affected is not less at all. Again the frequency and intensity of natural calamities are quite high as the Himalaya is geographically and ecologically a fragile region. The government recognized death fatalities are given below.

**Table 3: Death Fatalities from Natural Calamities from 1972- 2015**

S. No.	Name of Event	Year	State & Area	Fatalities
1	Floods	Oct-14	Jammu & Kashmir	
2	Floods/ Landslides	Jun-13	Uttarakhand and Him- achal Pradesh	4,094
3	Uttara- khand Floods	Aug – Sep 2012	Uttarkashi, Rudraprayag and Bageshwar	52
4	Assam Floods	July – Aug 2012	Assam	---
5	Sikkim Earthquake	Sep-11	Sikkim, West Bengal, Bihar	60
6	Sikkim Earthquake	2011	North Eastern India with epicenter near Nepal Border and Sikkim	97 people died (75 in Sikkim)
7	Cloudburst	2010	Leh, Ladakh in J&K	257 people died

**Source:** <http://www.ndma.gov.in/en/disaster-data-statistics.html> *retrieved on 04.07.2017*

### **Review of Literature:**

In their article, ‘The impacts of tourism on the environment of Mussoorie, Garhwal Himalaya, India’ Madan S. & Rawat L. (2000 ) have showed that from 1958 to 1988 the number of tourists had increased gradually in Mussoorie. The majority of the tourists preferred to use the indigenous hotels and about 96% of the tourists used a private vehicle rather than public transport. The installation of modern tourist related facilities and infra-structure has led to the aesthetic degradation of the landscape. Tourist facility development is often disorderly and scattered. To reduce the traffic to Mussoorie town it is suggested that some nearby places like Dhanolti and Park estate should be developed for tourism.

They have also conceptualized the areas to be taken care for the sustainable tourism practices to reduce environmental threats and disasters.

In their article 'Towards a framework for tourism disaster management', Faulkner B. (2001) has mentioned that tourism destinations in every corner of the globe face the virtual certainty of experiencing a disaster of one form or another at some point in their history. He has claimed that a few destinations have properly developed disaster management plans in place to help them cope with such eventualities. He has addressed the problem by drawing on insights from the broader disaster management literature to produce a generic model for analysing and developing tourism disaster management strategies. He has also introduced stages in a community's response to a disaster chronologically starting from pre-event, prodromal, emergency, intermediate, long-term recovery to resolution.

Sikkim has a comparative advantage in tourism with its beautiful landscape, diverse flora and fauna with rich culture, tradition, and warm hospitable people. Sikkim is one of the 26 biodiversity hotspots of the world. It also has advantage over the other north-eastern states, being the most peaceful state in the region. Tourism is estimated to contribute to around 8 per cent of the state GDP. Close to 2.9 million tourists visited Sikkim during the Eleventh Plan period between 2007 and 2012. This number is expected to rise to 5 million tourists during the Twelfth Plan period, between 2012 and 2017. Sikkim has a comparative advantage in tourism with its beautiful landscape, diverse flora and fauna, culture and traditions, and warm hospitable people. It attracted a record 720,000 tourists in 2010—which had been declared as 'the year of tourism'. The number of tourists dipped in 2011 due to the massive earthquake, but saw an increase in arrivals in 2012. Recently, Sikkim has been named the best region to visit in 2014 by *Lonely Planet*, a leading global travel guide. Sikkim's Tourism Mission 2015 seeks to making tourism the main livelihood of the people of Sikkim, and each every household and individual a skilled force for the tourism industry. The mission also seeks to give importance to domestic tourism, focusing on pilgrimage, culture, tradition, heritage, adventure, ecotourism and wellness.

In their article 'Extreme Weather Related Disasters: A Case Study of Two Flashfloods Hit Areas of Badrinath and Kedarnath Valleys, Uttarakhand Himalaya, India' Sati V.P. (2013) cited many instances in the recent past when the catastrophes caused heavy losses to lives and tremendous damage to property. One of the important characteristics he cited was during the monsoon season is heavy downpour (cloudburst) which is due to extreme weather condition. Further, the landscape is very fragile and the human settlements are located either along the perennial streams of big rivers or on the unstable slopes. These peren-

nial streams and big rivers are highly violent during the monsoon and whenever, the water level of these streams rises, it causes heavy loss to property and lives through destruction of the human settlements located along these courses. During the recent past, extreme changes in the climatic conditions have been seen largely due to the anthropogenic activities, i.e., population growth and large-scale deforestation. It has not

only affected the climatic conditions but also affected the daily life of the inhabitants. This article examines the extreme weather related disasters in the Himalaya and gives a description of two deadly cloudburst triggered flashfloods that occurred in the Kedarnath and Badrinath valleys, which left the entire landscape devastated. This was followed by devastation of the settlements, agricultural fields, and thousands of lives were wiped out during this catastrophe. Rainfall data were collected to know about the changes in the climatic conditions and their impacts on the disaster in this part of the Himalaya.

In their article “Deluge, disaster and development in Uttarakhand Himalayan region of India: Challenges and lessons for disaster management”, Kala C.P. has stated that the Himalaya has been venerated by communities since antiquity and hence visited by a large number of pilgrims for paying tribute, annually. Though, the state population is about 10 million, over 25 million tourists visited here in 2011 despite the fact that the state remains under frequent natural hazards in the forms of landslides, earthquakes and flash floods mainly during monsoon. The torrential downpour in 2013 and subsequent flooding had wreaked havoc that not only swallowed vast swathes of Uttarakhand but also took life of thousands of pilgrims and tourists. The cloudburst, heavy rainfall and subsequent landslides are the natural disasters but this disaster in Uttarakhand is mainly attributed by masses as a man-made disaster due to unregulated tourism and unplanned construction. In this background, the major aim of this study is to explore and review the factors responsible for increased intensity and scale of disaster due to flash floods in the Uttarakhand state of India. The paper also reviews and discusses various options for disaster risk reductions in the sensitive ecosystem such as the Himalaya.

In his article ‘Indigenous technical knowledge inputs for effective disaster management in the fragile Himalayan ecosystem’ Rautela P. ( 2005) has mentioned that the survival strategy of the masses has led to the evolution of area-specific, locally pertinent and effective ways of mitigating natural disasters. This vital knowledge base is, however, often ignored and is being fast eroded. The paper aims at highlighting the relevance of these practices that put forth most cost-effective and acceptable means of mitigating disasters. Rautela P. has also probed that the traditional resource management practices of the people of

the remote Himalayan terrain by the author and it reflects his belief in the acumen of the masses. Improvisation on the traditional practices of disaster management has a major role to play in putting forth cost-effective and sustainable means of shielding the community against the impact of natural disasters. This article puts forth an alternative approach of interpreting the traditional practices of the masses and would lead to appropriate innovations for better disaster management in the region. The paper discusses the relevance of the various disaster management practices of the region. During the course of their habitation in the disaster-prone Himalayan terrain the indigenous people through experience, experimentation and accumulated knowledge devised ways of reducing their vulnerability to natural hazards. Studies show that their understanding was fairly evolved in the areas of earthquake, landslide and drought management and had devised efficient ways of mitigating the effects of these.

In their article, *An Assessment of Resilience: Disaster Management and Recovery for Greater New Orleans' Hotels*, Lamanna Z., William K.H. and Childers C. (2012) examined the disaster-related challenges of residential populations as little research has documented the effects of disasters on businesses in the tourism industry (Drabek, 2000). They determined that the residential circumstances, effective and efficient preparation, speedy response, and strategic recovery following disasters are crucial for tourism businesses. Greater New Orleans hotels are under this study to assess their resiliency when handling the effects of Hurricane Gustav. Here the research examined (a) the reasons for and effects of business closure, (b) the impact of losing lifeline services (e.g., electricity and telephone service), and (c) the human resource challenges that were caused by the disaster. In a study involving a representative sample of hotels, results indicated that 88% closed to the general public before the hurricane and were closed for an average of four days. Approximately 13% of hotels lost power, 17% lost telephone services, and 42% lost the minimum base of employees needed to continue providing full guest service. Findings also indicated that many of the challenges faced by hoteliers were connected to human resource factors. The results of this research are important to managers because it provides an illustration that could aid in future disaster management planning.

***Table 4: The timeline of events associated with June 2013 deluge in Uttarakhand***

June 16th, 2013; night	Heavy rainfall in high hills of Uttarakhand including Kedarnath valley resulted in massive deluge in the river basins; water level in Mandakini increased 625 m against the danger level of 626 m
June 17th, 2013; morning	Heavy rainfall continued; the Chorabari lake above Kedarnath town collapsed; water level in Mandakini increased upto 633 m against the danger level of 626 m
June 18th, 2013; 8.00 am	Water level in Mandakini increased upto 626.65 m against the danger level of 626 m. News came out that excessive rainfall left 99 people dead, toll expected to go up, and thousands of pilgrims remained stranded in the high hills. Some security forces were pressed in rescue operation. Two Indian Air Force (IAF) choppers ferried some stranded pilgrims from Kedarnath to nearby helipad
June 19th, 2013	The death toll officially placed at 150 based on body count, however very heavy casualties were speculated. Massive rescue operation continued
June 21st, 2013	The prediction of meteorological department for heavy rainfall, which is generally ignored, was taken seriously, as such rainfall would have hampered in rescue operation
June 22nd, 2013	Over 150 seers refused to be evacuated from Kedarnath. Devotees blamed the cause of disaster was shifting of statue of goddess Kali, Dhari devi, from her temple a day before heavy rainfall. Dhari devi shrine was being shifted for construction of hydropower project on Alaknanda

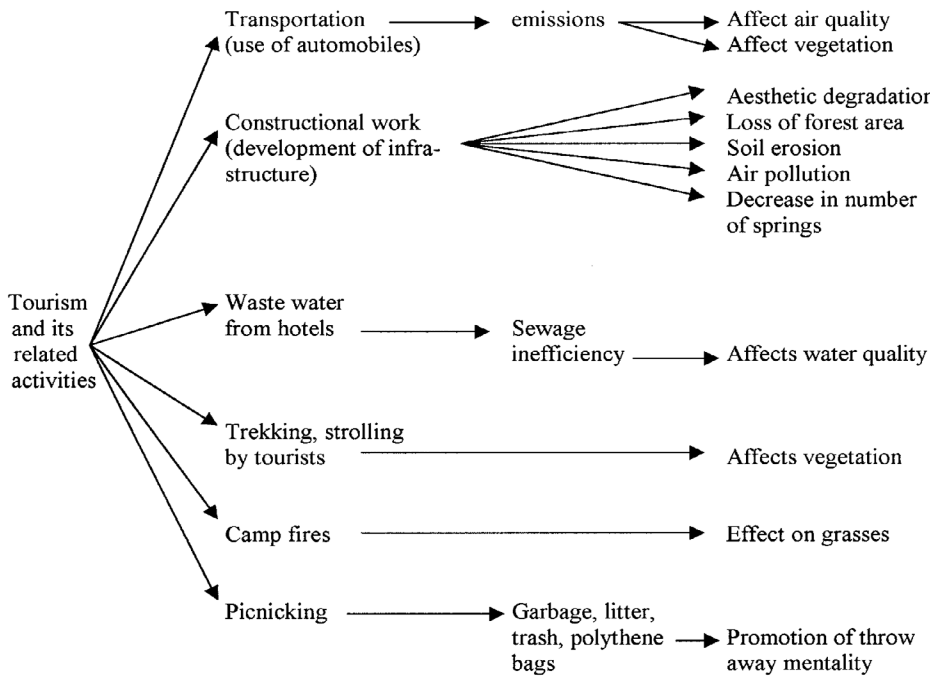
June 24, 2013	Some voluntary organizations speculated that death toll in much higher than the projected one. The death toll was believed to be over 10,000
June 25, 2013	A chopper crashed during rescue operation, in which 19 people were died on spot. The fear loomed large of an epidemic to outbreak, as people from local villagers reported in medical camps began complaining of fever, diarrhea and vomiting
July 1st, 2013	Chief Minister of Uttarakhand constituted the Uttarakhand Reconstruction and Rehabilitation Authority in order to supervise rebuilding and rehabilitation work
July 2nd, 2013	The multi-agency rescue operation involving over 10,000 men and women from the IAF, Army, Indo-Tibet Border Police (ITBP), National Disaster Response Force (NDRF) and Border Road Organization (BRO) finally claimed for evacuation of all stranded pilgrims, about 110,000
August5,2013	StateGovernmentofUttarakhanddeclaredfortabulationofgrossenvironmentalproduct – an auditofthestatenatural resources,whichwasproposedtobereleasedalongsideGDPfigureseveryyear

August 13, 2013	The Supreme Court of India ordered for fresh environmental impact assessment of 24 hydro-electric projects on Bhagirathi and Alaknanda rivers. The Supreme Court ordered the Ministry of Environment and Forest and Uttarakhand Government not to grant any further environmental clearance or forest clearance for any hydro-electric project in the state until further orders
September 11, 2013	The priests offered prayers at temple by chanting hymns and ringing bells. However, the temple remained closed for pilgrims
September 22, 2013	The figure on death toll was officially counted as 4120, pilgrims affected from 19 states, villages affected 1800, homeless 2500 families, and bridges destroyed 15
October 5, 2013	The pilgrimage to Kedarnath was allowed with 100 pilgrims only after 110 days of the day of catastrophe, as till then the administration was able to make arrangements for this small number of pilgrims only
November 5, 2013	On the onset of winter, the temple was closed down for pilgrims as per the traditional norms to reopen the temple after about 6 months

**Methodology:**

***Figure 2: Network showing the impact of tourist activities in the Himalayan Hill Stations***





## Discussion and conclusions:

Some remedial and improvement measures must be taken before the environment becomes further polluted and natural resources are completely over-exploited. The inflow of tourists can be regulated by offering incentives or by creating distractions. The following basic principles should guide the regulation of tourism:

1. The nature and number of tourists visiting a region should be compatible and commensurate with the absorbing capacity of the region.
2. The temporal or spatial flow or spread of tourists should be such as to avoid over concentration at a particular time or place.

Recommendations for enhancing the ecology of the area are enumerated below:

- (a) Firm policies are needed for land use planning in the fragile mountain areas with welldefined zones of potential land use. } The forest area should be conserved and properly managed.
- (b) Afforestation should be carried out in overexploited areas.
- (c) Water sources for drinking should be treated with chemicals from a sanitation point of view.
- (d) Suitable places for toilet facilities should be provided along the main

tracks and halting places to minimize the pollution of gardens.

- (e) Proper arrangements for litter dumping and waste disposal should be made.
- (f) Local people should be fully educated about environmental matters and hygiene.
- (g) The architectural design of lodges, hotels and new structures should conform to the local landscape.
- (h) The trail or road sides should be planted with soil binding trees to check soil erosion.

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Table 4	The timeline of events associated with June 2013 deluge in Uttarakhand

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# The Impact of Events on Rajasthan Tourism – A Study

## Chapter 3

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### **Introduction**

The movement and the travel industry have developed as one of the quickest developing divisions contributing essentially to the Indian monetary development and advancement. India can possibly turn into a favored traveler goal all around. Its rich and differing social legacy, plentiful common assets and biodiversity gives various traveler attractions.

As per a movement report, India positions eleventh in the Asia Pacific locale and 65th on movement and the travel industry Aggressiveness Index. The Indian accommodation segment has been developing at a yearly pace of 14 percent consistently including noteworthy measure of outside trade to the economy. Travel and the travel industry's commitment to capital venture are evaluated to develop at 6.5 percent per annum during 2013-2023, over the worldwide normal of five percent. The all out market size of the travel industry and cordiality industry in India remained at US\$ 117.7 billion and is foreseen to contact US\$ 418.9 billion by 2022. Outside visitor entries (FTA) during the period January – December 2013 remained at 68.48 lakh when contrasted with FTAs of 85.78 lakh during 2018, enlisting a development of 4 percent. FTAs during December 2017 were 11.00 lakh as contrasted with 9.53 lakh during December 2018, development of 6 percent. Remote trade income (FEE) during January – December 2018 remained at US\$ 24 billion when contrasted with FEEs of US\$ 22.737 billion during 2018, enlisting a development of 3 percent.

Bound with the enchantment of the sepia gloss of Thar Desert and with the guarantees of shading and valor, Rajasthan is the best spot to rediscover the beat of India so in all respects persuasively. For a recreation trip, in this way, Rajasthan is surely the spot to be. Rajasthan is dabbed with fortresses, castles and chronicled landmarks. Based on high peaks, in the core of gigantic deserts, and on islands in lakes, the royal residences and fortresses in Rajasthan show the structural custom of the state.

Jaipur, Udaipur, Bikaner, Jaisalmer and Jodhpur are the most favored goals for the vacationer. Four decades back the travel industry in Rajasthan was little industry that was to a great extent restricted to the first class remote visitors what's more, household traveler traffic. Visitor entries were confined to a couple of thousand voyagers every year and were basically recorded in select places, for example, Jaipur, the state capital, Udaipur and Jodhpur (for remote visitors) and the pioneer focuses of Ajmer, Pushkar and Nathdwara (for local travelers). The work in the segment and the part's commitment to the state economy, just as business potential were restricted.

In any case, in the course of the most recent couple of decades, because of the focussed endeavors of Rajasthan Tourism, different State Government offices, select business people/people, the travel industry has developed from a world class and pioneer marvel to a mass marvel putting Rajasthan solidly on the outside and local visitor map. Likewise, when contrasted with the past, where the travel industry in the state implied desert the travel industry, legacy the travel industry (fortifications, castles, and so forth.) and explorer the travel industry, today the visitors have a wide canvas of spots, attractions and exercises to look over in the state, which improves the general the travel industry experience. (Monetary Express: April 20, 2015) Looking at encouraging interests in the travel industry area, Rajasthan government is sorting out an 'Exploration in Rajasthan' program in mid-November, 2015. During her debut address at the eighth release of the Great Indian Travel Bazaar (GITB) 2015, Vasundhara Raje, boss pastor, Rajasthan Government, expressed that the occasion will be centered around pulling in interests in accommodation, improving the travel industry circuits, and so forth. "The multi day 'Exploration in Rajasthan' occasion will be initiated by head administrator Narendra Modi and will get numerous nations like Singapore, Japan and England to talk about the different speculation openings.

The continuous two-day occasion of GITB, sorted out by the Department of Tourism, Rajasthan government, Ministry of Tourism, Government of India and the Federation of Indian Chambers of Commerce and Industry (FICCI) is seeing cooperation from 277 outside purchasers from 45 nations and 199 ex-

hibitors. “With more than 10,000 organized B2B gatherings also, support from 10 state government and associations like Indian Heritage Hotels Association (IHHA), Hotel and Café Association of Rajasthan (HRAR), Rajasthan Tour administrators (RATO) and other the travel industry associations, this is the biggest GITB sorted out up until now, since its commencement,” expressed Dr A Didar Singh, secretary general, FICCI. Featuring the state the travel industry measurements, Raje referenced that the travel industry division in Rajasthan will see a noteworthy flood by 2018. “By 2018, we anticipate that the outside vacationer entries should arrive at 2.5 million from the current 1.5 million and the residential traffic to associate with 50 million from the present 30 million.”

### **Fairs and Festivals of Rajasthan**

The Rajasthan’s affection for shading and cheerful festivals, music, move and celebrations makes it one of the most vivid deserts on the planet. We have various fairs and celebrations of the area. Following are not many fairs and celebrations to become familiar with the rich legacy and culture of Rajasthan:

- Nagaur Fair, Nagaur (Jan-Feb.)
- Kite Festival (held on 14th Jan of every year)
- Desert Festival, Jaisalmer (Jan-Feb.)
- Baneshwar Fair, Baneshwar (Jan-Feb.)
- Gangaur Festival, Jaipur (March-April)
- Mewar Festival, Udaipur (March-April)
- Elephant Festival, Jaipur (March-April)
- Urs Ajmer Sharif, Ajmer (According to Lunar Calendar)
- Summer Festival, Mt.Abu (June)
- **10) Teej Festival, Jaipur (July-August)**
- Kajli Teej, Bundi (July-August)
- Dussehra Festival, Kota (October)
- Marwar Festival, Jodhpur (October)
- Pushkar Fair, Ajmer (November)
- Camel Festival, Bikaner (January)

The extremely rich culture legacy and most accommodating individuals make adventure to Rajasthan a most charming background of life both for remote and household sightseers.

## Objectives of the Study

- To basically survey the chances to advance Rajasthan as a traveler goal.
- To assess the present the travel industry advancement framework and the administration approaches of Rajasthan the travel industry.
- Effect of fairs, celebrations and occasions on travelers.
- To encourage the development of the travel industry in the state with the goal that private segment contributes fundamentally in the advancement of the travel industry in Rajasthan.

## Review of Literature

As per Dr. Laveena T. Dharmwani Assistant Professor, N.R. Vekaria Institute of Business Management Studies, Tourism in Rajasthan offer numerous one of a kind items, for example, posts and royal residences, legacy lodgings, brilliant fairs and celebrations, neighborhood craftsmanship and handiworks. Most likely the travel industry in Rajasthan endure some social and ecological issues for example, poor framework, harm to legacy and journey places, condition contamination, absence of network and shopping acts of neglect. In spite of the fact that the facts demonstrate that legislature of Rajasthan has endeavored numerous endeavors to build the travel industry in the state and attempt to improve different traveler administrations to give great visitor offices?

Batra K.L. (1990) in his examination on “The travel industry in Rajasthan issues, potential and future prospect” reasoned that there were different tangles, hindrances and impediments in the advancement of the travel industry in the province of Rajasthan specifically, and India all in all. Some of which were inbuilt in nature and some were made by the individuals who were absolutely unconscious of the advantages of the travel industry. He firmly prescribes that “traveler action in Rajasthan must be taken as a powerful apparatus in elevating the economic wellbeing of our general public. For this, one proposal can be given that there ought to be regular social affair of our neighborhood individuals with the remote visitors so a portion of our well established spoiled social hindrances and customary frameworks can be broken”.

Bartwal (2008) in his article talks about that in spite of various endeavors through “Mind blowing India” battle, India is lacking tourist’s figures. India can’t run countless guests in its shorelines, mountains and desert sand however does not discuss the techniques to improve the present marking of Incredible India. There are many developing measurements in Indian the travel industry states and the different issues looked by Indian the travel industry, similar to foundation, absence of cleanliness, high levies and so on. (Iqbal, 2003) and furthermore recommendations to improve the current conditions for improving

our travel industry Dr. Nripendra , Ms. Sunaina and Alexandru “Mind boggling India” battle would surely help to draw in progressively remote guests in India and would likewise close the correspondence hole among incorporated and state insightful the travel industry battle. Finally it very well may be presumed that there are massive chances; both straightforwardly just as in a roundabout way identified with Indian the travel industry. It is suggested that organized endeavors are required among Central, State furthermore, Private experts to build up India as a world class goal for movement and the travel industry.

**Research Methodology**

Primary research is conducted in four main tourist places:

Universe: Jaipur, Jodhpur, Jaisalmer, and Udaipur.

Sample Size: 300 Tourists in Rajasthan (Domestic and Foreign both).

Secondary data is also conducted from various journals, articles, web sites etc.

**Analysis and Interpretation**

***Table 1: Gender wise Classification of the Respondents***

Male	180
Female	120
Total	300

***Table 2: Age wise Classification of the Respondents***

Upto 25	52
26 - 35	128
36- 45	82
Above 45	38
Total	300

***Table 3: Monthly Income of the Respondents***

Upto 15000	60
15001 - 30000	123
30001 - 45000	75
Above 45000	42
Total	300



**Table 4: Number of Times Visited Rajasthan**

First time	132
2 – 5 time	96
More than 5 times	72
Total	300

**Table 5: Classification on the Basis of Purpose of Visit of the Respondents**

Leisure Tour	159
Visiting friends and family	36
Business and Professionals	39
Social and Cultural Functions	15
Attending conference etc	27
Watching events	12
Recommended by friends and relatives	12
Total	300

**Table 6: Festivals the Visitors Heard the Most**

Gangaur Festival, Jaipur	42
Mewar Festival, Udaipur	9
Desert Festival, Jaisalmer	15
Teej Festival, Jaipur	120
Dussehra Festival, Kota	30
Camel Festival, Bikaner	18
Pushkar Fair, Ajmer	30
All of the above	36
Total	300

**Table 7: Satisfaction Factor of the Visitors**

Transport	45
Accommodation	23
Accommodation tariff	33
Food Quality	45
Entertainment	51
Shopping	89
Fairs	9
Climate	6
Total	300

**Table 8: Most Interesting Event**

Puppet Show	65
Food & Craft Bazar	108
Jaipur Art Festival	33
Literature Festival	51
Exploring wild life in Sariska	36
Annual Summer Training Camp at City Palace, Jaipur	8
Total	300

**Table 9: Area That Requires More Attention**

Infrastructure	87
Marketing Efforts for Promotion	93
Support from private sector	24
Involving General Public	45
Tourism Policy	51
Total	300

### **Findings of the Study**

- Few visitor places, destinations or fortifications need greater advancement and support like Bikaner, Chittorgarh and so forth.
- Poor promoting endeavors.
- Maintenance of old landmarks, posts and so forth are less.
- The legislature has not had the option to use the India Incredible to battle and convey it forward.
- Most of the respondents have caught wind of different celebrations like Teej celebration in Jaipur and are intrigued to be a some portion of them; subsequently this can be utilized for showcasing advancement.
- Maximum respondents wish to return to Rajasthan for relaxation and visit to different spots which are left by them in this visit because of lack of time.

### **Suggestions**

- Tourism must be given the status of need area.
- Preservation of legacy and more noteworthy inclusion of private segment.
- Better availability between the different traveler focuses in the state.

- Making the general understanding of the traveler great with the goal that they become the brand diplomat of the state.
- Maintenance of places of interest and properties with the assistance of urban neighborhood bodies and the travel industry office.
- Infrastructure around the visitor locales to be created.

## Conclusion

The capability of the travel industry of Rajasthan is yet to be tapped completely. This requires blend of endeavors on both strategy and advertising side. The fundamental framework street, rail and air network should be fortified. Internet showcasing is another region which should be focal point of advertisers for advancement. As dominant parts of individuals visiting Rajasthan are youthful expert in the age bunch 26-35 yrs., there is a need to provide food their taste.

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# Impact of Restaurant Service Quality on Customer Satisfaction: A Case Study of Dehradun City

## Chapter 4

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## Introduction

The historical definition of “restaurant” referred only to places that provided tables where one sat down to eat the meal served by a waiter. The new term was coined for the older “standard” restaurant to, “sit-down restaurant.” Most commonly, “sit-down restaurant” refers to a casual dining restaurant with table service, rather than a fast food restaurant, where one orders food at a counter. Sit-down restaurants are often further categorized as “family-style” or “formal”. In British English, the term *restaurant* almost always means an eating establishment with table service. Fast food and takeaway (take-out) outlets with counter service are not normally referred to as restaurants. Fast casual restaurants do not offer table service, but may offer non-disposable plates and cutlery. The quality of food and prices tend to be higher than those of a conventional fast food restaurant but may be lower than casual dining.

The main purpose of visiting a restaurant is to have a meal, the dining experience is really a combination of goods received which is the meal taste, presentation, quantity, quality, price, the services provided by the staff (welcoming the customer, taking orders, preparing and delivering the food) and also the physical environment (location, parking, seating arrangement, lightings, background music, external and internal decoration).

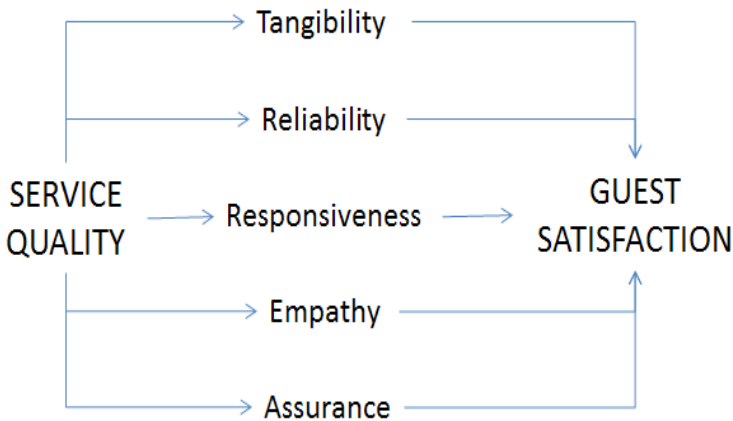
## Review of literature

### Service quality and customer satisfaction

Service quality is considered as the essence of hotel business (Min & Min, 1996) and is the epicenter of core of service management practices (Chen, 2008) Customer satisfaction is related with Service quality (Shi & Su, 2007) and customer satisfaction is associated with customer's revisit intention (Han, Back & Barrett, 2009). The projection of positive and effective image to customers creates the competitive advantage for hotel (Ryu, Han & Kim, 2008).

Relationship between service quality and customer satisfaction was studied by Taylor and Baker. In their study service quality was defined as “the consumer's overall impression of relative inferiority superiority of the organization and its services” (Taylor & Baker, 1994, p.167).

“In the hospitality industry, other attributes, such as imprecise standards and fluctuating demand have been identified and further complicate the task of defining, delivering and measuring service quality” (Wong *et al.*, 1999, p. 137).



The researcher employed the SERVQUAL's frame and its revised version which contains, five dimensions of service quality namely tangibles, reliability, responsiveness, assurance and empathy.

Tangible represents the physical aspects of service firm such as physical facilities, equipment, appearance of personnel and more. Reliability indicates the capability of service firm to deliver accurately and as it is promised. This kind of promise usually communicates through promotional activities.

Responsiveness is the intention of the firm to help to customers and give them required attention. Assurance shows courtesy and knowledge of employees that can transfer trust, competency, and security.

The empathy indicates the especial care and individual attention to customers aiming at realizing individual's needs (Juwaheer, 2004). The researcher suggests that each of these dimensions of service quality has certain indicators that reveal the level and intensity of these dimensions

SERVQUAL (Service quality) was originated in 1988 and it was founded on the conceptual model developed by Parasuraman et al. (1985). The instrument includes five dimensions of service quality (Zeithaml et al, 1990). To ascertain the quality of service provided by a restaurant, the following dimensions were considered:

### **Objective**

The main objective of this research was to investigate the level of customer satisfaction in air conditioned restaurants in the Dehradun city. There has been growth in eating out culture in Dehradun city over the past decade, thus for this business to flourish there is need to investigate to what extent the customers are satisfied so that effective service quality models can be developed by the restaurant proprietors /operators.

### **Methodology**

The air conditioned restaurant was focused as these are important food service establishment in Uttarakhand preferred by tourists as indicated by earlier studies. The total numbers of restaurant units (air conditioned restaurants) were 90 in Dehradun city (Source: Office of Food Safety and Standards Authority of India-F.S.S.A.I., Dehradun ,2016). The data for our study was collected from the Tourists/customers visiting these air conditioned restaurants in Dehradun city.

It was not possible to obtain data from entire number of customers visiting the restaurants in Dehradun city in the year 2017, therefore a convenience sampling was made. The questionnaire designed had two sections –Section A, collected demographic data of the restaurant guests, and section B, collected data that contained 18 items related to five service quality dimensions. Simple statistical tools of percentage /Rating analysis were done to measure the satisfaction level.

The select service quality dimensions were included due to time constraint. They were: -

<b>Tangibles (four items)</b>	<b>Responsiveness (four items)</b>	<b>Empathy (three items)</b>
Internal Décor	Welcoming of the guest	Prompt staff availability
Freshness of food	Response to requests	Attention paid by the staff
Portion size	Giving information for new dishes	Staff flexibility in carrying out your request
Appearance of Staff	Speed of services	
<b>Reliability (three items)</b>	<b>Assurance (four items)</b>	
Temperature of food	Staff Experience & Professionalism	
Service of food	Menu price	
Clearance from the table	Regular guest discounts	
	Restaurant Atmosphere	

The questionnaires were distributed in 40 air conditioned restaurants in Dehradun, from March, 2018 to August 15, 2018, over a six months' period. Guests who have already visited one of the restaurants were asked not to participate in the survey. Following questionnaire administration response was achieved.

<b>Restaurant Guests</b>	
<b>Number of questionnaire administered</b>	<b>Questionnaires Returned</b>
300	242

## **Data Analysis and Interpretation**

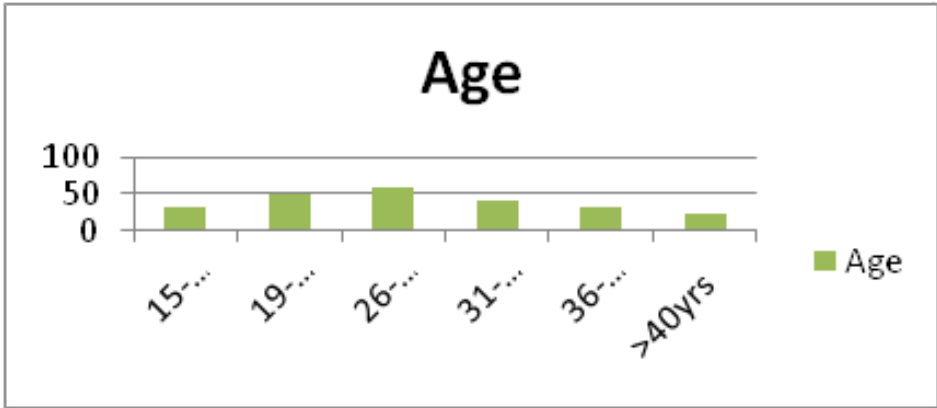
### **Demographic profile of restaurant customers**

#### **Age:**

The majority of customers visiting AC-Restaurants in Dehradun district are from age of 19-35 years. Children having age less than 15 years are not considered as they have dependencies on other factors for their satisfaction. The consistency level of responses for the premature group is also very less so the minimum age considered is 15.



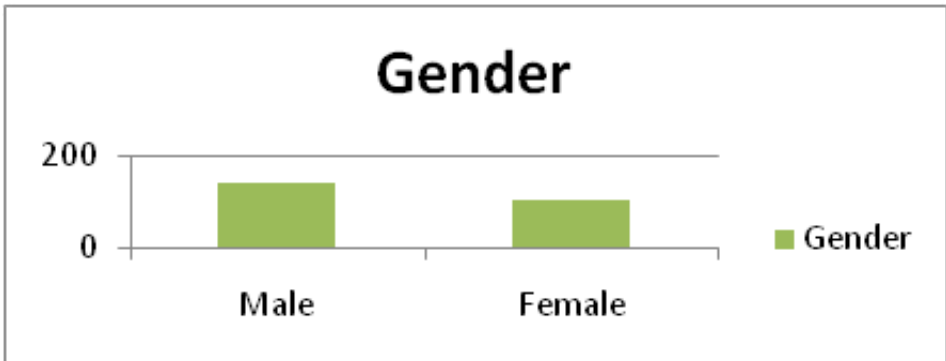
**Figure 1: Responses from Tourist from different age segment**



**Gender:**

The number of males visiting the AC-Restaurants units in Dehradun city is more than females due to a considerable percentage of customers visiting the Restaurants units for their professional visits. The survey as mentioned earlier, also do not counted customers with age less than 15 years.

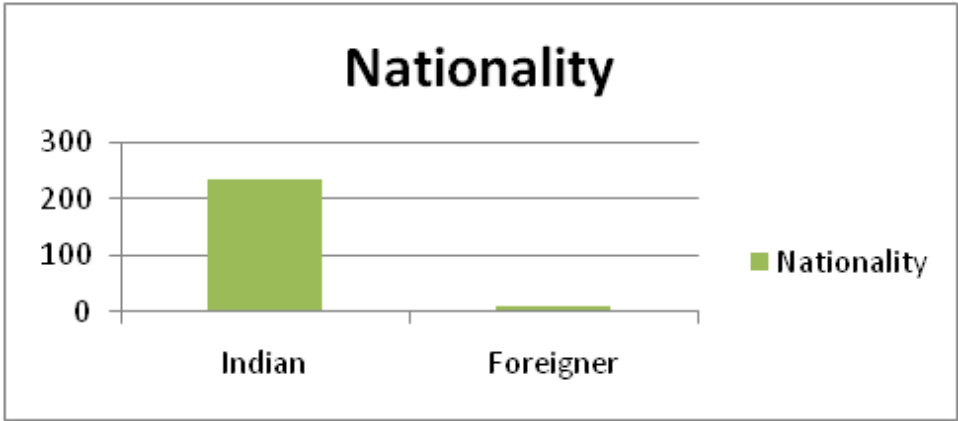
**Figure 2: The number of males/ female visiting the AC-Restaurants units in Dehradun City**



**Nationality:**

Out of a total survey of 242 tourists, the number of international tourists was only 24. Dehradun city has good number of AC-Restaurants units for international tourists still, the low visitations is due to poor standards.

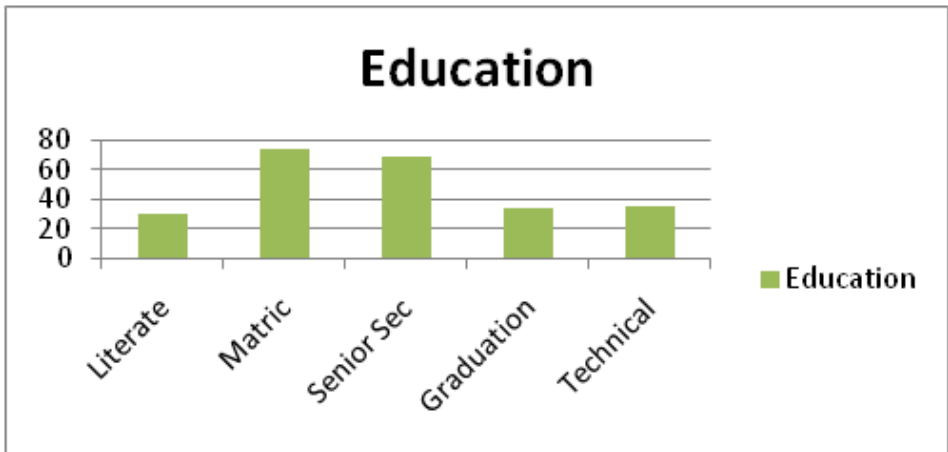
**Figure 3: Number of foreign and domestic tourist visiting the Restaurants units in Dehradun City**



**Education:**

The interest of technical graduates in the city of Dehradun has been observed. More and number of engineering as well as management graduates finds the state as a good destination for spending time at an affordable price. This segment is found to be very calculative and its interest in the state gives positive indications for future growth. The dominant group is senior secondary which also includes those pursuing their technical studies.

**Figure 4: Educational profile of foreign and domestic customer visiting the AC-Restaurants units in Dehradun city**



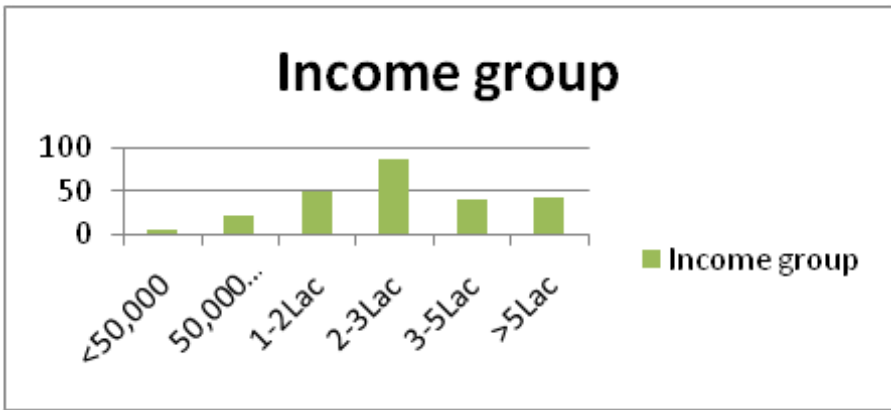
**Profession:**

The majority of customers in the restaurants to the Dehradun district during the survey period were businessmen, professionals & private service personnel.

**Figure 5: Occupational profile of foreign and domestic customers visiting the AC-Restaurants units in Dehradun city**

**Income group:** The following graph presents the income group of the customers visiting the restaurants. Most of the employees (customers) fall in two major groups i.e. between 50,000 to 3 lac. Sizable volumes of customers are from high income category above 5 lacs.

**Fig 6:-Income profile of tourist availing accommodation facilities**



**Responses regarding satisfaction of guests visiting AC-Restaurants**

S. No	ITEMS	Extremely satisfied	Somewhat satisfied	Neutral	Somewhat Dissatisfied	Extremely Dissatisfied	Satisfied %age	Ranking ( in each dimension )
	<b>DIMENSIONS IN SERVICE QUALITY</b>	<b>SATISFACTION FROM SERVICE QUALITY IN RESTAURANT</b>						

S. No	ITEMS		Extremely satisfied	Somewhat satisfied	Neutral	Somewhat Dissatisfied	Extremely Dissatisfied	Satisfied %age	Ranking ( in each dimension )
1.	<b>TANGIBLES</b>	Internal Décor	9 (3.71%)	162 (66.94%)	24 (9.91%)	35 (14.46%)	12 (4.95%)	70.65	1
2.		Freshness of food	13 (5.37%)	118 (48.76%)	54 (22.31%)	52 (21.48%)	5 (2.06%)	54.13	3
3.		Portion size	29 (11.98%)	77 (31.81%)	73 (30.16%)	56 (23.14%)	7 (2.89%)	43.79	4
4.		Appearance of Staff	7 (2.89%)	142 (58.67%)	39 (16.11%)	44 (18.18%)	10 (4.32%)	61.57	2
	<b>RELIABILITY</b>	Temperature of food	28 (11.57%)	66 (27.27%)	77 (31.82%)	68 (28.10%)	3 (1.24%)	38.84	2
6.		Service of food	8 (3.31%)	144 (59.50%)	43 (17.77%)	38 (15.70%)	9 (3.72%)	62.81	1
7.		Clearance from the table	19 (7.85%)	69 (28.51%)	74 (30.57%)	63 (26.03%)	17 (7.02%)	36.36	3
8.	<b>RESPONSIVENESS</b>	Welcoming of the guest	30 (12.40%)	104 (42.98%)	52 (21.49%)	50 (20.66%)	6 (2.48%)	55.38	3
9.		Response to requests	20 (8.26%)	116 (47.93%)	57 (23.55%)	43 (17.77%)	6 (2.48%)	56.19	2
10.		Giving information for new dishes	19 (7.85%)	96 (39.67%)	56 (23.14%)	61 (25.21%)	10 (4.13%)	47.52	4
11.		Speed of services	11 (4.55%)	133 (54.96%)	52 (21.49%)	38 (15.70%)	8 (3.31%)	59.51	1

S. No	ITEMS		Extremely satisfied	Somewhat satisfied	Neutral	Somewhat Dissatisfied	Extremely Dissatisfied	Satisfied %age	Ranking ( in each dimension )
12.	ASSURANCE	Staff Experience & Professionalism	23 (9.50%)	97 (40.08%)	46 (19.01%)	75 (30.99%)	1 (0.41%)	49.58	3
13.		Menu price	28 (11.57%)	103 (42.56%)	33 (13.64%)	73 (30.17%)	5 (2.07%)	54.13	1
14.		Regular guest discounts	18 (7.44%)	89 (36.78%)	63 (26.03%)	64 (26.45%)	8 (3.31%)	47.11	4
15.		Restaurant Atmosphere	21 (8.68%)	105 (43.39%)	51 (21.07%)	53 (21.90%)	12 (4.96%)	52.07	2
16.	EMPATHY	Prompt staff availability	18 (7.44%)	114 (47.11%)	56 (23.14%)	47 (19.42%)	7 (2.89%)	54.55	1
17.		Attention paid by the staff	21 (8.68%)	90 (37.19%)	67 (27.69%)	52 (21.49%)	12 (4.96%)	45.87	3
18.		Staff flexibility in carrying out your request	27 (11.16%)	104 (42.11%)	57 (23.55%)	47 (19.42%)	7 (2.89%)	54.15	2

***N (Total number of responses) =242***

The guests in AC-Restaurants units in Dehradun city are fairly satisfied with the service quality covering the aspect of Tangibility, Reliability, Responsiveness, Assurance and Empathy.

With respect to “Tangible dimension “in the restaurants, customers were highly satisfied with the “interior decoration” followed by “appearance of the staff “. Customers were reasonably satisfied with “Freshness of food”.

With respect to “Reliability dimension” in the restaurants, customers were highly satisfied with the service of food but were not remarkably satisfied with “the temperature of the food “and “clearance from the table”.

With respect to” Responsiveness dimension” in the restaurants, customers

were highly satisfied with the “speed of the service” followed by “response to request” and “welcoming of the guest”. Customers were fairly satisfied with the “information for the dishes” provided to them at the restaurant.

