

*4<sup>th</sup> International Conference*

on

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

**Organized By:**

Bhikaji Cama Subharti College of Hotel Management  
Swami Vivekanand Subharti University,  
Meerut, UP.

# *Welcome to*

## *Swami Vivekanand Subharti University*

Swami Vivekanand Subharti University (SVSU) is a University under section 2(f) of the University Grant Commission (U.G.C.) Act, 1956 set up under the Swami Vivekanand Subharti Vishwavidyalaya, Uttar Pradesh Adhiniyam, 2008 (U.P. Act No.29 of 2008) as passed by Uttar Pradesh Legislature and assented by the honorable Governor of Uttar Pradesh in September 2008.

The main campus of the University is in the National Capital Region, strategically situated on National Highway 58, Delhi bypass road, Meerut, The campus aptly called 'Subhartipuram', is spread over a sprawling area of about 250 acres of land comprising magnificent buildings, lush green lawns and vibrant surroundings with over 5000 people, determined to make this a 'Jewel in the Crown' of the nation.

The University has several constituent colleges which provide higher education in almost all the disciplines like Medical, Dental, Nursing, Subharti School of Buddhist Studies (SSBS), Physiotherapy, Paramedical, Pharmacy, Naturopathy, Yogic Sciences, Engineering, Management, Law, Journalism, Education, Library, Arts and Science, Hotel Management, Faculty of Science etc. thus engaged in creating academically and technically proficient professionals.

The University boasts of highly qualified, dedicated and competent faculty from all walks of life, world class infrastructure, fully equipped Laboratories with latest state-of-the-art equipment and a huge library with recent knowledge resources including e-resources.

The Uniqueness of Subharti University lies in providing an environment fully conducive to the overall development of students, thus maintaining a balance between academic excellence and moral perfection. The University has been awarded the membership of Association of Indian Universities in 2013.

"All India Conference of Intellectuals and School of Educators" have conferred "Outstanding University of the Year 2013-2014" to The University for its outstanding contribution in the fields of education, science, healthcare, national integration, social empowerment and preservation of cultural heritage.

The University has also started a number of courses through Distance Education, approved by Distance Education Bureau of UGC (Formerly by Joint committee of UGC-AICTE-DEC).

The University has been accorded grade 'A' by NAAC in 2016.



सत्यमेव जयते

**DR. ANIL AGRAWAL**

Member of Parliament  
Rajya Sabha



## संदेश

यह जानकर अत्याधिक प्रसन्नता हो रही है कि स्वामी विवेकानन्द सुभारती युनिवर्सिटी, मेरठ द्वारा 24 व 25 नवम्बर, 2018 को “Advance Technologies & Innovations in Tourism & Hospitality Industry” पर चतुर्थ अन्तराष्ट्रीय संगोष्ठी का आयोजन किया जा रहा है। जोकि एक अत्यन्त सराहनीय कार्य है। संगोष्ठी में आने वाले महानुभवों को **Hospitality Industry & Tourism** के क्षेत्र में अत्यन्त महत्वपूर्ण जानकारी प्राप्त होने के साथ-साथ उपस्थित सभी बन्धुओं को भी अन्य विषयों पर भी अत्याधिक जानकारी प्राप्त होगी, ऐसा मेरा मानना है। संगोष्ठी के सफल आयोजन पर संस्थान से जुड़े सभी बन्धुओं को मेरी ओर से बहुत-बहुत शुभकामनायें।

सादर।

आपका

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**Dr. Shalya Raj**  
**C.E.O.**  
**Swami Vivekanand Subharti University, Meerut.**

It gives me immense pleasure to know that the Bhikaji Cama Subharti College of Hotel Management is organizing their conference 4<sup>th</sup> International Conference on “**Advanced Technologies & Innovations in Tourism & Hospitality Industry (ATITHI-2018)**” on 24 & 25 November, 2018. With the changes times and increasing customer demands it is very essential to keep in line with the developments in the fields.