With respect to “Assurance dimension” in the restaurants, customers were highly satisfied with the “Menu price” and the “Restaurant atmosphere”. Customers were fairly satisfied with the “Staff Experience & Professionalism” and “Regular guest discounts”.

With respect to “Empathy dimension” in the restaurants, customers were highly satisfied with “Prompt staff availability” and “Staff flexibility in carrying out request.” Customers were reasonably satisfied with “Attention paid by the staff”.

## **Conclusion and suggestions**

The overall customer satisfaction level in the air conditioned restaurants in Dehradun city is adequately high though satisfaction level for certain service quality dimension like the- temperature of the food “, “clearance from the table, Regular guest discounts, Attention paid by the staff, still are the area to be improved upon.

These areas can be improved upon by implementing effective staff training for Guest handling techniques and skill enhancement. This study has contributed toward a better understanding of the combined effect of total service in an air conditioned restaurant towards customer satisfaction in Dehradun city.

## **Limitations and scope for further research**

This study is also not without its limitations. Since the data is collected by using a convenience sampling method from 40 restaurants in Dehradun, the findings can only be generalized to restaurants that are situated in urban and semi urban areas only. The time frame of six months for this study cannot give clear picture of the satisfaction pattern.

A restaurant’s service quality can directly indicate the quality of dining service for the customers, can have a significant influence on customer’s satisfaction, which will then, affect their repeat /patronage intentions. This is especially important in context to for Dehradun city as there has been a rapid growth of air conditioned category of restaurants, thus creating stiff competition among the restaurants.

In general, it is suggested that this study needs to be replicated in other regions of Uttarakhand state by observing the satisfaction level of guests in restaurant units. It will be enriching knowledge to examine whether the same results about satisfaction level of guests in catering units will be found over different geographical locations in the Uttarakhand state that might help in designing up of a State tourism policy for promoting restaurant industry in Uttarakhand.

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# Role of Innovation in Services of Hotel Industry

(A Case Study on Uses of Artificial Intelligence & Robot in Services of Hotel Industry)

## Article 5

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## **Introduction:**

In today's world Innovation and technology is growing at a rapid rate, and at the same time, use of artificial intelligence and robot is becoming more and more reliable, particularly within the world of service industry.

In current dynamic business scenario, the use of artificial intelligence and robots in the hotel industry has become more widespread in recent times. The robots are used by other industries also, especially for the production process. They are just only using the robot for doing those jobs which are considered as too dangerous or routine work for humans. In manufacturing industry mainly robots only 'do' pre-programmed repeated tasks where as in hospitality industry, the use of robots can be considered a bit trickier because they would be required to interact directly with humans due to which artificial intelligence is also enabled with robots which helps to understand the human response, need and communication during the stay or use of services of hotels.

Introduction of Artificial intelligence and robot is the new implementation in hotel industry and other fast foods outlets across the globe are beginning to realize the benefits of using the technology. Integrating AI in robotics is poised to improve efficiency and service delivery intelligently and timely by providing better satisfaction to the guest of hotels.



## **What is Artificial Intelligence?**

Artificial intelligence, or AI is a smart use of technology which inbuilt with intelligent behavior in computer or machine. It refers to computer or machine which is associated with concepts like automation and big data and can be utilized for a huge range of functions just like a human being.

## **Why is Artificial Intelligence Becoming Important in the Hospitality Industry?**

In particular, customer satisfaction and service is important part of the hotel industry and Artificial intelligence is now becoming a very important tool in serving customer of hotel Industry because of its proficiency to carry out traditionally human functions. Introduction of the AI is significant for hotel owners to save cost, eliminate human error, and deliver prompt & superior service to their customers or guest.

Artificial Intelligence support and assist owners of hotels to implement better processes, anticipating the needs of demand of consumer, problem solving and knowing the traveler consumption pattern.

## **Advantages of Using AI in Hotels**

Now a day's adaptation of artificial intelligence within the hotel industry is increasing day by day, it has numerous practical applications, some of which details are given below:

### **1. In-Person Customer Service**

An artificial intelligence in the hotel industry is to deliver in-person customer service. The development of robots with artificial intelligence and the potential for this technology is growing enormously. It deals with basic customer-facing situations. One of the best example of this case is an AI robot called '*Connie*', adopted by Hilton. This AI based robot is able to provide tourist information to customers who interact with it. Most impressively, it is able to learn from human speech and adapt to individuals. Ultimately, this means the more customers speak to it, the better it will get.

### **2. Chat bots and Messaging**

Chat box is made up with the amalgamation of Artificial Intelligence engines and machine learning tools which has changing the face of the hotel industry in worldwide.

Chat bots are ideal for customer centric-businesses and destinations. AI chat bots have been utilized on social media platforms, allowing customers to ask questions and get almost instantaneous responses, 24 hours a day, seven days a week. Including when travelers are arriving at a hotel and the visitor information centre / welcome centre is closed. With chat bots, the check-in/out is a cakewalk because you don't have to wait for the staff to solve your query.

Guests are embracing new technologies and apps on a daily basis, and hotel companies are trying their best to also get into the fray by developing their own guest facing applications to drive loyalty.

### **3. Data Analysis**

Another advantage of AI within the hotel industry is the analysis of customer's data which helps the hotel staff to find, filter, identify, and trace the past data of existing customers. In this capacity, the AI can be used to quickly sort through large amounts of data and draw important conclusions about existing customers, or potential customers.

Data analysis with the help AI is beneficial for hotel industry to analyze the trends of guest visits in last past few years and to see their history of client during their stays which will helps to identify the likes and dislikes of customer which will be very beneficial for the hotel owner or staff to maintain the customer relationship.

### **4. Merger of AI and robotics in the hospitality industry**

The merger of AI & Robots means robots are programmed with Software and AI to perform the different human task to ease the working of hotel industry and staff. So merger of AI and robots is a huge wake-up call for the hotel or hospitality industry. According to the report published by McKinsey Global Institute that more than 50 percent of today's activities in various industries will be automated by 2055 with the help of AI & Robots.

The merger of AI & Robots is advancement in providing services in all types of service industries including hotel industry as well because the advancement in this technology can handle different tasks with greater cognitive complexity. The "merger" of robots and AI could be used to help improve guest's experience, decrease staff costs and also help increase operational efficiency.

### **5. Reduce the percentage of errors**

In today's era every consumers are need quick and error free services. Integrating of AI-powered robotics with hotel management software makes it easier for

hotel staff to automate and execute repetitive tasks without errors which will minimize the customer does complain. Besides, it becomes cheaper to use a robot in the long run compared to employing a human for the same task.

## **6. New 'chief' in kitchen of Hotel Industry = Faster Delivery of services.**

Now days in Modern business scenario especially in hotel industry, working of business is now totally changed due to introducing of robotic technology in the kitchen & restaurants. In most of the countries like china, Thailand, Dubai, Australia etc. It has been found that robots are taking order from the guests, serves the food and preparing the delicious food items ordered by guest or customers.

It has been noticed that Moley Robotics, a UK-based company, has also produced the world's first robotic kitchen. The robot "cooks its food with the skill and flair of a master chef." Besides, the kitchen features a recipe library that can be accessed remotely by professionals. A local restaurant in Shanghai boasted that their robots could "cook dishes in less than three minutes." That means the vast slab of restaurant and hotel tasks – preparing food, taking orders and serving dishes – can be automated. Automating different tasks in the kitchen means more time will be saved for other activities. Besides, your guest won't have to lose precious time waiting for you to take orders.

## **7. Bookings with AI powered platform.**

With the increase in Internet services the hotel industry is also looking for ways to making your booking experience more effective. In current business scenarios especially in service sector tech savvy companies are coming with updated technology and smart platforms that "foster" better booking experience. For example, Avvio recently launched the first AI-powered direct booking platform, Allora. The new booking engine is poised to better online experiences. That way, it will help increase guest loyalty and also drive direct bookings. The program relies on different algorithms to study and analyze large volumes of data to come up with variations that will yield the optimum booking engine configuration.

Once the data is collected, the program will create more personalized interactions with your guests. As a result, it helps move the booking process away from your usual cookie-cutter approach.

## **8. Makes it easier for hotels to manage big data**

The data of customer is one of the important and valuable assets for any organization to become a successful company. That is why it is also matter of importance for hotel industry also to make use of different travelers and guest data

for their advantage. By analyzing data obtained from restaurant pos systems, hotel software and elsewhere, to gain insights into the hotel can deliver tailored services to your guests. Thanks to machine learning, it is now possible to sift through large chunks of data and give out actionable information. AI not only makes it faster, but it also automates most of the resulting actions.

At the end of the day, the challenge of collecting and analyzing guest data will be simplified. Besides, thanks to AI, that hotel will be able to make strategic choices with regard to guest behavior and characteristics.

## **9. Guests becoming smarter shoppers**

With the increase in smart phone and AI based systems, AI is giving the global travelers a lot of power. Due to AI-powered engines, travelers will be able to query and search travel options against specific criteria. As a result, they are getting the very prompt answers that they are looking for. That would mean that hotels will also need to respond in the same way and be extremely flexible in the services they are offering. That is, with regard to guest packages, amenities, rooms and a host of other services.

## **10. Data-driven Marketing**

Data is one of the important sources of client base to know about their customer or to target the customer. So by observing the importance of data, the hotel industry are also maintaining the data of their customer to segment guest profiles to infinite degrees, creating a comprehensive picture of who's staying at their hotels and how to target them automatically. As well as, managers are also able to track the past records of guest, their habits, taste, preference, guest habits and interests to recognized revenue opportunities or paths to stronger brand loyalty as well as to maintain the customer relationship with the help of data.

## **What Are Robots?**

In common terms, a robot is an electro-mechanical machine, which has been built to carry out complex actions or tasks automatically with great precision. Working of robots is based on the pre-enabled programmed to perform the specific task. With an increase in innovation and technology, modern robots can be either autonomous or semi-autonomous and may make use of artificial intelligence (AI) and speech recognition technology. Now a day's robots are used in both the service sector and the industrial sector both.

## **Robots in the Hospitality Industry**

Now a day's robots are emerged as a popular technology trend within the hotel

industry because automation and self-service customer experience are increasing day by day. The use of robots can lead to improvements in terms of efficiency, cost-effectiveness with zero defects as well as speed up the entire process, reducing congestion in services provided by the hotel to make their customers feel good.

### **Why are hotels using robots?**

Robots can free up the time of human staff and help personalize a guest's stay. All hoteliers want to provide better services and experiences with a positive memory to their customers during their stay at the hotel. If the existing customers are satisfied then the word of mouth publicity of the hotel can increase for their forthcoming business base because in service industry word of mouth publicity and customer's previous experiences with service provider are one of the important factors to enhance their business and sales opportunities.

### **Why and where Robots are used within the hospitality industry?**

Below, you will find a list of various reasons and benefits i.e. why and where the robots are used within the hospitality industry.

#### **1. A robot acts as a tour guide.**

In current business scenario robots are deployed to provide information to their guests, act as staff of front desk, store the service information of each and every customer, as well as check-in and checkout services, with technology including voice and facial recognition.

#### **2. A robot acts as an assistant.**

The robot makes use of an artificial intelligence platform and is able to interact with guests and respond to their questions with the help of speech recognition technology and system. The system also learns and adapts with each interaction, improving the answers it provides.

#### **3. Robot act as Travel mate**

Away from the assistant within hotel, Robot is being used for luggage purposes so-called travel mate which is an autonomous suitcase, which is able to follow you on its own. It makes use of anti-collision technology, has 360 degree turning capabilities and eliminates the need for carrying, pulling or pushing a suitcase around which are very convenience for traveler.

#### **4. Robot act as an assistant for airports and hotels**

Now a days, Airports and hotels are increasingly making use of robotic assis-

tants, transforming the entire hospitality industry. These assistants are capable of carrying out various tasks, including room service and information provision. A key advantage is the ability for robots to offer support for a variety of different languages which is a convenience for the customer of any reason to understand the customer can also feel free to recognize the things.

## **6. A Chatbot to Make Your Flight or Hotel Booking**

In the present scenario of hotel services, chatbots is now one of the common uses of robots within the hotel industry and these can be used to deliver basic customer service, or for more complex tasks, like hotel or flight bookings as well as which intelligently guides customers through the booking process.

## **7. Robots acts as security officers at Airports**

Apart from providing services, information and serving delicious food robots are also act as a security officer which autonomously detect concealed weapons, helping to keep passengers safe during their flights.

## **Advantages and Disadvantages of Robots VS. Humans**

By observing the dynamic business scenario it is necessary to analyze the use of robots to perform human task is a matter of some debate, and there are both advantages and disadvantages. If we focus on advantages then it can be said that robots do not get tired, do not get bored, can work 24 hours a day, seven days a week, and do not require a salary. They can also process many tasks faster than humans. In certain situations, robots can perform with a greater degree of accuracy and consistency than humans would be able to, and 'human error' is eliminated. Moreover, robots can perform in dangerous or hostile environments, and can be programmed to perform actions that humans would be unwilling or unable to do.

Apart from the above advantages, there are also some disadvantages i.e.robots Increased automation which increases the unemployment, while the initial investment and maintenance costs associated with robots can be high. They are also unable to act outside of their programmed parameters, meaning they cannot adapt to unanticipated situations.

Robots and artificial intelligence are emerging as valuable solutions for those operating in the hospitality industry, and the uses are numerous. However, while robots can improve automation and perform tasks without tiring, it is important to acknowledge limitations as well, including an inability to quickly adapt to circumstances.

## Conclusion

Robots with AI are changing the way hospitality industry approach service delivery. Intelligent and flexible automation solutions play a significant role in overcoming the challenges quickly. Investing in hotel management software and robotics means more time off for your staff to tackle other equally important tasks. Besides, your guests will be served faster and more efficiently. As a result, improving the guest experience and increasing profits.

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# A Study on the Role of Government in the Development of Entrepreneurship in India

## Chapter 6

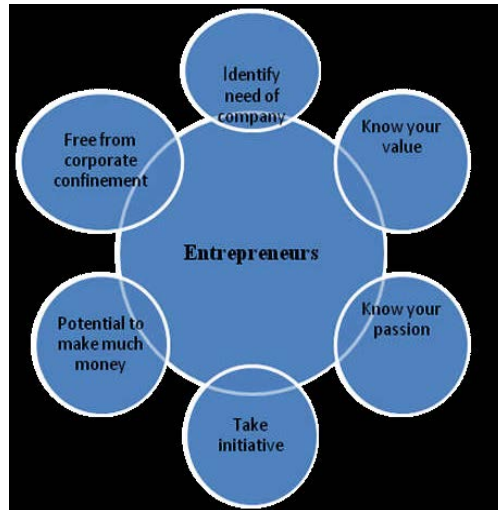
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### **Introduction**

Entrepreneurship plays a major role in the economic growth of a country. Developed countries such as USA, Japan & Russia supports the fact that entrepreneurship acts as a foundation for the development of Economy in their country. Entrepreneurship is the most potent weapon to fight against poverty and unemployment. It is broadly accepted by every, big or small country, that well motivated entrepreneurs are much needed for the development of economy and furthermore for the development of country. Entrepreneurship generates employment, contributes in national income, technological development, industrialization, export promotion, rural development etc. Entrepreneurial development is an organized and logical development of a person to become an Entrepreneur. The development of an entrepreneur refers to instill the entrepreneurial skills into a common person, providing the needed knowledge, developing the technical, financial, marketing and managerial skills, and building the entrepreneurial attitude. Entrepreneurs must consider the following points as per the below figure:





## Entrepreneurship in India

In India, entrepreneurship can be a key to solve the main problems like unemployment and poverty. In view of these benefits, various initiatives have been taken by the government from time to time for entrepreneurship development in the country such as Industrial Policies and Five Year Plans specifically focusing on the growth of small scale sector, setting up of Special Economic Zones (SEZs), setting up of Entrepreneurship Institutions, organizing Entrepreneurship Development Programmes (EDPs) and various Government Programmes and Schemes for the promotion of entrepreneurship like Pradhan Mantri Employment Generation Programme, Credit Guarantee Scheme, National Manufacturing Competitiveness Programme, Micro and Small Enterprises Cluster Development Programme, Rajiv Gandhi Udyami Mitra Yojana, Khadi Reform Development Programme etc.

In spite of numerous initiatives taken by the government, entrepreneurs still face certain problems like lack of availability of funds, technical awareness, managerial skills, availability of resources and infrastructure, awareness about entrepreneurship schemes and regulatory framework, market relationship etc. which blocks the escalation and development of entrepreneurship in the country. To address these challenges, a need was felt by government to lay down new set of policy reforms in India which has led to a significant improvement in recent years. India has evolved to become the 3<sup>rd</sup> largest base of technology start-ups in the world. More than 1,200 startups came up in 2018, including eight unicorns, taking the total number to 7,200 startups, NASSCOM reported.

Therefore, the main purpose is to study the implications of the currently developed policy reforms by the Government of India for the growth of entrepreneurship in India.

### **Recent Policy Reforms for Entrepreneurship Development**

- ***Ministry of Skill Development and Entrepreneurship (MSDE)***

It came into existence as Department of Skill Development and Entrepreneurship on 31<sup>st</sup> July 2014 and later was created as Ministry on 10<sup>th</sup> November 2014. Majorly accountable for co-ordination of all skill development efforts across the country, elimination of disconnect between demand and supply of skilled manpower, constructing the vocational and technical training framework, skill upgradation, building of new skills and inventive thinking. It is aided by following functional arms:

- ***National Skill Development Agency (NSDA)***: is an autonomous body which coordinates and organizes the skill development efforts of the Government and the private sector to achieve the skilling targets. The key functions of NSDA is to assess the existing skill development schemes, generate and keep a national data base related to skill, ensure that the skilling needs of the underprivileged and the marginalized groups are taken care of etc.
- ***National Skill Development Corporation (NSDC)***: is a one of its kind, Public Private Partnership in India which acts as a channel in skill development by providing skill training. NSDC with 160 training partners and 1722 training centres has so far trained around 35 lakh persons across India.
- ***Make in India***: Intended to transform India into a global design and manufacturing center, the Make in India initiative was launched in September 2014. It came as a powerful call to India's citizens and business leaders, and an invitation to prospective partners and investors around the world. This has led to renewed confidence in India's capabilities among prospective partners abroad, business communities within the country and citizens at large. This has in turn helped acquire investments, promote innovation, develop skills, safeguard intellectual property and build best-in-class manufacturing infrastructure.
- ***'Start-Up India' Initiative***

It aims to support entrepreneurship among the youth of India. The 'Start-up India: Stand up India' promotes bank financing for start-ups and offer incentives

to boost entrepreneurship and job creation. Prime Minister, Narendra Modi said that, “Each of the 1.25 lakh bank branches should encourage at least one Dalit or Adivasi entrepreneur and at least one woman entrepreneur”. This project will provide a new element to entrepreneurship and help in setting up of a network of start-ups in the country.

- ***MUDRA Bank***

Micro Units Development Refinance Agency (MUDRA) Bank has been set up on 8<sup>th</sup> April 2015 for expansion of micro units to encourage entrepreneurship in India and provide the financial support to the non corporate small business sector. MUDRA Bank provides refinance to Banks, MFIs, NBFCs etc. for loans to micro units having loan necessity from Rs 50000 to Rs. 10 lakh. Under MUDRA Yojana, MUDRA Bank has launched three products named Shishu, Kishor and Tarun to signify the stage of growth and funding needs of entrepreneurs. Rs. 20000 crore has been allotted to MUDRA Bank for the SME sector which will develop credit facility to boost the growth of small businesses and manufacturing units.

- ***Pradhan Mantri Kaushal Vikas Yojana (PMKVY)***

It is the flagship outcome-based skill training scheme of the MSDE that aims to offer 24 lakh Indian youth significant, industry relevant, skill based training . The objective of this skill certification and reward scheme is to facilitate and assemble a large number of Indian youth to take up outcome based skill training and become employable and earn their livelihood. As on 3<sup>rd</sup> March 2016, 1599895 people have been enrolled, 956871 completed trainings and 290002 got certified under PMKVY . The skill card will also be given to those certified under PMKVY which will act as authenticate skill certification.

- ***Entrepreneurship Development Scheme***

It is presently being developed by MSDE. The scheme is being designed around various elements like entrepreneurship education curriculum, web and mobile based networking platform, entrepreneurship hubs (e-hubs) network, international linkages, national entrepreneurship day, promotion of entrepreneurship among women and minority sections, social entrepreneurship etc.

- ***National Skill Development Mission:***

It was launched on 15<sup>th</sup> July 2015 on the occasion of World Youth Skills Day.

The Mission has been designed to create union across sectors and States in terms of skill training activities to attain the vision of ‘Skilled India’.

- ***ATAL Innovation Mission (AIM)***

It also called as AIM Platform was established through 2015 budget within National Institution for Transforming India (NITI) to provide innovation support platform involving academicians, and drawing upon national and international experiences to encourage a culture of innovation, research and development. The 2015 budget has earmarked Rs.150 crores for the AIM Platform .

- ***Self Employment and Talent Utilization (SETU)***

It is a Techno-Financial, Incubation and Facilitation Programme to support all aspects of start-up businesses, and other self-employment activities, particularly in technology-driven areas. An amount of Rs.1000 crore is being set up initially in NITI Aayog for SETU. It also aims to create around 100,000 jobs through start-ups .

## **Conclusion**

The recent policy reforms clearly reveal that government is leveraging on skill development for ensuring sustainable entrepreneurship development in the country. However, a proper supervision and monitoring mechanism should be set to analyze the outcome of these initiatives on episodic basis and to avoid the overlapping of activities performed by the newly established government agencies and programmes. According to survey undertaken by Local Circles, 59% of citizens still feel that corruption and delays prevent the growth of entrepreneurship in India while only 14% felt funding as the main problem. Thus, the usefulness of the recent policy reforms needs to be checked by analyzing the benefits entailed by the entrepreneurs on regular basis to ensure that these initiatives deliver maximum results unlikely the previous reforms. According to Economic Survey 2015-16, start-up sector is witnessing remarkable dynamism with focus mainly on e-commerce and financial services sector which led to enormous growth of technology enabled start-ups in the year 2015. Therefore, the ‘Start-up India’ mission of government should go ahead of digital or technology start-ups and facilitate entrepreneurship in manufacturing sector to ally with Make-in-India drive and predominantly at grass root level so as to provide self-employment opportunities to technology- deficient section of the society. The entrepreneur with his vision and ability to bear risk can transform the economic scene of the country. They play a crucial role in initiating and sup-

porting the process of economic development of a nation. The overall aim of an entrepreneurial development programme is to inspire a person for adopting entrepreneurship as a career and to make him/her able to identify and utilize the opportunities successfully for new ventures.

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# The Application of Latest Technology in Tourism Industry (Use of Geographic information System)

## Chapter 7

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### **Introduction:**

Tourism is generally referred to as “the activity of visiting places for pleasure”. The basic concept is derived from the movement of people from their own residence to other places like different cities within own state, other states, and international destinations. Tourism is one of the largest employment generating and fastest growing industries of the world. Various forms of tourism have been developed in the world like leisure tourism, adventure tourism, pilgrim tourism, cultural tourism etc. Punjab is mainly an agrarian state (Kumar, N. Naresh Kumar/Rural Tourism in Amritsar: An Analysis). Tourism is defined by the World Tourism Organization (UNWTO) as comprising ‘the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.’ The UNWTO is the United Nations agency responsible for the ‘promotion of responsible, sustainable and universally accessible tourism.’ As tourism is a planned activity done by mankind, technology is being used to make proper planning by ‘either sides’ i.e visitors and primary and secondary tourism service providers.

### **Objectives of the Study:**

The main objective of this study is :

- i. to show the different use of Geographic Information Technology for tourism planning and promotion.
- ii. to establish that GIS is one of the most modern and best useful scientific

tool that is widely used in tourism industry worldwide.

- iii. to give an account of use of Geographic Information System in risk assessment and tourism planning with disaster preparedness plan.

The government had taken several significant measures to promote tourism and they had taken an initiative to announce tourism as a separate industry under the separate ministry. The First Tourism policy was announced by the Government of India on November 1982. Since then tourism is being promoted in India as an organised sector, and growth of tourism is significantly visible everywhere in Indian subcontinent. Travel and tourism industry was forecasted to have a direct contribution of approximately 195 billion U.S. dollars to the Indian economy in 2028, up from about 91 billion dollars in 2017. India has emerged as tourism powerhouse over the recent years and is the 8th largest country in terms of contribution to travel & tourism GDP. In 2018, the sector generated USD 247.3 billion and was the source of livelihood generation for 42.7 million people. Foreign Tourist Arrivals crossed the 10 million milestones in 2017 and the growth trend is expected to continue over the coming years (<http://www.ficci.in>).

Tourism industry has been grown up in India by taking help of technological advancement as in all the area like tourism planning , organizing , controlling , monitoring and marketing its products. Some powerful technologies were used to plan and promote tourism are digital marketing , e commerce , web based travel portals, Computerised Reservation System, and Global Distribution System. The only option is to place tourism at its best to take help of modern technology, and built up proper network and most advanced and powerful technology that is being used globally for the same purpose is Geographic Information System ( GIS).

### **Geographic Information System**

Geographic Information System is one of the modern tools which help the industry in doing scientific planning. GIS is “rationally organized set of computer hardware, software, geographic data and users, which is designed to enable efficient collection, storage, organization, manipulation, analysis and display of spatial geographic and all other information of interest to the user” (Durdev, 2000 ). In the early 1980s geographical information system (GIs) software emerged commercially as a new information processing technology offering unique capabilities of automating, managing, and analysing a variety of spatial data. From the early beginnings, dating back to the development of the Canadian Geographic Information System (CGIS) in the 1960s (Tomlinson 1988), GIs has been depicted as a decision support technology (Jankowski. P,1995). ), GIs has been depicted as a decision support technology. Many applications of GIs

developed over the last decade provided information necessary for the decision-making in diverse areas including natural resources management, environmental pollution and hazard control, regional planning, urban development planning, and utilities management (Cowen ,1988). Balanced perspective about the potential and utility of Web-based GIS in different geographical applications, and to provide a stimulus for future research directions in the field ( Dragičević, S,2004). What distinguishes GIS from other information systems is that each data contained in the database has its own space representation. GIS displays data in a visual and simple form that is close to the user (Seferović, 2006).The planning is done by analysing spatial data as large spatial databases become increasingly available to researchers in the social and physical sciences, new tools are needed for the analysis of this information that match the sophistication in storage, retrieval and display provided by the rapidly evolving technology ( Anselin, L,1994). SDSS is a promising tool which can be very much used in tourism planning. It is a support tool of GIS technology to a decision-making environment which includes spatially referenced information concerned with how graphical representations of problem elements and spatial relationships of data is used in planning. Defined DSS as a computer-delivered decision aid system (Crossland, M. D., Wynne, B. E., & Perkins, W. C,1995). If an SDSS is to be of use in the task of problem analysis and decision support, it should incorporate tools knowledge and expertise to help the user in selecting and integrating appropriate models and data and in selecting suitable solution strategies to solve particular problems (Zhu, X., R. J. Aspinall, and R. G. Healey. 1996). In this paper, researchers have critically examine the scope of SDSS and have shown the potential use of it in the field of tourism.

## **Application of GIS Technology in Tourism**

### **Personality Atlas:**

Assigning personality stereotypes to countries around the world based on a sample size of world population's perspectives.

### **Creation of Tourist Map:**

To visit a destination , accurate map is one of the most important thing. GIS helps plotting out most accurate digital map for a tourist destination with various location across the globe. By using GPS technology , a visitor can reach his/her destination and experience various tourist spots during the journey. Tourists can also find out location of a suitable restaurant or a petrol pump whenever required.

### **Sunrise and Sunset:**



Sunrise and sunset are the two major things at hill stations and beach areas where millions of tourists desire to experience and want to gather at a perfect place. By using GIS technology, tourists can find out exact time and perfect location and they capture the best moments of their life by experiencing it.

### **Locating Subway Map:**

Simplifying maps for the visitors to perfectly understand such as the lines of a subway map in high contrasting colours are one of the advantage while using GIS technology.

### **Off-Beat Tracks:**

Finding the off-beat track for the solo travellers and backpackers and marking its position with 3 words.

### **Travel Safety**

Travel safety is one of the most significant concerns for the tourists. By using this technology, tourists can make out and speculate their travel route and its difficulties, and this also ensures the travel time and estimated arrival time at the destination that otherwise help them to plan their activities for the remaining hours of the day.

### **Sustainable Tourism Planning with GIS**

Identifying conflicting interests from tourism and solving issues by examining suitable locations for proposed developments.

### **Searching Appropriate Accommodation:**

GIS helps tourists finding out hotels in the nearby area through “circle radius search” process.

### **Horizon Blockage:**

Calculating the horizon blocking line in all directions from a given observation point with gvSIG’s Horizon Blockage system.

### **Decision on Detecting Travel Mode :**

Taking decision on detecting travel mode like (walk, car, bus, subway and commuter rail) from a multi-modal transportation network using GIS and GPS in any of the city worldwide.

### **Fixing out Time Zones**

Geographic Information System can also be used to represent time zones across all areas in the world. Tourists can therefore use this information to know what time it is wherever they are travelling.

### **Selection of Eco tourism Sites**

GIS helps gauging the impact of environmental occurrences and authority can decide the number of visitor's entry to site is recommended to keep a sustainable environment at the site .

### **Virtual Travel Impact:**

Seeing is believing ! Through virtual travel, tourists are also able to view their destination and see how it looks before actually getting to the destination. Google earth is one of the common toll that is widely sued by visitors during their planning of holidays is one of the finest example of virtual travel impact.

### **Highway Planning**

Constructing viewpoints with multiple layers like ecology, topography and cultural features for a three-dimensional visual highway is a finest contribution of GIS technology.

### **Accommodation planning in a scientific way:**

While constricting a hotel, generally the exact pattern of construction is overlooked. But GIS can help finding out what kind of building to be constructed at the site by making "layer analysis" which ensures that the soil condition of the specific site can hold tall building or a liner construction to be made.

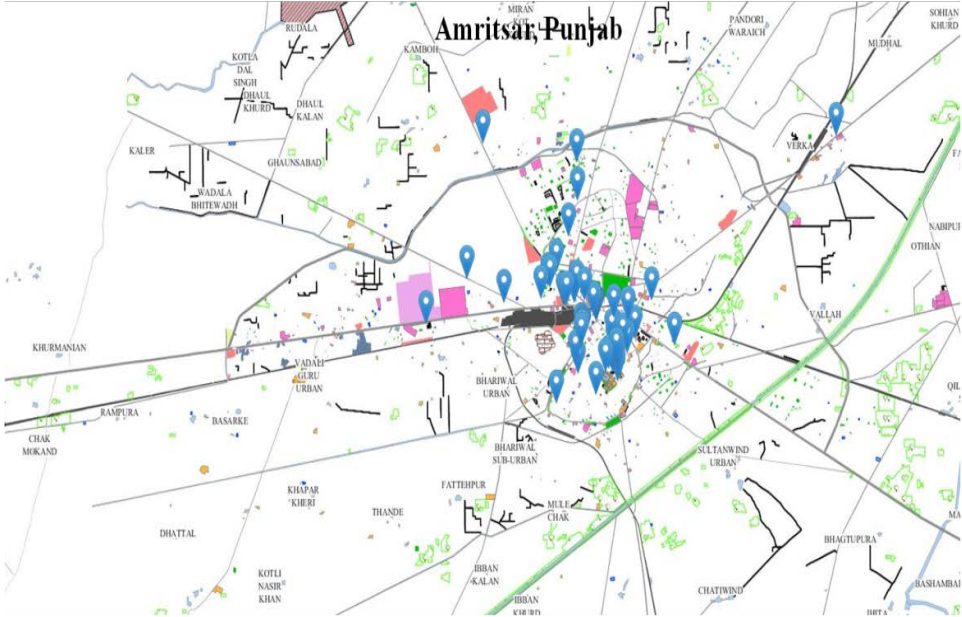
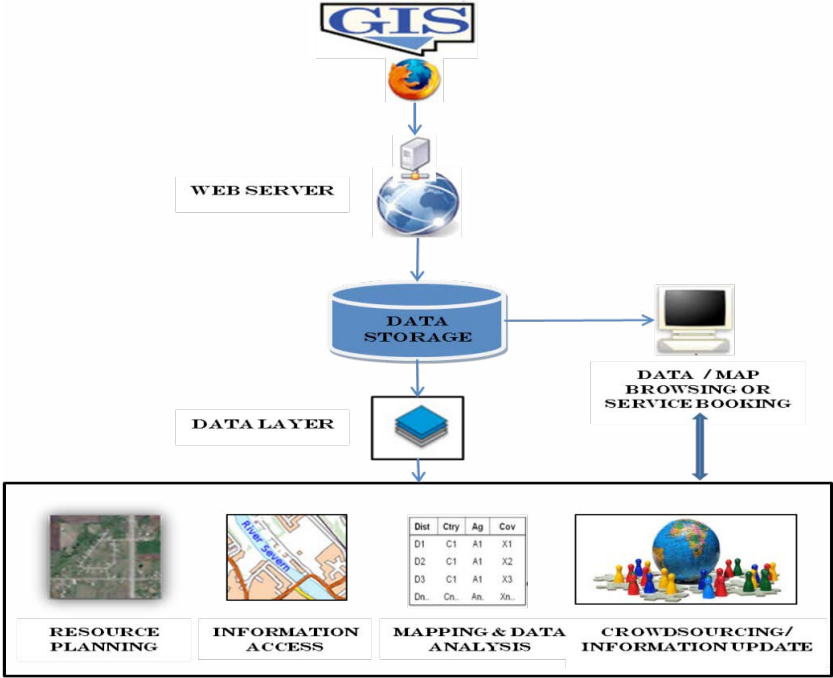
There are many other ways that geographic Information System can help both tourism stake holders and tourists to plan , promote and market tourism products.

### **Geo Portal and Web services:**

The application of Geo-Portal is the most recent concept in the Geographical Information System. Though the web publishing is an old concept but the new one is the interactive mapping with query and analysis techniques which not only extract the result but also show the visual theme on the map at a time that ultimately helps in Decision Support System.

A geo-portal need to be created which will provide spatially referenced (map based) information regarding a tourist spot. It will provide all kind of information (locations, maps, how to reached, accommodation, food, suitable

time to visit, Govt. or private tourist package etc.) which will be spatially linked. It can work as a guiding system to all national and international tourists for spot selection and reaching to any destination.



## **Risk assessment and tourism planning:**

A risk management plan for tourism is much needed.. A complete risk and vulnerability assessment of all tourist spots can be carried out. The information system can be created to suggest tourists about the best tourist spot during various seasons of the year. This information has immense importance to national and international tourists to find the beautiful places suitable for a particular time, and will reduce misconceptions regarding travelling a place during monsoon or deep winter (off season).

## **Preparation of “disaster preparedness plan” by using Web GIS technology:**

Tourist information Service will be established by using web GIS. Each tourist will have a log in facility in the portal by disclosing their identity and giving the number of accompanying persons. Real time information will be provided to the tourists, and relief & evacuation facilities will be provided if any disaster takes place. Total Road network system, Parallel secondary route network and facilities like Medication center, Hotels, and Relief center will be available online to take immediate action in time of natural disaster. Decision support system for building up Relief center, Helipad etc.

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# Issues and Challenges of Off-Premise Catering in Uttar Pradesh

## Chapter 8

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### **Introduction:**

Catering is the planned service of food and beverages in contrast to restaurants, where food and beverages are generally served on demand. The opportunity for catering services to provide planned food and beverages is far greater than is for restaurants. While restaurants are business units that serve the general public within their operating facilities, catering services, for the most part, can be provided in any venue, public or private. Many restaurants offer catering services in addition to on-demand food and beverages. Some food service business limits themselves to planned food and beverage functions (Scanlon, 2007). The NRAI (National Restaurant Association of India) India Food Services Report 2019 estimates Indian foodservice industry's market size at INR 4,23,865 crore in 2018-19 which is expected to grow at a CAGR of 9% to reach INR 5,99,782 crore by 2022-23. Catering in India has now become an integral part for the success of various events and social occasions. It is one of the fastest growing sectors that has seen surge in demand across the country. The sector, though largely unorganized, is estimated to be dominated by over two-million caterers primarily in metros, tier 1 and tier 2 cities. Caterers have adapted innovative

flair, while doing their business on grand scale for weddings, social gatherings, formal events, conferences and parties.

When functions are held where there is no catering or where the function is not within the scope of the normal catering routine, then certain firms will take over completely. Considerable variety is offered to people employed on these undertaking and often the standard will be of the very highest order. A certain amount of adaptability, ingenuity and specialist equipment is required, especially for some outdoor jobs, but there is less chance of repetitive work. Greater flexibility is necessary on behalf of the personnel, often involving considerable travel, remote location and outdoor venues. The type of function will include garden parties, agricultural and horticultural shows, the opening of new buildings, banquets, parties in private houses, military pageants and tattoos, and sporting fixtures such as horse racing, motor racing, football and rugby (Faskett & Ceserani, 2012). The off-premise caterer transports all of the food, serving products and personnel to a location other than the building or facility where the food is prepared. An important consideration for off-premise catering is that there must be access to equipment needed to prepare the food (Shiring, Jardine & Mills, 2001).

There are many other reasons to inspect an off-premise site prior to an event. Lack of foresight can jeopardize the safety of guests and employees and even damage the reputation of the caterer. All the information about an off-premises event is collected on off-premises event is collected on off-premise site visit sheet (Mattel, 2016).

### **Challenges:**

Off-premise catering is certainly different than on-premises catering since it requires the caterer to relocate with the equipment, food and staff. Working in different atmospheres, lack of familiarity with the party site, its layout, resources (electrical voltage, sockets, and circuit capabilities), and usable space make the logistics challenging for any caterer (Shiring, 2014). Although off-premise catering takes much more planning into a event compared to on-premise catering; people respect those and appreciate those they are working with better at an on-premise site. Many times off-premise caterers have to deal with clients who are rude and can't follow up with the caterer.

Sulong et al, 2015 that once a certain caterer has been selected, generating satisfaction falls directly upon the quality that the establishment is capable of providing through its personnel, food and its material components. If the existing caterers has not been concerned about generating the satisfaction of its customers, then the customers will leave it if the new competitor is capable of

offering them greater quality and therefore, greater satisfaction. Proper costing and portioning should be done by the caterer in order to minimize losses and at the same time satisfy guest so as to encourage repeat business (Rotich, yego & Korir, 2012). This type of catering provides a real challenge to the professional caterer and a great deal of his job satisfaction is to be gained from the diversity of operations and difficulties surmounted (Jones, 2012). Staffing is the hardest part of off-premise catering as the un-trained manpower involve in the business and seasonality reflects the problem of retention.

Food safety is important as the caterer has to follow FSSAI (Food Safety and Standards Authority of India) guidelines while handling food storage, clean and contamination free place and equipments for preparation, personal hygiene of the production and service staff, good enough ventilation and air circulation, display of food and convenient service to the guest.

### **Issues:**

GST Council meeting held on 20<sup>th</sup> September reduce rate of GST on outdoor catering services other than in premises having daily tariff of unit of accommodation of Rs 7501 from present 18% with ITC to 5% without ITC. The rate shall be mandatory for all kinds of catering. Catering in premises with daily tariff of unit of accommodation is Rs 7501 and above shall remain at 18% with ITC. Hoteliers, Restaurant operators and Caterers were operating off premises catering. These caterers were responsible for transportation, storage and off-site preparation of food. Star-up are enhancing due to increase in the per capita income of the residents of the state.

Off-premise catering can provide delicious food during tastings and immediately after preparation, but the transportation and reheating of food at a venue with no kitchen space leaves little room for perfection. As well, staff that cooks and works on-site is much more familiar with the space and can assist the client and guests through most situations. Caterers other than the hoteliers involved in off premises catering have difficulty in abiding to the food safety standards due to many obstacles (Tirulogachandar, Parimala & Eugene, 2012).

### **Conclusion:**

The seasonal factors greatly influence the off premise catering business because the lawns were get business during marriage and functions. In summer season the off premise catering happens very few in number due to heat but in winter season the temperature is moderate and the demand for the business is high. The production and service staff for the off premise catering work in other form of business but in season they work as a casual labour under these cater-



ers .Different types of food range and style is adopting by the caterer to meet up the guest demand and expectations. Off-premise catering provides immense opportunity to communicate and connect with a new consumer segment in the state. Many large hotels also accepting off- premise catering business to compete with the local caterers.

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# Adoption of Robots, Artificial Intelligence and service automation by Hospitality Companies: Enhancing Guest Experiences

## Chapter 9

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### **Introduction**

Good customer service is one of the key to successes in any business, but is particularly important in hotel industry, where the guests expect to receive quality service and warm reception.

Hospitality companies have started to adopt robots, artificial intelligence and service automation (RAISA) in the form of chatbots, delivery robots, robot-concierge, conveyor restaurants, self-service information/ check-in/ check-out kiosks. Including these and many others have become the game changers for traditional hotel industry for enhancing hotel reputation and provide hotel brands with the perfect opportunity to enhance marketing, customer service, customer experience and increase retention.

Hospitality is entering the robotics era. Although, during the previous tourism revolutions humans played a central role in the system, both as customers and as service providers/employees in hospitality companies, the new realities would induce changes to both the demand and the supply sides of the system. The robotics revolution in hospitality means that we should no longer expect that a hospitality employee or a customer is a human being, but a broader perspective needs to be adopted. Robots can serve as hospitality service providers (Ivanov, Webster & Berezina, 2017). The advances in robotics, artificial intelligence and service automation technologies (RAISA) (Bhaumik, 2018; Miller & Miller, 2017; Russell & Norvig, 2016) allow companies from various sectors to use RAISA in order to decrease costs, streamline operations, eliminate waste, and improve productivity and efficiency, which leads to huge

transformations in the way businesses (will) operate (Agrawal, Gans & Goldfarb, 2018; Davenport, 2018; Makridakis, 2017; Talwar, 2015; Talwar *et al.*, 2017). Hospitality industries are not an exception to the adoption of RAISA (Collins *et al.*, 2017; Kuo, Chen & Tseng, 2017; Murphy, Hofacker & Gretzel, 2017). Robots are being used to greet guests at hotel receptions, serve food as waiters in restaurants, deliver room service orders, clean floors and swimming pools, cut grass at hotels' green areas, provide information at airports, and cook food in automated kitchens (Ivanov, Webster & Berezina, 2017). Self-service kiosks are used by hotels for check-in/out, or by travel agencies and tourist information centers for provision of information about the destination (Kim & Qu, 2014). In restaurants, customers can order food via kiosks, or tablets installed on the tables, or choose different kinds of sushi from colored bowls moving on a conveyor belt (Collins *et al.*, 2017; Kim, Christodoulidou & Choo, 2013). Travelers can search for travel information and book a trip via a chatbot (Nica, Tazl & Wotawa, 2018) and can enter their hotel room with a mobile application on their smart phones (Cheong, Ling & The, 2014; Torres, 2018). The speedy flow of passengers through airports is facilitated by self-check-in machines, self-service baggage drop-off, and automated passport control with face recognition (del Rio *et al.*, 2016; Gures, Inan & Arslan, 2018; Kazda & Caves, 2015; Ueda & Kurahashi, 2018)

This paper elaborates the transformations these RAISA technologies would bring to hospitality companies in the future and also the body of knowledge by elaborating on the impacts of RAISA technologies on enhancing the hotel guest experience.

## **RAISA technologies research in hospitality companies**

### **Robots in hospitality**

Most of the studies on service robots in hospitality (outside the engineering domain) are conceptual. (Murphy, Hofacker & Gretzel, 2017) For example, reviewed current research on robotics in tourism and identified directions for future studies. In another paper the same authors (Murphy, Gretzel & Hofacker, 2017) investigate conceptually the anthropomorphism of service robots in tourism and hospitality (Ivanov, Webster & Berezina, 2017) and provide an overview of the practical application of robots and service automation by travel, tourism and hospitality companies, and outlined the potential areas of their adoption, (Tung & Law, 2017) also identifying the research opportunities in human-robot interactions in hospitality, while (Tung & Au, 2018) focusing on exploring customer experiences with robotics. Additionally, it has been (Ivanov and Webster, 2017a) emphasized that hospitality companies should broaden their definition of a customer and consider the possibility that in the future, they

would need to serve robots as tourists. Customers' attitudes towards the adoption of robots by tourist companies have been investigated ( Ivanov, Webster & Garenko, 2018).