I would also like to welcome all the guests and delegates and invite them to visit the whole university and our beautiful campus. Once again wishing a most fruitful and knowledge filled sessions to all.



**OFFICE OF THE VICE CHANCELLOR**  
**SWAMI VIVEKANAND SUBHARTI UNIVERSITY**  
(Establish under UP Govt. Act No. 29 of 2008 and approved under section 2(f) of UGC Act, 1956)

**Dr N.K. Ahuja**

**MDS (ORTHO), PGDHHM, FICD, FWFO, FPFA, FICDE**

**Vice Chancellor**

*Army Dental Corps (1970 – 1993)*

*Past President Indian Orthodontic Society*

*Former Director PG Studies & Principal*

*Subharti Dental College*



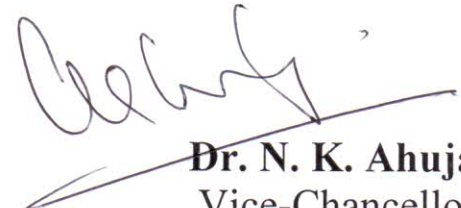
**MESSAGE**

Dear Dr. Shiv Mohan,

I am pleased to learn that even this year, you are organizing 4<sup>th</sup> International Conference on “Advanced Technologies & Innovations in Tourism & Hospitality Industry” (ATITHI-2018) on 24<sup>th</sup> -25<sup>th</sup> November, 2018.

I am certain that, this conference shall be very fruitful particularly when International faculty & delegates join & interact.

Please accept my best wishes for successful conference in form of deliberation, developing new friends & show case Swami Vivekanand Subharti University at large.

  
**Dr. N. K. Ahuja**  
Vice-Chancellor



**Mrs. Evgeniya Zharikova**

**Odessa State Economic University  
Ukrain**

**Message**

It is undeniable a great pleasure to know that the Bhikaji Cama Subharti College of Hotel Management organizing 4<sup>th</sup> International Conference on “Advanced Technologies & Innovations in Tourism & Hospitality Industry (ATITHI-2018)”. With a vision to expand knowledge horizons year after year. We all are looking ahead with a strong believe that Institute is growing in pursuit of higher standards of teaching, research and brings a shape to a students' dream. I am sure it will continue to maintain its excellence with great distinction. My blessings and good wishes to see the institution flourishing and I extend my warmest wishes of success to all members of the organizing committee.



## H Two A Company Limited

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To

Dr. Shiv Mohan Verma

Principal

Hotel Management College

Subharti University

Dear Sir,

I am indeed happy to learn that the Bhikaji Cama Subharti College of Hotel Management, Meerut is organizing the 4<sup>th</sup> International Conference on “Advanced Technologies & Innovations in Tourism & Hospitality Industry” (ATITHI-2018) on 24<sup>th</sup> and 25<sup>th</sup> November, 2018.

I extend my best wishes on the occasion.

Sincerely,

A handwritten signature in black ink, appearing to be 'Dr. Hnin Hnin Aye', with a horizontal line above it.

Dr. Hnin Hnin Aye

Managing Director, H Two A Co., Ltd

Vice Chairman 3, Myanmar Restaurant Association



# Office of The Pro Vice-Chancellor SWAMI VIVEKANAND SUBHARTI UNIVERSITY

(Established under U.P. Govt. Act no. 29 of 2008 and approved under section 2(f) of UGC Act 1956)

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**DR DC SAXENA**

M.D., M.B.A., P.G.D.H.H.M., D.C.P.

**Pro Vice-Chancellor**



Bhikaji Cama Subharti Institute of Hotel Management is a premier institution of Subharti University Meerut that occupies a place of distinction in entire Northern India. It is Center of Excellence for learning in the field of tourism and hospitality.

The tourism and hospitality sector generates a considerably large amount of revenue as individuals today spend a lot of money on travel, sightseeing and leisure. The industry has undergone revolutionary changes on account of innovations, huge expansion, customer behavior, customer satisfaction management, industry expectations and demands, on-line reviews and purchases and many other such critical factors. New techniques and technologies have transformed the perception of the stakeholders, making it more sensitive, responsive to customer needs.