### **Artificial intelligence in hospitality**

Research in the field of artificial intelligence in areas like travel, tourism and hospitality has gained momentum. Researchers have applied artificial intelligence (neural networks, machine learning) in forecasting tourism arrivals/demand/expenditure, (Law, 2000 ; Palmer, Montano & Sesé, 2006; Sun *et al.*, 2019) hotel occupancy (Law, 1998), market segmentation (Kim, Wei & Ruys, 2003), forecasting waste generation rates in hotels (Azarmi, Alipour & Oladipo, 2017) or their energy demand (Casteleiro-Roca *et al.* , 2018) are just to name just a few of the numerous dimensions of research in the field. The application of facial recognition systems at airports has been studied by delRio *et al.* 2016, while Nica *et al.* (2018) developed a chatbot for recommendations in hotels. In general, however, research has largely focused on the application of artificial intelligence in hospitality setting, rather than on its impacts on the industry and the transformations it would trigger.

### **Self-service technologies in travel, tourism and hospitality**

Research on self-service technologies (e.g. check-in or information kiosks at hotels or airport, ticket machines at train stations, baggage drop off counters and automated biometric fingerprint scanners at airports, self-ordering kiosks and conveyor belts in restaurant, etc.) in travel, tourism and hospitality has been quite extensive, probably due to the early adoption of this technology in the industry (e.g. Ahn & Seo, 2018; Bogicevic *et al.* , 2017; Chen *et al.*, 2015; Kattara & El-Said, 2013; Kaushik, Agrawal & Rahman). They are much less expensive and sophisticated than robots, hence they are used worldwide and travelers are accustomed to them, although they may prefer to be served by human employees rather than use kiosks. Research shows that, in general, self-service technologies improve customers' experience due to convenience and ease of use (Susskind & Curry, 2016), decrease customer waiting times (Kokkinou & Cranage, 2013) and overall travellers' satisfaction (Bogicevic *et al.*, 2017), although customers' preferences towards self -service technologies vary by culture, type of technology, hotel category and target market segments, or stage in the occupancy cycle in a hotel (Kattara & El-Said, 2013). They also decrease the costs and service errors and improve the profitability of travel, tourism and hospitality companies (Chathoth, 2007).

## Enhancing the Hotel Guest Experience

Giving a great customer experience has always been at the core of the hospitality industry's offering. What has changed with the onset of technological innovation is how this great customer experience is delivered and by whom. Technology has not only given new tools to allow the industry to improve services to guests, it has also opened up the market to new intermediary platforms and aggregator sites that allow customers to bypass the host provider and shop around for their leisure needs, which has been immensely eased with the introduction of online platforms like Airbnb. As we enter a more advanced data driven landscape, the use of smart technology and robot artificial intelligence and service automation (RAISA) is set to alter the shape of the hospitality industry even further.

The hotel industry in particular is proving to be fertile ground for such AI innovation. From smart rooms which are more tailored to guests needs, to AI-powered chatbots and robot concierges designed to provide guests with a more seamless check-in experience, real-time pricing or answer questions on local dining and sightseeing options which helps to free up human staff for more complex guest-related tasks and requirements.

Service automation and robotic technologies have made their way into the lodging segment of the hospitality industry, affecting different areas of hotel operations. Hotels have been innovating with self-service kiosks that enable customers to complete check-in and check-out process automatically without involving front desk agents. With further technological enhancements, the facilities of check-in/out services are being offered to customers on their mobile devices to further improve convenience and service speed.

AI-powered measurement tools can also monitor customer feedback in real time so companies can intervene quickly and effectively to improve services. In terms of implementation, what hotel groups currently have to their advantage is their sheer scale and a global infrastructure that holds an enormous amount of customer data which can be used to detect and predict individual guest preferences to offer a more tailored customer experience.

Robots may be found in different departments of hotels, serving customers and supporting employee tasks. The hotel Henn-na that was mentioned earlier is the first robot-staffed hotel (Rajesh,2015) striving to achieve "ultimate efficiency"(<http://www.h-n-h.jp/en/>). The hotel features robotic front desk agents, porters, in-room assistants, vacuum cleaners, and a robotic arm operating the luggage storage room. This robot can navigate the hotel, use the elevator, and call the guest room to deliver requested items to the customer's

door step. In 2016 Hilton hotels launched a robotic concierge “Connie” that is powered by artificial intelligence (Hilton,2016). Connie can communicate with hotel guests answering their questions about hotel amenities and services and providing suggestions for nearby attractions and activities. Also, due to the artificial intelligence supporting Connie, this robot can learn from every interaction with guests, and, therefore, improve its future answers. Therefore, in the future the lodging industry may observe higher penetration of such technologies. Additionally, other robot types may enter this industrial segment, such as robots washing and folding laundry. Service automation through self-service and robotic technologies offers opportunities for reduced labor costs, and increased efficiency of hotel operations. Moreover, as a rare and innovative technology, robots may wow hotel guests and stimulate customer delight.

Restaurants have also adopted automated food delivery methods that include conveyor restaurants (Ngai, Suk, & Lo, 2008) and roller-coaster restaurants (Blinder, 2014). Conveyor restaurants utilize food delivery systems that may be based on a mechanical conveyor belt a water based system, or magnetic movement to bring dishes to customer tables. Roller-coaster restaurants received this name for a unique mechanism of food delivery to the dining tables that looks like roller-coaster tracks. The restaurant uses an automated process of food ordering on a touch screen, the order is passed to the kitchen, and once ready food containers slide down the tracks right to the customer’s table.

## **Conclusion**

RAISA has thus proved to be a catalyst in changing the traditional outlook of hotel services as an elaborate procedure has come into play with innovative, responsive and guest centric hospitality to achieve better outcomes. But unfortunately, the flight of RAISA is yet to take off, with hotel patrons yet unaware or having no immediate plans to adopt them in the near future.

In general, it has been found that customers mostly have positive attitude towards robots in tourism. The services that relate to information provision, delivery of food and various items, or housekeeping are perceived by respondents as more appropriate for robotisation, while services that require tourists to subordinate their bodies to a robot (e.g. massages, babysitting or hairdressing) are not considered as acceptable for automation.

This paper evaluated the current and potential adoption of RAISA in hospitality companies. While some of the ideas for possible application of robots discussed in the paper may not materialise in the next 5-10 years, the advances in robotics and artificial intelligence, increased robot capabilities coupled with

decreased purchase and maintenance costs will make robots a viable alternative to human employees in travel, tourism and hospitality companies. Of course, not all service processes can and have to be automated or performed by robots. At the end of the day it is the economic efficiency, customer experience, company's competitiveness and other factors that will determine whether to automate and robotise the service delivery process.

There is also a major question of how human future robotic technologies will look. While humans may prefer a waiter that looks like a machine, the same may not be true for a massage therapist.

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# Wine o'clock. - Recent research of Indian Wine Industry.

## Chapter 10

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### **Introduction:**

#### *Bygone Days.*



The modern **Indian Wine** market is small but growing; annual per capita consumption of wine in the country is a mere 9 milliliters, approximately 1/8000th that of France.

The Viticulture in India has a long history dating back to the time of the Indus Valley civilization when grapevines were believed to have been introduced from Persia. Grape growing and winemaking in India trace back to the Bronze Age, when Persian traders brought the practice to the region. Soon it became common throughout the area to find wine made from grapes or fermented grain beverages. Winemaking was widespread under British rule during the 19th century. However, at the beginning of the 20th century, along with government disapproval, nearly wiped out the industry. Under the rule of the Muslim Mughal Empire, alcohol was prohibited in accordance with Islamic dietary laws.

However, there are written reports about at least one Mughal ruler, Jahangir, who was fond of brandy wine.

Wine production returned to India in the 1980s, along with a mounting middle class taking more interest in luxury goods and dining out. The majority of wine consumed is domestic, as the tax on wine brought into India is 150 percent. During that time a revival in the Indian wine industry took place as international influences and the growing middle class started increasing demand for the beverage. By the turn of the 21st century, demand was increasing at a rate of 20-30% a year.

### **Wine regions In India**

Vineyards in India range from the more temperate climate of the northwestern state of Punjab down to the southern state of Tamil Nadu. Some of India's larger wine producing areas are located in Maharashtra, Karnataka near Bangalore and Telangana near Hyderabad. Within the Maharashtra region, vineyards are found on the Deccan Plateau and around Baramati, Nashik, Pune, Sangli and Solapur. The high heat and humidity of the far eastern half of the country limits viticultural activity.

The Indian wines found in the U.S. are Sula, Grover Zampa and KRSMA. Sula, the easiest to locate, is distributed in 20 states. Mainly sold in Indian restaurants, Sula can also be found in wine shops in larger metropolitan areas. India has a diverse mix of climates and, as you would expect from a country of its size, as many as six climatic subtypes. These include extremes of the alpine tundra of the lower Himalayas, the deserts of Rajasthan, and the humid and lush tropical belt of Kerala. There are regions, however, that beautifully combine the tropical microclimate with the perfect elevation, soil, and microclimatic conditions to be superbly suited to vineyard plantations. Nasik Valley, with arguably the best conditions for wine-grape growing in Asia, is one of them.



**Source @ THE WINES OF INDIA, A CONCISE Guide**

There are two main winegrowing regions: Nashik, in the state of Maharashtra, near Mumbai; and Nandi Hills, in Karnataka, near Bangalore. The city of Nashik in the state of Maharashtra is called the “Wine Capital of India.”

**Consumption of Wine in Urban Places:**

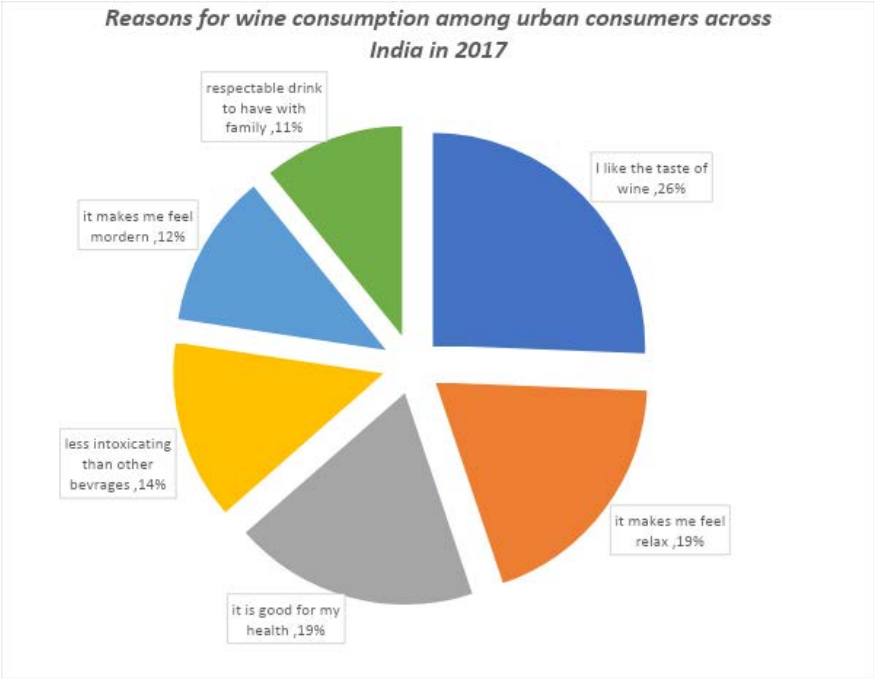
Statistics vary on how many people drink wine, but our work so far suggests that wine drinkers are drawn largely from the 30 million upper income consumers, with a correspondingly very low national per capita consumption of wine – a bit like where China was 15 years ago.

The majority of India’s wine consumption takes place in urban centres. Most important among these is Mumbai, which accounts for 32% of the total wine consumption in India, followed by Delhi NCR and its tech suburb Gurugram at 25%; Bangalore at 20%; and upcoming Pune and Hyderabad at 5% and 3% respectively. Trade sources further confirm that these centres account for the vast majority of the country’s total wine consumption, and so our first Vinitrac India study will draw its sample from these 6 urban areas. The study surveyed 878 urban wine consumers across five major consumption centres of Delhi, Mumbai, Bangalore, Pune and Goa. This ground-breaking research

report, titled ‘India Wine Insider’, revealed first-hand consumer outlook on the awareness, attitudes and usage of wine; an initiative lauded and very well received by the wine industry in India.

Survey number 1:

According to a survey by Statista research department, It elucidates the reasons for wine consumption across India in the year 2017.



By Statista Research Department.

**Findings:**

This statistic characterizes the outcomes of a survey among urban wine consumers across five centers in India in 2017 about the reasons for wine consumption. To recapitulate, most respondents about 25 percent consumed wine because they liked the taste, whilst 11 percent drank wine because it was a respectable drink to have with family and friends.

Survey 2:

According to The Economic Times “India Wine Insider 2017”, the first-ever comprehensive survey of the urban Indian wine consumer was released in Mumbai by Sonal Holland.

Rapid urbanization, changing lifestyles, rising disposable incomes and the world's largest youth population has further contributed to wine's popularity in India, particularly among the upper middle-class urban consumers. Between 2010 and 2015, the Indian wine industry recorded a double-digit compounded annual growth rate of over 14%; just as leading Indian wine brands gained recognition and awards on the international diaspora.

The research project personally interviewed 878 urban consumers across five major consumption centres of Mumbai, Delhi, Bengaluru, Pune and Goa with the aim of understanding their awareness levels, attitude and usage of wine. Sonal Holland Wine Academy is India's foremost institution specializing in wine education and consultancy to leading hotels and the trade. Findings on India Wine Insider 2017 reveal what consumers know about wine; how do they perceive wine; why and how often do consumers' drink wine; when and where do they drink wine. Insights from the study uncover consumer realities and help identify future opportunities for growth.

Consumers' understanding of wine is limited; however, awareness and consumption are positively related. Other than colour, there is very little involvement with other wine styles; names of regions and grape varieties remain under-developed cues. This points to the nascence of the wine market in India, and the scope for educating and involving the consumer. Price remains the most important choice cue for consumers. Other important choice cues used by consumers when choosing wine are familiarity of brand name, country of origin and colour of wine.

### **Findings:**

Wine was considered as a 'mainstream drink' and is being consumed across a wide range of occasions, both at home and at restaurants/bars. Consumers show strong preference for drinking wine at home with family members, suggesting that wine is gaining cultural acceptance within Indian households. In restaurants, wine is being mostly consumed during large gatherings, casual or fine-dining meals.

More than 50% of consumers order wines exclusively by the glass, alluding to the price-sensitivity of Indian consumers as well as the need to drink in moderation. This finding highlights the need for better-developed 'wine-by-the-glass' program, fair pricing strategies with a balanced representation of both domestic and international wines on wine lists.

Despite price-sensitivity, consumers spend more on wines to impress. More expensive wines are being poured at business meetings, social parties and

for gifting to set a favourable impression, making wine important in the social context.

Wine is uniquely positioned in the consumer's mind as a healthy, sophisticated and a less intoxicating (therefore socially acceptable beverage). These qualities make wine unique, unlike any other beverage thereby giving it a distinctive marketable advantage over other alcoholic beverages.

**Following are the top Indian wine companies:**

1. Sankalp Wines: Their Vinsura wines (launched in 2003) are now available throughout India. They are based in the Vinchur Wine Park outside Nashik
2. Renaissance Wines: This is located outside Nashik and has excellent packaging and very drinkable wines.
3. ND Wines: This is also located outside Nashik. .
4. Vintage Wines: They produce the best wine in India today – while their production is tiny (some 100,000 litres in 2006) their regular range (Chenin Blanc, Syrah, Chardonnay & a Cabernet Sauvignon) sold under the Reveilo label has won critical acclaim.
5. Mandala Valley: This is a Bangalore-based company that has produced its first wines in 2006 under contract in Maharashtra, at the Solapur-based Mohini Wineries. The company has also set up vineyards in Karnataka.
6. Flamingo Wines: This is the second winery in the Vinchur Wine park outside Nashik, and produces a reasonable range of wines – but has been struggling to establish sales & distribution and has sold little of their wines so far.
7. Vinicola: This is in Goa, and it makes a wide range of wines using traditional techniques, and sells the resulting product largely in Goa, with a volume exceeding 75,000 cases annually.



## Upsurge of Wine tourism in India: HOTELS



Hotels in India have long been willing to hawk pillows, linens and bathrobes. Now, they're peddling fine wines. In India, a number of major hotel chains are getting into the wine business, teaming up with wineries to start wine clubs, create their own private labels or hold special wine events. Indian wines are growing in their quality, are very drinkable, good value for money and rank with the new world wines. Plethora number of hotels taking the lead with drooling offers for wine paramours. It will be the new benchmark for luxury in the Indian hospitality market that will create healthy competition for major Indian hotel chains. There are good reason why foreign brands are tapping the Indian luxury market. Indians, more than ever, are entering the ranks of the wealthy, developing a taste for luxury. India's luxury hospitality sector is growing at a rapid pace, fueled by hearty inflow of overseas tourists.

Apparently, India's best red wine producers, have vineyards and wineries in both Maharashtra and Karnataka (Nashik and Nandi Hills, respectively). They offer experiential tours of their wineries and have tied up with top hotels in both places, for visitors who are looking to stay over. "Wine tourism is acknowledged as a growing area of special-interest tourism throughout the world, and it is an increasingly important tourism component for many wine-producing regions," Indian wine brands have noticed that wine tourism is becoming quite a hot trend in India, and other than weekend getaways, family events, wedding receptions and corporate outings and conferences are now being hosted at vineyards.

For instance, here are the best places in India for wine tasting, these vineyards also have resort for a envy-sparking staycation.

### **Sula Vineyards, Nashik**

Probably the most famous name when it comes to wine tourism in India. Sula Vineyard was established in 1997, and today it is the producer of top wines in India and abroad. Adding onto its fame is the yearly Sula Fest, which is often termed to be the Mecca of Wines. The festival is organized in February with exquisite cuisine, delectable wine and a lot to shop for. The highlight surely is an exciting artist lineup. Sula Vineyard anyway stays open for visitors, offering wine tours, **and** India's first wine resort called Beyond Vineyard Resort. The charge for Sula vineyards tour is INR 250 per person, while the entry to this winery in Nashik is free.

According to Say's Cecilia Oldne, global brand ambassador at Sula, they have introduced the concept of wine education, wherein consumers who visit the vineyards for a stay can also get an in-depth knowledge of the process of tasting wines, savoring them with food and understanding the process of both winemaking and tasting. With this, every time a consumer leaves, they become brand ambassadors for life. The government had declared the import of duty-free wines and excise duty used to be Rs. 150 a bottle only. The aim was to make sure that hotel would sell a glass of house wine cheaper than the glass of coke which was priced at Rs. 150 a glass, to bring out consumer friendly schemes so the wine drinking population may be augmented and people stop being overawed due to high prices and lack of knowledge.

### **Four Seasons Vineyards, Pune**

Four Seasons Vineyard is your own little heaven. This is a resort cum vineyard inspired by the Great Gatsby. This splendid property features 14 grand rooms, swimming pool, spa and a party hall which can accommodate upto 1000 people. Wine lovers don't seem to have enough of the wine trails, tasting room and the merchandise store.

### **Chateau D'Ori, Dindori**

A dome-shaped winery watered by three artificial lake Chateau D'Ori is located in Dindori District, Madhya Pradesh. The well-arrayed vineyard is located in the middle of a vast network of routes serving different purposes, right from guided tour to maintenance. The property was built in 2007, and houses the largest merlot plantation in India. Chateau D'Ori is considered among premium wine brands, you can taste the best of it in the intimate tasting room in the property. Wine tourism in India would be a little empty without this one around.

## **Grover Vineyards, Bengaluru**

One of India's oldest wine producers, Grover Vineyards was established in 1988. However, in 2012, Grover Vineyards tied up with Vallée de Vin (producer of Zumpa Wine), to become an even stronger brand and compete with Sula. The vineyard spans over an area of 410 acres, which means the wine tour is indeed quite extensive, lasting for as much as 3.5 hours.

Cabernet Sauvignon, Chenin Blanc, sparkling Rose and Brut are among the classiest wine varieties to look forward to, during your wine tour.

## **York Winery**

This is yet another popular name that's taken when talking about the best vineyards in Nashik! York Winery is located near Sula Vineyards, looking over the magnificent Gangapur Dam and rolling hillocks. This is an award-winning winery applauded for both red and white wines it produces. York Sparkling Brut is one of its most-loved sparkling wine made entirely from Chenin Blanc grapes.

## **AIRLINES**

Currently wine has been served on Air India's international flights. This proposal has definitely benefited the airlines as well the wine owners. It is the only airline in India serving wine to their international passengers.



The new Air India menu is implemented for the winter schedule. A variety of wines are served in this Air India's recipe for wooing business and first-class passengers on international flights.

According to Dhananjay Kumar, they implemented this plan with a promise that if this worked well for the first-class passengers then the plan will be introduced to the economy class as well. And as a result Air India's international flights currently witness 70% seat occupancy in business class and 37% in first

class. Officials hope that even a 10% increase in passengers in this segment will mean a significant boost in revenue for the airline and the wine owners.

## **RESTAURANTS – Hot spots.**

Ten years into its economic boom, India has transformed itself: Though poverty is still widespread, millionaires abound. Their new drink of choice – **Wine**

According to Hindustan times, wine is served at a food joint across the road. Relaxing its liquor-serving policy, the Delhi government will start giving out liquor licences to restaurants and eating joints to serve “lighter spirits”. The liquor licence, called L-4D, will allow restaurants to serve only wine at a cheaper licence fee. That means one may find favourite brand of wine being served at fast food joints and pizza and burger outlets. “It is an expensive licence varying between Rs 4.18 lakh to Rs 18 lakh (for bigger restaurants) for one year and many eateries could not afford it. The new L-4D licence is much cheaper, between Rs 25 lakh a year to Rs 5.5 lakh, and even small restaurants can afford it.

For instance, here are some elite hot sports serving wine across India:

### **1. The Imperial Hotel, New Delhi**

Wines at all of the Imperial restaurants have been exclusively selected by consultants throughout Europe and the New World.

### **2. Indigo, Mumbai**

The global wine list trots from Alsace and Bourgogne to Germany and Austria, Australia and the Napa Valley. Indigo was one of the first restaurants to pour better domestic wines, like the award-winning and pricey Sula Dindori Shiraz 2003. It is known to have the best international wine list.

### **3. The Zodiac Grill, The Taj Mahal, Mumbai**

This elegant dining room featuring a fancy French menu that changes monthly (like the Zodiac) received Wine Spectator’s Best of Excellence Award for its breadth and depth.

### **4. Pure, Taj Lands End, Mumbai**

All of the wines on the list are organic or biodynamic to match the kitchen’s sensibilities. It is considered to have the best organic wine selection.

### **5. Olive Bar & Kitchen, Mumbai**

It is considered as a best place to have wine with your family and friends. The

list of wine served is extensive, and also a bit extravagant.

#### **6. Masala Art, Taj Palace Hotel, New Delhi**

Widely regarded as the best showcase for Northern Indian cuisine, this modern dining room features an open-display kitchen and traditional Mughal delicacies. The wine list, recently honored with a Best of Excellence Award by Wine Spectator, features many bottles carefully chosen for the rich and spicy dishes.

#### **7. Orient Express, Taj Palace Hotel, New Delhi**

The Orient Express dining room at the Taj Palace Hotel looks like the legendary train and features cuisines from all the countries with a particular emphasis on France. One of the few restaurants in India to offer amuses bouche and palate cleansers, the exorbitant wines that cost more than the average salary of most Indians. Consider the 1992 Petrus (\$1,200) and a 1999 Chateau D'Yquem Sauternes (\$640).

### **WINE BARS**



Wine bars are now the best places to eat. A revolution is turning wine bars from predictable meat-and-cheese-board joints into ambitious, full-on kitchens.

For example, here are some wine bars serving wine across India for wine par-amours:

#### **1. The Wine Company, Gurugram**

Borrowing from a European format, The Wine Company is a combo retail store plus bar. The best part: the wines are priced at just a fraction over MRP.

#### **2. Leela Ambience Hotel, Gurugram**

The Leela's always had a strong selection, and it's now upping the ante: Spectra, its multi-cuisine restaurant, has a spanking new walk-in wine cellar, categorised by style and displaying a whole range of stars at affordable (sometimes even below MRP) prices.

### 3. The Table, Mumbai

When the owners and chef are wine lovers, it shows in their wine list. It has an amazing variety of wine. The list of wine selection is extensive.

### 4. Toscano, Bengaluru

A restaurant that's keeping the Tuscan spirit alive and well through its comprehensive wine list.

#### Women in wine:



**Wine, Women and Wit**, presumably India's first-ever women's wine club was launched at the Rendezvous, Taj Mahal Hotel Mumbai with plans announced to open similar clubs in Delhi and Bangalore. The main aim was to empower women but also to familiarize, inculcate and promote the culture of wine drinking in India. The motive is to revolutionize the tradition of wine-drinking in India by setting up an inner circle of wine lovers, who has more than crave and affinity for fine wines.

#### Growing with Challenges:

India is not traditionally a wine drinking country. Due to earlier period of prohibition in India and higher price compared to spirits like whisky and brandy manufactured in the country, the manufacture and consumption of wine in India is insignificant when compared to other countries. Indian Wine was exposed to the world during the 1800s, but after a sudden bout of epidemic, the vineyards were destroyed. But the Indian wine began to sparkle again after the vineyards

began to take roots during 1880s to 1980s with renewed vigour. India had been one of the fastest growing wine markets in the world. Despite having a large population of around 1.2 billion, consumption of wine in India remained low compared to other Asian countries. The lower per capita consumption level of wine provided potential opportunity for wineries to cover a huge untapped market. The changing socio-cultural factors and influence of the western culture had impacted the perception of Indian consumers for wine. In addition, increasing disposable income, changing habits, wine tourism, wine clubs and festivals, changing lifestyle, growing preference of women for wine, greater awareness of wine and easier availability through newer retail formats had given a fresh impetus for growth to the wine industry in India. Yet, industry observers were skeptical whether the wine manufacturers and marketers would be able to leverage socio-cultural changes effectively, given the fact that the industry was vexed with myriad tax regulations and paradoxical federal government rules and regulations.

The following factors have contributed to India's low wine consumption:

- Poor storage;
- Poor transport facilities;
- Lack of promotional activities for wine consumption in the country;
- Unfavourable rules for domestic marketing of wines except in few States;
- Stringent and regressive government rules with different taxation across various states

**Struggles faced by wine companies in India are:**

### **Cut Throat Battle :**

In Karnataka, where 17 wineries are registered, the pressure has started showing. Unable to weather the cut-throat market conditions, a winery on Bengaluru's outskirts recently merged with a top winery that has a nationwide presence. According to industry sources, at least three more wineries in the State are up for sale and more may follow suit. One winery has stopped production. Some have reduced the quantity of grapes crushed. In fact, the Karnataka Wine Board, the first of its kind in the country set up to promote wine, has not received any application to start a winery in the last three years.

Also, Saddled with loans and meagre margins in a tough, cut-throat market, most of the smaller wineries are on the verge of closure. The industry wears a pallor now, with many among the 100-odd wineries across the country — mostly in Maharashtra and Karnataka — either struggling to stay afloat or shutting shop. In Maharashtra, of about 75 wineries, a majority of which were

started after the government offered subsidies to encourage wine production, only a few remain robust. About 12 to 15 small-size wineries are surviving on local wine tourism, and boutiques or bulk sales of wine. The rest, mostly saddled with loans, are closed or on the verge of closure. “On paper, around 50 wineries could be working. In fact, those that are not in the market are also keeping their licence active by paying the licence fee, which is meagre,” a winery owner said.

‘It is difficult for small players to sustain in the industry. Wine production has become an expensive affair with labour becoming scarce. At the retail end, it becomes very difficult for the small wineries to sell their wines,’ said Bengaluru-based Heritage Wines producer P.L. Venkatarama Reddy, who is merging his business with the country’s largest wine brand, Sula.

The four biggest wine makers — Sula, Grovers, Fratelli and Big Banyan — together have nearly 80% of the market share. Market leader Sula alone has more than 60% of the market share.

### **Constrained Consumption:**

A large part of the problem is the small size of the wine market in a country where consumption is restricted to a few large metros like Delhi, Bangalore, Maharashtra, Karnataka and Goa.

### **Distinctive Rules:**

Differential excise rules across the country have also put wine makers in a quandary, especially prohibiting smaller players from accessing these markets. Currently, Maharashtra, Karnataka, Goa and Delhi continue to be big markets for wine consumption. There are different rules applicable in 36 States and Union Territories, and high fees limit the spread of wines in these States. The volumes from each winery under each brand is low compared to the liquor business, which is limiting the growth of the wine industry. Wineries have also been affected by the policies in Maharashtra and Karnataka, where the market potential is huge.

### **Farmers are Trembled:**

The problems plaguing the wineries have had a cascading effect on the farmers in the last few years. Vineyards developed on contract farming have shrunk, with many shifting to table grapes cultivation, or sugarcane in irrigated areas. “Wineries which were unable to sell their stock stopped buying grapes from farmers with whom they had a contract. Wine varieties of grapes — unlike the table variety — cannot be sold to consumers. So farmers had to shift, this af-



ected a humongous number of farmers.

## **Conclusion:**

Considering all the facts: Since the early 2000's, India has been hyped as an important emerging market for wine. The country has the optimum climate for grape cultivation and its main wine-producing states, Maharashtra and Karnataka, are leading producers of world class high-quality grapes.. Within a decade, India's wine industry will produce 60 million bottles annually, i.e. a ten-fold increase. So far, the mood and performance has been upbeat and poised for success. Thus, one can definitely raise a toast to the future of India's wine tourism. The Indian market and research institutes should concentrate on storage, transport facilities, wine exports, promotion through media campaigns and wine festivals, environmental issues regarding agrochemical usage, genetic resources and improvement, production technology, plant health management, pre and postharvest technology, cascading effect due to climatic changes on grape cultivation, grape juice composition, yeast ecology of wine production, fermentation kinetics and wine character. The Indian government has identified wine as a booming and blooming sector and has extended support in terms of subsidizing processing facilities and reducing VAT. The government should support research and development and encourage educational institutes to practice wine biotechnology for the genetic improvement of grape wines, wine yeasts and wine bacteria. Indian wine has travelled a long adventurous way through time from Persia, Europe, Mughals, Portugal and Britain to India. The fledgling Indian wine market is ready to claim its deserving place in the colorful global wine market.

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# Role of Social Media for the Selection of Hotel in Jaipur

## Chapter 11

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### **Introduction**

The biggest industry in the world is travelling industry which comprises several other industries like food, transport and e-commerce. This industry is growing day by day and achieving new heights each year. According to Ministry of Tourism, India in the year of 2018 foreign tourist arrivals crossed the 10 million mark for in continuation of 2017, a growth of 15.6%. The number of tourists who came on e-visas increased to 1.7 million. The ministry has set a target of getting 20 million inbound tourists by 2020. International travel continues to grow strongly thereby consolidating the tourism sector and it is a key driver in economic development. The population in the world is at 7.5 billion now and will have an increasing growth rate of 57% by the year 2050, with every continent increasing differently, and the high increases being from the more developed countries and higher increases from the less developed countries.

With so many distribution channels other than their own websites to sell rooms, hotels now compete with the OTAs and thus work both competitively and cooperatively. OTAs become a double-edged sword for hotels. Hotels pay commissions to OTAs to sell their rooms, but hotels also compete for customers on their own. The commission fees range from 18-36% of the cost of each room sold. Moreover, OTAs offer slightly lower prices than what hotels post on their own websites for the same hotel rooms. Compared to direct booking with hotel websites, hotels show lower profits when customers use OTAs channels.

Attracting customers to their own sites is difficult for hotels. Using available hotel room options based on individual search criteria, OTAs provide some advantages to customers: reduced search costs and easy comparisons among options. Although customers enjoy more choices using OTAs for comparisons, their search criteria contribute to a complex price structure. Additionally, OTAs offer membership programs very similar to hotel loyalty programs as a way to retain customers. Customers have many more booking site options for similar hotel and room types, often with better benefits and price. However, more on-line booking choices may create confusion for customers than if fewer choices are available.

Confusion may be one side effect so many online distribution channels. Customers search through hotel official websites, OTAs, Airbnb, and other distribution sites for trip accommodations. Most published intonation systems re-search investigated the decision process under varying information loads and focused on how manipulating changes in the number of available choices affected that process, but the number of attributes from which to choose did not.

To better understand customer confusion, it is important to investigate both alternative- based and attribute-based evaluation approaches

### **Aim and Objective**

It is important to note that the understanding of the consumer's needs and decision processes is very important for the accommodation marketing activity and developing of a new tourism facilities, products and amenities. This allows facility managers to improve their own decision-making process. To forecast future behaviour and to have a real and objective image of the consumer demand especially in the accommodation facilities. Many hotels face problems of trying to mainly satisfy their customers basing on what they have to offer in accommodation. Therefore, there is a need to investigate the determinants of the hotels selection criteria for tourists in accommodation facilities.

### **Objective of the study**

To assess the factor and their influence on role of social media for the selection of hotel in Jaipur

1. To establish the factors that influence tourist choice of hotel
2. To provide a clear understanding and taxonomy of the concept of social media

## **Significance of the study**

First and foremost the result of the study will provide advertisers, marketers of the hotels as well as business people with practical information so they can better understand their traveler's preferences while making purchase decision on accommodation facilities. They can also help hotels to improve sales and profits as it is more likely that the tourist patronize the hotels facilities if the organization knows what satisfy them.

To the hotel owners and those with the intention to start up the hotels while identifying the products they can offer, this research is expected to be an input for them according tourist's preferences in terms of what they like, and what they will purchase. This study will provide clues for the hotel owner to develop ne product, product features and also involve other marketing mix elements, by identifying factors for tourist purchase behaviour for hotels it will help them in formulating strategies to increase their profits margins by by producing product based on tourist preferences.

This research will help to find out how well customer care is being practiced in the service found in the hotel. The findings of the study will help to contribute information to both government and hotel owners, who are involved in the customer satisfaction in the tourism sector to find out how well the visitors would want the services offered in achieving customer satisfaction in the hotel.

## **Sampling**

Sampling involves the selection of a number of respondents from a group of people in a given study area. These included hotel staff, management of Jaipur Hotel Association and tourists.

For the case of hotel staff respondents, the researcher used purposive sampling method to get 10 staff per hotel who included overall managers or supervisors of the selected hotel.

For the tourist respondents the researcher used random sampling method to get sample of 35 respondents (tourists) from each of the hotels. Some may not have necessarily been residents in the hotels, but were selected because they were still be found at the hotel partaking of a service offered by the hotel and willing to answer the questions. This made a total of 1575 respondents from the hotels in general. It is important to note it is not restricted to one gender type it is both females and male respondents.

## **Data collection methods**

During this process of gathering information, the researcher used two methods of data collection which include questionnaire and interviews. Below are the methods of data collection that were used during data collection.

### **Questionnaire method**

The researcher used written set of questions that were given to tourists as respondents. For the staff of the hotel, the questionnaires were administered when they are not very them in when they are not busy.

The questions for the tourists were based on a five Likert scale answer all the objectives questions for the staff of the hotel were also based on the similar scale and determined their input into customer satisfaction and the factors influencing consumer choice

### **Measures taken to enhance tourist satisfaction**

According to Jana & Chandra, tourist satisfaction has become an important aspect of the hotel industry. Unlike other industries, the hotel industry prospers due to tourist retention. It is only through customer satisfaction that a hotel can retain its customers. Basically, customers loyalty is dependent on the quality of the services that they get in a hotel. Moreover, the hospitality industry has experienced the entrance of many investors who are willing to meet all the needs of their customers. Therefore, if customers are not satisfied by the services they receive in one hotel, they will look for better services elsewhere.

### **Recommendations of the study**

Results show that quality of customer services and facilities is an “important” factor when influencing consumer’s choice of accommodation. Therefore the study recommends that hotel owners and management should design a thematic range of products and services. This with a uniqueness that makes them different from others. Each product and service should be developed based on hotel standards considering consumer’s safety to be of most importance.

According to the results the price of hotels is a key factor; therefore the study recommends that hotel products should be made affordable with an average reasonable price range of which this will not affect the common man heavily on his pockets. Despite his need to spend excessively on the unnecessary, this will create customer loyalty to the hotel which is very important in the hospitality industry.

In terms of atmosphere, environment and ambiance , results showed that

air-conditioned and well room facilities play a major role and some of the selected hotels were lacking these facilities. Therefore it is recommended that hotels should make their room facilities more suitable.

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# The impact of Leadership styles on Employee Motivation in Hotel Industry in Lucknow

## Chapter 12

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### **Introduction**

The main aim of this study is to identify the impact of leadership style on employee motivation in hotel industry in Lucknow. To survive in today's competitive world, every business whether in the field of production or service requires effective leadership for their organisation. As defined by Northouse (2004) "leadership is a process where one man influences a group of people, to work for the achievement of the common goal". According to Alghazo & Al-Anazi, (2016) Leadership plays the important role in creating an enthusiastic atmosphere and culture in an organization. Hurduzue (2015) suggested that effective leadership style can encourage development beyond excellence in the members of the organisation. Many successful business organisations such as Microsoft, Barclays, Apple, etc have a history of great leadership.

Effective leadership is considered to be the key to effective performance as the good leader makes the optimum utilization of human and other resources available in the organization in the most effective way. A good leader motivates the employees; and a motivated employee not only increases his job performance and commitment towards the organisation but also helps in increasing the overall performance and productivity of the organisation. According to Yukl(1994), leadership is a process which have a tremendous influence on the subordinates where employees are motivated to achieve a specified target and

beyond, the group maintain cooperation and achieve stated objectives. Motivation is an organisation's life-blood. A well-managed company can motivate and retain its employees and in doing so, the organisation can have the following competitive advantages like: reduction in employee turnover, with an increase in productivity, reduced absenteeism, which leads to increase in revenue and improved performance and many more.

Performance is a combination of knowledge, skill, and the availability of the basic resources that has impact on the workers' attitude to achieve the goals of the organization with the help of motivation, Amin, Shah and Tatlal (2013). As described, by Ather, Sobhani (2007) it is very difficult for the employers to provide a good environment for the employees to be motivated and as well as for boosting them up for the job satisfaction.

Thus Leadership and motivation are the driving forces behind most human endeavors. There are many literatures on the leadership have shown a significant positive impact on the employee's motivation, History is full of such examples where effective leadership and motivation has change the generations like from the era of Chandragupt Maurya and the time of Mahatma Gandhi in India, Nelson Mandela and Thomas Sankara in Africa etc up to present, but there are also certain evidences that indicate a negative link between the two variables. Burns (1978) being the father of the transformational and transactional leadership, has defined the transformational leadership as responsible for achieving the main aim base on the leader directing and employees motivation. Therefore, a leader guiding the employees in a correct direction and motivating them is very essential for the organization's performance.

## **Review of Literature**

### **Leadership and Leadership Style**

Researchers have been studying leadership for around 100 years(Antonakis *et al.* 2004a: 4) and there are almost as many definitions of leadership as many persons have tried to define the concept. (Bass, 1981); Rost, for example, found 221 definition for his 1991 publication *Leadership for the twenty-first century*. Ciulla who has reviewed Rost (1991) 221 definitions and after observing, concluded that "All 221 definitions basically suggest the same thing i.e. "leadership is all about one person influencing other people to do something" (2002: 340) but in her next sentence she mentioned that there exist the difference in these definition in terms of the ways these leaders motivate their workforce to achieve organisational goals.

Nel et al. (2004) defined leadership as the process where one person influences the others so that they willingly and enthusiastically direct their efforts and potentials towards achievement of desired group or organisational goals.

Leadership is described as a process where one or more people have an effect on a group of person to move in a certain direction. The leader of the company or organization has an important role to positively influence the performance of its workers which ultimately affects the organization by motivating them. The leader is the key person responsible for the success or failure of the institution, organisation, system or even an entire nation.

Leadership, as defined by Gharibvand (2012) is how the leader relates and communicates with his people, the way in which the leader motivates and trains the subordinates and the way leaders provides direction to his/her team to successfully complete their tasks. Sharma & Jain (2013) defined leadership as a process of which a person influences other people to accomplish an objective and directing in a way that makes it more cohesive and coherent.

As mentioned by Williams (1978) Leadership style refers to the pattern or constellation of leadership behaviours that characterize a given leader. Nowadays Leadership styles is one of the most important topic of discussions as it helps to improve the performance of employees then, to scrutinize the impacts of the leadership styles on the employees motivation is of great importance to our today's society. Leadership is one of the prime weapons of the organization, and with better leadership style; managers can achieve their worker's motivation as well as their organizational goals and productivity.

As there are various types of leadership styles available therefore, many leadership theories had been developed over the years. Lewin's Leadership Style (1939) identified that there are three different leadership styles; democratic, autocratic and laissez-faire (Billig, 2015). In 1964, "Grid" was established by Robert Blake and Jane Mouton (Molloy, 1998). Hersey and Blanchard (1969) developed a leadership theory that is now known as the situational leadership theory (McCleskey, 2014).

In 1970's new theory of leadership emerged named Transactional and Transformational leadership styles which were first introduced by Burns (1978) and few years later, Bass (1985) expanded the theory and came up with the Multifactor Leadership Questionnaire (MLQ). Bass (1985) transformational leadership theory focused on how a leader influences followers by his/her qualities whereas transactional theory put emphasis on reward or punishment system as per the performance of the employee.

Burns (1978) has defined the transformational leadership as the leader aim is to direct and motivate the employees to achieve organisational goals. The concept of transformational was first used by James McGregor Burns in his book of leadership in 1978 as the transforming leadership, and later, Bernard M. Bass transformed the Burns idea into the theory called today transformational leadership. Burns defined this theory as that when both the leaders and followers come together to achieve a strong moral and motivation.

Through the strength of their vision and direction, the transformational leaders could motivate the workers to achieve the common goal. In the other hand, Bass explains that transformational leadership can be defined according to the impact of the leader has on the subordinates. Bass specified that transformational leadership “occurs when leaders broaden and elevate the interests of their employees, when they generate awareness and acceptance of the purposes and mission of the group, and when they stir their employees to look beyond their own self-interest for the good of the group.” Whereas according to Bass (1990), transactional style focuses on the clarification of task requirements and the specification of contingent rewards. That is there main emphasis is on the exchange, There is nothing emotional or attachment about the relationship between leader and the manager; no actual engagement has occurred. That is, transactional leaders expect certain work behaviors from their subordinates who are paid for these behaviors either by both monetary and nonmonetary rewards whereas Transformational leaders interact with their followers in such a way that both leader and followers raise each other to higher levels of motivation and morality Burns (1978).

## **Motivation**

As defined by Avolio, Waldman & Ysmmarino (1991) Motivation is a set of energy forces that originates both within and outside an employee, initiates work-related effort, and determines its direction, intensity, and persistence. Motivation is a critical consideration because effective job performance often requires high levels of both ability and motivation. Bagraim and Werner (2003).

Motivation is the driving force in pursuing and satisfying one's needs Kontodimopoulos, Paleologou & Niakas (2009). It is anything which affects ones behaviour and results in a certain outcome. Motivation is also defined as the process that accounts for an individual's passion, direction, and persistence of effort toward attaining a goal, meaning the result of the interaction between an individual and a situation Robbins, Judge, Odendaal & Roodt (2009). Motivation focuses on and includes the processes that guide the general strength and direction of a person's action over time. This duration is of great important be-

cause although motivated behaviour takes place only in the present, its direction is toward the future Bernard, Mills, Swenson & Walsh (2005). Motivation is a fundamental instrument for regulating the work behaviour of employees Olu-sola (2011). The motivation to work, whether intrinsic or extrinsic, is critical in the lives of employees because it forms the essential reason for working in life Ololube (2006). Intrinsic motivation is regulated by personal enjoyment, interest or pleasure Lai (2011) and it involves the performance of an activity for the inherent satisfaction of an activity. Extrinsic motivation refers to doing something because it is inherently stimulating or enjoyable Ryan & Deci (2000).

As a noted fact, employees working in hotels have to work for lengthy hours to meet the complex demands of their guests (Tsai et al, 2010, Erkutlu and Chafra, 2006). Observations have even been made that due to the increase level of changeable, stressed and pressured demands by hotel guests, many hotel managers are inclined to use a dictatorial style of leadership to motivate their employees to meet their targets (Yousef, 2001; Wood, 1994). This style is believed to be suitable to meet the complexities of the services offered in the industry.

However, this claim might not be the case for all hotel managers in the world in that leadership styles are also shaped and influenced by the cultural milieus in which they operate Rollinson, (2005). Thus within the light of these differences and challenges, it has been proposed that managers of hotels need to adopt leadership styles which should motivate their employees to meet organisational goals and increase productivity Woods and Kings, (2002).

## **Leadership and Motivation**

The term motivation has always been incorporated in the definition of leadership and leadership styles, Hafeez, Rizvi, Hasnain & Mariam (2012). Most of the scholars have defined the leader as someone who motivates their followers in such a manner to achieve the common goal. Besides that, there are many theories and styles of leadership however; different sector or different organization may require a specific style of leadership. The paper states that in order for the leader to be effective he or she must know which leadership style is best compatible with the motivational needs of the employees; otherwise the effectiveness of leadership will be reduce. Therefore, it proves that it is not possible for an organization to be successful without a good leader and highly motivated or devoted/engage followers.

As it shows that the motivation and leadership are strongly related. The more the followers are motivated the more the leader is motivated and vice versa. Hence, to achieve increase in employee's performance and the organization

performance it is essential to understand the relation between the leadership styles and workers motivation. Meaning that, delivering colossal performances in an organization is directly related with the relationship leadership style and employees motivational needs. Developing highly motivated and satisfied employees depend upon how you understand your employees. This interesting and enriching relationship between the motivation and leadership style has motivated many researchers to study which leadership style is more appropriate for enhancing the employee's motivation. Motivation can push the work to give the maximum effort in their job, Hanifah, Susanthi and Setiawan (2014). Leader must find out which methods work better to motivation his or her employees. For example, organizing a motivational speak could motivate the work to perform better.

According to Burns, transformational leadership is ultimately a moral exercise in that it raises the standard of human conduct. They particularly appear to motivate their followers through emotions and ideal values of justice. Transformational leadership believes in raising the consciousness of the followers by highlighting the ideals and values, and moving the focus of followers away from the self-interests and self development as encouraged by transactional leadership. In other words, the leader encourages their followers to consider their actions beyond simply "what is in it for them."

Transformational leadership is an expansion of transactional leadership or differentiated from transactional leadership which involves an exchange process to motivate follower compliance with leader requests and organization rules. The transformational leaders attempt to stimulate the undeveloped or dormant needs of their subordinates. In the field of leadership studies, transformational leadership has been the theory of choice for the past several decades. Thus Joseph & Winston (20005) suggested that Transformational leaders can be directive or participative, authoritarian or democratic.

In addition, Transactional leaders lead through specific incentives and motivate through an exchange of one thing for another. Transactional theory, as the name suggest, believes in "transaction" or quid pro quo between a supervisor and a subordinate. The type of the transaction; whether a reward or discipline depends on the employee's performance. Leader put emphasis on subordinate's self-interests. A transactional leader makes an attempt to meet the current needs of their employees/followers through bargaining and exchanging. Transactional leaders expect their followers to attain agreed-upon goals without encouraging them to take on greater responsibilities for self-development or leading others. There is no attempt to change followers' attitudes, values, growth, and development on a long-term basis. Both leaders and followers focus on achieving the

negotiated performance level. A transactional leader motivates subordinates by giving rewards for services provided. This leader clarifies the subordinates' goals and arranges contingent rewards as inducements toward the achievement of the goals

Thus as discussed above and on the basis of most survey studies using the MLQ and similar questionnaires find that transformational leadership is positively related to the motivation of employees and growth of the organisation and act as a indicator of leadership effectiveness such as subordinate satisfaction, motivation, and performance, Hughes, Ginnett & Curphy (2015) and moreover transformational leaders have a such significant motivating effect on employees and are more preferred than transactional leaders because they motivate employees to perform well even in situations that lack any chance of receiving formal recognition.

## **Conclusion**

Finally in the end we can say that as no two leader and their situations can be same so their parameter of judging for success will also be different similarly no leadership styles can be called perfect for all situations. Every leader wants to change the status quo but each has to use different means, some lead through ideas while some will believe in passion and conviction etc But whatever the process may be the leader must understand that he should have the power and influence others so that work for betterment of the organisation and motivate in such manner that they do what is expected from them and instructed so as to improve overall performance.

There are many factors which helps in making a good leader, beside that which leadership style is relevant and best suitable for the success of the organisation especially in Hotels where complexity of demand pressurize the manager to act in a different way resulting high labour turn over, absenteeism, decrease morale. As all leadership styles have both positive and negative significance on the employees' motivation, satisfaction and performance. It is the duty of the leader to select the best possible method to keep their motivated and encouraged not only for the benefit of the organisation but also for the employees self development.

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# Developing Food Tourism - Role of local food as cultural heritage in promoting Bihar tourism

## Chapter 13

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### **Introduction**

Thousands years back, people started travelling seven seas, in search of different ingredients and food to trade. Spices, wine, fruits, and other local cultivates including oil were the currencies or the medium to exchange. Today, we unknowingly do much the same. However, the priorities of modern travelers have changed and they tend to prefer restaurants and wineries in place of those pirate-infested trade routes. Culture has always been an embodiment of a people's traditions and ways of life and this is being reflected in the food, art, crafts, architect, dances, festivals, sculptures, religion, dressing and other practises (UNESCO, 2001). According to Nasaa-art, culture is based on the mosaic of places, foods, traditions, art, rituals and experiences of a people. (Nasaa-art, 2004; Wadawi, Bresler& Okech, 2008; 2009). Within this framework, Bihar, that has very ancient history and presently represents a multi ethnic state. There are different communities residing and having a diverse mix of cultures. The culture and development are interrelated and are complex and dynamic in nature. Heritage tourism, which is the same as cultural tourism, has often been criticized for converting local cultures and lifestyles into —commodities for sale to foreign audiences (Nana & Mensah, 2006). In this argument, cultural commoditization contributes to the denigration of social customs, alienation of residents and the creation of homogeneity between places.

Communities, whether rural or urban, specially the festivals like chatth, Vat Sabitri, Holi, Jitiya, Makarsankranti etc. could be used as agents of development, preservation and sustainability of cultural tourism in Bihar.

Culinary tourism is a subset of agri-tourism that focuses specifically on the search for, and enjoyment of, prepared food and drink. Agriculture being main stay of Bihar could project themselves as a destination that is producing largest number of fox nut and other goodies. Food tourism is outlined because the want to expertise a selected style of food or the turn out of a selected region (Hall & Sharples, 2003) and covers a vast number of gastronomic opportunities for tourists (Okumus, Okumus, & Mc Kercher, 2007) as well as involving numerous economic development schemes. Food tourism has been hailed as a vehicle for regional development, strengthening local production through backward linkages in tourism supply-chain partnerships (Renko, Renko, & Polonijo, 2010; Telfer & Wall, 1996) and is considered a vital vehicle in delivering property tourism (Everett & Aitchison, 2008; Simms, 2009; Everett & Slocum, 2013). Culinary tourism promotes all distinctive and spectacular culinary art experiences, not just those that have earned 4 stars or better. Previously unnoticed, culinary tourism is an important new niche that fosters economic and community development and new intercultural insights.

Culinary tourism may be found in rural or urban areas and tourists ought to be out there to go to all year spherical. As such its potential in development of food safety and security all over Bihar should be considered. Relevant literature spans the realm of food-based interactions through a variety of subsectors, such as niche tourism, agritourism, culinary tourism, food-based attractions and food-purchase motivations. For example, agritourism (farm tourism) specializes in the incorporation of visits to farms for the purposes of on-site retail purchases, enjoyment and education (Busby & Rendle, 2000; Veeck, Chee, & Veeck, 2006).

## **Literature Review**

### **Culinary Tourism**

According to Renko et al., (2010) food, along with different phenomena like faith, events, festivals, and architecture area unit thought-about to be —gray zonesl of cultural and heritage business enterprise. It principally is a catalyst in enhancing the tourists expertise in certain places. However, the importance of foodstuffs has been recognized by additional and a lot of researchers. They specialise in the role of food in culture and take into account food as not solely being a basic necessity for traveler consumption however additionally a vital component of regional culture that adds worth to the image of a destination.

native cuisines represent a core manifestation of a destination's intangible heritage, and thru its consumption, tourists will gain a very authentic cultural experience (Okumus, Okumus,&McKercher, 2007; Renko et al, 2010).

### **The potential role of local food**

The contribution of food has for the most part been unnoticed in spite of its apparent importance and potential to be the vital driving force of differing cultures and as the key to developing and sustaining business. The argument is that local foods hold abundant potential to reinforce tourism, whereby the business planner and also the enterpriser ought to work hand in hand to satisfy the patron, contribute to the genuineness of the destination, strengthen the economy and to supply the environmentally-friendly infrastructure of the destination. The potential of cooking as a theme to sharpen destination images, and ascertain their individuality compared to different countries is also dominant.

Food business in line with Gaztelumendi (2012) is capable of addressing cultural and environmental issues in a very means that's compatible with strictly economic arguments. The recent history of world business development is suffering from nominally property models and evidently unsustainable actions. the concept isn't to make new indiscriminate pressure on preparation heritage, however to leverage it rationally with an eye fixed to property.

### **The Cuisine of Bihar**

Bihar, with its bountiful natural resources of fertile soil, abundant water, varied climate and wealthy cultural and historical heritage is one in every of the foremost fascinating states of Republic of India. The farmers are intelligent and hard working. Therefore agriculture has been delineate because the core competency of province by the Hon'ble President of Republic of India. Agriculture is that the very important supply of wealth within the State with concerning seventy nine of its population is engaged in agricultural pursuits. Bihar's productive contribution in cereal, fruit, vegetables, spices and flowers can increase manifold with improved methods and system management.

The food habits of Bihar are an indication of how the cuisine of the State has evolved over centuries under the influence of various cultures and regimes that controlled it from time to time. Lord Buddha attained enlightenment in Bihar and hence the impact of Buddhism is significant in the State. People of Bihar are largely vegetarian though many are fond of chicken, fish and meat dishes. As Bihar has also been under the reign of the Mughals, there is an obvious influence of the exotic Mughal cuisine on the cooking style and culinary tastes of its inhabitants. Though the State has imbibed the best of the Gupta,

Mauryan, Turk, Afghan, Persian and European styles of cooking, it has retained a food culture that has the distinct features of Bihar's cuisine.

### **Objectives**

- To understand the food habits of Bihar, identify the traditional dishes and to document them.
- To figure out the key ingredients and analyze its key benefits
- To identify the role of local food as culture and promotion of tourism

### **Methodology**

This paper utilizes a case study approach highlighting relevant literature related to Local food, culture and culinary tourism of Bihar. It also highlights the personal experiences of authors in Bihar. The authors travelled some regions of the state to understand the food habits and local food. This study is based on qualitative analysis of available secondary data and the data obtained from observation and unstructured interview of the native people of Bihar. The author also aims to document the local food and food habits and include this as integral part of culture.

### **Research Questions**

1. What is the role of food tourism as part of cultural heritage and on the economy?
2. To understand the food habit of Bihar and document the traditional dishes.
3. Why the documentation and branding of local food is significant?

### **Study Area - Bihar**



*Picture 1 - Bihar*

The study was conducted in Bihar. The state has a very ancient history. In fact, it goes back to the very dawn of human civilization. Earliest myths and legends of Hinduism, like the Sanatana (Eternal) Dharma, are associated with Bihar. It was here that Prince Gautama attained enlightenment and became the Buddha.

The Mauryan Emperor, Ashoka, who is believed to be one of the greatest rulers in the history of India and the world, was born in Patliputra (the present day Patna).

A part of Bihar was called “Magadha” in ancient times, which witnessed the birth, rise and development of two traditions – Jainism and Buddhism. The world knows that Gautam Buddha got enlightenment under a tree 25 km away from Gaya, which is today popularly known by the name of Bodh Gaya.

## **Findings and Discussions**

### **Food Habits**

The cuisine of Bihar is characterized by its use of locally available ingredients. The use of hand-picked vegetables and freshly crushed spices is the hallmark of this cuisine. Wheat and rice are the staple food. Vegetables and fruits are grown in abundance and consumed in different ways. Maize, barley, gram, oilseed and pulses are important crops. Milk products, various dehydrated items (known as barriers), roasted chana powder (sattu), fresh water fish, poultry and mutton are also consumed. The traditional cooking medium is mustard oil, but ghee, vanaspati and other cooking oils are also used.

Sattu based dishes are very popular. This includes different types of litti, sattuparatha, and sattusharbats. Sattu is also consumed by kneading it with salt and a limited amount of water, and eaten with pickles, onions and green chillies. It has a sweet and richer version which is prepared by mixing Sattu with sugar and ghee.

The cuisine of Bihar includes many mouth-watering sweet dishes. Special delicacies include pua, pitha, khajja, kheer, sevian, chandralala, rasmalai, bal-ushahi, anarasa, kalajamun, kesariapeda, parwalkimithai, khubikilai and tilkut.

The day’s meal consists of breakfast, lunch, high tea and dinner.

### **Morning Tea and Breakfast**

For most people the day starts with a cup of tea. Apart from readymade tea they also have lal chai (red tea) and nimbu chai (lemon tea).

*A simple vegetable dish and roti form the first meal of the day or it could be paratha-bhunja.* Breakfast also has different sattu preparations, like sattush-arbat, litti, sattuparatha etc. Items like kachori, poori-alooodum, chiniwali roti, chiripuri (chilha/pancake made from flour batter) are also popular.

In some parts of Bihar the all time favorite breakfast is chura-dahi (pressed rice with a thick coating of creamy curd). During summer the same chura is consumed with mango pulp, and this dish is called churaaam.

## **Lunch**

Lunch basically consists of the thali. An ideal vegetarian thali generally consists of dal (lentil), bhaat (rice), roti (breads), tarkari (vegetable preparation), bhunja (dry vegetable preparation), chokha (mashed vegetable), ratoba (raita), bajaka (shallow fried vegetables and cereals with gram flour), chutney, achar (pickles), and papad. The non-vegetarian would have meat (mutton), machli (fish), murga (chicken) or anda (eggs).

Sometimes, a few unique combinations like barijhor-bhat, kadhi-bhat replaces the dal. In the same way there could be besankisubzi, saag, kofta etc.

Kadhibari is also popular among the people of Bihar and consists of fried soft dumplings made of different lentils and vegetables that are cooked in spicy gravy. This dish makes its best combination with boiled rice.

## **Evening Snacks**

In the evening, a range of bhunjas are consumed like churakabhunja (beaten rice shallow fried with sliced onions, chopped green chillies and green peas), makaikelawa (popcorn), chanakabhunja, mungphallidana, masaledarmurhi (puffed rice mixed with chopped green chillies, onion, coriander leaves, salt and a few drops of mustard oil) etc. These bhunjas are prepared at home. In villages there used to be a common kitchen specially meant for bhunjas called kansari. Today, mostly in the urban areas of Bihar, bhunjas are prepared and sold by vendors. Most of them roast the grains in hot sand or salt, while being constantly heated in a kadhai or earthen handi.

There are a variety of pakoras, bachakas, aloo chops, vegetable cutlets, singharas, singharachaat, ghoognichura and other snacks to enjoy in the evenings with a cup of tea.

## **Dinner**

Dinner generally consists of roti, subzi, saag, chutney and a raita, along with



some home-made desserts like kheer and seviran.

Priority is given to milk and milk products in their meals which include curd, butter milk (*mattha*) and sweet dishes. Some people like to take doodh roti (small pieces of roti soaked in milk and sugar) with a vegetable dish being used as an accompaniment. But milk is never combined with the non-vegetarian dishes.

### **Bhoj – The Traditional Feast**

Bhoj is not a simple meal but a ceremony. The bhoj is the feast or the banquet of Bihar. Traditionally, guests sit on a carpeted floor and the food is served by the hosts and their relatives and friends.

Bhoj is a fine dining experience and proceeds in the following steps.

#### ***Step 1: Setting up the Cover***

A special plate made from dried leaves (*pattal*) and an earthen glass (*kullarh*) is laid out in front of each guest — though today this *kullarh* is being replaced with different types of glasses. As the food is eaten with one's hands, no cutlery is provided.

#### ***Step 2: Serving of Water***

Water is poured into the *kullarhs* from water jugs, traditionally known as a *lotta* (a round vessel made from different metals and alloys). Once the water is served, people wash their hands and sprinkle a little water on the *pattal* as a symbolic cleaning, although the *pattals* are well soaked and washed beforehand.

#### ***Step 3: Serving of Condiments & Accompaniments***

There is no cruet set, but salt and green chillies are the first things that occupy their place on the *pattal*. This is followed by salad, chutneys, raita (called *ra-toba*), achar, papad and chanoories.

#### ***Step 4: The Serving of Food***

Food service generally starts with the vegetable preparations and the saag (dried preparation from leafy vegetables) served on the left side of the plate making an arc and leaving the central right side for the breads (mostly *poori* or *kachori*) and rice followed by the non-vegetarian dishes (if it is there in the menu).

### ***Step 5: The Beginning or the Toast Raising***

Once the bread is served to everyone, the guests start their meal after a small prayer. When the guests are through with their breads then the rice or pulao is served. This is followed by dal that is either served on top of the rice or in a separate bowl (*katori*) made from the same leaf.

There are some occasions when breads are not served and the rice takes the central position and the guests make a small well in it. The dal is served in this well and it is topped with a spoon of pure ghee. This ghee is also called pavitri, meaning pure. This is actually the Toast Raising for the Ceremony. As it is sacred, one doesn't take a second helping of the ghee (as it is considered to be *jhoota*).

### ***Step 6: Further Helpings/Parshan***

When the guests are having their food, the serving people (mostly the relative and friends of the hosts) start a continuous serving of second and further helpings. It's really fascinating to be a part of this feast, and if not, to at least be an observer. The service brigade comes announcing the name of each dish and the guest who wants that dish gives an indication. They serve the guest with the help of a spoon or ladle without touching the plate.

### ***Step 7: The Serving of Dessert***

There is no fixed sequence for the dessert; more or less it is served as a part of the main course, though it comes a little later. Most often it comprises of rasgulla, kalajamun, jalebi, boondi, laddoo, or a variety of burfies. The number of sweets served is a true indicator of the standard of the bhoj.

### ***Step 8: The Last Helping of Curd***

This is another unique feature of bhoj; they finish their meal with curd. There is a ritual of serving a small portion of rice before serving the curd (called as *dahikabhaat*). So, after the last serving of rice, curd with sugar is offered.

### ***Step 9: Concluding the Meal***

There are different age groups of guests sitting and eating together and there are people with different chewing abilities and obviously there are people with different belly sizes. Traditionally, the meal is concluded together even though

some may have finished early.

People get up and go to wash their hands outside. Then the hosts remove the plates and clean up the area to make the place ready for the second group of guests. This cycle continues till everyone has eaten.(Singh, 2015)

### **The cuisine of Bihar**

Bihar's cuisine is so varied that recipes do not just change between different districts or provinces; it changes from one home/family to another. Besides recipes, the various traditions and rituals associated with food are commonly discussed and recounted. The people of Bihar prepare and eat an extensive variety of food, but not enough thought or effort has gone into giving them suitable names or an identity.

1. Bihari cuisine is one of India's best cuisines, having lots of options for vegetarians as well as non vegetarians. They have various options to offer in sweets and snacks.
2. The people prepare and eat great foods but proper name has not been given to dishes.
3. The awareness of the dishes is relatively less but they are delicious to its core and are very satisfying.
4. Some restaurants are coming up with Bihari foods as their major offerings.
5. The key Ingredients are –

Cooking Medium - Mustard oil, Ghee, Vanaspati, sesame seeds oil.

Dairy Products - Milk, butter milk and Curd - used extensively.Cottage Cheese – moderate use

Cream – is not used in cooking however homemade butter is used moderately.

Phoran - Simple and/or PanchPhoran

Basic Gravies/Masala - Onion based, Mustard and Garlic Based

Leafy vegetables - Chanasaag, NenuaSaag, GandhariSaag

Dehydrated Ingredients –Bari, Dehydrated cauliflower/ Cabbage

Sattu- ChanaSattu, barley, maize etc..

Special Spice blends - Jeera-golki, Garam Masala, coriander seeds, cumin seeds, peppercorn

Non Veg - Meat – Mutton (Khassi), Chicken, Fishes – small, medium, large – fresh water - Rohu, Katla, Pothia, Tengra, Maangur, Shell fish – Itchna (Prawn), Snails, Crabs – very less

Eggs – Local and Farm

Litti – Chokha is the most popular dish of the state outside Bihar.



**Picture 2 – Litti with Chokha, Ghooghni, Chutney and salad**

Apart from the litti, there are various traditional dishes that are delicious to its core and have ability to attract the tourist.

### **Vegetarian Preparations**

*Parvalki Sabzi* — Pointed Gourd with Potatoes, *Katahalki Tarkari* — Raw Jack-fruit Curry, *Ghoogni* — Peas Curry, *Ole ki Sabzi* — Yam Curry, *Arbiki Subzi* — Taroo Roots with Red Lentil, *Besanki Subzi* — Gramflour Cubes with Mustard Gravy, *Kofta* — Deep Fried Vegetable Balls with Spicy Curry, *Kadduki Subzi* — Pumpkin Curry with jaggery and panchphoran

### **Non-Vegetarian Preparations**

*Tali Hui Machli* — Fish Fry, *Masaledar Murga* — Masala Chicken, *Machli Chokha*

— Mashed Fish, *MachlikeAndekiPakore* – fish Egg Fritters, *Fried Jhinga* — Fried Prawn, *PothiaBhunja* — Grilled Fish with Mustard, *BhunaMaans* — Mutton Curry, *BhunaKalegi* – Pan Roasted Livers, *KhardeMasaleWali Meat* — Mutton with Whole Spices, *MurgaJhoor* — Chicken Curry, *SarsonwaliMachliJhor* — Fish in Mustard Gravy, *Anda Curry* — Egg Curry, *Taas Mutton* – Tawa Cooked Mutton

### **Dal aur Jhor — Lentils and Thin Gravies**

*LaukiChanneki Dal* — Bengal Gram with Bottlegourd, *Dal Tadka* — Bengal Gram and Black Lentil, *MatarKaJhor* — Thin Gravy of Green Peas, *Bari kaJhor*— Thin Gravy of Sun Dried Lentil Dumplings, *KhusshiKeraokaJhor*— Thin Gravy of Black Peas, *BathuaJhor* – Bathua leaves cooked with Rice Starch,

### **Roti - Breads**

*Parantha* — Layered Bread, *Sattukaparantha* — Stuffed Parantha with Roasted Chana Powder, *Kachori* — Deep Fried Bread made from Maida, *Dal –Puri* — Puri Stuffed with Bengal Gram, *Makaiki Roti (Motti Roti)* — MaizeChapati, *TissiParantha*— Parantha Stuffed with roasted flax seeds,

### **Side Dishes**

*AlookaChokha*— Potato Mash, *BaingankaChokha*— Aubergine Mash, *AlooBachka*— Shallow Fried Potato Slices with Gram Flour and Spices, *LaukiBachka*— Shallow Fried Bottle Gourd Slices with Gram Flour and Spices, *Hare ChanekaBachka*— Shallow Fried Green Chickpea with Gram Flour and Spices, *LaukikaRaita*— Yogurt with Chopped Bottle Gourd, Mustard Powder and Spices, *KhirekaRaita*— Yogurt with Grated Cucumbers and Spices, *PalakSaag*— Spinach Leaves cooked with Garlic and Spices, *ChannaSaag*— Green Gram Leaves cooked with Garlic and Spices, *KheshariSaag*— Almorta Leaves cooked with Garlic and Spices, *AlooBhunja*— Deep Fried Potato Straws, *BhindikaBhujia*— Stir Fried Slices of Ladies Finger, *KarelekaBhunja*— Stir Fried Slices of Bitter Gourd, *Dhaniyeki Chutney*— Coriander Chutney, *SabutDhaniyeki Chutney*— Coriander Seeds Chutney, *Kelekechhilkeki Chutney*— Raw Banana skin chutney,

### **Sweet Delicacies**

*Rasiya*— Rice Pudding with Jaggery, *Pua*— Deep Fried Sweet Pancakes, *KhoyakaPittha*— Khoya Stuffed Rice Dough Poached in Water, *DudhPittha*— Khoya Stuffed Rice Dough Poached in Milk, *RasKadam*— Khoya Coated

Rasgulla Covered with Poppy Seeds, *Khaza*— Deep Fried and Sugar-coated Tempting Dessert, *Lai*— Sweet Dish made from Khubi Dana and Khoya, *Anarsa* — Sweet Dish made from Rice Flour Khoya, Coated with Sesame Seeds

## Conclusions

The outcome of this study reflects the importance of awareness regarding local cuisines, its documentation and promotion. This also highlights the satisfaction with both the local food and the rest of the resources available to tourists at the destination. The destination should have multiple choices to offer at the destinations.

Promotion of local cuisine is a great opportunity to promote and strengthen particular tourist destinations. For many more, the quality of the cuisine on offer is an important part of the holiday experience as a whole. The place must bear this in mind when developing their long-term plans for the domestic and international tourism industry. The state should identify, document and promote their regional specialties. This would be one of the major attractions for the tourists.

## Recommendations

- Proper nomenclature of the dish is required.
- Documentations of the dishes and its method of preparations should be documented.
- More eateries of different concepts should be started. The tourism ministry and the state government should come up with some schemes in order to encourage entrepreneurs (food entrepreneurs).
- The small food entrepreneurs and the vendors, selling these dishes should be trained.
- Promotions of the food should be done as a part of culture.
- The regional feast – Bhoj, should be promoted, as this could be an exciting experience for guests/tourists.

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# Green Building Concept: A Sustainable Approach

## Chapter 14

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### **Introduction**

Sustainability concept has become the common interest of various disciplines. The Concept of Green Architecture, also known as “sustainable architecture” or “green building,” is the theory, science and style of buildings designed and constructed according to environmentally friendly principles. Green architecture strives to minimize the number of resources consumed in the building’s construction, and their uses and operation, as well as reducing the harm done to the environment through the emission, pollution and waste of its components. Sustainability is of vital importance to all because it deals with the survival of human species and almost every living creature on the earth. Sustainable and eco-friendly activities is one of the main aims that humans for creating a better life. For this reason, moving towards a greener architecture is well-thought-out the main goal (Mahdavinejad, 2014; Ragheb et al., 2016).

Sustainable development includes almost all areas of economic activity, it is easily applied in the tourism industry. It is well known that the environment is an important resource for the tourism industry, and so the acquisition and application of new technologies that contribute to environmental protection in some sectors such as hotel industry has been a priority for tour operators(Kotkar et al., 2017).

The great environmental challenges of this time are to reduce mankind’s dependence on fossil fuels, develop new energy sources and reduce carbon di-



oxide emissions. Instead of the economic crisis, global energy demand is set to double by 2050 and possibly by 2030. During this period world population will increase from currently 6.5 billion people to about 9 billion people (UNEP, 2003). Apart that, in the near future the world reserves of non-renewable energies might not be able to cover the demand. At the moment, coal, gas, and oil cover around 80% of the worldwide energy demand, and are responsible for most of the carbon dioxide emissions and other greenhouse gases that are heating up the earth. Therefore, renewable energies such as solar energy, wind and biomass fuels have to cover the demand in the future. According to the UNEP, the travel and tourism industries presently generate already 5 per cent of global CO<sub>2</sub> emissions. Current forecasts predict that “in less than thirty years if no action is taken today, CO<sub>2</sub> emissions generated by tourism will be more than three times higher than today” (UNEP, 2007; Sloan, 2010) Each individual, has a responsibility to take care of the environment – the large producers and consumers of natural resources even more so. The hospitality sector presents a variety of environmental aspects that, depending on the activity, may have a significant impact on the environment (Essays et al., 2013; Amandeep et al., 2017).

Green building technology is one of the most trending topics all over the world which is been put forward to reduce the significant impact of the construction industry on the environment, society and economy. The globe is in an urgent need of sustainable and a smart development as the problem of pollution and global warming is rapidly increasing all over the world. A sudden climatic changes also been noticed and being experienced all over the world due to increase in the Green House Gases (GHG's). In the developed countries like United States of America, Russia, Australia, United Kingdom, there are already strict measures been taken to achieve a sustainable development and also rules and regulations are been made by their respective governments to support and achieve a sustainable and an eco-friendly development of their nations. However, in the developing countries like India, China, Srilanka, Pakistan, etc., they are far behind in achieving a sustainable development. Also, there is a lack of awareness amongst the people about this global issue in these developing countries. (The economic benefits of green building-year book 2009-10, Australia Bureau of statistics, Canberra, Australia; 2010)

### **What is Green Building**

The principles of green building design introduce five major elements, these are site design, water conservation and quality, energy and environment, indoor environmental quality and conservation of materials and resources (USGBC, 2002).



***Fig-1 Key components of green building***

***Source:***[https://www.researchgate.net/profile/Adegbenga\\_Adeyemi](https://www.researchgate.net/profile/Adegbenga_Adeyemi)

Green building is one of measures been put forward to mitigate significant impacts of the building stock on the environment, society and economy. There are different aspects of green building, these are--

### **1. Green building assessment tools**

A number of assessment tools have been developed to assist the green building developments. The leading green building assessment tool include: Leadership in Energy and Environmental Design (LEED, United States), BRE Environmental Assessment Method (BREEAM, United Kingdom), Green Building Council of Australia Green Star (GBCA, Australia), Green Mark Scheme (Singapore), DGNB (Germany), Comprehensive Assessment System for Built Environment Efficiency (CASBEE, Japan), Pearl Rating System for Estidama (Abu Dhabi Urban Planning Council), Hong Kong Building Environmental Assessment Method (HKBEAM) and Green Building Index (Malaysia). All these green building assessment tools are voluntary rather than mandatory. It was developed by the green building council in each country/region. The assessment is undertaken by accredited profession also that are commissioned by the green building council. The World Green Building Council has been established to coordinate the efforts of various green building councils over the world. The structures of these green building assessment tools are similar to a large extent, e.g. covering various aspects of sustainability, a number of credits available under each category, different rating tools for various types of projects. For

instance ,the Green Building Council Australia(GBCA) released eight rating tools(i.e. Education, Office, Industrial, Education, Healthcare, Office Interiors, Retail Centre, Public Building ,and Multiunit Residential)with two other pilot tools(Communities, and Interiors)

China has also released similar rating tool called Green Building Label following the Evaluation Standard for Green Building in 2006. The entire process is administrated by the Ministry of Housing and Urban–Rural Development.

## **2. Technical and environmental aspects**

The focus of green building studies is place on environmental aspect of sustainability. Taking the GBCA Green Star Healthcare V1 as example, 87% of unweighted points are related to environmental sustainability. It is also evidenced in the extensive studies on environmental sustainability of buildings, e.g. energy efficiency, water efficiency, resource efficiency and green house gas emission reduction (Golic etal, 2011; Sedineni etal, 2011;Zabaneh, 2011;Hughes etal. 2011;Pacheco etal. 2012;Rahman etal. 2012).

## **3. Social aspects**

Last decades have witnessed growing concerns on social sustainability in buildings. This is due to the fact that the construction activities are a social process (Abowitz&Toole, 2009). In the construction context, social sustainability mainly covers the quality of living, occupational health and safety, and future professional development opportunities (Petrovic, 2008, Zuo etal., 2012). Zhao et al. developed a framework to evaluate the corporate social responsibility performance of construction contractors by applying stakeholder theory at both the project level and company level (Zhao etal., 2012).

## **4. Economic aspects**

Berardi pointed out that there are social and economic requirements of green buildings such as access, education, inclusion, cohesion, affordability, economic value, impacts to local economy, indoor health, cultural perception and inspiration (Berardi, 2013). This helps to reduce the pay back period of investment for energy efficiency measures.

## **5. Recent developments in green building assessment tools**

The recent developments in green building rating tools reflect the change of direction of green building assessment towards recognition of social and economic aspects of sustainability. For instance, GBCA GreenStarCommuni-

ties rating tool is under pilot stage at the moment. It consists of six categories, i.e. Governance, Design, Liveability, Economic Prosperity, Environment and Innovation. This ground-breaking rating tool consider so the respects of sustainability than environment ,e.g. social and economic. The environmental sustainability related credits only account for 26% of total points(Zuo& Zhao, 2014).

## Major Certification for Hotels in India

*Table-1*

S.No.	Certification Name	Organisation	Description	Source
1.	Leadership in Energy and Environmental Design (LEED)	U.S. Green Building Council	LEED certification confirms that the building has been made keeping green principles in mind, for example, energy conservation and everything of that nature. Developed by the United States Green Building Council in 2000, the LEED certification process gives commercial buildings a scorecard for meeting standards relating to such areas as location and transportation, materials and resources, and water efficiency, among others.	www.usgbc.org
2.	Green Key Global	Hotel Association of Canada, LRAWorldwide, Inc	Environmental certification program for hotels. Provides technical guidance. Participating facilities	www.green-global.com
3.	ECOTEL certification	HVS	The ECOTEL certification remains among the pioneering programs that incorporated the pillars of sustainability with a focus on environment protection. The Employee Education and Community Involvement globe foresaw an environment management system through the creation of a green team and training for staff to empower them to enable the agenda for sustainability. The ECOTEL program, over time, shifted its base to India.	www.ecotelhotels.com

4.	ISO 14000 certification	International Standards Organization	The International Standards Organization in 1996 and is essentially a road map for organizations seeking to implement a standardized program for environmental operations. Once the plan is implemented within an organization, ISO sends auditors to review the entire program and measure energy consumption, recycling efforts, etc. for certification.	www.iso.org
5.	The Indian Green Building Council (IGBC)	The Confederation of Indian Industry and the Godrej Green Business Centre	IGBC is continuously striving towards the wide adoption of green building concepts in the Indian industry. In the last 10 years, more than 687 projects have been registered or certified under IGBC's green building guidelines developed in India. They also motivate and certify hotels which use and full fill the minimum environmentally friendly practices in their hotels.	www.igbc.in
6.	Sustainable Tourism Eco-Certification Program (STEP)	Sustainable Travel International	Environmental certification program for tour operators, hotels, attractions, transportation, and the cruise industry. Provides guidance, self-assessment tool, and 2 to 5 star eco-logging rating system. Separate certification offered for luxury accommodations.	www.sustainabletravel.org

*Source : Respective websites & HVS(2012)*

### **Green Building Benefits**

Green architecture defines an understanding of environment-friendly architecture under all classifications, and contains some universal consent (Burcu, 2015), It may have many of these characteristics:

- Ventilation systems designed for efficient heating and cooling
- Energy-efficient lighting and appliances
- Water-saving plumbing fixtures
- Landscapes planned to maximize passive solar energy
- Minimal harm to the natural habitat
- Alternate power sources such as solar power or wind power

- Non-synthetic, non-toxic materials
- Locally-obtained woods and stone
- Responsibly-harvested woods
- Adaptive reuse of older buildings
- Use of recycled architectural salvage
- Efficient use of space

While most green buildings do not have all of these features, the highest goal of green architecture is to be fully sustainable. Also Known As: Sustainable development, eco-design, eco-friendly architecture, earth-friendly architecture, environmental architecture, natural architecture (USGBC, 2002)

Green building is not a simple development trend; it is an approach to building suited to the demands of its time, whose relevance and importance will only continue to increase (USGBC)

- **Comfort.** Because a well-designed passive solar home or building is highly energy efficient, it is free of drafts. Extra sunlight from the south windows makes it more cheerful and pleasant in the winter than a conventional house (Kats, 2006).
- **Economy.** If addressed at the design stage, passive solar construction doesn't have to cost more than conventional construction, and it can save money on fuel bills (Kats, 2003).
- **Aesthetics.** Passive solar buildings can have a conventional appearance on the outside, and the passive solar features make them bright and pleasant inside.
- **Environmentally responsible.** Passive solar homes can significantly cut use of heating fuel and electricity used for lighting. If passive cooling strategies are used in the design, summer air conditioning costs can be reduced as well (Woolley, 2006).

## Finding and Analysis

### Present day Scenario in India

The ITC Gardenia, a luxury hotel in Bangalore, was awarded the US Green Building Council LEED (Leadership in Energy and Environmental Design) platinum rating, making it the first hotel in India to achieve the highest rating for green buildings.

ITC now has a platinum rating for all its luxury hotels—the ITC Windsor in Bangalore, the ITC Mughal in Agra, the ITC Sonar in Kolkata, the ITC Ka-

katiya in Hyderabad, the ITC Grand Central and the ITC Maratha in Mumbai, and the ITC Maurya in New Delhi.

The Pune Marriott Hotel and Convention Centre has been awarded gold certification. The Leela Palace Hotel in New Delhi has also been certified platinum.

Many hotels are registered for LEED certification such as Piccadilly Hotels for its forthcoming Hyatt Regency properties at Gurgaon and Ludhiana for a gold rating.

*Source: Ashok K. Verma (May 2012), Hotels in India going green*

## **Conclusion**

Analysis highlights the reasons behind the investment behaviour: protecting the environment is more a reason for investment than long-term cost savings. Additionally, protection of the environment when investing in green architecture is of higher importance than profitability. Therefore, the major motivation for hoteliers to invest in the hotel property is primarily to protect the environment rather than to save money in the long-term with efficient technology. According to the Hotel Industry (2007) study (BDC, 2007) 65% of hoteliers already have incorporated sustainable concepts into recent hotel building or renovation work citing guests expectations as the major motivation factor. The result is comparable to the findings of this study where more than half of the respondents (53.5%) give the same reason for this type of investment. However, compared to the findings of the Hotelinvest studies of 2009 and 2010 that conclude a depressing economical situation in Germany and a morose investment climate are slowing down hotel building investment the findings of this survey are quite positive. This research shows that around 70% of respondents are planning to invest more in 2010; the Hotelinvest study in 2010 [www.ahgz.de] discovered only 40% (25%). The reason for this may be that the actual Hotelinvest study collected the data in November 2009, whereas for this study the data was collected in March 2010. In Germany, on January 1st, 2010 the new value-added tax (VAT) for the hospitality industry came into force, reducing the VAT from formerly 19% to only 7%. This tax shelter might have resulted in the increased investment behaviour identified in this study (Sloan et al., 2010).

“Hospitality with responsibility” is the present need! Awareness regarding protecting environment and green hotels needs to be widespread in the industry as well as in academics so as to involve the future hoteliers in pursuit for achieving environment friendly green hotels. Initiative must be taken by

the Indian government to encourage the Hotel industry in India by means of schemes and policies which are in favour of Green Hotels. Further the steps and measures taken by the Hotels in India confirm that many hoteliers understand that the activities they carry out have an extreme high impact on the environment, both short and long term. Under these conditions, green hotels are one of the most sustainable measures, with visible results in a short time (Amandeep et al., 2017).

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# Carbon Foot Print: A Review

## Chapter 15

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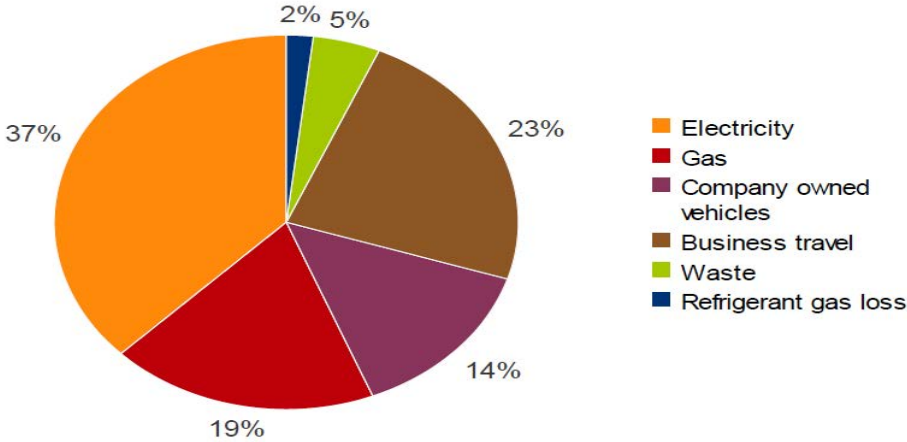
### **Introduction**

With growing concern over climate change globally, emission control of Greenhouse Gases (GHGs) has been put on the agenda of both developed and developing countries (Wu, 2011). William Rees and Mathis Wackernagel, planners at the University of British Columbia first used the term “footprint” to describe the impact of human production or consumption activities. In this way, Wackernagel and Rees (1996) define an “ecological footprint” as an accounting tool used to measure the resource consumption and waste assimilation requirements of a defined human population or economy in terms of a corresponding productive land area. The ecological footprint concept is still widely used today as a resource management tool (Global Footprint Network 2007). There is no exact academic definition of Carbon Footprint yet, and debate continues (Wiedmann and Minx, 2008). The term “carbon footprint” originated from the ecological footprint concept but in recent years has evolved into a concept in its own right. While an ecological footprint is a measure of the regenerative capacity of the environment (expressed in a corresponding area of productive land), the majority of definitions for a carbon footprint measure a physical quantity of carbon (or equivalent gases) resulting from defined activities.

The lack of scientific literature on the conceptual definition of a carbon footprint is contrasted by the overwhelming amount of information available on carbon footprints in the public domain. One author comments that it is con-

ceptually incorrect to measure a carbon footprint in tonnes of CO<sub>2</sub> because footprints are spatial indicators, measured in hectares or square metres (Hammond 2007). For this reason Hammond (2007), states that a more appropriate term would be “carbon weight”. Similarly, Wiedmann and Minx (2007), comment that an estimation tool that includes the measurement of greenhouse gases in addition to CO<sub>2</sub> would be more appropriately called a “climate footprint” rather than a “carbon footprint”. The definition proposed by Wiedmann clears some of the doubts about carbon footprint. According to him “The carbon footprint is a measure of the exclusive total amount of carbon dioxide emissions that is directly and indirectly caused by an activity or is accumulated over the life stages of a product” (Wiedmann and Minx, 2008). “The total set of GHG emissions caused directly and indirectly by an individual, organization, event or product” is known as carbon footprint (Carbon Trust, 2008).

For example, the carbon footprint of flying from London to New York is 0.68 tonnes of CO<sub>2</sub>e (Based on a single flight from London Heathrow to New York JFK using the Defra 2008 average passenger kilometre CO<sub>2</sub> factor for long-haul flights, and CH<sub>4</sub> and N<sub>2</sub>O factors derived from IPCC 2006;(Defra, 2008; Carbon Trust, 2006 and Boeing 2007), and the carbon footprint of the UK in was 653 million tonnes of CO<sub>2</sub>e. In order to analyze the relative importance of different emissions sources, carbon footprints (CF) can be broken down into their component parts (Figure 1.) In order to show all emissions in a single number footprint of a number of different greenhouse gases is converted into the equivalent quantity of CO<sub>2</sub>.



**Figure 1. Showing breakdown of carbon footprint of an Organisation (adapted from Eometric press, 2008)**

## **Need of Carbon foot print calculation**

Carbon footprints are useful for a number of purposes:

1. For making greenhouse gas emissions understandable to public.
2. To define the target for reducing emissions
3. For categorizing the activities contributing the most to a carbon footprint.
4. For the measurement of changes in emissions over time, and to monitor the effectiveness of reduction activities.
5. To offset emissions (in order to offset emissions it is necessary to know how many reductions credits to purchase).

## **Scope of carbon footprint (CFP) measurement**

To ensure the accuracy of a footprinting approach it is necessary to establish the limits for measuring a carbon footprint. It creates confusion whether the measurement of a carbon footprint should include indirect emissions or only direct emissions within an organisational boundary?

“Direct” and “indirect” emission sources, improve transparency therefore reduce the confusion and provide utility for different types of organizations, different “scopes” of emissions (scope one, scope two, and scope three) are frequently used (World Resource Institute and World Business Council for Sustainable Development 2008). These scopes one, two, and three have been designed to increase the accuracy so that the company will not count emissions twice and to enable emissions to be traced across the economy (Figure 2).

Scope one emissions are related to direct emissions occurring inside the boundary of an organisational or company. Equity share and the control approach are the two existing methods for determining the organisational boundary. In equity share method, the company accounts for emissions from operations on the basis their share of equity. On the other hand, under the control approach a company accounts for 100 per cent of the greenhouse emissions from operations over which it has control (World Resource Institute and World Business Council for Sustainable Development 2008). In a business such as a horticultural farm, scope one emissions are likely to include emission of nitrous oxide from fertilizer application or CO<sub>2</sub> emissions from fossil fuel powered vehicles. Furthermore, the organisational boundary is likely to exist at the property boundary unless the grower has a joint share in a retail organisation such as a farmers’ cooperative. Scope two emissions include the emissions produced in the generation of purchased electricity. While an organisation may account for scope two emissions, emissions physically occur at the facility where electricity is generated. The companies should provide separate report on scopes

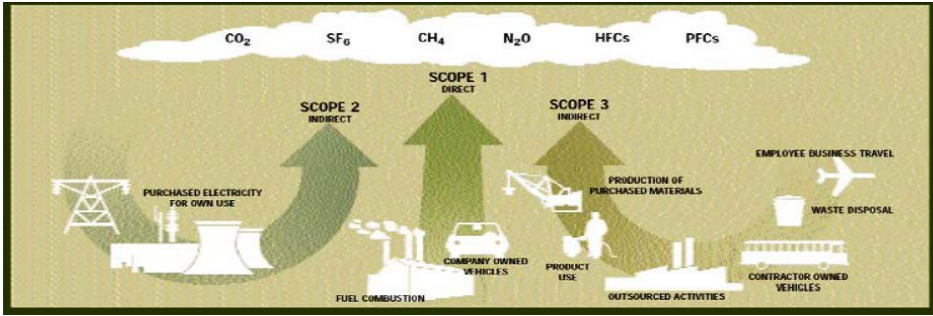
one and two emissions. Scope three emissions occur as a result of a company's activities in the wider economy and include the emissions from transportation. For example, the emissions resulting from the paid transportation of produce from a horticultural farm to market would be accounted for under scope three. While these emissions do not occur within the farm boundary, the grower can be considered indirectly responsible for the emissions resulting from the transportation of farm produce (Carbon trust 2008).

It has been demonstrated by some case studies that indirect emissions constitute the majority of Carbon Footprint of a functional unit (Larsen and Hertwich, 2009). Exclusion of indirect emissions arising from the upstream supply chain as well as downstream disposal is very likely to bring about considerable underestimation. Inclusion of indirect emissions is in accordance with the definition used in a case study of York neighborhoods, where Carbon Footprint is defined as the total amount of CO<sub>2</sub> emissions which result directly and indirectly from the individual use of goods and services, covering both individuals' immediate emissions and emissions arising during the production process (Haq and Owen, 2009).

### **Types of carbon footprint (CFP)**

Carbon footprint is divided into organizational, individuals, products, services, and events footprint. Each type of footprint has different methods and boundaries for its calculation.

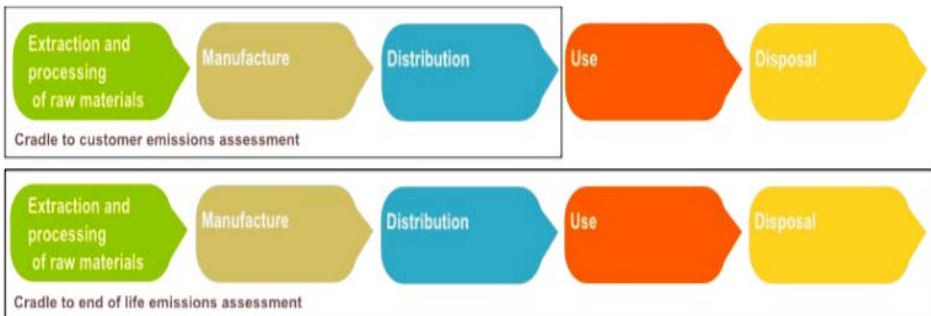
**Organisational assessments:** It involves the measurement of direct and indirect emissions associated with different activities of an organisation. Direct emissions include the combustion of fossil fuels in equipment or vehicles owned by the organisation, and also escaped greenhouse gases from the organisation's facilities (e.g. refrigerant gas losses from air conditioning systems). Indirect emissions are all emissions which are the result of an organisation's activities, but which are emitted from facilities or vehicles owned by third parties (e.g. an organisation's electricity consumption indirectly causes emissions at the electricity generating plant, which is owned by a third party). Current world best practice for corporate or Organisational greenhouse gas reporting is the World Business Council for Sustainable Development/World Resources Institute (*The GHG Protocol: A Corporate Reporting and Accounting Standard*). A similar methodology is set out in ISO 14064.



**Figure 2.** Overview of the interrelationships of the different scopes the activities that generate direct and indirect emissions (Source: WRI and WBCSD, 2008)

**Product assessments:** It involves measurement of emissions associated with a product. It is of two types-

- I **Cradle to customer:**-It includes all emissions from the extraction of the raw materials, processing, manufacturing, and delivery to retailers/customers (Figure 3a).
- II **Cradle to grave:** - Also known as “whole of- life. It includes all emissions sources for “cradle to customer”, and emissions associated with consumer use and final disposal of the product (Figure 3b).



**Figure3.** Difference in Product assessments (3a)Cradle to customer, (3b)Cradle to grave (Source: Ecometrica press)

Current best practice for product foot printing is the Publicly Available Specification 2050 (PAS 2050). The PAS 2050 provides a detailed specification for the assessment of the life cycle greenhouse gas emissions of goods and services. It builds on existing life cycle assessment methodologies such as ISO-14040 and

ISO-14044, and provides additional principles, techniques and requirements relevant to greenhouse gas assessments.

**Other types of carbon footprints:** For the measurements of carbon footprint for events, services, web sites, journeys, or even, for example, comparing the emissions from sending a letter by post with those associated with sending the letter by email. To quantify such activities, the principles are the same: inclusion of the direct and indirect emissions for a defined scope of activity. According to the Kyoto protocol, there are six main greenhouse gases with the potential to cause climate change, each with a different global warming potential. A complete carbon footprint may include a number of types of greenhouse gas, e.g. all those controlled under the Kyoto Protocol. The Kyoto gases are listed (Table 1) below with their global warming potential (GWP). GWP is an index of global warming potency, with CO<sub>2</sub> defined as having a GWP of 1 and all other gases measured relative to CO<sub>2</sub>. A quantity of greenhouse gas is converted into CO<sub>2</sub>e by multiplying its mass by its global warming potential, e.g. 1 kg of methane is equal to 25 kg of CO<sub>2</sub>e (Carbon N Zero 2008).

**Table 1. Chemically reactive greenhouse gases and their precursors: abundances, trends, budgets, lifetimes, and GWPs.**

Greenhouse Gas	Abundance		Trend	Annual emission	Life time	GWP (100Yr)
	1998	1750	PPT/Yr	Late 90s	(Years)	
Methane (CH <sub>4</sub> )	1745	700	7.0	600Tg	8.4/12c	23
Nitrous oxide (N <sub>2</sub> O)	314	270	0.8	16.4TgN	120/114c	296
Perfluoromethane (CF <sub>4</sub> )	80	40	1.0	~15Gg	>50000	5700
Perfluoroethane (C <sub>2</sub> F <sub>6</sub> )	3.0	0	0.08	~2Gg	>10000	11900
Sulphur hexafluoride (SF <sub>6</sub> )	4.2	0	0.24	~6Gg	3200	22200
HFC-23 (CHF <sub>3</sub> )	14	0	0.55	~7Gg	260	12000
HFC-134a (CF <sub>3</sub> CH <sub>2</sub> F)	7.5	0	2.0	~25Gg	13.8	1300
HFC-152a (CH <sub>3</sub> CHF <sub>2</sub> )	0.5	0	0.1	~4Gg	1.40	120
<b>Important greenhouse halocarbons under Montreal Protocol and its Amendments</b>						
CFC-11 (CFCl <sub>3</sub> )	268	0	-1.4	-	45	4600
CFC-12 (CF <sub>2</sub> Cl <sub>2</sub> )	533	0	4.4	-	100	10600
CFC-13 (CF <sub>3</sub> Cl)	4	0	0.1	-	640	14000
CFC-113 (CF <sub>2</sub> ClCFCl <sub>2</sub> )	84	0	0.0	-	85	6000
CFC-114 (CF <sub>2</sub> ClCF <sub>2</sub> Cl)	15	0	<0.5	-	300	9800
CFC-115 (CF <sub>3</sub> CF <sub>2</sub> Cl)	7	0	0.4	-	1700	7200



Carbon tetrachloride (CCl <sub>4</sub> )	102	0	-1.0	-	35	1800
Methyl chloroform (CH <sub>3</sub> C-Cl <sub>3</sub> )	69	0	14	-	4.8	140
HCFC-22 (CHF <sub>2</sub> Cl)	132	0	5	-	11.9	1700
HCFC-141b (CH <sub>3</sub> CFCl <sub>2</sub> )	10	0	2	-	9.3	700
HCFC-142b (CH <sub>3</sub> CF <sub>2</sub> Cl)	11	0	1	-	19	2400
Halon-1211 (CF <sub>2</sub> ClBr)	3.8	0	0.2	-	11	1300
Halon-1301 (CF <sub>3</sub> Br)	2.5	0	0.1		65	6900
Halon-2402 (CF <sub>2</sub> BrCF <sub>2</sub> Br)	0.45	0	~ 0 <		20	

## Methodologies of Carbon Footprint calculation

### Producing a full carbon footprint

Accurate calculation of your carbon footprint requires a more detailed approach and may require specialist advice. The five steps below show a systematic approach, suitable for producing an accurate carbon footprint:

- I Define the methodology.
- II Specify the boundary and scope of coverage.
- III Collect emissions data and calculate the footprint.
- IV Verify results (optional).
- V Disclose the footprint (optional).

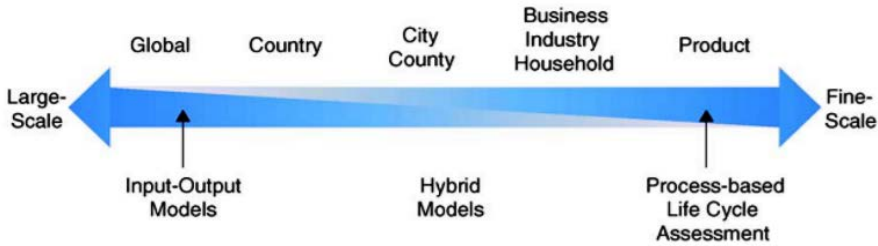
Due to product, city, county, national, global scales of analysis, there is no single standard methodology for consumption-based Carbon Footprint analysis. However, three main methodologies are now under development for cases at varied scales and they are as-

1. Environmental Expanded Input-Output (EEIO) analysis,
2. Life Cycle Assessment (LCA),
3. Hybrid IO-LCA methods (Wiedmann, 2009).

Functional unit and scale are two factors on which the selection of method depends. Input-Output models are commonly applied to CF calculation at global and national levels, hybrid models are applicable at sub-national scale, organizations or industrial sectors, while Process-based LCA dominates the CF assessment of products and services (Figure 4).

Processed-based LCA requires comprehensive and specific data for each product and provides a comprehensive accounting product CF over its whole life cycle. EEIO analysis requires less specific data and is widely applied at national scale (Minx et al., 2009). The hybrid IO-LCA method, combining the

advantages of both EEIO and LCA methods, is newly proposed and is being increasingly used in practice (Peters, 2010). The sector with the most potential for application of hybrid method is believed to be sub-national cases such as CF analysis of cities, countries or organizations.



**Figure 4. Carbon Footprint methods on different scales of application (Source: Peters, 2010)**

### Environmentally Extended Input-Output Analysis

First of all formulated in the 1930s by Wassily Leontief. EIOA (Economic input-output analysis) is an economic modelling technique revealing the interaction between sectors, producers and consumers (Wiedmann, 2009). EIOA was later extended to cover the generation and elimination of pollution, which were integrated into the economic process (Leontief, 1970). This Environmentally Extended Input-Output (EEIO) analysis provided an alternative approach for calculating Carbon Footprint when the concept came up in 1990s. The IO methodology is based on supply and use tables describing the product flows through the economy. In EEIO analysis, related emissions are linked to the input-output tables, making it possible to see the direct emissions caused by an entity’s production and the indirect emissions of its suppliers (Swedish Environmental Protection Agency, 2010). Since the IO analysis is based on cash flow, emissions are linked to cash flows. For each unit of money spent on a product sector, there is a related emission. Therefore it is possible to calculate consumption-based emissions through EEIO analysis. Once an Input-Output table is established for an economy, a cost-efficient and consistent analysis of CFs can be conducted. The acceptance of EEIO as a method of Carbon Footprinting varies across different scales of application. EEIO analysis dominates calculation for national CF (Minx et al., 2009), as it can analyze the complex system with many sectors and material flows in a resource-efficient way. At organizational level, IO analysis is also considered an optional methodology for accounting an entity’s upstream emissions through linking IO models with the financial accounts (Minx et al., 2009). One potential application is that the well-established national inventory can be combined with local expenditure or

population data to get a general estimation of local Carbon Footprint, when the specific data available is not sufficient to conduct a local IO analysis. It can be useful considering the fact that many cities and municipalities do not have a comprehensive record of economic activities and related emissions. Despite its wide-ranging application in CF, barriers exist for IOA's application in certain areas. One of the disadvantages is that IOA requires specialist knowledge in economic and environmental theory and frameworks (Wiedmann, 2009) in which many practitioners in corporations and municipalities are lacking.

### **Life Cycle Assessment based on Process Analysis (PA- LCA)**

LCA based on Process Analysis is a bottom-up approach developed for an integrated assessment of the environmental impacts of individual products from cradle to grave. It usually includes non-carbon Greenhouse Gas emissions and uses CO<sub>2</sub> equivalent as the unit of measurement, Carbon Footprint is very similar to the Global Warming Potential (GWP) indicator in LCA (Weidema et al., 2008). As a dominant method for product CF assessment, some LCA standards have been developed to standardize data collection and calculation processes, including ISO 14040 and PAS 2050. Due to standardization, now we are able to compare the CF of similar products for CF labelling. During the application of LCA to Carbon Footprinting, one might suffer from a system boundary problem, which is a major difficulty for LCA. Especially for open-loop systems with recycling and reuse processes, designating system boundaries requires practitioners to have profound knowledge in LCA. There will be chance of error when system boundaries are defined arbitrarily, causing relevant emissions to be ignored. It is not appropriate for estimating CF of larger entities such as municipalities, cities or industrial sectors, due to the demands of huge amount of data on the products and intensive work on information processing (Wiedmann and Minx, 2008).

### **Hybrid Approaches**

Hybrid approaches integrate both the above discussed approaches using both sectorial and process-specific data. The first hybrid approach was introduced by Bullard in 1978 (Bullard et al., 1978), with the aim to calculate the energy cost of goods or services with a certain degree of accuracy. With the development of research on Carbon Footprinting, hybrid approaches are increasingly applied by researchers within the field. Berners-Lee et al. (2010) created a hybrid model of GHG accounting for small and medium sized businesses, where both national Input-Output data and PA-LCA techniques are applied. Hybrid approaches can be divided into three categories: firstly, tiered hybrid analysis, in which the direct and downstream processes and important lower order upstream procedures of a product are examined in detailed Process Analysis, while the remain-

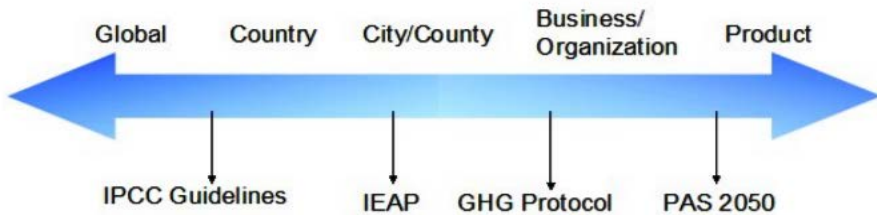
ing parts are covered with IOA; secondly, Input-Output based hybrid analysis, in which important Input-Output sectors are further disaggregated if more detailed sectoral monetary data are available; finally, integrated hybrid analysis, in which the process-based system is represented in physical units while the Input-Output system in monetary units, the two are linked through flows across the borders. As its major advantage, the hybrid approach enables IOA and PA-LCA to complement each other in the same project. Although hybrid approaches can reduce the systematic truncation problem, the question of locating the boundary between the Process system and the Input-Output system still remains. Location of the boundary depends on data availability, requirements of accuracy and details, and resources like capital, labour and time (Suh et al., 2004)

### **Standardization**

For the assessment of Carbon Footprint several standards have been established or are under development to provide guidelines at various scales and areas of application, including the 2006 IPCC guidelines (IPCC, 2006), PAS2050 (BSI, 2008), The Greenhouse Gas Protocol—A Corporate Accounting and Reporting Standard (the GHG protocol) (WBCSD and WRI, 2004), and the International Local Government GHG Emissions Analysis Protocol (IEAP) (ICLEI, 2009). It is common that the later-developed standards refer to the work of their predecessors, and some principals regarding data quality and methodological issues are adopted widely. These guidelines are categorized on the basis of scales of application, the application of methodologies, and the categorization of emission sources. All the standards have been developed aiming at various scales of application from country to product/service (Fig 5). The official methodologies for estimating national inventories of anthropogenic emissions are provided by IPCC and are developed to assist member nations on the reporting of national GHGs inventories in the UNFCCC framework, and are therefore applicable at national level. The following are standards aimed at organizational and sub-national levels: Greenhouse Gas Protocol and International Local Government GHG Emissions Analysis Protocol (IEAP). The PAS2050 applies at the smallest scale among these standards, assessing life cycle emissions of products and services from “business to consumer” or “business to business”.

In terms of methodological choice, the IPCC guidelines refer to a hierarchy of calculation approaches and techniques ranging from application of emission factors to direct monitoring, establishing methodological foundation for subsequent efforts at standardization. The most common calculation approach recommended by the standards is to obtain the value of Greenhouse Gas emission by multiplying activity data by emission factors, the amount of non-CO<sub>2</sub> gases emitted are then converted to CO<sub>2</sub> equivalent according to their Global

Warming Potential (GWP) so that the total climate impact can be aggregated as CO<sub>2</sub> equivalent. Both IPCC guidelines and IEAP subdivide methods into 3 tiers regarding the levels of data accuracy and details, ranging from application of national default emission factors to details at individual plant level. PAS 2050, on the other hand, requires acquisition of activity data and emission factors specific to the targeted product or service. The first criterion for consideration in community inventory is geopolitical boundaries. However, it is also considered important to include emissions that occur in other areas but are caused by local activities such as purchased electricity, waste treatment facilities outside the city, upstream emissions of consumed products etc.



**Fig 5. Greenhouse Gas accounting standards on different scales of application**

**Uses of Carbon Footprint (CF) measurement**

CF can be valuable for policy formation whereas it can be applied at various scales (Peters, 2010). Indicatively, CF has been utilized to assess mutually different activities and systems such as tourism (Dwyer et al., 2010), public services (Larsen and Hertwich, 2011), alternative transportation technologies (Dunlap, 2013) and knowledge sector (Chowdhury, 2010). Companies use CF to assess the environmental and sustainability performance of their products and processes (Boguski, 2010; Jensen, 2012; Scipioni et al., 2012). Apart from application for business purposes, CF has been used to assess the impact of lifestyle of citizens/households (Fan et al., 2012; Weber and Matthews, 2008; Curry and Maguire, 2011) regional activity (Curry and Maguire, 2011) cities (Minx et al., 2013) and countries (Aichele and Felbermayr, 2012).

**Related literature**

Angelakoglou et al. (2015), perform the analysis of Carbon Footprint of different Municipalities and concluded that the development of an analytical energy balance and the estimation of its respective carbon footprint for a municipality can be a challenging and long task, provides however a useful management

tool for the municipal authorities, significantly strengthens the adoption of effective regional strategies, communication of the results and the participation in relative programs and financing. The analysis per energy type indicated the electrical energy consumption as the key factor affecting the results due to the relatively high CO<sub>2</sub> emission coefficient of the electricity produced in Greece (1.149 t CO<sub>2</sub>/MWh).

Wu Weiling (2011), perform the carbon footprinting of Haninge municipality and concluded that intensive use of biomass for heat production as well as a high proportion of electricity from renewable sources significantly reduces the climatic impact of the energy sector, both in the case of Haninge and Sweden. Fuel use for transport is the largest non-biogenic emission source in Haninge. The climate impact of local transport can be reduced by promoting public transport. Private consumption in Haninge plays a large role in the area's Carbon Footprint. Due to constrained time and data availability, there are several limitations of the study including lack of specific emission factors, data uncertainties for Scope 3 emissions, and delayed release of annual statistics.

Haq and Owen (2009), used "carbon footprint" accounting as a useful tool to help municipalities develop local climate strategies and concluded that with an average CF of 12.58 tonnes of CO<sub>2</sub> per capita per year, housing and transport accounted for nearly 60% of the total emissions and were identified to be the key sectors to work on.

Larsen and Hertwich (2009), used carbon footprint assessment as an indicator of community planning and made a comparison of the CF of 429 Norwegian municipalities and shows that CF changes significantly with size and wealth. 500,000 inhabitants is recognized as a possible size of municipality to achieve the optimal municipal CF. It is explained that up to a certain size, the efficiency of provision of public service increases with population density. On the other hand, larger municipalities could encounter other social problems which require additional public service.

Hogne et al. (2010), developed a specific consumption-based municipal GHG inventory based on environmentally input-output analysis (EEIOA), which has been implemented in several Norwegian municipalities.

Gombiner (2011), calculated the CO<sub>2</sub> emission of Google search engine and You Tube on the basis of his assumption and believed that when 1 billion Google searches are occurring every day, it means there are 1 billion grams of CO<sub>2</sub> emitted into the atmosphere due to Google searches alone. He also added that every day approximately YouTube users are watching (average time a user

watches a video is ten seconds) about 2 billion videos adding about four billion grams of CO<sub>2</sub> emissions.

Kumar and Goyal (2018), perform a literature study of Carbon Footprinting of roads and concluded that bitumen pavements are the more sustainable choice. The reduction in carbon emission is possible by generating country specific emission factors for different vehicle categories and improvement in documentation of fuel consumption at segregated levels by fuel types and vehicle types. For the rigid cement concrete pavement system, it was observed that the material production values were higher than that of flexible pavements owing to the fact that cement production itself produces substantially higher level of emissions.

### **Steps to reduce the Carbon Footprints**

- I Recycle as much as possible.
- II Ensure your local authority provides for recycling options.
- III Reduce waste.
- IV Reuse your shopping bag.
- V Choose products that come with little packaging.
- VI Buy intelligently.
- VII Stop household burning of rubbish.

### **Conclusions and recommendations**

Literature review shows that the term “carbon footprint” has become familiar in public domain without being clearly defined in the scientific community. The incorporation of this term into recent peer reviewed literature demonstrates the popularity of the term and its growing acceptance and use even within some scientific literature. The other term for similar measurement “greenhouse gas accounting” is not gaining so popularity among scientist as well as common people. International agreement on emissions reductions such as the Kyoto protocol (United Nations 1998) and international publications such as International Organisation for Standardization (2006) and World Resource Institute and World Business Council for Sustainable Development (2008) provide a valuable resource to inform these methodological decisions. Although the level of detail contained in these publications may be in excess of the requirements of many organizations, adhering to the fundamental principles will significantly increase the accuracy and credibility of findings. The available literature is showing the horrible facts about carbon Footprinting also suggest us that we should become aware about this concept before it is being late. Each and every

district should have the data base of their carbon foot printing of each and every sector so that authority can direct the sector emitting the more greenhouse gases (GHG) to reduce their emission.

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# Information Technology in Tourism & Hospitality Industry: A Review of Ten Years' Publications

## Chapter 16

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## Introduction

Technology is changing so rapidly across the industries. Tourism and hospitality industry is also evolving faster with the disruption of information technologies. The development of modern technologies has introduced a series of changes in the tourism market that are manifested on both, tourism offer and tourism demand (Januszewska, M., Jaremen, D. E. & Nawrocka, E., 2015, p. 66); Buhalis & O'Connor, 2005, p. 7). Law and Jogaratnam (2005, p. 11) further suggested that It is important for hoteliers to proactively incorporate IT into their efforts to improve service quality. An ongoing improvement of IT knowledge for all hotel employees can help achieve this goal. However, hospitality traditionally lags other sectors in adopting information technology (Buick, 2003, p. 243).

Technologies have evolved towards mobile and web 2.0 applications which are going from market innovation to applications. Consumer websites are playing a major role in all PR and marketing activities to reach a large number of consumers around the globe. The significant role of social media in pre-trip travel planning, decision making, and for sharing tacit knowledge is

increasing. The adoption of ICT is also offering tools for clustering and working together and for globalization and creation of a critical mass (Khatri, 2018a, p. 25). In this way, the adoption of IT has several effects in tourism by changing the competitive scope.

ICT systems are being widely used in these two interrelated sectors-tourism and hospitality. Generally, it is used to optimize the communication between travel service providers, travel agencies and travelers. So, it is being an obvious part of the tourism and hospitality industry that is adopted in different touristic sites, hotels, transportation and also by other associated service providers. Now the practice of e-tourism and digitalized tourism and hospitality activities is in the rise such as online reservation, flash packers, travel blogs, e-tour guides, and online platforms for services and so on.

This paper tries to review the recent changes, development and adoption of information technology in tourism and hospitality industry, particularly over the last one decade. So, the paper attempts to analyze the content of research articles published in the major tourism and hospitality research journals which focused on information technology. It will contribute to the previous researches on IT applications in tourism and hospitality by analyzing the research studies from the last 10 years to understand the recent development and applications of information technology.

## **Methodology**

The paper analyzed research articles that were published by major high impact journals in tourism and hospitality industry. As the study intends to cover the research studies published in the last 10 years or the last one decade, only the research studies published in the period 2009-2018 are taken into consideration. First of all, I used SAGEPUB, Science Direct and Wiley databases to find the 7 major travel and hospitality journals which included the list of *Journal of Hospitality & Tourism Management*, *International Journal of Tourism Research*, *Annals of Tourism Research*, *Tourism Management*, *Journal of Travel Research*, *Journal of Hospitality & Tourism Research* and *Cornell Hospitality Quarterly*. The preliminary search of keyword 'information technology' found in these journals resulted 2,123 articles. To be more specific, I refined the search by finding the term 'information technology (IT) in the abstracts which resulted to 75 research articles. With the thorough content analysis of those 75 articles, only 63 are found to be more relevant to this study.

These articles are reviewed in the following part of the paper by categorizing them into different themes of use of information technology in tourism & hospitality industry. O'Connor and Murphy (2004) reviewed recent research

on information technology in the hospitality industry and revealed three broad research areas: the Internet's effects on distribution; on pricing; and on consumer interactions. Similarly, Buhalis and Law (2008, p. 610) grouped the main themes of e-tourism research into: consumers and demand dimensions; technological innovation; and industry functions. These are used in most of the later publications on the subject. In this paper, going through a rigorous content analysis, I identified three main themes in recent use of information technology in tourism and hospitality industry, namely: fundamental purpose; internal business process (adopted from Kaplan & Norton's strategy map, 2004) or process redesign; and value creation & competitive advantage. The paper contributes to the literature; and also provides the implications with the suggestion of operational solutions for the industry.

## **Results & Analysis**

In this section, the comprehensive review of research articles considered for the study is provided. The articles are studied by categorizing them into three thematic areas of use of information technology in tourism & hospitality industry.

### **Fundamental purpose**

Initially, information technology is integrated in the tourism and hospitality industry to facilitate associated service activities. The fundamental activities in tourism and hospitality such as accommodation, transportation, communication etc. are supported by the information technology to benefit both the service providers and travelers. So, the fundamental purpose covered by information technology in the reviewed literature is discussed below:

### **Information need**

The social media, mobile and information technology on tourism and hospitality is widely used for information search, sharing and exchange. As found from the Studies, such as tradeshows for information exchange (Han, H. Y. & Verma, R., 2014, p. 239); as the primary information source for both consumers and business on hotel service performance (Duan, W. et al., 2015, p. 282); role of SNSs' network externalities in sharing information (Kang, J. & Namkung, Y., 2015, p. 739); wikis in knowledge- based digital economy for collaborative learning (Benckendorff, P., 2009, p. 102); for information access in travel planning (Okazaki, S. et al., 2014, p. 191).

The advent of web 2.0 is changing fundamentally the tourist information search and destination choice process (Lo, I. S. et al., 2011, p. 725); new technologies offer easy access to a large amount of tourism information (Rodriguez, B. et al., 2012, p. 926); the increased availability of Smartphone and mobile

gadgets has transformed the tourism industry and will continue to enhance the ways in which tourists access information while traveling (Jung, T. et al., 2015, p. 75); search engine is one of the frequently used information sources while the PC is the most used device for both searching and booking (Murphy, H. C. et al., 2016, p. 44). Thus, a solution for the information need in the tourism and hospitality industry is fundamentally provided by information technology. The review found a significant amount of articles related to the fundamental purpose of information need.

### **Promotion & marketing**

Tourism and hospitality industry is a competitive industry. There is a big competition within the industry and many destinations are competing with each others to attract the visitors (Khatri, 2018a, p. 15). In such a scenario, promotion & marketing of tourism & hospitality products and services is very important. The destination development, management and promotion are important marketing functions of tourism marketing (Khatri, 2018b, p. 70). Liu, S.Q. and Mattila, A.S. (2016, p. 162) studied the way to advertise technology-based hospitality services. Kim, J. et al. (2014, p. 340) indicated informational media (textual vs. pictorial) have significant influences regarding the impact of psychological distance on travelers preferred promotional information. ICT enables multilateral communication patterns in destination marketing (Choi, Y. et al., 2017, p. 116); Lately, augmented reality (AR) has been increasingly adopted by various industries as a marketing tool (He, Z. et al., 2018, p. 127; Jung, T. et al., 2015, p. 75). ICTs application in promotion & marketing is yet to be exploited. The review study shows limited studies focused on promotion & marketing.

### **Behavior and Performance analysis**

Information technology is used in many behavior and performance studies. For example, predicting browsers & purchasers of hotel websites (Wu, E. H. C. et al., 2012, p. 38 ); predicting employees' adoption behavior of new ICT (Cheng, S. & Cho, V., 2010, p. 488); producing psychological effects on a tourist's perceptions (Choi, Y. et al., 2017, p. 116); determining the tourist activities and the temporal preferences for each activity at different destinations with new type of data called venue referenced social media data (VR-SMD) (Vu, H. Q. et al., 2018, ); capturing the movements and travel patterns of tourists at a large scale (Vu, H. Q. et al., 2017b, p. 883 ); examining the determinants of purchasing flights from low-cost carrier websites (Escobar- Rodriguez, T. & Carvajal-Trujillo, E., 2014, p. 70); finding the online purchase intention of rural tourism services (Martin, H. S. & Herrero, A., 2012, p. 341) and studying usage behavior of hotel information system (Kim, T. et al., 2010, p. 710).



The study of peoples' behavior with information technology seems as an increasing phenomenon in tourism and hospitality industry. It is also revealed by Xiang, Zheng et al. (2014, p. 511) who studied travelers use of the web for trip planning and how they have adopted the internet over time. Similarly, Ying, T. et al. (2014, p. 16) analyzed the networking patterns of different tourism stakeholders in cyberspace. Caber, M. et al. (2012, p. 106) classified the attributes of a tour operator's extranet system in terms of its asymmetric influence on its user (travel agency sales representatives) satisfaction. Sanders, D. & LeClus, M. (2009, p. 94) evaluated tourism marketing students' expectations and experiences of lecture podcasting. No, E. & Kim, J. K. (2013, p. 534) investigated the determinants of travelers' adoption of travel information on Smartphone which showed usefulness, ease of use, social influence and satisfaction with travel websites.

### **Internal business process or process redesign**

Internal business process includes many processes operating in an organization at the same time, each creating value for the products or services. The change in the process to optimize the value is called process redesign.

### **Operation management process**

Berne, C. et al. (2012, p. 205) indicated that the restructuring process of the tourism sector and of the distribution channels caused by Information and Communications Technologies (ICT) may have altered the power positions in the channels. Leung, R. & Law, R. (2012, p. 25) examined information technology applications, the adoption of electronic data interchange among hotel systems, and management support for IT departments which have significant effect in operation process. Similarly, Noone,

B. M., & Coulter, R. C. (2012, p. 122) studied modern robotics technologies which can augment workers' cognitive capacity in addition to replacing direct labor. Web based self-service technology (SST) in airline industry (Lee, L. Y., 2013, p. 162) is also affecting the operating process of the industry.

### **Customer management process**

The emergence of the internet has changed the traditional relationship between hotels and travel agents as business partners (Lee, H. A. et al., 2012, p. 95). CRM is widely used in the tourism industry, with loyalty programs keeping customers returning and travel websites yielding a large volume of e-transactions (Vogt, C. A., 2010, p. 356). Tourist kit which creates customer loyalty by utilizing smart technology aimed at collecting accurate tourist information (Angelina, S., 2016, p. 187). ICT may offer support to establishing hospitality networks that

shape a physical and virtual environment for the delivery of services to developing client demands (Breukel, Ad & Go, F.M., 2009, p. 184); smart tourism is regarded as an individual tourist support system within the context of information services (Li, Y. et al., 2017, p. 293). However, Customer Relationship Management (CRM) systems, when addressed by using emerging Big Data techniques for efficient client profiling, is still in its early stages (Talon-Ballesterero, P. et al., 2018, p.187).

## **Innovation Process**

Rapid technological change is leading to the introduction of new ways of providing services in the tourism industry (Arana, J. E. et al., 2015, p. 772). E-capability of visitor information centers (D'Ambra, J. & Mistilis, N., 2009, p. 206; Lyu, S. O. & Hwang, J., 2015, p. 54); water use technology of a destination (Sun, Ya-Yen & Hsu, Ching-Mai, 2018, p. 1); use of registered travelers' biometric systems in air travel as an innovativeness and security (Morosan, C., 2011, p. 436); e-lienation as a specific form of alienation in ICT-enabled tourism (Tribe, J. & Mkono, M., 2017, p. 105); geo-based technology in place experiences (Tussyadiah, I. P. & Zach, F. J., 2012, p. 780); usefulness of podcast tours as an interpretative media (Kang, M. & Gretzel, U., 2012, p. 440); tourists' mobility using GPS (Zheng, W. et al., 2017); Aerial digital imagery in combination with Light Detection and Ranging (LiDAR) data and geographic information system (GIS) mapping and analysis (Yang, B. et al., 2012, p. 840); and so on are the recently adopted innovative process in the tourism and hospitality industry as found by this review study.

Paris, C.M., (2012, p. 1094) provides some interesting insights into contemporary backpacker culture and the continuing convergence of physical travel with information and communication technologies. Divisekera, S. & Nguyen, V.K. (2018, p. 157) studied the innovation inputs in tourism and found one major input is information technology. Aldebert, B. et al. (2011, p. 1204) highlighted the intensity of innovation activity in tourism and gave evidence about the rapid evolution of the tourism industry as well as the substantial impact of ICT on this evolution. In one study, Liu, J. & Nijkamp, P. (2018, p. 1) showed that though the inbound tourism may be a new and powerful driving force for regional innovation, while the effect of inbound tourism on technological innovation appears to be weaker than that on social innovation.

## **Regulatory and social process**

Social and regulatory process emphasizes the social, environmental and legal part of the business. In many cases, information technologies facilitate the compliance to social and regulatory process. Fuchs, M. et al. (2009, p. 165) indicated that the majority of today's information and communication technology (ICT) impact studies disregard infrastructural, organizational and environmental factors typically responsible for successful e-business adoption. Use of e-participation for sustainable cultural tourism management is yet to be utilized (Chiabai, A. et al., 2011, p. 35). In this regards, a study revealed that satellite images or remote sensing data enable the investigation of eco-environmental changes (Wu, S. & Chen, Y., 2016, p. 23). Sharing practices through social media appear as valuable articulations of sociability and emotional support (Munar, A. M. & Jacobsen, JKS, 2014, p. 46). The study finds limited studies related to this issue.

## **Value Creation and Competitive Advantage**

Value creation is associated with the activities by which a firm is able to increase the value of goods or services to consumers. Competitive advantage enables the firm to create superior value for its customers that of customers get from its customers.

### **Value creation**

Value is created by lowering cost such as Diaz-Chao, A. et al. (2015, p. 862) analyzed new co-innovative sources of firm labor productivity or by adopting differentiation as Yepes, M. F. (2014, p. 58) studied the restaurant tablet menus with color, light and other graphic features which showed a significant correlation to its perceived influence on food choices and also for attractiveness ranking. An appropriate diffusion of the ICTs in this sector can improve the social and economic impacts demonstrate how these factors affect the capacity of markets and destinations to meet and interact effectively in a global tourism environment (Minghetti, V. & Buhalis, D., 2009, p. 267). Cabiddu F. et al. (2013, p. 86) suggested that operators that achieve superior performance in terms of appropriating value do so because of superior strategic fit with the objectives of the value co-creation initiative, synergy with other members of the network, and IT readiness to conduct business electronically.

### **Competitive advantage**

Lin, S. (2016, p. 126) stated Current application service provider (ASP) is an emerging type of information technology outsourcing service that offer a comprehensive of information technology services for small and medium-sized enterprises (SMEs) to obtain information capabilities and maintain competi-

tive advantage. Similarly, airline companies have increasingly employed electronic commerce (eCommerce) for strategic purposes, most notably in order to achieve long-term competitive advantage and global competitiveness by enhancing customer satisfaction as well as marketing efficacy and managerial efficiency (Kim, H. et al., 2009, p. 266); the growth in digital channel adoption has allowed airports to gain competitive advantage through innovative offerings to passengers (Straker, K. & Wrigley, C., 2018, p. 82). Number of visitors is another reason to increase the profitability and competitive advantage of the destination. So, Taiwanese National Park Headquarters employ advanced information technologies to attract travellers, researchers, and other visitors (Tsai, W. et al., 2010, p. 936). The discourse in the digital age is directed to competitive advantage by which tourism and hospitality industry can sustain and attract increasing touristflows.

## **Discussion & Conclusion**

Since there is competition prevalent in the tourism industry as well, adapting the industry's offerings to best match the changing tourism patterns with new marketing strategies is at the central of gaining success in the marketplace (Khatri, 2018a, p. 15). In this regard, information and communication technologies (ICTs) play a significant role whether by fulfilling information need for planning and strategies or by creating value with business process management & redesign. Versichele, M. et al. (2014, p.

67) Indicated that the rapid evolution of information and positioning technologies, and their increasing adoption in tourism management practices allows for new and challenging research avenues.

The post-modern world has witnessed a revolution in Information and Communication Technology (ICT) especially in the realm of smart tourism where its advocates talk eagerly of the internet of everything (Tribe, J. & Mkonno, M., 2017, p. 105). MacKay, K. & Vogt, C. (2012, p. 1380) stated wireless access to Internet became more common and increasingly IT was brought or available on a trip and the decision of tourists to be off or on the Internet while vacationing became more pronounced. Similarly, the increased availability of Smartphone and mobile gadgets has transformed the tourism industry and will continue to enhance the ways in which tourists access information while traveling (Jung, T., Chung, N. & Leue, M. C., 2015, p. 75). Social network sites (SNSs), instant messaging, online photo albums and personal blogs were the most popular media used (Lo, I. S. et al., 2011, p. 725).

The study showed that information technology (IT) is most commonly used for the fundamental purpose of information need and behavior & performance study. Limited study focused on promotion and marketing strategies with information technology. When studying the internal business process design, information technology is found highly used in operation management process and innovation process. Some studies focused on customer management process but very few addressed social and regulatory process of the industry. It is seen that the use of information technology in value creation and competitive advantage is increasing. Since it is a new area of study for tourism and hospitality industry, the IT in this regard is yet to be studied further to exploit the full potential of technologies.

The review study has some limitations, such that it includes only seven journals in the area published between the period 2009 to 2018 (last 10 years); and only the English research articles are included. This study also focuses on the adoption and diffusion of information technologies in creating value and gaining competitive advantage. So, the future research study could be directed in the realm of value creation and competitive advantage with ICTs in tourism and hospitality industry.

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# A Study of Buddha Tourism in Uttar Pradesh with Special Reference to Sarnath & Kushinagar

## Chapter 17

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### **Introduction**

Buddhist places are one of the major tourist attraction of Uttar Pradesh. There are numerous sites in Uttar Pradesh that are associated with Lord Buddha and Buddhism. In fact Uttar Pradesh is the hub of early Buddhism. It was from these parts that the religion spread to the rest of the world. The most important places are Buddhism in Uttar Pradesh is Sarnath-where Buddha after attaining enlightenment delivered his first historical sermon and second is Kushinagar-where Buddha achieved his Mahaparinirvana (freedom from cycle of birth & rebirth).

### **Gautama Buddha and Buddhism**

Gautama Buddha are Siddhartha, according to tradition he was born in 567 B.C. in a Shakya Kshatriya family in Lumbini in Nepal near Kapilvastu which is identified with Piprahwa in Basti district and is close to the foothills of Nepal. Gautama's father seems to have been the elected ruler of Kapilvastu & headed the Shakya republican clan. His mother was a princess from the Koshalan dynasty. Gautama belonged to a noble family. Born in a republic, he also inherited some egalitarian beliefs.

From early childhood Gautama showed a meditative bent of mind. He was married early, but married life did not interest him. He was moved by the misery suffered by people in the world, and sought a solution. At the age of 29 he left home. He wandered from place to place for about 7 years and then attained

enlightenment at the age of 35 at Bodh Gaya under a Pipal tree. From this time onwards he began to be called the Buddha or the enlightened one.

Gautama Buddha delivered his first sermon at Sarnath in Varanasi. He undertook long journeys and carried his message far and wide. He had a very strong physique and this enabled him to walk 20-30 km a day. Gautama Buddha passed away at the age of 80 in 487 B.C. at a place called Kushinagara, coterminous with the village called Kasia in Deoria district in eastern UP.

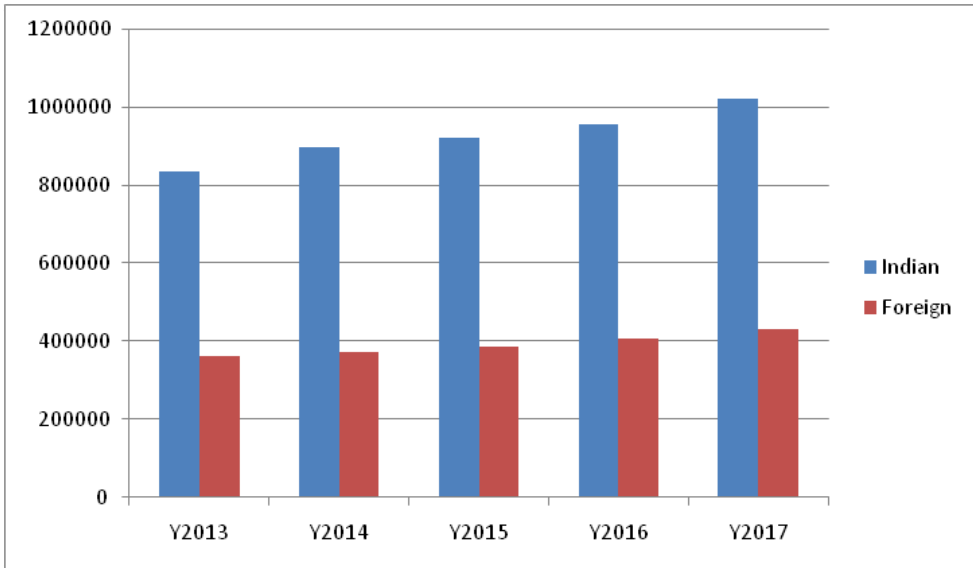
**Sarnath**

About 10 km. from the holy city of Varanasi, Sarnath is the place where more than 2,500 years ago Buddha delivered his first sermon after attaining enlightenment. Ancient Buddhist scriptures and the Jatakas refer to Sarnath as Rishipatna (the town of sages) and Mrigadya (Deer Park). One legend states that Sarnath was the place where 500 Buddhist rishis died after attaining nirvana (the state of enlightenment). Another describes it as the forest where herds of deer roamed without fear, for they had been promised impunity by a legendary king of Varanasi. Sarnath is one of the four holiest places of Buddhist pilgrimage; for it was here that the Buddha first preached his doctrine to the world – an act referred to as Dharmachakra Pravartan (setting the Wheel of Law in motion). Hiuen Tsang who visited Sarnath in 640 A.D. during the reign of Harshvardhana, found a sangharama (monastery) with 1500 resident monks following the Sammitiya school of Hinayana Buddhism. After converting to Buddhism, Emperor Ashoka visited Sarnath in 273-232 B.C. and erected a smooth glistening stone pillar here, to mark the foundation of the Buddhist Sangha .

***Tourist Arrival in Sarnath( Domestic& International)***

<b>Year</b>	<b>Indian</b>	<b>Foreign</b>	<b>Total</b>	
2013		838566	362113	1200679
2014		899457	374268	1273725
2015		924552	388102	1312654
2016		957320	409242	1366562
2017		1024589	430682	1455271

(Data collection from UP Tourism, Lucknow)



### Major Tourist Attraction of Sarnath

- 1)- **ChaukhaniStupa** –Immediately after entering Sarnath the visitors are faced wioth the ChaukhandiStupa extolling itself in all its grandeur . This terraced brick temple is believed to have built at the exact spot where Buddha met his first five disciples. It is a Gupta period construction of 4<sup>th</sup> to 6<sup>th</sup> centuries A.D.
- 2)- **DharmarajikaStupa** – Emperor Ashoka built several stupas in and around sarnath and ruins of many have been excavated. The two most important stupas are the Dharmarajikastupaand Dhamekhstupa. The Dharmarajikastupa is in ruins. But Sarnath was rediscovered only because JagatSingh, The dewan of Raja Chet Singh of Varanasi ordered this stupa to be demolished and its material used in the construction of other building
- 3)- **Dhamekhstupa** – The only monument in Sarnath that has with stood the ravages of time and men is the dhamekhstupa ,which rises to a hight of 34 meter towering above the surrounding ruins scattered masses of brick and stone ones portions of temples ,stupas and monasteries , built by different dynasties over several centuries ,girdle the Dhamekhstupa making the solitary surviving monument seem all the more awesome . The original name of Dhamekhstupa , chakra stupa . It is held, indicates that it was built to commemorate the spot where Buddha delivered his first sermon.
- 4)- **Mulgandhakuti Temple**- The main shrine Mugalgandhakuti , where Buddha used to sit in meditation, is a vast. Building which extends, in a

series ruined shrines and miniature stupas , from about 18 meter north to the Dharmarajikastupa right up to the Dhamekhstupa . The eastern most monuments of Sarnath proper. Hiven Tsang, who visited Sarnath in the 7<sup>th</sup> century A.D. recorded that the Mughalgandhakuti was 61 meter high. A Gupta style standing Buddha image found in the chapel on the southern side is indicative that the temple was built by the Guptas.

- 5)- **New Mughalgandhakuti Vihar**- The New Mughalgandhakuti Vihar, is a magnificent temple of Buddha built by the Mahabodhi society in 1931. The important incidents from the life of Buddha have been painted on the walls of the temple by Kosetsu Nosu, a Japanese artist, in 1935. The Bodhi tree in the eastern corner of the temple compound was brought from Sri Lanka, the tree on that island being an offspring of the tree under which Buddha attained Enlightenment in Bodhi Gaya. The Mahabodhi Library has a rare collection of books on Buddhist literature. Facing the temple are the offices of the Mahabodhi society.
- 6)- **Archaeological Museum**- An outstanding Archaeological museum has been developed at Sarnath, with antiquities unearthed at the site itself. There are several images of Buddha and Bodhisattvas in various postures and quite a few images of Hindu Gods and Goddess such as Saraswati, Ganesh and Vishnu from 9<sup>th</sup> to 12<sup>th</sup> centuries being the most interesting exhibits . Besides the statue of portraying Lord Buddha as preaching and found during excavations is worth viewing the other attraction which draw attention are the Ashoka pillar adorned by four adorsed lions – unearthed from sarnath which has the proud designation of being the national emblem of Modern India.

## **Kushinagar**

Kushinagar is one of the most important Buddhist pilgrims in the world, this is the place that Lord Buddha chose to die, making it one of the important Buddhist pilgrimage. It is 55km. from Gorakhpur. It is the place where the Lord Buddha uttered his last words, ‘Behold now, brethren, I exhort you, saying, decay is inherent in all component things! Work out your salvation with diligence! And left for the heaven.’

Kushinagar holds as a special significance because it is the place of Mahaparinirvana “freedom from the cycle of birth and rebirth. The credit for bringing this ancient site to light goes to General A. Cunningham and A. C. I. Carlyl, who after excavating the site in 1861, later between 1904 and 1912 several excavations conducted by the Archaeological Survey of India at Kushinagar confirmed its identity. A number of tourists come here at the occasion of Buddha Purnima.

## Major Tourist Attraction of Kushinagar

The monuments of Kushinagar are situated in three distinct groups comprising –

- 1- The main site of Nirvana Temple and the central stupa and surrounding monasteries
- 2- The Mathakuar shrine to the southwest
- 3- The Ramabharstupa a kilometer to the east.

1- **Nirvana Temple** - **The nirvana temple** is made of bricks and is surrounded by dense forest. The Mahaparinirvana temple with its world famous reclining status of Buddha is an important site to visit. The 20 feet long statue is seated on a brick platform. Ruins of as many as eight monasteries are around the main site. These monasteries have witnessed the rise and fall of a number of dynasties and the spread of Buddhism. We can also find nirvana stupa along with nirvana temple. Nirvana stupa is a huge brickwork stupa exposed by Carlyl in 1876, which stands at a height of 2.74m.. A copper vessel was unearthed at this site. It bore an inscription in ancient Brahmi, which stated that Lord Buddha's remains had been deposited here.

2- **Mathakuar Shrine**- This shrine lies about 400yards from the Parinirvana-stupa. A blackstone image of the Buddha in the bhumisparshamudra (earth touching attitude) was recovered here. The last sermon by Lord Buddha was given here.

3- **Ramabhar Stupa**- Ramabharstupa is a large which rises to a height of 49feet. It marks the site where the Lord Buddha was cremated. In ancient Buddhist texts this stupa has been referred to as Mukut-Bhandhan Vihar.

## Tourist Arrival in Kushinagar( Domestic& International)

Year	Indian	Foreign	Total
2013	750171	62292	812463
2014	774872	65435	840307
2015	805553	68830	874383
2016	825218	73514	898732
2017	861760	76221	937981

(Data collection from UP Tourism,Lucknow)



## **Conclusion**

Buddha tourism is the most important part of UP tourism industry. Uttar Pradesh is the cradle of Buddhism where different aspects of Lord Buddha's life can be seen and experienced. From the above data we can see that every year an increasing number of tourists come to these places for tourism and pilgrimage. UP tourism department prepared many plans and policies for the development of these places. Buddha tourism is the backbone of UP tourism industry and these two most important places of Buddhism (Sarnath and Kushinager) provide lots of foreign exchange to the tourism industry of this state.

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# Mobility of Food Culture in India - South to North

## Chapter 18

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### **Introduction:**

Food is always a multifaceted phenomenon with the both ways that include body need to functioning as well as a cultural expression (O’Kane, G., 2016). Food culture radically changes due to the influence of new food trends and industrialization. In changing scenario food is not anything which is just put in our mouths. Now a day’s eating is counted as emotional and leisure activity which provides a platform for anyone to feel whatever they want anytime anywhere. Cultural differences in food attitudes may have to do with culture-specific historical, ecological, and religious factors (Rodríguez-Arauz et. Al 2016).). People who are keen in food preparation can take decisions to choose their choice of food in a comfortable zone which improves in the sustainability of local and cultural food in all the ways (O’Kane, G., 2016).

Traditional Indian cuisine has been largely appreciated around the world due to its versatility in nature, use of various spices, cooking techniques and different serving style. The cooking style varies from region to region and is largely divided into South Indian & North Indian cuisine. The main food in India includes wheat, rice and pulses (Lexicon of Food, 2019).

South Indian food is very famous at international level. Common South Indian dishes consist of Dosa, Vada, Idli, Uttapam and Sambar serves in all

part of India. South Indian meals comprise cuisines of five South Indian states namely Tamil Nadu, Karnataka, Kerala, Andhra Pradesh and Telangana, along with several local cuisines within these states. Non-vegetarian and vegetarian dishes served accordingly. South Indian dishes vary from less spice to mild spicy to more spices in nature. Tamarind, curry leaves, coconut, red chilies, mustard seed and other whole massals are regular used in all the parts of South India (Freely Magazine, 2019). Even though north Indian food like chapatti, paratha, poori etc and South Indian foods like Dosa, Idly, sambhar etc. hardly prepared in daily food platters. Even after these type of food variation can be seen it outside from home. Indian restaurants served these varieties around India (Narayan, U., 1995)

### **Definition of Food Culture:**

Food Culture defined as the execution, perspective, and interoperation as well as the networks and society which indulge in cultivation to production, dispensation, and utilization of food. It is way with some basic principle that emphasis on regional and local cuisine, history of food, food attributes, the relation of food with culture and many more to a group. It also ascertains the value of food concerning taste, authenticity, health and other social issue related to food (Cultural India, 2019). In other words, food is an essential part of the culture which tends to display the cultural identity. Migrants when moving from one place to another, usually they use their traditional style of cooking in all the ways. It reflects that cultural movement is a part of food (Cultural India, 2019). Even though the quality of food -based upon its characteristics like taste, touch, smell, way of presentation etc., but it also touches peoples with its social and cultural identity. The determination of quality food depends upon its uniqueness and sensory attributes. Hence, Food memories relates to social and cultural aspects. Food plays a prominent role in the express and many more realities concerned with food and localities (M. E., & Colby, J. R., 2016). Food may be a rich source to maintaining cultural values. Food versatility helps for maintain the values in terms of capital, currency also ethnic and cultural identities (D'Sylva, A., & Beagan, B. L., 2011).

### **Food Culture in India:**

Food culture is always suffered from food and food service. The cuisine is, without a doubt, one of the most salient and defining markers of cultural heritage and tourism (Timothy, D. J., & Ron, A. S., 2013). India has a unique and multi diversity culture in gastronomic choice as well as lifestyle which attract people around the world to explore an undefined food. Indian food is a tool for recognizing caste, magnificence, a circle of relatives, kinship, tribe association, lineage, religiosity, ethnicity, and an increasing number of secular group

identities (Srinivas, T., 2011). Food is an inner core in the transmission of culture; food culture is transformed into a performed event. Many researchers have discussed food culture as a tradition. Authenticity of food helps for showcase the culture of a particular geographical region (Tellström et Al 2006). Remembering of food on an authentic base create a cultural paradise in the mind-set of the consumer which formulate cultural remembrance of the origin (Srinivas, T., 2006). The authenticity of food depends upon its ingredients collected through a local region which offers a reference point for gathering cultural capital (Chhabra, et. Al 2013). The choice of food is always a way to express personal and cultural ideals and values, and identity of a place. Even in ancient period consumer use the food of their choice to transform the values and traditions. In modern world, food plays a prominent role in showcasing the heritage and culture of a country (Arbit et. Al 2016). Zestful nature of culture allows people to shape their up their food and food pattern as per the demand and acceptance. Culture further influences food choices by determining consumers 'acceptance of new food technologies and innovations. This can have an important effect on what food is accessible and what food we choose to eat (Alonso et. Al 2018). Indian cuisine consists of cuisine from the Indian sub-continent, which is rich and diverse. The diverse climate in the region, ranging from deep tropical to alpine, has also helped considerably broaden the set of ingredients readily available to the many schools of cookery in India. In many cases, food has become a marker of religious and social identity, with varying taboos and preferences which has also driven these groups to innovate extensively with the food sources that are deemed acceptable. Indian cuisine is very popular in the western world as it has a strong connection to its cultural and historical roots. Globalization changes the mindset of people regarding food choice based of ease, awareness and food popularity around the world with its regional and cultural identity (Mangalassary, S., 2016). South Indian food is served in The Woodlands restaurant opened up in the Lodhi Hotel in the early 1970s, Dasaprakash at the Ambassador Hotel, serves the same type of South Indian food including varieties of Dosa, (rice and lentil pancake), idli (steamed rice cake), vada (fried rice cake) and appam (hopper) (Siegel, B. ,2010). One more food category that is street food is considered in cultural food now a day. According to the definition of the Italian Association of Street food, Street food connects to the culture from where it is originated. It also helps to sustain the extinct food. Street food is also used as a tool to promote regional identity and so as for economic development. Marketing of food is an emerging trend in recent years which try to link between producers and consumers in various ways (Privitera et. Al 2015). Continuation with the Indian food culture Nandy A (2004) focuses on street food in the same manner. In his study he found that the contours of this lifestyles are an increasing number of described no longer

merely in the geographical boundaries of India but with the aid of, what most Indians recall, the much less familiar territory of Indianans as a form of ethnicity this is being re-imported from the Diaspora into India to reshape many domain names of lifestyles, consisting of the cultures of meals in the use. The concept of fast food with brand identity merges the food of many countries at an edge over others (Nandy, A., 2004).

### **Food Tourism with cultural identity:**

Food tourism or culinary tourism acts as a pillar for development in many ways. In this aspect, food plays a prominent role in development with a regional and cultural identity of a particular place or country (Duarte Alonso et. Al 2018). The culinary tourist is tourist with a meaningful interest related to food with a motive of involve food tourism. In this phenomenon spending time with food and drink involves in cultural activity, the culinary tourist is also a cultural tourist. The Indian food market is growing at a large scale day by day at domestic as well as international level. It also attracts an international tourist's involvement to attend different styles of Indian cooking (B.A Monika, 2019). Tourists perceive that food is not only an ailment which provides nourishment but it also showcases the culture which attracts tourists to involved and enjoy to explore the new culture in the form of food trails, to attend food related events & festivals and visitor attractions (Everett, S., & Aitchison, C., 2008).. The local language is also a considerable factor in develop food culture in a specific region with a mirror image of cultural identification. For example Idiyappam (steamed rice noodles) a standard recipe is known as Shavige in Kannada, Noolappam in Malayalam, Noolputtu in Telegu. Ferro-Luzzi, G. E. (1977) in his study stated food helps to present social relation and also maintain a gastronomic language which tends to manage relation at different level (Ferro-Luzzi, G. E. 1977). A phenomenon of culture represents the perception form individual to the collective. Choice of food is always a confusing factor due to uncertainty to deciding the right choice or not. To overcome this aspect producers share the benefits, authenticity and another factor to generate a faith on their choice when encounter and exploring new food Monaco et. Al 2018). Food and food culture have different aspects for everyone. Mark et. Al (2012) in their study describe that many studies focus that food is a prime and important factor to choose a destination by tourists as food service is not only a substance to fill the stomach but also concern with a social, cultural and political issue. Food devouring in the other term is considered as a collection of statement that include social and cultural practice (Marl et. Al 2012). Many tourists who are keen to explore the new food and food culture which they are not able to enjoy at their origin, their choice of destination depends upon the food served at a particular destination. Destination those who used food as a motivational factor serves exotic and deli-

cious food choices (Omar et. Al 2015). Stringfellow et. Al (2013) emphasis on symbolic relationship between cuisine and culture. Any cuisine of a particular destination provides a huge scope to extant its culture at the next level. Cuisine or culture is directly connected which motivate tourist around the world (Stringfellow et. Al 2013).

### **Food choice and Globalization:**

The idea of ‘globalization’ has been defined via many pupils of because the intensification of social and geographical interconnections and accelerated flow of people, capital, facts and cultural symbols on a worldwide scale (Wilhelmina et. Al 2010). Globalization assists consumers to choose their choice of food which were not assessable for them previously. It provides a comfortable zone and influences consumers to choose regional and cultural food at par (Pingali, P., & Khwaja, Y. 2004). The good quest for ‘genuine’ information about gustatory personality through a cuisine, its utilization decisions is integral to understanding the issue of social globalization in India. Globalization, in the sense both of the dispersals from India all through the world and the landing in India of floodways from somewhere else, is encircled by existing encounters and history; and on account of nourishment societies, has as a unintended result of empowering more prominent connoisseurship at a micro local, as well as ethnic and station based level (Srinivas, T. 2007). There are many considerable factors which effect during selection of a suitable cuisine or food. This includes the religious belief, age factor, health belief, gender, agriculture, festivals any more. Many factors like eating habits, value for money, taste, authenticity and many more effects to choose food accordingly even with in the country (Saradana, 2011). The choice of food refers to how people choose from available food based on their mental perception including taste, value, purity, ease or difficulty of preparation, and the availability of fuel and other preparation tools (Smith, M. L. 2006). Traditional foods authenticity depends upon the sensory quality that is not easily experienced but needs to require faith development in the consumer, hence consumer accept it without hesitation (Grunert, K. G. (2015). Dindyal, S., & Dindyal, S. (2003) in their study found that various factors influence the foodies to choose a typical food that include age; sex, economic background and many more. Religion plays one of the most influential roles in the choices and subsequent selection of foods consumed in certain societies (Dindyal, S., & Dindyal, S., 2003).

Health is an important factor that is missing need to consider that are met by food and food cultures, such as emotional the interrelation of social factors and individual thought and behavior. However, social and cultural dimensions are essential aspect need to appraise at all stages, from production to consump-

tion, and each has potential to support or undermine individual, community, and cultural health (Loring, 2009). The choice of food depends upon the previous experience too. Food choice usually takes place within a range of familiar foods where taste satisfaction is a key driver for food choice. However, prior experience is also a pre-requisite for the formation of sensory preferences. Many researchers focus on food rejection which mainly based upon the past experience with a sensory experience (Tan et. Al 2015). As benchmark of food intake generate increasingly more complex fusions of the current and the ancient, the near and the a long way, the distinguished and the quite simply available, research attention has become to the cosmopolitan existence which accelerated the tempo of globalization and inspires a greater orientation to socio-economic complexities and the building and rebuilding of identities through cultural capital and consumption (Kierans, 2010). Current scenario of food concern to the economic development of a country pivot on globalization. It also imparts a competitive environment at the international level (Fresco, L. O., 2009).

### **Cultural food as a tool for marketing:**

Food is used at a marketing tool or a source of attraction at many destinations. It ought to be an essential element for promoting tourism at many destinations. To execute these food festivals, food trails and food competition plays a vital role to motivate visitor for visiting a particular destination. Food also contains a number of characteristics like regional and cultural identity; hence it can be used as a brand identity to increase the tourist motion (Lin et. Al 2011). The character of a cuisine or local gastronomy can be used in promotional efforts. It can help in promote local and cultural identity (Timothy et. Al 2013). Food is not only a tool to express culture but aid people to enforce their regional, ethnic and individual identity. Many research article emphasis on consumer's attachment to a specific food, food culture, manufacturing process, preparation and cooking methods and eating patterns (Williams, 2012). Many constituents that motivate consumers that include physiological, eating behavior and many more to select a particular food. Health benefits, price, ease of accessibility followed next (Renner et. Al 2112). In many country- specific place are used to promote regional food. Amusement parks, picnic spots are the examples. They used food -related events like the food festivals to attract new consumers. In this way, food acts as an ethnic and cultural bridge (Roseman, M. G., 2006.). Food myths and beliefs share cultural mobility among the people. It indicates that customs about food that have been transferred from one generation to the next by word of mouth. Culinary practices of people, regions, eating habits, types of equipments are also transforming generation to generation and that shows the mobility of culture in generations. Food also plays a very important role in the social structure of society, and in psychological attitudes toward

eating and health. Food plays a symbolic role in both religious ceremonies and cultural traditions (J Dwyer and J Freitas, 2013).

## **Conclusion**

This review has shown that choice of food at any destination depends upon various factors that include taste, flavor, economic condition, cooking and serving style, popularity, health benefits, ease of availability, past experience and memories associated with food, exploring new culture, history and geography of any particular location. In many study economic development, food tourism or culinary tourism has explained widely, but movement of culture via food is missing in all the way. There are many study which explore the rich culture and historical background but Chhabra et. Al (2013) found in their study that a gap in Indian food industry is that during quantity operations restaurants or hotels seems to be failing to serve ethnic, cultural and traditional food (Chhabra et. Al 2013), shows that it may give a negative impact on authentic cultural and traditional food identity. At one side availability of food form different region helps to improve culinary tourism at destination offering different regional foods and other side if food is not presented in the way that it loses its identity can damage the cultural identity. There are many factors through which cultural food move from another place from its origin. Mobility of cultural food increase the tourist's movement those who are keen interested in culinary tourism and want to explore new traditions via food. This review found that food helps to pass the culture to the next generation which maintains the sustainability of food for very long. Cultural food always showcases the cultural identification through its exotic characteristics. Study also emphasis that cultural food is being used as a tool for implementation in marketing and promotional activities which promote a country at the next level and hence cultural or traditional food is used for development of destination. Migration of people from one place to another for their employment increase the mobility of food tends to exchange of culture. Such kind of people like to have their food according to their culture and life style, this bring a revolution in food mobility from raw to prepared, from restaurant to hotel and also availability in street food. Now a day's South Indian food is easily available at different place in Delhi. Dosa Plaza, udupi are the best example for the same. Not only star category hotel in Delhi serves South Indian food in their breakfast menu, but South Indian food is easily available in street food which shows the mobility of cuisine and culture.

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# A study on the factors that affect the food choice of millennials of Delhi NCR

## Chapter 19

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### **Introduction**

Millennial is a group of people born between 1980-2000 and grew up with access to social networks, smartphones, tablets, and all the other digital technology in use today. The term Millennial or Gen Y describes someone born immediately after ‘Gen X’. The exact range of birth years that constitute the millennial generation is not known; however, it is accepted as those born in and after 1980. For purposes of this study, we refer to the Millennial as those born post 1995-2000 and are a age group of 17 years to 24 years age.

With the onset of western culture and the millennials aping the west in all aspects. This also reflects in the choice of their foods. The trend is that the younger is influenced towards the western cuisine and fast food more than their traditional foods. The young students especially those aged between 18 to 22 years college going students have a inclination towards western and oriental fast food.

### **Literature Review**

Trends tend to be dictated by younger generations—and the direction of food culture is no different. A recent study conducted by YouGov for Whole Foods Market reveals that Millennials are becoming increasingly careful in how they shop for foods: 60 percent of US adults aged 22- to 37-years-old say they are more concerned about food additives and growth hormones now than they were five years ago.

According to YouGov research, one in two Millennials (51%) indicate they are buying more organic products now than they did five years ago. Older Millennials (aged 33- to 37-years-old) and Millennial parents are especially likely to say they are buying organic more often now (60% and 57% respectively).

As per previous research Eight in 10 Millennials (80%) agree that when it comes to buying food, quality is important to their purchase decision. This appears to directly impact how they spend their money: 68 percent of Millennials agree that they are willing to spend more for high quality food products. To put this into context of the other ways Millennials may be spending their money, 69 percent of this group say they spent more money on food than they did on travel last year.

According to Laroche, et.al. (2005), food consumption relates closely with ethnic identity.

In Indian scenario the youngsters have however, has gradually ignored the practice of the traditional foods due to the influence of information technology (Nor et.al., 2012). Many of them may know the traditional food but may not know the way of preparing them. Hence, scholars urged on the importance to preserve the techniques and skills of preparing traditional foods and transmitting them to the future young generation (Kwik, 2008; Yohannes, 2009) as it is considered part of the cultural identity.

Hence, this study aims to investigate on the factors that influence millennial food consumption. Especially restricted to the college going students.

## **Methodology**

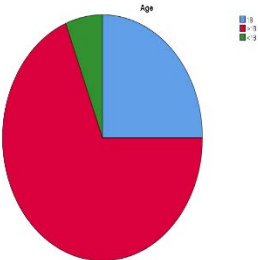
The study is conducted with students ages between 18-24 years from colleges of Delhi NCR. This study is exploratory in nature and Quantitative Research Methodology is used. Primary data has been collected through a well-structured questionnaire. Close ended structured questionnaires is formulated and data is collected by intercept method for filling questionnaires. Simple Random sampling has been done and the Universe will comprise of the students of colleges of Delhi NCR. The sample size was restricted to 100. The sample are mostly hotel management students of Delhi NCR.

A quantitative survey was conducted a conceptual framework was adapted from Pieniak, et.al. (2009) studies with the new moderating effect of ethnicity was tested in this study. University students were selected by using judgmental sampling approach. The criteria used in the selection were: (1) the sample must

born in 1979 to 1994 (2) the sample must be Indian to ensure their familiarity to Indian traditional foods (The research context of the study was focus only in Delhi NCR college going students and the respondents were asked to complete a self-administered questionnaire adapted from Steptoe, Pollard and Wardle (1995) and Pieniak et.al. (2009) studies. The results of the study were analyzed by using IBM SPSS 25.

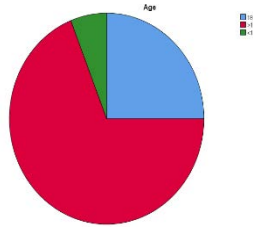
**Respondents Demographic Profiles:**

		Age			
		Frequen- cy	Percent	Valid Per- cent	Cumulative Percent
Val- id	18	25	25.0	25.0	25.0
	>18	69	69.0	69.0	94.0
	<18	6	6.0	6.0	100.0
	To- tal	100	100.0	100.0	



About 70 % of the respondents were more than 18 year’s . The sample were from the age group of 18 to 24 years. 30 % of the sample were 18 years and less.

		Gender			
		Frequen- cy	Percent	Valid Per- cent	Cumulative Percent
Val- id	Male	83	83.0	83.0	83.0
	fe- male	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

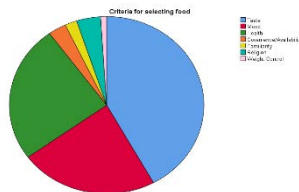


The sample were mostly boys. About 83 % were boys and only 17 percent are female respondents.

**Findings and Discussions:**

**Criteria for selecting food**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Taste	42	42.0	42.0	42.0
	Mood	23	23.0	23.0	65.0
	Health	25	25.0	25.0	90.0
	Convenience/ Availability	3	3.0	3.0	93.0
	Familiarity	2	2.0	2.0	95.0
	Religion	4	4.0	4.0	99.0
	Weight Control	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

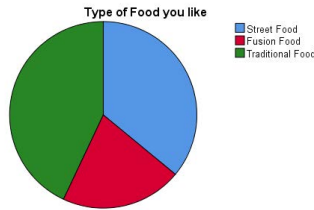


The survey reveals that taste is the major factor that the millennials look for while selecting for food of choice. Other factors like health and mood also contributes for 25 and 23 % respectively. It was nice to acknowledge that for young college going student’s mood is also one of the major factors for food selection. The data reveals that the millennials are conscious about health and are aware about the health benefits while selecting food.



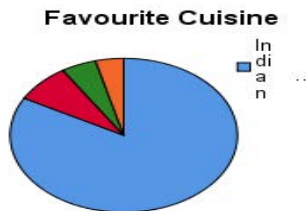
### Type of Food you like

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Street Food	36	36.0	36.0	36.0
	Fusion Food	21	21.0	21.0	57.0
	Traditional Food	43	43.0	43.0	100.0
	Total	100	100.0	100.0	



### Favourite Cuisine

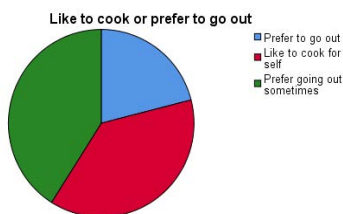
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Indian	83	83.0	83.0	83.0
	Chinese	8	8.0	8.0	91.0
	European	5	5.0	5.0	96.0
	Others	4	4.0	4.0	100.0
	Total	100	100.0	100.0	



36 % of the millennials prefer to have street food, whereas maximum students prefer traditional Indian food. Only 21 % students prefer fusion food. The study shows gives a clear picture that as all the students are Indian, hence naturally most of them 83 % students prefer Indian food over Chinese and European. Though it makes to around 17 % students whom prefer to have food other than Indian.

### Like to cook or prefer to go out

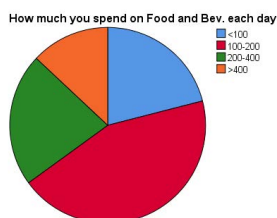
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Prefer to go out	21	21.0	21.0	21.0
	Like to cook for self	38	38.0	38.0	59.0
	Prefer going out sometimes	41	41.0	41.0	100.0
	Total	100	100.0	100.0	



Majority of the students /millennials around 41 % prefer to have food outside sometimes, whereas only 21 % likes to have the food outside only. As the survey was done with samples being Hotel Management students, 38 % students like to cook for themselves.

### How much you spend on Food and Bev. each day

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<100	21	21.0	21.0	21.0
	100-200	44	44.0	44.0	65.0
	200-400	22	22.0	22.0	87.0
	>400	13	13.0	13.0	100.0
	Total	100	100.0	100.0	



The spending share of the students is between Rs 100- Rs 200 for 44% students. Only 13% students can afford to spend more than Rs 400 each day on food. This will be a major analysis for the restaurants to plan their menu accordingly.

## **Conclusion and practical implications**

The conclusion of the study reveals that there are three major factor that contribute to the food choice of the millennials, first being taste, second being health and third surprisingly mood. The millennials are more inclined towards traditional Indian food as compared to Chinese or European food. The spending share of the students or millennials is Rs 200- 400 each day for most of them. This will be very helpful for the restaurants and food outlets to plan menu and attracts the millennials.

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# Investigating Level of Customer Satisfaction: A Case Study of Dhabas of Murthal City

## Chapter 20

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### **Introduction/Justification of the Problem**

In the light of observations made by the scholars, every business firm wants to make profit. This profit is not based on mere selling of the product but it is also emphasised that it should give a positive impact in the minds of its customers. There are some other business firms that give emphasis to the profit generation by hooks or crooks. They don't have any relationship with customer satisfaction or loyalty. But such organizations have a very short life span. Being a part of management, every manager faces the challenge of establishing and maintaining positive and healthy customer relationships. The task is increasingly difficult as consumers have greater access to information and a wide array of choices. Price-cutting and intense promotional campaigns make the task even more complex. Therefore, many have gained greater interest in customer satisfaction and monitor such variables on a continuous basis.

Customer Satisfaction is dependent on the perceived level of service that consumers hope to obtain from a business and when the customer is at the evaluation phase of the decision process, he or she compares the level of service obtained with the level expected. From this analysis the customer will emerge satisfied or dissatisfied. It is thereafter necessary to understand customer expectations and deliver accordingly in order to optimise his/her satisfaction. Recent literature suggests that firms should move from satisfaction to loyalty and in order to obtain loyal customers and profitable operations, Customer delightedness has to be emphasised which involves going beyond satisfaction for delivering what can be best described as a pleasurable experience for the customers.

Delight, therefore entails a stronger emotion and a different physiological state than satisfaction and a blend of joy and surprise.

Satisfied customers are not necessarily exited with a firm; they are merely at ease. Delighted customers on the other hand have greater appreciation for the firm and its services. Unfortunately, people don't talk about adequate service. Instead, they tell anyone who will listen about really bad or really delightful services.

By visualising importance of this very important issue dhabas of Murthal city among tough competition with each other are emphasising on satisfying their customers, meeting & exceeding their expectations. Therefore, the present study was planned to identify the quality attributes and assess the level of satisfaction derived from the products and services offered by these highway dhabas. It includes detailed analysis of service offerings, dhaba facilities, other various factors, etc. that affect their choice of returning to the same dhaba for dining and hence becoming a loyal customer. To procure the statistic/primary data for the study, one survey with 27 questions was implemented. A total of 700 questionnaires were distributed in 12 selected dhabas of the city out of which 545 questionnaires were received and 500 were valid and usable. These collected questionnaires then analyzed for satisfaction level by using descriptive statistics and percentage analysis.

## **Introduction and Origin of Dhabas**

Dhabas are the roadside (generally highways) restaurants that initially served as truck stops. These are found on highways and on the outskirts of cities, towns and villages. Earlier these dhabas only featured Punjabi cuisine since many of the Indian truck drivers are of Punjabi decent. The origin of the first dhaba is nebulous. It is said that the first Punjabi dhaba was probably established soon after linking of cities of India by Highways. Reportedly they sprouted on either side of The Grand Trunk Road which ran from Peshawar in the Punjab (now in Pakistan) through Amritsar and Delhi to Calcutta and other Highways during the 20<sup>th</sup> century, essentially to serve the truckers.

## **Evolution of Dhabas**

Dhabas now-a-days have become an inseparable part of our long road journeys. They are not just eateries by the highway; they are bookmarks of unforgettable experiences as their food has that smoky flavours and homemade feel to it. The great taste and typically inexpensive food even attracts the localities of the area where a dhaba is situated. Talking about the highway dhabas of Murthal city in particular, these are not those usual typical dhabas where we sit under the sky

on the typical charpoy. Instead, most of the dhabas have tin-sheet covered area fitted with fans, with prompt uniformed servers; eating is on clean laminated tables and chairs, tissues at hand; A/C restaurant/hall is also available; clean granite rest rooms with electric hand dryers; shops selling churans (digestive aids), pickles, toys, music CDs, Cassettes, clothing and even some joy rides & play stations for children. Many dhabas have upgrades their wares and expanded their menus.

These highway dhabas of Murthal city have made such a success story that visiting Murthal city has become a trend amongst the youth just for the pranthas and other tasty food from far beyond cities and states of like Delhi and Gurugram as they offer a unique culinary experience – a combination of earthly hospitality, distinctive ambience and spiced up comfort food.

### **Review of Literature**

One of the biggest contemporary challenges of management in service industry is providing customer satisfaction and maintaining customer loyalty. Service quality and customer satisfaction have increasingly been identified as key factors in the battle of competitive differentiation and customer retention. It is evident to professionals in the tourism and hotel industry all around the world that there has been an overwhelming customer demand for quality products and services in the recent years.

The significance of customer satisfaction to the business world is the concept that a satisfied customer will be a positive asset for the business through reuse of the service, repurchase of the product or positive word of mouth, which should lead to increased profit. Taking this into consideration several valuable studies have been conducted on the various aspects of Customer Satisfaction and Loyalty and a brief abstract of those studies conducted by Scholars has been mentioned in the preceding paras.

In this context, Alpert (1971) viewed consumer products and services as a bundle of attributes, or features, and benefits; and stated that those attributes that directly influence consumer choice are termed “determinant” attributes. These attributes, which could be different from those of competitors’ offerings, may be key factors in determining consumers’ intentions regarding future purchases.

Another Research on Customer Satisfaction was conducted in the year 1977 by Czepiel and Ronsenberg, (1977); in which it is said that a traditional definition of customer satisfaction followed the disconfirmation paradigm of consumer satisfaction/dissatisfaction (CS/D), suggesting that CS/D is the re-



sult of interaction between the consumer's pre-purchase expectations and post-purchase evaluation.

Studies of consumer behaviour emphasize that customer satisfaction is a major issue in the post-purchase period. Oliver, (1981) defined customer satisfaction as a customer's emotional response to the use of a product or service. However, it is more likely that customer satisfaction is a complex human process that involves cognitive and affective processes, as well as other psychological and physiological influences.

Another Research was conducted in the year (1982) by Churchill and Surprenant, in which they support the notion that satisfaction can be measured from a perspective of performance evaluations, making the inclusion of the disconfirmation process unnecessary.

The concept of satisfaction itself needs to be defined. The Shorter Oxford English Dictionary (1944, p. 1792) defined satisfaction as '[1] being satisfied, [2] thing that satisfies desire or gratifying'. It describes satisfy as '[1] meeting wishes of content, [2] be accepted as adequate [3] to fulfil, [4] comply with, [5] come up to expectations.' Customer is defined as 'a person who buys a product or uses a service.' Hence using these definitions, customer satisfaction can be thought of as a user or purchaser having their needs and expectations fulfilled.

The concept of customer satisfaction has been defined in various ways. Zeithaml, Berry and Parasuraman (1993) suggested that customer satisfaction is a function of the customer's assessment of service quality, product quality and price. Oliva, Oliver and Bearden (1995) suggested that satisfaction is a function of product performance relative to consumer expectations.

Bachelet (1995) considered satisfaction to be an emotional reaction by the consumer in response to an experience with a product or service. He believed that this definition included the last contact with a product or service, the satisfaction experience since the time of purchase as well as the general satisfaction experienced by regular users.

Hill (1996) defined customer satisfaction as the customers' perceptions that a supplier has met or exceeded their expectations.

### **Focus of the Study**

With the above theoretical and conceptual background of Customer Satisfaction and its importance in Service Industry; the present research will focus on

highway dhabas of Murthal city. To achieve this objective, data was collected from the customers visiting these Dhabas.

### **Objectives of the Study**

1. To examine the level of satisfaction derived by the customers in sampled dhabas on account of identified indicators.

### **Research Methodology**

The research is descriptive, exploratory and diagnostic with an applied basis where the researcher proposes to use the information and facts already available as base in order to analyze, explore and evaluate the problem at hand critically to deduce conclusions. The unit of analysis in this research is individual customers at highway dhabas of Murthal city (G.T. Road-1). To achieve this objective, data was collected from customers visiting these dhabas. The research is based on both primary as well as the secondary data. The necessary background was built by information collected through secondary sources and focused information was collected through gathering primary data. The primary data was collected through a structured questionnaire technique. The questionnaire focused on the aspects mentioned in the research objective as stated previously.

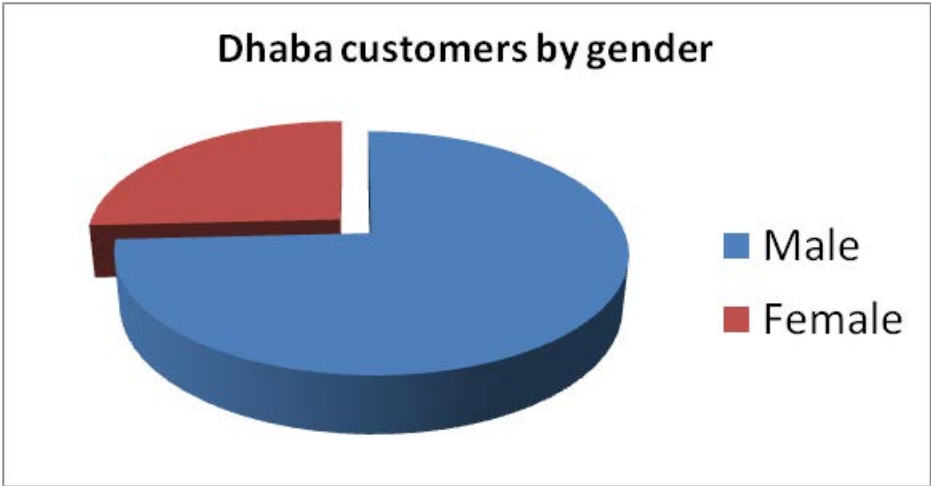
### **Proposed Utility of the Study**

Hospitality managers believe that firms can improve their profits by satisfying customers. Studies show, however, that satisfying customers alone is not enough, since there is no guarantee that satisfied customers will return to purchase. It is now becoming apparent that customer loyalty is significantly more important than customer satisfaction in a business organization's success. The present study will help the management to implement strategies which will ensure that the hotel will receive loyalty from both existing and prospective customers which ultimately will increase the profitability. The study will also be helpful to the customers visiting these dhabas and further researchers.

### **Findings and Analysis**

#### **1. Demographic profile**

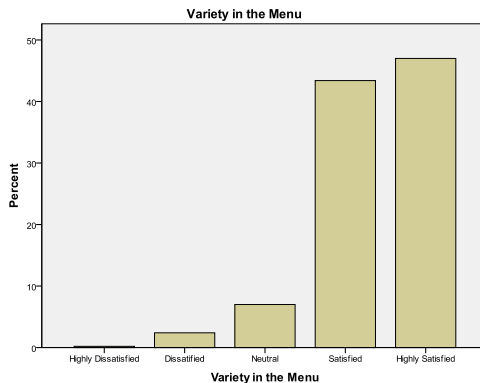
- Dhaba customers by gender



In this research, the female customers account for 25.8%, while male customers account for larger 74.2% portion of the total customers of highway dhabas of Murthal city. However, due to the restriction of collecting the respondents, this ratio cannot conclude that there is such a difference in percentages of men and women dining in these dhabas.

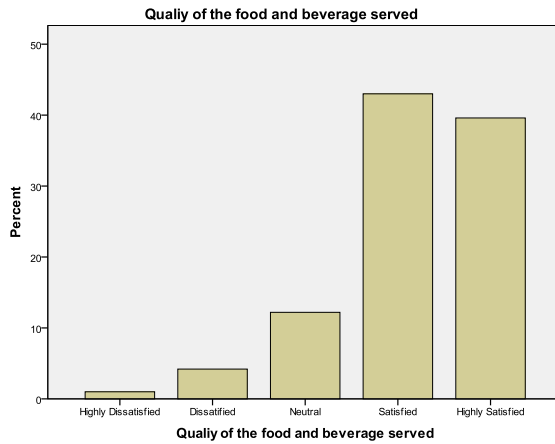
## 2. Food & beverage attributes.

- Variety in the menu



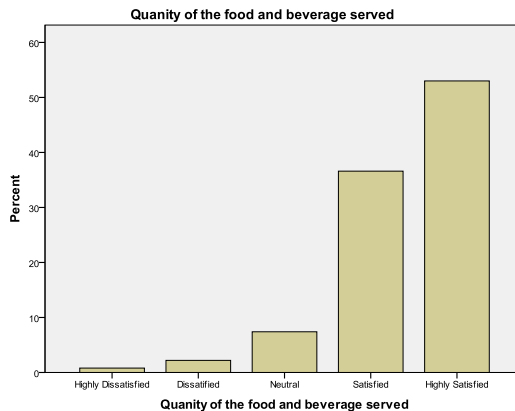
People have started traveling to far places and they like to have different type of food when they travel. So it is very crucial that dhabas offer variety in their menu. It was found that customers were highly satisfied by the variety offered in the menu by the dhabas. 47% of the customers were highly satisfied, 43.4% are just satisfied, 7% were neutral, 2.4% were dissatisfied and only 0.2% were highly dissatisfied with the variety in the menu.

- Quality of food & beverage served



Customers now-a-days are getting very concerned about the quality of food and beverage they are being served as people are now more concerned about their health. It was found that customers visiting these dhabas were highly satisfied. It was also observed that the customers that were not satisfied with the quality of food and beverage being served were females in higher numbers than males. Possible reason for this may be that females are known to have more quality consciousness when it comes to eating out. 39.6% customers were highly satisfied, 43% were simply satisfied, 12.2 % were neutral about the quality of food, 4.2% were dissatisfied and only 1% were highly dissatisfied

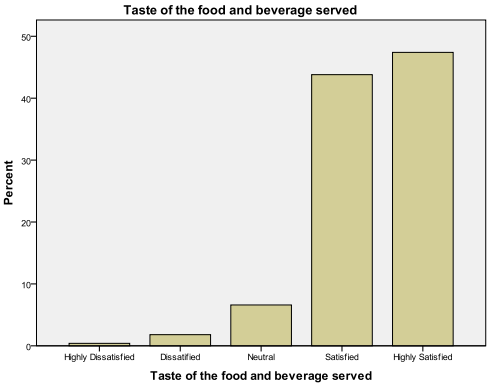
- Quantity of food & beverage served



It is very important to serve enough portion sizes to satisfy foody customers that come to dhabas just to enjoy the food, but on another hand dhabas have to control the portion sizes to make sure that the food being served is not

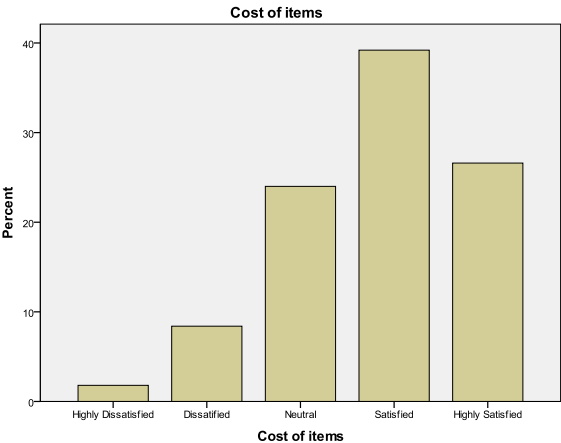
wasted due to large unneeded portion sizes and ensure profits at the same time. It was found that the customers were highly satisfied with the quantity of food & beverage that is being served in these dhabas as 53% of the customers were highly satisfied, 36.6% were simply satisfied, 7.4% were neutral, 2.2% were dissatisfied and just 0.8% were highly dissatisfied.

- Taste of food & beverage



This is one of the most important attributes of any dhaba. People visit and eat in dhabas just for that unique dhaba style cooking and flavors. Even 5-Star hotel restaurants have started introducing dhaba style cooked dishes in their menu. From this, one can have an idea about the level of importance the Taste of Food & Beverage has in dhabas. It was observed that the customers were highly satisfied with the taste of food & beverages served in these dhabas. 47.5% of the total customers were highly satisfied, 43% were simply satisfied, 6% were neutral, 2.7% were dissatisfied and 0.8% were highly dissatisfied.

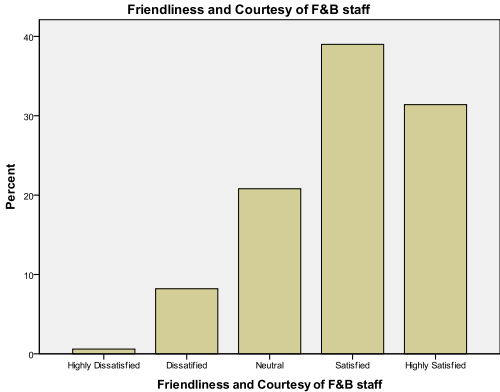
- Cost of items



It was found that customers were just satisfied with the prices that these dhabas are charging for the items being offered on the menu. Dhabas are typically known for inexpensive food. However, possible reason for high prices could be that dhabas these days are spending much more on providing deluxe facilities, maintenance and cleanliness. 26.6% were highly satisfied, 39.2 were simply satisfied, 24% were neutral, 8.4% were dissatisfied and 1.8% were highly dissatisfied.

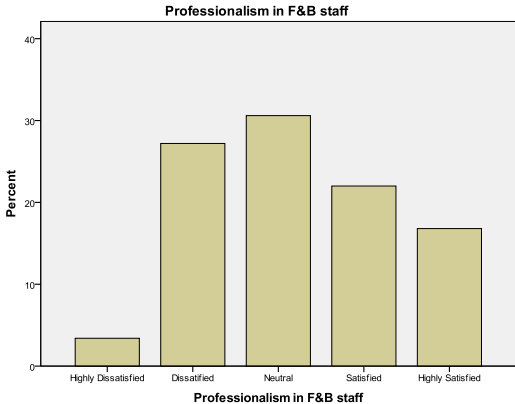
**3. F&B staff attributes**

- Friendliness and courtesy of staff



People running dhabas are mostly very welcoming and friendly. 31.4% customers were highly satisfied, 39% were simply satisfied, 20.8% were neutral, 8.2% were dissatisfied, and only 0.6% were highly dissatisfied.

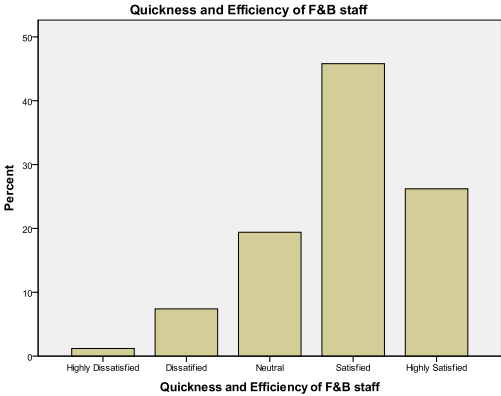
- Professionalism in staff



It was found that the customers have different point of views when it comes to this particular attribute. Some customers were satisfied with the pro-

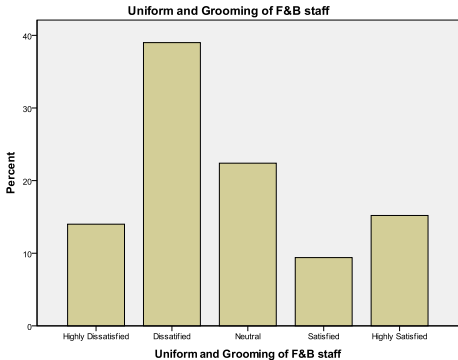
professionalism of F&B staff and the possible reason for this could be the same as discussed earlier that the people have very low expectations regarding professionalism of the staff as well as the fact that the serving staff in these dhabas is mostly unskilled. 16.8% customers were highly satisfied, 22% were just satisfied. Whereas, some customers were dissatisfied with the professionalism of F&B staff and the possible reason for the same being that people think they should be served and treated professionally if the dhaba is charging high prices unlike typical inexpensive dhabas as 30.6% of total customers were neutral, 27.2% were dissatisfied and only 3.4% were highly dissatisfied.

- Quickness and Efficiency of staff



Serving customers late or in much time could ruin the experience of the customers. So, it is very important to serve customers well within time. It was observed that the customers were satisfied with the promptness of services as dhabas these days employ enough number of employees to serve customers promptly. 26.2% customers were highly satisfied, 45.8% were simply satisfied, 19.4% were neutral, 7.4% were dissatisfied and 1.2% were highly dissatisfied.

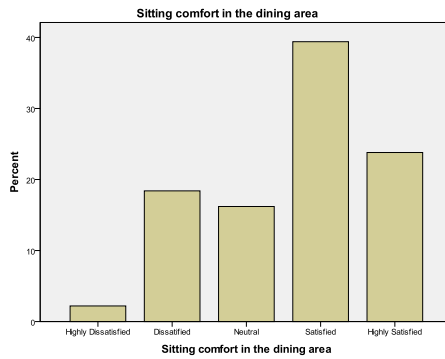
- Uniform and grooming of staff



Customers have different views regarding the uniform and grooming standards. 9.4% and 15.2% of the customers were satisfied and highly satisfied respectively, majorly the reason being same as discussed earlier that people have very low expectations in this regard and they were pleased to see servers at least in similar uniforms. On other hand, 22.4% of the customers were least bothered about the uniform and grooming of serving staff where as 14% and 53% of customers were highly dissatisfied and dissatisfied respectively as the uniforms and grooming standards of F&B staff were not up to the mark.

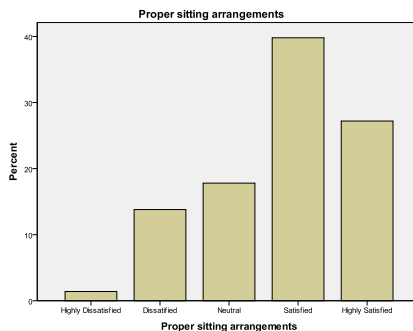
#### 4. Dining Area Attributes

- Sitting comfort in dining area.



Sitting comfort is yet again one of the important attributes of a dining place. Every customer wants to have his/her food while sitting comfortably in a relaxed manner. It is even more important when it comes to dhabas as most of the customers are travelers and they wish a relaxing and refreshing halt. It was observed that 18.2% and 2.2% customers were dissatisfied and highly dissatisfied respectively, 16.2% were not bothered, and, 39.4% and 23.8% customers were satisfied and highly satisfied respectively with the sitting comfort in the dining area of the dhabas.

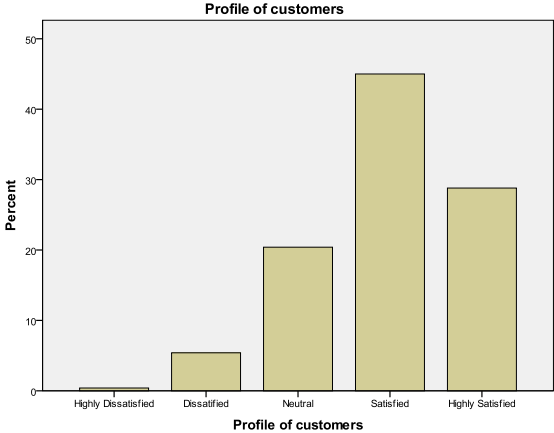
- Proper sitting arrangements





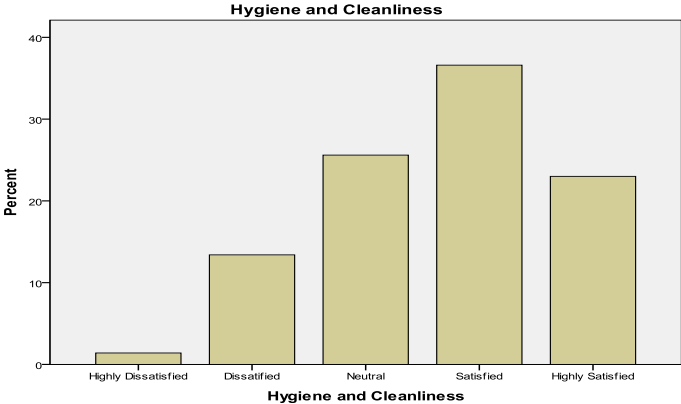
Proper sitting arrangements are very important for customers to enjoy their meals. It was found that customers were satisfied with the sitting arrangements of the dhabas. 39.8% of customers were satisfied, 27.2% were highly satisfied, 17.8% were not bothered, 13.8% were dissatisfied and just 1.4% of the total customers were highly dissatisfied by the sitting arrangements available with the dhabas.

- Customer profile



It shows that the customers were satisfied by the profile of customers visiting these dhabas. 45% of the customers were satisfied, 28.8% were highly satisfied, 20.4% were not bothered, only 5.4% and just 0.4% of the total customers were dissatisfied and highly dissatisfied respectively by the profile of customers visiting these dhabas.

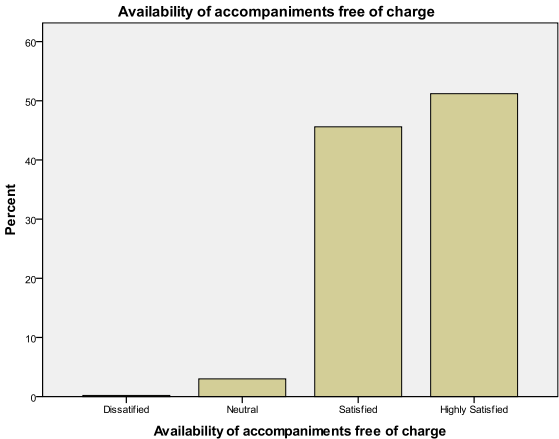
- Hygiene and cleanliness



Hygiene and cleanliness is a big issue everywhere. People have started

talking this issue seriously and so did the dhabas. Dhabas have realized the importance of hygiene and cleanliness. As a result, now dhabas are more clean and hygienic. It was found that 36.6% customers were satisfied, 23% were highly satisfied, 25.6% were not bothered, 13.4 were dissatisfied and just only 1.4% were highly dissatisfied with the hygiene and cleanliness levels of these dhabas.

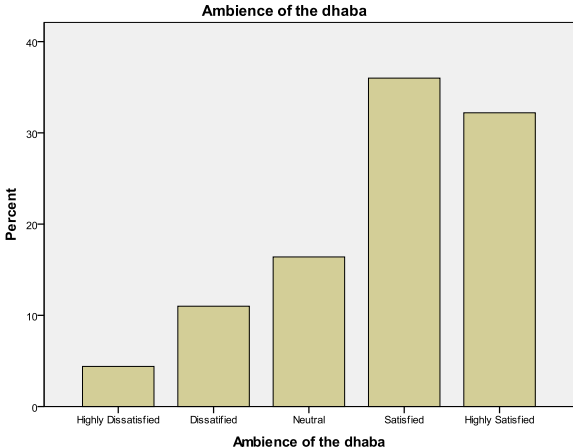
- Availability of accompaniments free of charge (e.g. Achar & Raita with Prantha)



It was found that the customers were highly satisfied with the accompaniments served at these dhabas. 45.6% and 51.2% of total customers were satisfied and highly satisfied with the accompaniments offered with the dishes at these dhabas free of charge.

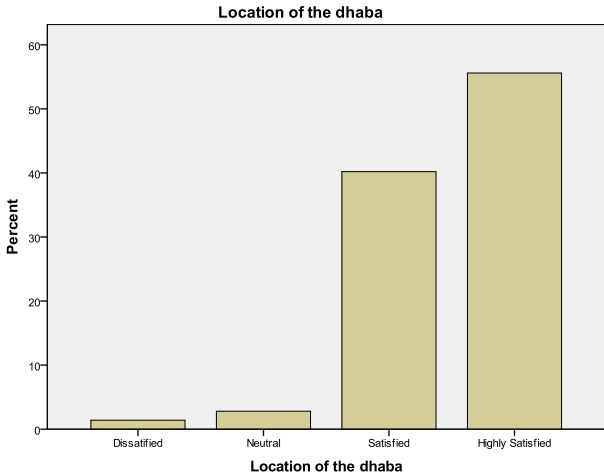
**5. Ambience**

- Ambience of Dhaba



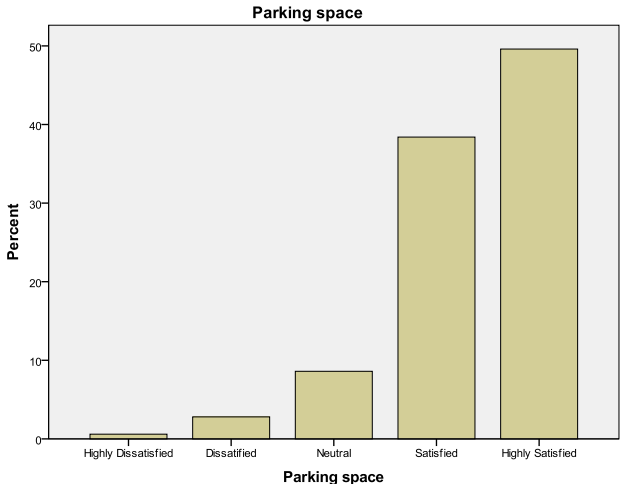
Dhabas these days have started investing in their ambience. Mostly the customers were satisfied with the ambience of the dhabas which accounted for 36% of the total followed by 32.2% as highly satisfied, 16.4% were not bothered about the ambience, 11% as dissatisfied and only 4.4% were highly dissatisfied.

- Location of the dhaba



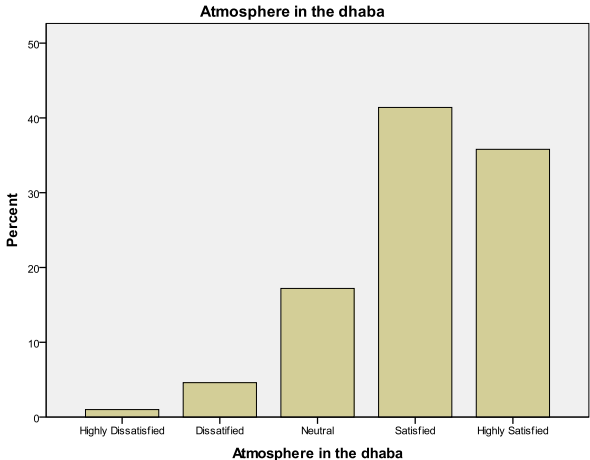
Location of a business is of paramount importance which decides whether the business will be a success or a flop. Customers visiting these dhabas were highly satisfied with the location of these dhabas as 55.6% of the customers were highly satisfied, 40.2% were simply satisfied, and only 1.4% were dissatisfied with the location of these dhabas.

- Parking space



It is important to have enough parking spaces for the customers where they can park their vehicles. It was found that the customers were highly satisfied with the parking space available with highest percentage of 49.6 followed by 38.4% as simply satisfied, 8.6% as neutral, and only 2.8% & 0.6% as dissatisfied & highly dissatisfied respectively.

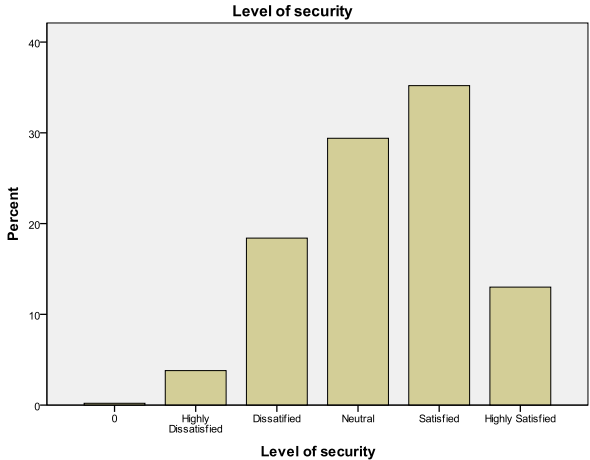
- Atmosphere in the dhaba



Safe, secure and relaxing atmosphere is what people look for when they go somewhere. Customers are very satisfied with the atmosphere in the dhabas. 41.4% of the customers were satisfied, 35.8% were highly satisfied, 17.2% were neutral, 4.6% were dissatisfied and only 1% were found highly dissatisfied.

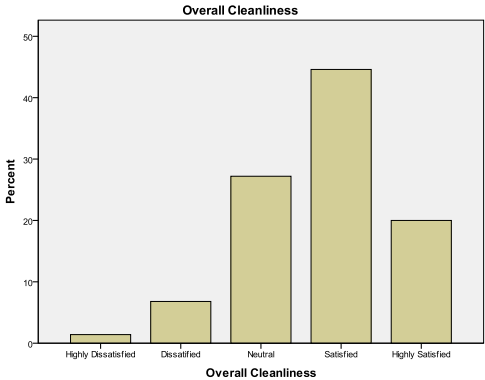
**6. Other attributes**

- Level of security



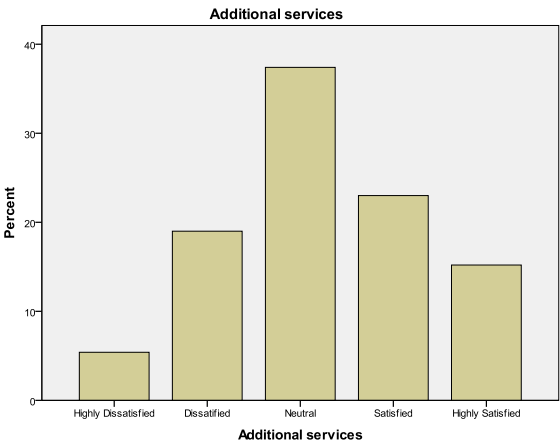
It is the responsibility of the establishment that it provides safe & secure environment to its customers. Customers had different views regarding security issue. Many of them were satisfied, many of them were neutral and some of them were dissatisfied. 13% being highly satisfied and the possible reason behind this could be that people do not expect much from these dhabas, 35.2% being satisfied, 29.4% being neutral, 18.4% being dissatisfied and 13% being highly dissatisfied possible reason being that people think that they should get a safe & secure environment because most of the people are with their families.

- Overall cleanliness



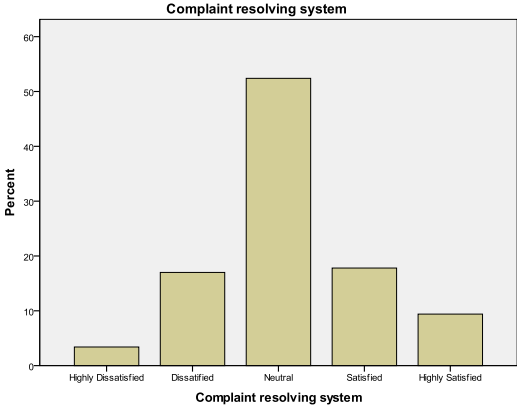
This is a very important issue as every person prefers to eat at a clean and hygienic place but it could be concluded that people have low expectations from these dhabas with respect to cleanliness as 27.2% customers gave a neutral response, 44.6% as satisfied, 20% as highly satisfied, followed by only 6.8% as dissatisfied and just 1.4% as highly dissatisfied.

- Additional services



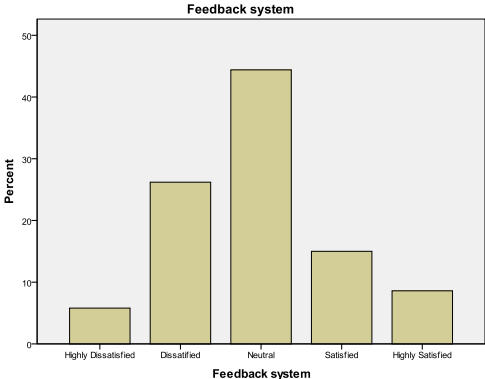
Dhabas now-a-days have started providing additional services like Public washrooms, Shops, Travel desks, entertainment for children, etc. It was observed that customers are enjoying these additional services provided at the dhabas but at the same time a large number of customers were not bothered by the same. Neutral being the highest response which account for 37.4% of total, followed by 23% customers were satisfied, 15% were highly satisfied, 19% were dissatisfied and only 5.4% were highly dissatisfied.

- Complaint resolving system



It was found that customers have very low expectations for a complaint resolving system to be present in dhabas as the highest percentage of 52.4% of the total customers were neutral about a complaint resolving system. Whereas, 17.8% customers were satisfied with the dhabas solving their problem, 9.4% were highly satisfied possible reason being their problems would have been solved immediately by the staff, 17% were dissatisfied and just 3.4% were found highly dissatisfied.

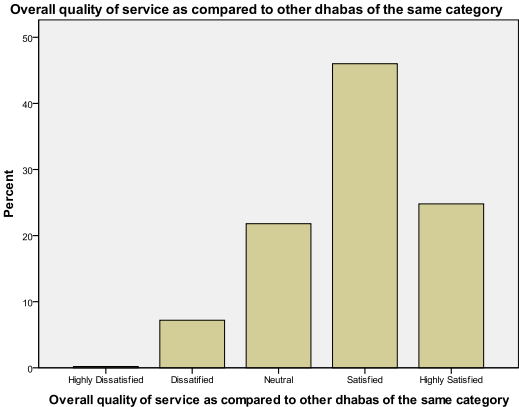
- Feedback system



In this research, it was found that people had very low expectations for a feedback system in the dhabas. As 44.4% of customers were not sure about a feedback system if it existed or not and they did not bother about it, 26.2% were dissatisfied whereas 15.5% were satisfied, 5.8% & 8.6% were highly dissatisfied and highly satisfied respectively.

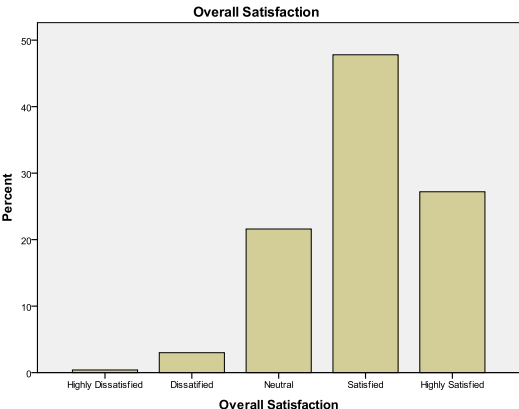
**7. Overall satisfaction/dissatisfaction**

- Overall quality of service



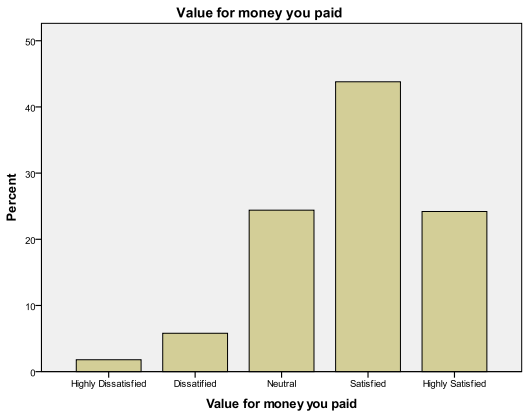
Customers were found very satisfied by the overall quality of products, services and facilities provided by these dhabas compared to dhabas of the same category at other places. In this research, it was found that mostly all the customers are satisfied with the overall quality of products, services and facilities provided by these dhabas. 46% were satisfied, 24.8% were highly satisfied, 21.8% were neutral, whereas 7.2% were dissatisfied and 0.2% were found to be highly dissatisfied.

- Overall satisfaction



In this research, it was found that the customers are highly satisfied with the dhabas- its products, services and facilities. That’s why these highway dhabas or Murthal city are a success. They deliver what their customers ask for. 47.8% of the customers said that they are simply satisfied and 27.8% customers said that they are highly satisfied. These two groups combined account to the largest portion of the total sample population. Whereas, 21.6% said their satisfaction level were neutral and the possible reason for this group of people could be that they have higher expectations from these dhabas, only 3% and 0.4% of the customers said that they are dissatisfied and highly dissatisfied respectively. Major population of customers being satisfied with these dhabas, still there could be improvements in some areas.

- Value for money



Spending power of customers has increased in the last decade. But customers always seek value for their money. Largest portion of the customer population is very much satisfied with the value for money these dhabas provide as 43.8% and 24.2% customers were found to be satisfied and highly satisfied. Whereas on the other hand some people think that they did not receive full value for their money spent as 24.4% customers responded neutral, 5.8% responded dissatisfied and 1.8% responded highly dissatisfied. It could be concluded from here that there are some areas on which dhabas must work on and make improvements in the future.

### Conclusion

This section summarises the main findings of this study and draws out their implications for highway dhabas of Murthal city. Customer Satisfaction is dependent on the perceived level of service that consumers hope to obtain from a business. In this research, it was found that the customers are mostly very con-



tented with these highway dhabas. Satisfied customers are not necessarily excited with a firm; they are merely at ease. Delighted customers on the other hand have greater appreciation for the firm and its services. Customer delightedness has to be emphasised which involves going beyond satisfaction for delivering what can be best described as a pleasurable experience for the customers. Delight, therefore entails a stronger emotion and a different physiological state than satisfaction and a blend of joy and surprise. 47.8% of the customers said that they are simply satisfied and 27.8% customers said that they are highly satisfied. These two groups combined account to the largest portion of the total sample population. As a result these highway dhabas have made such a success story that visiting Murthal city just for the pranthas and other dhaba style food has become a trend amongst the youth that come from far beyond cities and states like Delhi and Gurugram as they offer a unique culinary experience – a combination of earthly hospitality, distinctive ambience and spiced up comfort food. Murthal city has become a famous gastronomic tourist destination. It could also be concluded that there is a very wide scope for gastronomic tourism and government should appreciate and support the same.

### **Findings -**

The research data proved that all the dimensions included in this study directly influence the customer expectations and perceptions about service quality. It was found that customers were:

- Very satisfied with the variety in the menu. 47% customers out of total were found satisfied and 43.4% highly satisfied.
- Very satisfied with the quality of service. 43% customers out of total were found satisfied and 39.6% highly satisfied.
- Highly satisfied/ delighted with the quantity of food and beverages served. 36.6% customers out of total were found satisfied and 53% highly satisfied.
- Highly satisfied/ delighted with the taste of food and beverages served. 47.5% customers out of total were found highly satisfied and 43% simply satisfied.
- Satisfied with the cost of items. 39.2% customers out of total were found satisfied and 26.6% highly satisfied.
- Very satisfied with the friendliness and courtesy of staff. 39% customers out of total were found satisfied and 31.4% highly satisfied.
- Having different views about professionalism in the staff. Only 22% customers out of total were found satisfied, 16.8% highly satisfied whereas,

30.6% were neutral, 27.2% were dissatisfied and 3.4% were found highly dissatisfied.

- Very satisfied with the quickness and efficiency. 45.8% customers out of total were found satisfied and 26.2% highly satisfied.
- Dissatisfied with the uniform and grooming of the staff. 53% customers out of total were found dissatisfied, 14% highly dissatisfied and 22.4% were neutral or did not bother about the uniform and grooming standards of the staff.
- Having different views about sitting comfort but mostly were found just satisfied. 39.4% were satisfied, 23.8% highly satisfied, 16.2 were neutral, 18.2% were dissatisfied and only 2.2% were dissatisfied.
- Simply satisfied with proper sitting arrangements in the dhabas. 39.8% customers out of total were satisfied and 27.2% were highly satisfied.
- Very satisfied with the customers' profile visiting these dhabas. 45% of total customers were satisfied and 28.8% were highly satisfied.
- Having different views about hygiene and cleanliness levels but mostly are quite satisfied. 36.6% customers were satisfied, 23% were highly satisfied and 25% were neutral.
- Highly satisfied/ delighted with the accompaniments provided with dishes. 51.2% customers were highly satisfied and 45.6% were satisfied.
- Very satisfied with the ambience of the dhabas. 36% customers out of total were satisfied, 32.2% were highly satisfied and 16% were neutral.
- Highly satisfied/ delighted with the location of these dhabas. 55.6% out of total customers were highly satisfied and 40.2% were satisfied.
- Highly satisfied with the parking space provided by the dhabas. 49.6% customers were highly satisfied and 38.4% were simply satisfied.
- Very satisfied with the atmosphere in the dhaba. 41.4% customers were satisfied and 35.8% were highly satisfied.
- Having different views about the level of security at the dhabas. 35.2% customers out of total were satisfied, 29.4% were neutral and 18.4% were dissatisfied.
- Satisfied with the overall cleanliness of the dhabas. 44.6% customers out of total were satisfied and 20% were highly satisfied.
- Neutral about the additional services provided at these dhabas. 37.4% customers were neutral, only 23% were satisfied and 19% were dissatisfied.
- Strictly neutral about the complaint resolving system at the dhabas.

52.4% customers were neutral, only 17.8% were satisfied and 17% were dissatisfied.

- Mostly neutral as well as dissatisfied with the feedback systems at these dhabas. 44.4% customers were neutral, 26.2% were dissatisfied and 15.5% were highly dissatisfied.
- Quite satisfied with the overall quality of service at these dhabas. 46% customers were satisfied and 24.8% were highly satisfied.
- Quite satisfied with the dhabas overall. 47.8% customers out of total were satisfied and 27.8% were highly satisfied.
- Simply satisfied with the value for money that these dhabas provide. 43.8% were simply satisfied, 24.2% were highly satisfied and 24.4% were neutral.

### **Limitations of the Study**

The present study was completed by academic scholars and therefore, it was conducted under certain constraints in terms of availability of time, available financial resources, universe and sample of the proposed study. The research was conducted only in Murthal city and limited dhabas were taken as sample for this study.

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Guest satisfaction in relation to behavior of staff members during the entire Guest cycle- A study of Guwahati Metropolitan City Hotel

## Chapter 21

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### **Introduction**

Hotels play an important role in developing tourism industry, tourists need a place for accommodation for stay and food while travelling places. Availability of hotels and their accommodation facilities, food and beverage quality, service of hotel staff are important in the satisfaction of the guests tourists visiting a place. Hotels are defined as commercial establishment providing lodging, meals and services.

The hotel industry is defined as an entity providing all sorts of economic activities relating to the provision of goods and services (Walker, 1999).it includes the tangible products of hotel rooms, food and beverage, restaurants and so on.The Oxford English Dictionary defines hospitality as “the entertainment and of guests, visitors or strangers with liberality and good will.” The word hospitality is derived from hospice, the term for a medieval house of rest for pilgrims and travelers .

This research study will focus on guest satisfaction in relation to behavior of staff members during the entire Guest cycle and also the guest Satisfaction in relation to quality, taste and presentation of food and beverages, recreation facilities and Accommodation. At the end of the study suggestions shall be of-

ferred on basis of finding for improving the quality of Hotel services for development of tourism in North East Region will be given. As per the record of Ministry of Tourism, Government of India, there are 23 star Category hotels in Guwahati and about 25 Hotels are non categorized by the Ministry of Tourism, Government of India. For the research 30% of the hotels selected for study i.e. 08 stars categorized Hotels were selected for the study.



**Fig:1**



## Customer Satisfaction: In Hotel Industry.

Satisfaction is the reward which people gain from an activity. Satisfaction can therefore be seen as the degree to which one is pleased or content with his/her experiences and situations. Customer satisfaction is a business viewpoint which tends to the creation of significance for customers, anticipating and managing their expectations,

Fig:2

and demonstrating capacity and responsibility to satisfy their needs. Quality of service and customer satisfaction is vital factors for success of any business (Gronoos, 1990; Parasuraman *et al.*, 1988). As Valdani (2009) points out: enterprises exist because they have a customer to serve. The key to achieve sustainable benefit lies in delivering high quality service that results in satisfied customers (Shemwell *et al.*, 1998). Service quality and customer satisfaction are key factors in the battle to obtain competitive advantage and customer retention. Customer satisfaction is the outcome of customer's perception of the value received in a transaction or relationship, where value equals perceived service quality, compared to the value expected from transactions or relationships with opposing vendors (Blanchard & Galloway, 1994; Heskett *et al.*, 1990; Zeithaml *et al.*, 1990).

### Literature Review

Several studies have been made by various scholars both in India and abroad on the satisfaction level of hotel customers. **Dr. B Chourasia and Dr. P. Goutam (2018)** published that **employees' attitude is directly related to customer satisfaction and professionals practices of employee in the organization leads to customer satisfaction in Hotels of Ranchi(Jharkhand) and Durgapur(W.B).**

**Dr. Hussain Sarah and Dr. Kavita Khanna (2017)** published that the determinants of Guest Satisfaction amongst business and leisure travelers in the 5 Star Deluxe Hotels in Delhi. The gaps is explore between the hotel employees' and hotel guests' perception of quality and satisfaction with regard to service and product and the impact of socio demographic variables on guest satisfaction in the 5 Star Deluxe Hotel segment in Delhi was also conducted.



**Dr. Padmakumar Ram** and **Dr. Gantasala V. Prabhakar (2011)** published their journal entitled “An Enquiry into the mediatory engagement: Evidence from the Hotel Industry in Jordan” The result supports the relationship between employee engagement and customer satisfaction. Sample comprised of employees from different levels of management. Study also reveals that job characteristics are positively and strongly correlated to job satisfaction, commitment and organizational citizenship behavior (OCB). Thus HR can help the organization better manage engagement and ultimately foster motivation, productivity and retention.

*Another study on customer satisfaction made by Dr. Aparna Raj and Dr. Saurabh Kumar Dixit(2008)* published that guest of Khajuraho Hotel are more satisfied as compare to Orchha Hotel in U.P based on service quality and the employ behavior.

### **Objectives of the study**

1. To study guest satisfaction in relation to behavior of staff members during the entire Guest cycle.
2. To analyze Guest Satisfaction in relation to quality, taste and presentation of food and beverages.
3. To analyze Guest Satisfaction in relation to recreation facilities in Hotels.

### **Hypothesis:**

The objective of the research shall be fulfilled by testing the following null-hypothesis by using appropriate statistical tools and observations.

The research study is aimed at testing the following hypotheses:

1. There is no relationship between the guest satisfaction and behavior of staff members during the entire Guest cycle.
2. There is no relationship between the Guest Satisfaction and quality, taste and presentation of food and beverages.
3. There is no relationship between the Guest Satisfaction and recreation facilities in Hotels.

### **Research Methodology**

Both primary and secondary data will be used for carrying out this study of research.

The secondary data will be collected from:

1. Publications of the Tourism Department of Government of Assam & Government of India.
2. Publications of Hotel Association of India (HAI)
3. Publications of Travel Agents Association of India (TAAI)
4. Publications of Federation of Hotel and Restaurant Association of India (FHRAI), Indian Tourism Development Corporation (ITDC), International Air Transport Association (IATA), Indian Association of Tour Operators (IATO),

The primary data will be collected from:

Hotel Managers, Guest Relation Executive of the sample hotels.

Different categories of Guests. Theoretically, hotel guest are classified into nine categories:

- Domestic tourists
- Foreign tourists
- Backpackers
- Families
- Companies
- Business travelers
- Delegates
- Free Individual Traveler (FIT)
- Group Inclusive Tour (GIT)

([http://www.ihmbbs.org/upload/2\)Classifi%20of%20Hotels.pdf](http://www.ihmbbs.org/upload/2)Classifi%20of%20Hotels.pdf))

Tools for data collection:

- Different sets of questionnaires for different categories of respondents shall be prepared and administered among each category of respondents such as
  - a. Hotel employees including Managers
  - b. Different categories of guests of the hotels.

**Sample:** There are 23 star categories of hotels within the jurisdiction of Guwahati Metro area. 08 star categories hotels have been taken for study. All the non star categories are excluded from the study. The sampling designed is shown below:

SI No.	Star Category Hotels	Number of Hotels	30% Hotels consider for study
1	5*	3	1
2	4*	2	1
3	3*	11	4
4	2* and below	07	2
<b>Total</b>	<b>All categories</b>	<b>23</b>	<b>08</b>

**Table:1.1**

The data collected by administering questionnaires shall be tabulated and analyzed by using appropriate statistical tools.

**Sample Size:** Estimation of sample size in research using (Krejcie and Morgan, 1970) is a commonly employed method. According to the formula, the total number of employees that will be used for the study will be around 195. The study used the proposed sample size at 95% confidence level and 5% margin of error.

The sample size could be the employees and Customers of the different organizations. In the sample size the employees as well as the customers of the organization can be regarded as the sample size. The sample would be the various employees and customer. The sample would include the male and female employees of the organization whether they are at the strategic level or at the functional level of any organization. All the customers will be considered for the study during the time period. The sample size will be taken from the organizations of various Hotels. The study settings will be that it will be conducted within different organizations at all levels so as to keep a regular eye on the reaction, working style of the employee of the organization and professional practices deal by the hotels. Sample size initially taken as 195.

**Fig: 3**

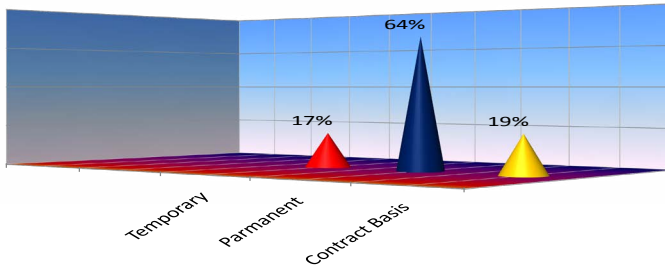
SI No.	Star Category Hotels	30% Hotels consider for study	Expected no. of Respondent
1	5*	Hotel Vivanta By Taj, Guwahati(G1)	32
2	4*	Hotel Radisson Blue, Guwahati(G2)	33

3	3*	The Lily Hotel , Guwahati(G3)	85
		Kiranshree Portico, Guwahati(G4)	
		Hotel Sygnett Inn Repose(G5)	
		Hotel Atithi, Guwahati(G6)	
4	2* and below	Hotel Sunview, Guwahati(G7)	45
		Hotel Grand Majesty, Guwahati(G8)	
<b>Total</b>	<b>All categories</b>	<b>08</b>	<b>195</b>

### Nature of Employment:

Every employee wants a security about his/her job. They want a permanent job in the working place. So, that they can work smoothly by availing all the facilities provided by the concerned Hotel.

*Figure 4: Nature of Employee.*

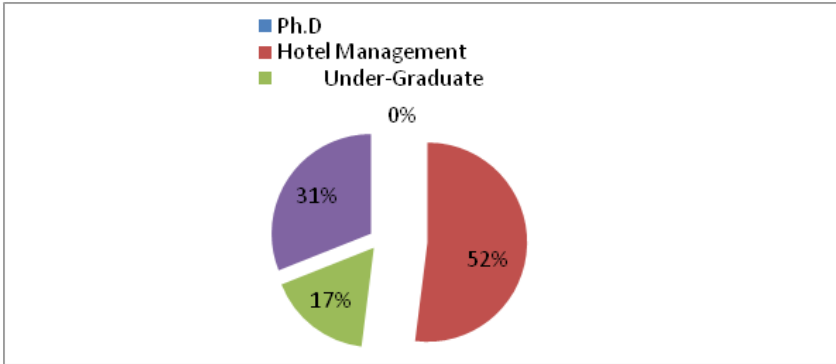


In the above mentioned Figure: 4.36 it is observed that 17% of employees are on a temporary basis, 19% are on a contract basis, and 64% are permanent in the study area of hotel units.

### Education level of Employment:

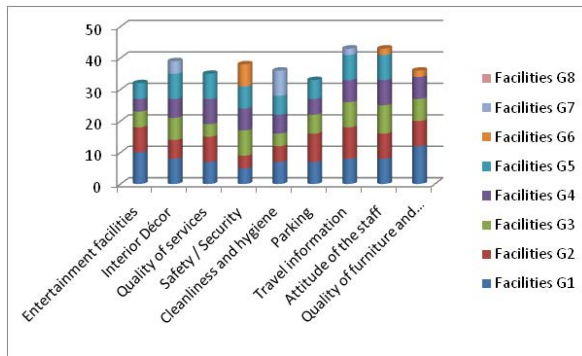
For the success of any organization, a well-educated staff is required. The policy is the same for all hotel units.

**Figure 5: Education level of Employment**

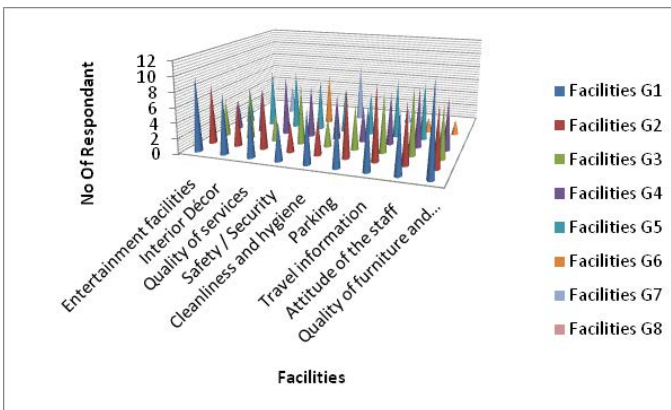


**Rate the Facilities Available In the Hotels: 0 Preference Indicator Scale**

**Fig: 6**

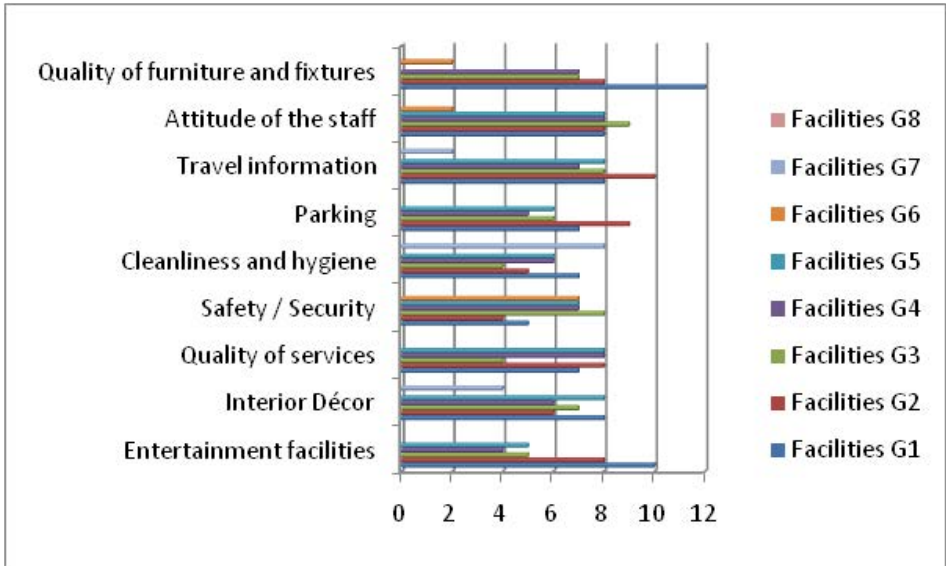


**Rate the Facilities Available In the Hotels: 1 Preference Indicator Scale**



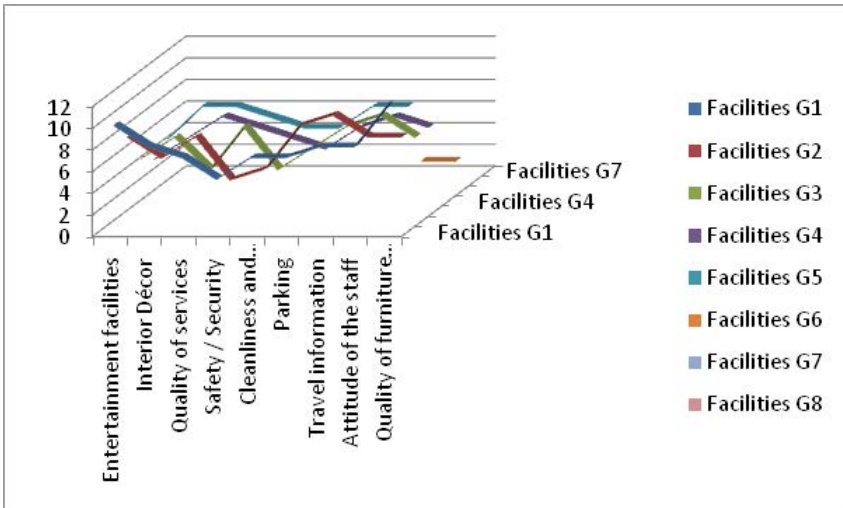
**Fig: 7**

**Rate the Facilities Available In the Hotel: 2 Preference Indicator Scale**



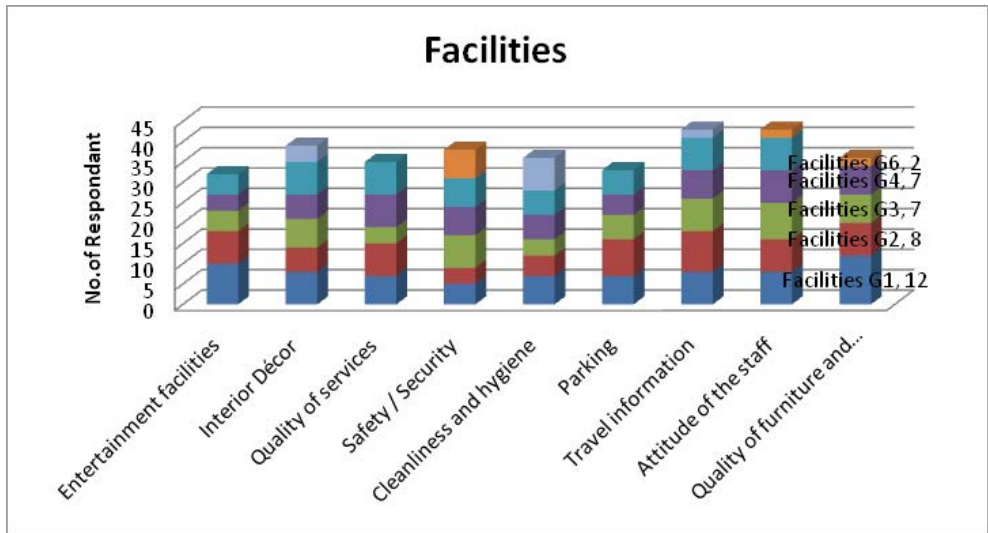
**Fig: 8**

**Rate the Facilities Available In the Hotel: 3 Preference Indicator Scale**



**Fig: 9**

**Rate the Facilities Available In the Hotel: 4 Preference Indicator Scale**



**Fig: 10**

## Conclusions

Conclusions with regard to the extent to which guest expectations regarding their hotel experience and its components were met and the extent to which they were satisfied with the current hotel experience:

From the analysis of the survey results conducted at 08 selected Hotels of Guwahati as well as from the discussion of the results and interpretation there of it is obvious that the majority of the guests were of the opinion that the current hotel experience and all its components (Destination Choosing, Selecting Accommodation) provided at study area met or exceeded their expectations. The hotel guests of Guwahati have indicated that their expectations were either met or exceeded regarding Destination Choosing & Selecting Accommodation

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relationship: An empirical test of a model of service quality, satisfaction and relationship-oriented outcome. *International Journal of Service Industry Management*, 9: 155–168.

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**Effect of Human Resource Management policy in revenue contribution in the Hospitality Sector: a study of NCR Star category Hotels.**

## **Chapter 22**

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### **Introduction**

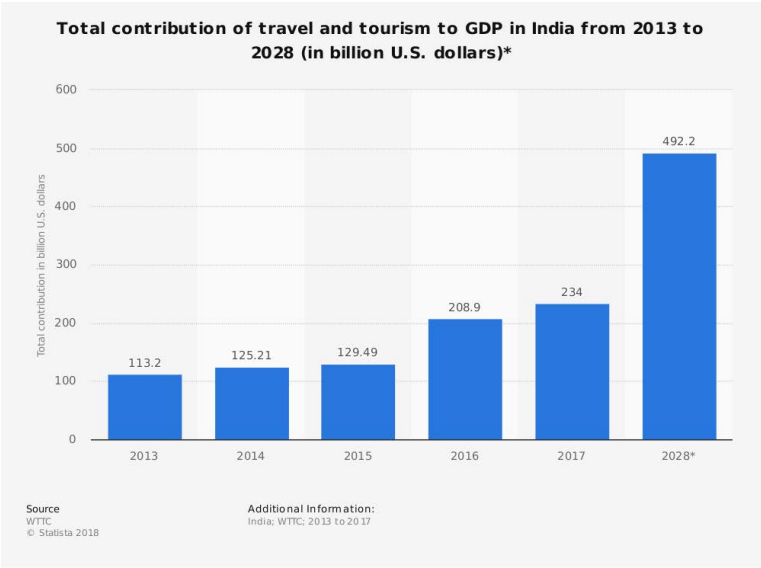
Hotels are taking the benefits of training & HR department in a very huge level and grown-up the industry in a very short period. Now a day's Hospitality & Tourism is earning more than 1.5 Lakh Crore rupees in every financial year. (As per the article by Tourism Minister – Mahesh Sharma, in IITTM, Gwalior)

HRM appear in the early 1980s and continues to evolve as a separate field of study. Extant literature suggests that (Beer et al. 1985) Harvard University and (Fombrun et al. 1984) Michigan University contributed to the initial frameworks on HRM (Truss et al. 1997). According to Schneider and Bowen (1993), the effective utilization of human resources provides a competitive edge for organizations (Chand & Katou 2007). Thus, HRM practices are an important component of the process of HRM and are important to investigate the adoption of HRM practices in the service industry. Since the service industry is mainly driven by the efficiency and effectiveness of employees in organizations. Current HRM literature identifies a significant and positive relationship between HRM and organizational performance. Therefore, managing human resources in an organization is very important in achieving organizational goals and objectives. The hotel industry is necessarily labor-intensive and this makes HRM practices particularly important and it should develop effective human resource practices and policies to achieve competitive success (Alleyne et al. 2006). Research on HRM practices in the Service sector industries is relatively few and the hotel sector is a major segment of the service industry (Collier & Gregory, 1995). According to Hoque (1999, p. 420), the hotel industry has typi-

cally reported poor practices and a lack of interest in HRM among managers“. However, interest in HRM within the hotel industry has significantly increased over the years and heterogeneity in the service sector is identified as an obstacle to investigating the sector as a whole (Hoque, 1999; Chand & Katou 2007).

### Tourism and Hotel Industry in India

Tourism in India is important for the country’s economy and is growing rapidly. The World Travel and Tourism Council calculated that tourism generated ₹16.91 lakh crore (US\$240 billion) or 9.2% of India’s GDP in 2018 and supported 42.673 million jobs, 8.1% of its total employment.[2] The sector is predicted to grow at an annual rate of 6.9% to ₹32.05 lakh crore (US\$460 billion) by 2028 (9.9% of GDP).[3] In October 2015, India’s medical tourism sector was estimated to be worth US\$3 billion, and it is projected to grow to US\$7–8 billion by 2020.[4] In 2014, 184,298 foreign patients traveled to India to seek medical treatment.



*(Source: WTTC Report)*

Therefore, examining the hotel industry in NCR India is significant in the current context. Furthermore, HRM is relatively new to Indian organizations and there is little information on how Indian organizations are embedding Human Resource Management. Hence exploring HRM practices in hotels in NCR India would provide insights on how HRM is shaping these organizations.

Previous studies in hotel industries have examined whether HRM practices are significantly influenced by ownership of a hotel or type of hotel. The study conducted by Timo and Davidson (2005) compared HRM practices in Australian hotels based on the type of ownership: whether hotels are MNCs or domestically owned. In their study, the domestically owned hotels were very few but yet the researchers found significant differences in HRM practices based on the ownership. Further, the study conducted by Chand and Katou (2007) used a type of hotel: chain or independent as a variable. Despite a lack of literature on hotel industry ownership and types of hotels in NCR India, it is observable that these two factors are important determinants to investigate.

### **Statement of the Problem**

It's generally agreed that contemporary management literature, as well as concepts, have emerged in the post-industrial revolution era where the manufacturing industry continued to be the soul of economies and this led to the emergence of research in an industrial setting. Post World War II, services industries continued to expand and economies have experienced transformation from a traditional industrial setting to an emerging service industry landscape. The hospitality industry is considered a subcategory within the services industry and has experienced significant growth with expanding the global economy and positive changes pertaining to the travel and hospitality industry in the global environment. Further, the services industry is widely accepted to be driven by customer satisfaction and therefore human resources are an essential component of service delivery. Therefore investigating practices in a labor-intensive industry such as hotel is important. Studies conducted by Hoque (1999), Alleyne et al. (2006) and Chand and Katou (2007) have examined HRM practices in the hotel industry in the UK, Barbados, and India respectively. Although the studies have been conducted in different years and there is a significant gap between the studies, a comparison of HRM practices in these studies provides significant insights into the adoption of HR practices in three countries. Based on the findings of the above studies it can be stated that HRM in the hotel industry is widely adopted and researches are emerging from developed and emerging markets examining HRM practices. Therefore, this study focuses on identifying HRM practices in the Hotel industry in India and whether there is a significant difference in HRM practices in chain hotels and independent hotels.

### **Methodology**

According to the Indian Tourism Development Authority, there were 245 hotels in the six major tourist areas. Samples of a hundred (100) hotels were selected using a stratified random sampling method. Seventy-six (76) hotels responded to the questionnaire on HRM practices. Out of the 76 questionnaires received

one (01) of the questionnaire was removed as it was incomplete. Hence a total of seventy-five (75) questionnaires were used for the analysis. A questionnaire was designed to collect data from hotels. The questionnaire is constituted of hotel profile, HR department profile, and HR practices. The hotel profile section of the questionnaire includes questions related to the demography of the hotels. The HR department profile section of the questionnaire includes questions on the size of the HR department, job designation of HR personnel, qualifications and experience of the HR personnel. HR practices section of the questionnaire includes questions on HR practices as used in the study conducted in the UK hotel industry. The same questionnaire was also adopted in the study conducted in Barbados. The present study was undertaken through extensive study of secondary data, mainly literature review from various journals, magazines, newspapers, world wide web, ministry and hotel association reports like that of FHRAI, MOT-GOI. The main aim was to get insights into present hospitality education and to search for various challenges faced by industry and educational institutes in India. Primary data from a personal interview with the student of hotel management institutes, faculty and managers of hotels. (10 institutes and five hotels (03 stars to 05-star category) Data Analysis and Discussion Initial discussion of the analysis provides an overview of background data pertaining to the study. As mentioned earlier, tourism regions are categorized into 6 major destinations, in India. Table 1 classifies the respondents (hotels) according to these regions. The majority (41.3%) of the hotels responded to the survey comes from the South Coast. The second most respondents come from Ancient cities which is 24%. Respondents from NCR city and outer NCR area are 14.7% and 8% respectively. The rest of the respondents come from another destination.

**Table: 1 - Hotel Ownership**

Ownership	Frequency	Percent
Domestic	42	84%
Foreign	8	16%
Total	50	100%

According to data on hotel ownership provided in Table 1, it can be stated that 84 % of the hotels responded to the questionnaire were domestically owned hotels and 16 % were hotels with foreign ownership. Table 3 provides details on the type of hotel. Based on the findings, it is identified that 58% of the hotels responded were belonging to the hotel type.

**Table 2: Type of Hotel**

Type of Hotel	Frequency	Percent
Chain	25	33%
Independent	50	67%
Total	75	100%

The study employed a questionnaire developed by Hoque and has been used in the UK, Barbados and in India. Hence there is evidence to support the reliability of the questionnaire. However, the authors performed a reliability test for the questionnaire and found Cronbach Alpha value of 0.863 which is higher than the required 0.70 (Hair et al. 1998). As the data in the study categorical in nature, Spearman correlation was performed to identify any association between hotel types And HRM practices.

## **Conclusion**

The tourism industry is the fourth highest forex earner for India and its contribution to the economy is significant. Because the hotel industry plays a pivotal role in an emerging economy in India it is important in engaging research that supports and facilitates the continued growth of the industry from different disciplines. Based on the above premise, this study investigated whether there is a significant difference in HRM practices in relation to the ownership of hotels and types of hotels in India. A questionnaire that was previously used to examine HRM practices in the hotel industry was utilized for the study. Seventy-six hotels out of hundred selected hotels responded to the questionnaire. T-tests were employed to examine whether ownership and type of hotel influenced differences in HRM practices. Based on findings, it can be concluded that HRM practices are not significantly different based on ownership of a hotel or type of hotel.

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# Importance of Quality in Tourism and Hospitality Enterprises and Products

## Chapter 23

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### **Introduction**

Quality is a parameter, which is considered important as well as it, is a general feeling that everyone knows what the quality means. The term quality is generally used in a day to day language or conversation, and in written forms. Therefore, one can say that quality is a term which has a broad meaning to it. Yet we can say that quality can be associated with a good or acceptable thing. Furthermore, it can be added that there is no end to the level of quality which can be taken to and there would always be a scope of improvisation in the existing level of quality. As we advance in the research we reach to a neat level where in we try to find out that what exactly the term “good” means. Understanding of good and bad is a matter of individual (social culture and economic surroundings) belief. Quality of tourism and hospitality service in forms of market and consumer world is a tourism product, which leads to a chain of tourism related services. The vital link of the chain determines the hospitality that forms the base of the tourist product. The heterogeneity and complex nature of tourism and hotel products are its main features. Because of this the measurement of quality as well as the destination requires an approach which analyses both commitment to enhance quality and tried and tested techniques to measure it.

### **Objectives of the Study**

Out of many some facts and figures which are related to hotel industry and tourism sector have been analyzed and to do so certain objectives were down which are as follows:-



1. To analyze the importance of quality in affecting the business of a hotel or number of visitors visiting a tourist spot.
2. To study the characteristics of quality service from the perspective of a guest or traveller.
3. To ascertain the competence level of employees engaged in hospitality and tourism sector.

## **Research Methodology**

Research methodology is partly descriptive and partly exploratory. For this purpose information has been collected by referring to magazines, books, newspapers, research journal, and research articles of E- journals, UNWTO report, Ministry of Tourism, India, Annual report and statistics available on the web-site.

## **Quality as a Tool for Marketing**

Market functions on a clear-cut relationship between the supply and the demand. It means what is the level of quality of the goods provided or offered and services being rendered. The term “quality” when analyzed from marketing and management point of view seems enviable in today’s era of cutthroat competition and the sky reaching expectations of the consumers. Customer is undoubtedly important link in the production change. The study of customer behavior and the after sale service are the important parameters to determine the success in all the hospitality and tourism sectors. If these two factors are ignored it will lead to a fall and eventually a collapse of the organization. When we start to find out a link between the quality approaches, we have to analyze two viewpoints that is what the customer and the producer of services. Firstly, when we look from the suppliers end, quality would be measured on certain laid down parameters by the government and rules and set procedures of the producer. Whereas when we try to analyze the customer’s side, quality in simple words means “characteristics of the particular product which has the ability to satisfy explicit and implicit needs”. When we enter a vast segment of providing quality and professional service, we ought to understand that customer is ready to pay a reasonable amount only when he sees value for money specially when we talk about tangible service. However as we move ahead in this approach of defining quality from the consumers prospective where need is a key term, we associate the quality of the product with the customers requirement. For example, Apple Company takes into consideration both the corporate and the young generation while designing the software and keeps on upgrading the features and applications with every new model in the market. This not only helps the corporate segment to utilize the effective email options provided in the I Phone but also

provides a very good feature of attaching files in the emails. Simultaneously it has also kept the young generation in the mind wherein the focus on camera and rest of the applications is given. Hence, the quality is maintained and enhanced in every model manufactured by this company satisfying the customers.

The level to which a product complies with the requirement of the customer is decided by its ability to satisfy the customer needs. Quality is the degree which has no limit with every upcoming year and it is a set of features which when compiled together satisfy the needs and requirements of the customer. Without a second opinion, one can say that quality is a pure marketing strategy. In other words it means, the quality of a product or a service which has a utility value and its place in the market as a commodity at a specified price. The use to which a particular product or a service can be put shows its essential feature that consists in its ability to meet a particular customer need. When the service is rendered to a person, first it meets the needs of its target but later on if it needs to survive it also has to take into consideration the desires and expectations of a demanding consumer.

In other words, we can say that the preferences, choice and satisfaction level of the consumers has to be monitored and analyzed in order to predict, suggest and meet their ever modifying and changing tastes. This would be possible only when we set and maintain a proper quality of products and services. One should take this factor into consideration that quality is not a static feature but it is a process, which keeps on changing and developing with the passage of time. Quality is an influential process, which covers all the stages right from the production of products and services and internal components.

Now the question arises whether the quality can be measured or not? Well if we sought and answer to this question a few decades back, we will not have an answer to this question but the current era solution to this problem has been given by a European organization according to which it is a zone of acceptability from the standpoint of meeting the needs of users i.e., the degree to which the product meets the needs of the customers. Hence when we take all the mentioned explanation into consideration, we can say that quality is a market strategy which revolves around the creation and accomplishment of tangible product and services.

### **Characteristics Of Quality Of Tourist And Hotel Product**

Today's travel and tourism industry environment is more complex, volatile, and competitive than ever before. Shifts in the world's demographics and tourists' psychographics, the changing tourism economy and travelers' tourism consumption patterns create both new challenges and opportunities to the world's

tourism industry. Growing complexity in the management infrastructure of the tourism industry, is evidenced by the fact that travel and hospitality service providers establish various forms of strategic alliances and pursue non-conventional strategies that are aimed at increasing their fair market shares.

A notable change occurring in the tourism industry is the consumer's growing orientation towards an emphasis and demand for 'quality of experience.' More than ever before, operators in the tourism industry recognize that it is the 'high quality service experience' that makes a tourist patronise a particular establishment in the tourism business. Consequently, the industry is becoming more competitive in the 'race for a higher level of service.' As one industry executive has put it forcefully;

'The race for service has no finish line. As the race progresses, the finish line moves further away. Those who do not run fast enough will fall behind.'

This is clearly evidenced by a quick glance at the industry trends. According to an annual survey of world's finest hotels polled by readers of Institutional Investment magazine, many of the hotels listed among 'World's Top 75' dropped in their rankings while their overall scores improved during the same period. They improved their quality indexes and therefore improved the scores, but their ranks dropped at the same time simply because their competitors outperformed them.

Much has been written in recent years about quality service and customer satisfaction in the tourism and hospitality industry. As previously mentioned, the race for quality service and guest satisfaction will continue to intensify as the industry becomes more competitive and the tourism end-users will have even a wider range of choices in their tourism purchase.

There are two types of service quality that concern hospitality and tourism industries. One type of service quality has to do with the product features that enhance customer satisfaction and the other type of service quality is related to freedom from deficiencies. It is the former type of quality service in which we are mainly interested, because of its potential to influence customer satisfaction. Guests perceive 'value' only when they believe that the benefits received are greater than the sacrifices made. So, the key to service quality enhancement is how one can generate the maximum received value in the eyes of the customer. The sacrifices of the guest (i.e. a visitor or a tourist) include money and time spent on the consumption of the product.

In order to ensure the maximum customer value, there should be a service delivery system that meets or exceeds customer expectations. The service de-

livery system created will thus, in turn, create customer satisfaction. This means that hospitality and tourism operators must develop service delivery systems that create value for their target markets.

Some of the economy lodging chains (e.g. La Quinta Inns and Hampton Inns) in the United States realized that, when choosing a hotel, clean and safe guest rooms and an efficient check-in and checkout are the most important considerations for their target customers. They also realized that a majority of their clients are automobile travelers who spend the night and take-off early the next morning for another day of journey.

### **Measuring Quality In The Context Of Compatibility With The Tourists Requirements**

Quality of tourism and hotel product must be considered from the point of the consumer. This means measuring the degree of compliance with the customers' requirements, and the level of their satisfaction. According to the power of arguments, science more often succeeds in imposing to tourism and hospitality industry, primarily to managerial structures, awareness of the need for permanent research market. However, usually stays at that level, which indicates the intellectual and financial inability to implement specific research projects. It is necessary to find adequate answers to questions such as: Who are our customers? What are their needs? What do they want and expect? What price they are willing to pay? It means to build and to apply appropriate methodological instruments for the realization of this task. In other words, the practical achievements of tourism and hotel management should not be reduced just to findings of what to do, but also how to do it. Overcoming the disparity between "what" and "how" is possible by using statistical methods. Statistical methods should be used for forecasting, monitoring and interpretation of tourist hotel guest behavior. The research results should point to errors and omissions and create space for their elimination in order to improve the quality of services. Among the most famous techniques of objective customer satisfaction measurement is ACSI - American Customer Satisfaction Index. ACSI model determines the degree of customers' satisfaction as a function of their expectations and perceived (obtained) quality. Customer expectations are based on the perceived needs and external stimuli. For example, the location, layout and equipment of tourist and hotel facilities, or behaviour, professionalism, appearance of employees can have a very significant impact on forming customer expectations. Perceived quality involves the customer's perception the value of realized services. The perceived value is the value that results from the comparative analysis of the customer's expectations and the perceived quality of realized services. Customer's complaints are measured in percentage of customers who have com-

plained directly to the company at a particular time. Customer's loyalty entails the probability that the customer will yet again seek and use services created by the same company and to remain loyal in the future. Customer's loyalty is a critical component of the model because loyal customers are the greatest asset of any company. ACSI is located at the intersection of three key issues: the overall contentment, unfulfilled or exceeded expectations and comparison with the ideal. Thanks to the basic ACSI model companies create models and methods to measure the level of customer satisfaction by criteria relevant to their business, and the job they deal with (Kilibarda and Manojlović 2008).

### **Measuring The Competence Of Employees And Its Importance**

When we analyze the word competence, we can say that it is the combination of knowledge and experience, achieved skills as well as a personal approach of an individual when combined together form the competence level of an individual. No professional is born with the skills and it is a thing, which has to be shaped and polished over the years with a good training and sharing experiences. Knowledge is not the only criteria, which are required to measure the competence, but there are other factors like practical knowledge and use of experiences and mistakes to develop a better and higher competency level. When we talk about functional knowledge we cannot say that it is a thing, which can be applied universally, as well as it would not change, whereas it is a thing, which is influenced by types of activities and the demand of the ground zero level, which would defer from time to time and place to place. For example, in a five star hotel there is no hard and fast rule to handle a particular situation whereas it is the coherent of the individual which come into play and plays a deceive role whereas the situation would be solved and the guest would be pacified or the situation getting worse from bad. When we talk about star rated hotels in India , this rating is done by Hotel and Restaurant Approval Classification Committee (HRACC) which has certain parameters laid down which covers all the four core departments in a hotel that is Housekeeping, Front Office, Food and Beverage Services and Food and Beverage Production as well the ancillary departments which plays a key role in the smooth functioning of a hotel.

These parameters are changed and upgraded from time to time and based on these parameters a hotel is given a star rating which starts from one star which is the lowest in this category and the highest is the five star deluxe. From this, we can make out that a hotel which has been rated as five star deluxe property would have the highest form of service and features for the guest in all the areas. This rating of hotels is approved by the government of India and covers all the hotels within the geographical boundaries of state of India.

When we talk about the four core departments of a hotel, the front office would include activities like reservation, registration, welcoming of the guest, luggage handling, complaint handling, guest requests, and check out formalities. Furthermore, when we speak about the housekeeping department it would include the interior décor of the rooms, upkeep and maintenance of the rooms, cleanliness of the public areas as well as laundry service. Similarly, food and beverage department would be measured on the high quality of food and beverage service, choice of menu, quality of crockery and cutlery and lastly food and beverage production department would include the highest level of hygiene in the production and storage of the food and beverage items adhering to the palate of the guest. All the mentioned services provided by the core departments would be measured on a touchstone of quality, which eventually would lead to the star category of a particular property.

### **Measuring Quality as Per the Tourist Requirements**

Consumer is the king judge whether the quality of the service or hotel product is acceptable or not. With the development of science and technology sky is the limit for the level of luxury offered to the guest at a certain price. Because of this advancement guest expects a lot every time he avails a service or a product and expects it to get better each time. It is very important to have answers to certain questions like who are our possible customers. What is their expectation level? What are their wants and needs and the most important question how much are they willing to shell out? Lastly we can say that if we are able to find out answers to these questions we will certainly be able to reach the highest level of quality.

We should not ignore this fact that the guest is smart enough to decide the value for money spent on these luxurious services and products. Now days the tourists or a guest expects to take some memories along with him as a souvenir and if one were successful in giving pleasing memories and experiences to the guest, this would be the fastest mode of the advertisement that is mouth advertisement. For example, any guest or a tourist when visiting a place or a hotel comes with a pre conceived notions or set of mind as he may have heard or read about that place or hotel. Now it is very important here to meet the expectations of the tourist to increase the guest satisfaction level in order to enhance the business and create guests for life.

### **Conclusion**

Managing quality of services represents a continuous process that can be demonstrated by the set of several activities. These are applying a suitable system

of quality management, for example, then active participation of top management and all organization staff on managing service quality and – last but not least – it is measuring the effects of the system selected for managing service quality. The quality of services in hotel industry can be measured by customer expectation and perception when the contradiction between these two features is expressed by customer satisfaction/dissatisfaction. The paper shows the possibilities and specifications of managing service quality in hotel industry.

Quality in the tourism and hospitality industry involves consistent delivery of products and guest services according to expected standards. Delivering quality service is one of the major challenges the hospitality managers will be facing in the following years as it is an essential condition for success in the emerging, keenly competitive, global hospitality markets. There are various tools that measure and improve quality service, as well as mechanisms for quality recognition in the tourism and hospitality industry. The managers should identify, record and weigh up the impacts of cost-profit and be in a position to prioritise towards a quality improvement process for their own property. The present study shows that tourism stakeholders perceive quality service in a hotel as value for money, a comfortable room, friendly staff and tasty food. Moreover, the survey shows that there is always room for further improvement of the hospitality services. Other results of the survey reveal that the most important factors for a hotel's future are guest satisfaction, guest retention and word of mouth advertising. Aiming at excellence and profitability, the outcomes of the survey suggest focus on quality service; retention of existing guests by exceeding their expectations; continuous quality improvement; employment, regular training and empowerment of service-oriented staff; search for best practices through benchmarking; and, finally, pursuit of quality accreditation through the various schemes, such as the eco-labels, ISO and the EU Foundation for Quality Management.

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# Importance of Information From Social Media for Aspects of Travel Decisions, Among Users of Social Media of Lucknow.

## Chapter 24

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## Introduction

Travel decision making is rather an intricate affair, which, akin to the general buying behavior process, involves a number of sequential stages beginning from need identification to post purchase behavior (Horner and Swarbrooke, 2007; Schiffman and Kanuk, 2009).network.

Travel and tourism is one of the most promising sectors in the world, and access to the information regarding travel destinations, travel facilities, local site seeing etc. is extremely important in this industry. These days, the way through which traveler in utilizing this information throughout their travel decision making process has changed. The broad development of Information and Communication Technology especially in tourism industry is one of the factor which made this change happened. It is mainly associated with the emergence of social media as one of the Web 2.0 platform, which offers interactivity to users. The purpose of this study was to find out the travel decision-making process through the use of social media especially from the point of view of Lucknow traveler community.

Adapted from Travel Decision Making Model (Mathieson & Wall, 1982) and Activities of Information Use in Social Media (McCann, 2008) customer's decision making on tourism products are divided into multiple phases: before, when and after the travel. In detail it can be explained further as follows:

At first there is an introduction of demands/wants focusing on why the consumer wants to do the travel eg. For leisure, business or personal purpose (meeting friends and relatives)

Secondly, the gathering of information and evaluation on the basis of product image and tourism activities as a whole, such as tourism destination, activities that can be carried out in the location, the best time to do traveling and how to reach the intended tourism destination is carried out. Thirdly, the travel decision making comes in role and it includes the purchasing of some products that should be carried out before the traveling, such as airline tickets, booking of hotel rooms, and consumption of products in the scope of the tourism, such as accommodation, transportation, attraction and food. It also includes searching additional information required around the scope of the tourism products when they are in one area.

Last is the phase when the travelers have been back home again from their travelling. In the phase their experiences are evaluated and the travelers can conclude the satisfaction rate for the travel products used, activities as a whole as well as the sources of information on the basis of decision made during the traveling process. And from the evaluation it will influence the next tourism behavior. It depends on the satisfaction rate they feel, the travelers will save the memory of their experiences to do another travel activities in future.

In the most recent technology version Web 5.0, the managerial challenge will be to truly tailor interactions to create rich, emotionally-resonant experiences for users that is only possible through social media on large scale. E-commerce will have to adapt even more customized, real-time communications with users. Web 5.0 will also put new demands on advertising, a major source of revenues on the Web. It too will be more targeted to the user's level of arousal and receptivity to information. As with every prior transition, the sensory-emotive web has the potential to change the WWW from a noisy environment to a richer place of thoughtful and affable interactions. It could also become a manipulative and disruptive space for individuals. Time will reveal how we use these new capabilities.

## **Literature Review**

Komito and Bates describe social media as online applications which ensure communication between internet users (Komito, L., and Bates, J., 2009). Anklam defines social media as a set of software tools and internet applications that provides the interaction between people as a personalized set of online tools (Anklam, P., 2009). This content can include varied photos, videos, textual and verbal comments. Palmer explains social media as online applications

which aim to bein interaction, communication and sharing reviews about all the things (Palmer, A. &Koenig, L.N., 2009).

Social media have been created and developed through Web 2.0 technologies (Saperstein &Hastings, 2010; Wigmo, J., &Wikström, E., 2010). A web 2.0 concept was born in a conference passing between Tim O'Reilly and Media Live International Company (O'Reilly, 2005). Users' generated content and more cooperation constitute the basic difference between Web 2.0 and traditional web technology. With passing from Web 1.0 passive model to Web 2.0 interactive model, consumers simultaneously have been the initiator and recipient of the exchange of information (Hanna et al., 2011; Grabner-Krauter, 2009:505).

The increasing power of social media causes radical changes in the marketing approaches of firms. Social networking sites, blogs and so on. Social media platforms, have replaced traditional marketing channels such as television and radio (Siltala, M., 2009). Companies, carry out marketing campaigns through social media in advance which would not be possible with traditional marketing channels as quick and effective way. These changes provide the opportunity for campaigns cost-effective, personalized and rich marketing campaign in terms of information (Kasavana et al., 2010).

### **Objectives of the study**

1. To discuss the importance of social media on travel decision making of travelers in Lucknow.
2. To search & discover the trustworthiness of social media users on the travel content available on internet.
3. To analyze the impact of social media on travel inspiration.

### **Methodology**

The Study: The study was exploratory in nature with survey being the mode of data collection.

Sample Design: Population includes all tourists visited Lucknow with a total sample size of 100 respondents. Purposive (non- probability) sampling was used to identify the individual respondents.

Tools for Data Collection: Both primary and secondary method of data collection was employed and self-designed questionnaire.

## Results & Discussion

An online research with 100 respondents was conducted in October-November, 2019 especially with internet and social media users of Lucknow. The respondents were asked to report their descriptive information's including gender, age, marital status, education, occupation. Among the respondents, most of them were male (76.8%) and rest was females. The respondents were 61.5% between the ages of 26-35.91.5% are employed and 6.4% are unemployed.53.2 % having three social media account whereas 18.1 % have more than 5 social media account. 85.1% respondents use social media for keeping in touch with friends and family where as 6.4% to meet new friends 5.3% to search tourist places 2.1 % to find employment and 1.1% for event planning. The scale from 1 to5 being rated as 1 as least and 5 being high rated. The scale represents in descending order from YouTube, Google Map, Gas buddy, Google flight and TripAdvisor.39.4% respondent mostly uses social media to search tourism destination. Attraction is the highest rated option among the accessibility and accommodation to explore through social media. The information generated through YouTube is 41.5%worth taking into consideration for travel. Among the option from print media social medium friends or relative the top 2 highest rated are social medium and friends or relative. YouTube 48.9 person is the highest recommended app to suggest friend's family and relations for various aspects of travel decision. Younger tourists (18-24) are more likely than their older counterparts to have used Facebook and Twitter to research and plan their last trip. Men are more likely than women to have used Facebook and Twitter. 85% users of social media said that interactions between users which include videos, comments and photographs have influenced their travel plans. Majority of the samples surveyed said that travel reviews and opinion of tourists on travel website and online communities influence their travel plans and decision.

## Conclusion

Research on social media in tourism is no more in infancy. While case studies focusing on qualitative discussion of the impact of social media in tourism are needed, it is critical to encourage the comprehensive investigation into the influence and impact of social media on all aspects of tourism industry, and to demonstrate the economic contribution of social media to the industry. Consumers are using social media as a platform to improve their decision making process about various aspects of travel. Word of mouth is now converted into words on web. There is a need to regulate & educate people their content and experience sharing on social media. Access to the correct website and usage of the information in positive manner is need of the hour. Single point access to all the information regarding the travel destination is to be developed.

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# Mainstreaming Sustainable Community Based Tourism as a Catalyst for Socio-Economic Upliftment in the Khangchendzonga Landscape-India

## Chapter 25

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## Introduction

Tourism is one of the world's largest industries, contributes towards achieving sustainable development and it represents major economic, environmental and socio cultural opportunities for many local communities (Sharply, 2002). Further, Sustainable tourism has become an integral part of academia and policy-making by both the public and private sectors at all levels of governance and in organizations such as; United Nations World Tourism Organization (UNWTO), United Nations Environment Programme (UNEP) and the World Travel and Tourism Council (WTTC) (Hall, 2011). Green, sustainable, and eco-friendly are now predominant terms in tourism policy papers, regulations, and promotional materials (Bowman, 2011). Communities are one of the important reasons for tourists to travel, and to experience the means of life and material products of different communities. They also shape the 'natural' landscapes which many tourists consume (Richards & Hall, 2000). Yet, development agendas and priorities on tourism at their core have been isolating local communities by and large, although they are the critical part of its product (Murphy, 1985). However, the modus operandi of tourism as a developmental instrument has been a bone of contention in the mind of academicians and other goodwill advocators in the world today. The success of every tourism venture will depend on goodwill of

host community and collaboration (Morphy, 1985). Further, the proliferation of tourist foot prints globally, where 1.4 billion international tourists have travelled around the world (UNWTO, 2019), this questions planners and policy makers, on how to bring a balance between tourism development and sustainability of destination communities.

Indian Himalayan Region (IHR), over the last decades, tourism has experienced continued growth and increased diversification to become one of the fast-growing economic sectors in India (Niti Aayog, 2018). With its towering peaks, majestic landscape, and rich cultural heritage, the IHR has long drawn fascinated visitors and pilgrims from our sub-continent and across the world. These dynamics have turned tourism into a key driver for socio-economic progress. For local mountain people, tourism means valuable economic and business opportunities and jobs, and for state governments and private entrepreneurs, it brings revenues and profits. To introduce sustainability into the discourse of tourism development in IHR invites different forms of tourism those can intervene in areas such as; equity, efficiency, innovations and carrying capacity. In this context sustainable community based tourism promotion and development is one of the appropriate forms of tourism much on global debate in recent years (Liu 2003; Buckley, 2012; Butcher, 2007; Richards & Hall, 2000; Godde, 1999).

To bring the discourse particularly into the Khangchendzonga Landscape of IHR, where to promote and develop tourism has a huge scope. The landscape harbors 17 protected areas, including recently inscribed, UNESCO World Heritage Site, the Khangchendzonga National Park in Sikkim. Further, it is home to many endemic, endangered plant and animal species and several communities those are dwelling in the higher altitudes of the landscape are indigenous in their practices and traditions. In a nut shell, it sets a suitable platform to introduce community based tourism in the landscape as an apt fit to generate employment, income and conserve local cultural and natural heritages.

This study is part of the ongoing research project focused on the promotion of sustainable community based tourism in the Khangchendzonga Landscape. Therefore, it is taken up to create an enabling environment by ensuring local economic wellbeing and growth, fostering indigenous innovations, promotes gender equality, and protect natural and cultural heritages by building effective, accountable and inclusive institutions at all levels.

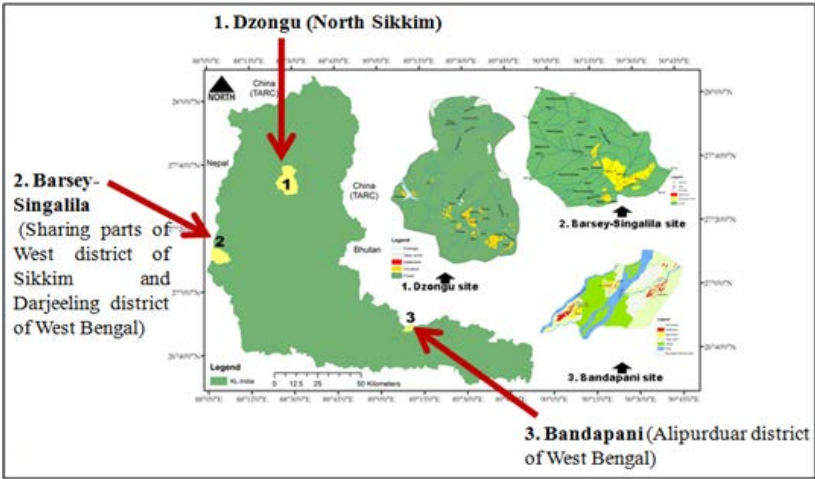
### **Khangchendzonga Landscape-India**

Khangchendzonga Landscape (KL) has been delineated under the Khangchendzonga Landscape Conservation and Development Initiative (KLCDI)-India pro-



gramme, covering a total area of 25,085.8 Km<sup>2</sup> (26°21'40.49" and 28°7'51.25" N latitudes and 87°30'30.67" to 90°24'31.18" E longitudes), which is shared by India (56%), Bhutan (23%), and Nepal (21%). The KL offers life support systems to over 7.25 million peoples (87% in India, 11% in Nepal and 2% in Bhutan). Whereas, Indian part of KL covers 14,061.7 Km<sup>2</sup> area stretching along the elevation gradients from 40 m representing foot hills (Alipurduar and Jalpaiguri districts of West Bengal) to 8586 m asl of Mt Khangchendzonga, the third highest peak of the world, in Sikkim. The entire state of Sikkim and the West Bengal (four districts, viz. Alipurduar, Darjeeling, Jalpaiguri and Kalimpong (notified as new district) are included in delineating the KL- India (26°29'13.56" to 28°7'51.6" N latitudes and 87°59'1.32" to 89°53'42.96" E longitudes). The Indian part of KL harbors 17 protected areas, including recently inscribed (July, 2016), UNESCO World Heritage Site, the Khangchendzonga National Park in Sikkim.

**Figure 1: Khangchendzonga Landscape (KL)-India Pilot Sites**



As human settlements in the landscape are socioeconomically weak and over dependent on agriculture, livestock and natural resources. In addition limited livelihood option, human wildlife conflict, climate change and unregulated tourist movement are other issues to look at. This gives a scope to introduce sustainable community based tourism as an innovative and development paradigm in the landscape, which will bring socio-economic upliftment of the mountain communities and conservation hand-in-hand.

To promote community based tourism in the Indian part of KL, three pilot sites are taken into account as pilot basis such as; Dzongu (North Sikkim),

Barsey-Singalila (sharing part of West Sikkim and Darjeeling district of West Bengal), and Bandapani (foothill range under Alipurduar district, West Bengal).

## **Rationality**

The rationalities to take up the project work are to make tourism a living system than an economic activity. Based on it, the project tries:

- To introduce sustainable tourism as a catalyst for socio-economic and environmental change in the identified pilot sites.
- To reduce leakages and circulate money within the local economy
- To reduce environmental foot prints by introducing environment friendly best practices, particularly to solid waste management and greenhouse emissions
- Retain community ownership by developing community based tourism groups
- To foster social innovations in areas of; community participation in planning and decision making, governance, understanding societal challenges and changes, collaboration, employment and education for locals, empowerment, conservation and protection of local resources, improvement of the quality of life, technological adaption and entrepreneurship development .
- To implement and regulate equitable benefit sharing mechanism among tourism stakeholders
- Revive traditional art and crafts through training and promote it as a livelihood improvement option
- To integrate local livestock and agriculture products to community based tourism value chains
- Mainstream local youths for tourism entrepreneurship startups and trained them as professionals through training and capacity building programmes

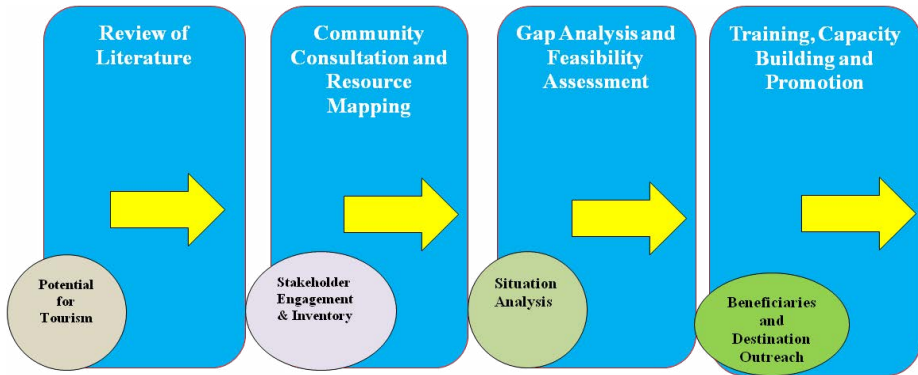
## **Methods and Approaches**

The research work primarily focuses on the following areas of interventions to address the delineated project objectives:

- Awareness creation, sensitization and capacity building of local community
- Conservation and management of indigenous knowledge and products
- Value addition and product development

- Destination promotion and outreach
- Documentation and knowledge dissemination

**Figure 2: Step wise approach of the research work**



To keep the above interventions into consideration, research methods and techniques such as; participatory rural appraisal (PRA), focus group discussion (FGD), inquiry mode (questionnaire based survey), trend analysis, longitudinal study, pre-post tests, and environmental impact assessment (EIA) are taken into account.

### **Mainstreaming community based tourism**

To mainstream community based tourism in the pilot villages, the project tries to bring innovation in the sphere of community participation, awareness creation, public private partnerships, social capital development, equitable benefit sharing and nature conservation.

- *Community participation*

To mobilize local communities towards tourism, the research tries to bring community members into a single platform through participatory approaches. Therefore, in the initial level, formation of ‘community based ecotourism’ groups was of a great need. Upon formation of the group, interested community members were assigned with roles and responsibilities. Bottom up approach is the key principle for successful community participation during all community consultations. In each level of participation the project encourages underprivileged youths to be part of it.

**Figure 3: Pictures depict various initiatives taken to stream line community based tourism**



**Source: Field Data**

- *Tourism awareness*

The project disseminates tourism education focuses on economic benefits, social capital development, nature conservation and entrepreneurship development. The medium to create awareness among community members are participatory discussions, brainstorming sessions, exchange visits and tourism based trainings.

- *Public private partnership*

Public private partnership is one of the vital medium to link the outside world to the pilot sites. Therefore, the project emphasizes to develop synergy among local communities and tour operators and travel agencies. Steps such as; workshop on public private partnerships, exchange of contacts, experience sharing and guest handing were carried out.

- *Social capital development*

A solid social capital is the key for a model community based tourism village. In order to increase the social capital in the pilot sites the project pushes the

local communities through proactive networking, forward leveraging, active participation, organization of tourism focused fairs and festivals.

- *Equitable benefit Sharing:*

The project emphasized upon the concept equitable benefit sharing amongst the local communities through tourist inflow management. Upon formation of community based tourism groups, communities were made aware the benefits of equitable benefit sharing and how it works. Equitable benefit sharing in the pilot villages implies to homestay management, tour guiding, portering and entrepreneurship.

- *Tourism entrepreneurship*

The wealth of pristine environment and tradition, bio-cultural setups, the Khangchendzonga Landscape (KL) provides an excellent platform to start entrepreneurship. Moreover, the growing influx of tourist in recent years into the Landscape has opened up flourishing business for tours and travels, homestay operators, handicraft, restaurants, and handlooms shops. Hence, the project in-line with Government of India's policy 'National Policy on Skill development and Entrepreneurship' focuses and deals with the process of improving the skill and knowledge of potential entrepreneurs through various capacity building programmes which includes: workshops, training and exchange programme. It also aims to improve the livelihood security among the local people in the pilot sites with references to the environmental aspect. It supports to scale and create sustainable models for skill development in green jobs.

- *Nature Conservation*

Khangchendzonga Landscape represents a purest form of nature. Tourism development in the landscape may destroy the pristine ecosystem by unregulated tourism. Therefore, the project intervenes to spread conservation awareness among local communities and visitors. Efforts such as; cleanliness drive, responsible tourism awareness week and plantation have been put on place.

### **Result Oriented Achievements**

Based on the above discussions the research work has the following result oriented achievements:

- More than 300 local people have received tourism education and training in the first year of the ongoing project work
- A total of 11 out reached programmes were organized in order to spread

the awareness on tourism

- Local resources including; natural and heritage, art and crafts, indigenous knowledge and local ethnomedicine are documented
- Working towards suitable technology transfer (eco-design) to local communities to reduce greenhouse emissions and pressure on natural resources
- We are Organizing Green Skill Development Training Programmes on nature-guides and vegetation assessment for underprivileged youths and students from time to time
- Product design and business model strategies for equitable benefit sharing among Homestay operators at Gorkhey Pilot Village, West Bengal, India
- More than 160 stakeholders have been benefitted from training, workshops and outreach programs

## **Conclusion**

To pitch the above interventions with circular economy, in a nutshell it could be summarized that all the strategic interventions of the ongoing project tries to uplift the socioeconomic status of marginalized mountain communities by giving them back the power and identity of self governance and self reliance. On the other hand, the introduction of environmental friendly best practices such as; zero waste, waste based product design, usage of renewable resources, responsible travel and low carbon emitting stoves will certainly give them back their original landscape. This reflects that the project endeavors to circulate and strengthen the social, economic and environmental capital of the mountain communities within a designated landscape. However, major issues such as; inner line permits, tourism support infrastructure and a stronger implementable policy framework is need of the hour.

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