It is a matter of privilege for Subharti University that the Institute is hosting *4th International Conference on Advanced Technologies & Innovations In Tourism & Hospitality Industry*. I am certain the knowledge gained through this Conference shall go a long way in updation of knowledge of both faculty members and he students.

I wish the entire team of the Institution, under the dynamic leadership of Prof Shiv Mohan Verma, a grand success in the endeavor.

DC SAXENA





**Umesh C. Varma**  
Associate Professor  
(Cyber Security),  
Campbell University,  
USA / Consultant,  
Cyber Warfare,  
US Military/Department of Defense.

I am glad to hear about your 4<sup>th</sup> International conference. I wish you all the best and good luck in your endeavour to organize such a great event. You are providing a great opportunity for professional development, networking, and value-added communication. My best wishes for this great event. I take pride in your dedication and commitment.



**Dr. Shiv Mohan Verma**  
**Organizing Chairman**

It is a great pleasure for me that our Bhikaji Cama Subharti College of Hotel Management is conducting 4th International Conference on “Advanced Technologies & Innovations in Tourism & Hospitality Industry (ATITHI-2018)”.

The conference is a meeting and information exchange between the end user, the development and the research communities. The purpose of this conference is to bring together researchers, experts of the industry, academia and other interested organizations to meet, exchange information and ideas in developments in the field of Hospitality and Tourism Sector. It brings together the newest developments in the new energy related to Hospitality, Tourism sector solution and academic research results.

I hope this conference ATITHI-2018 will be enjoyable, memorable and productive for participants and looking forward to the innovations that result from your networking and discussions.

Once again, I welcome all delegates with a warm heart and promise to make it a huge success.



**Sunil Panwar**  
**Chairman Scientific Committee**

Greetings from the BCSCHM!

I am privileged for being bestowed with the honour to organise the prestigious International event “ATITHI – 2018, the 4th International conference by the Bhikaji Cama Subharti College of Hotel Management (BCSIHM), Swami Vivekanand Subharti University (SVSU) on “Challenges and Opportunities on Tourism and Hospitality Sector” in Meerut.

The event will be held on 24th and 25th November 2018 at the BCSCHM, SVSU, Meerut. I take immense pleasure to invite all delegates to be our guest for the event.

It will be a Hospitality update from basics till the advances in all the specialties with an emphasis on what is right and what is wrong? Scientific deliberations will be one of the most important facets of the conference. The best-known luminaries in the various fields; national and international will enlighten us with their dedicated work and vast experience. The scientific program has been planned to hold the interest of both the beginner & the expert. Video demonstrations, discussions over controversial issues, panel discussions and provision to meet the experts are the highlights of the conference. I, along with the big team of faculty and students of BCSIHM promise you to provide best hospitality and make your stay safe and comfortable. We also promise you an academic event that, will not only enhance your academics. But it will also enhance your hospitality & tourism acumen.

We welcome all the delegates, post-graduates, under graduates and other colleagues to a conference full of new concepts, an in depth coverage of all basic and hospitality topics and evenings of networking, social events and fun. You are also cordially invited to join us for enjoying the timeless beauty and warm hospitality of the wonderful Meerut City famous for its diversity of Cultures and religion, market and its political and historical heritage. We would also make an effort to get you some glimpses of all this in the event.

We look forward for your active participation.



Ankit Srivastava  
Treasurer

I am happy that Bhikaji Cama Subharti College of Hotel Management is organizing a Conference on “Advanced Technologies & Innovations in Tourism & Hospitality Industry (ATITHI-2018)” during 24<sup>th</sup> and 25<sup>th</sup> November, 2018. The theme chosen for the conference is quite appropriate as Tourism and Hospitality Sector still has wide scope of development in India. I congratulate the team for providing platform for interaction on the topic through conference. I have no doubt that new ideas and fruitful suggestions will arrive during the conference. I wish the conference a great success.

# **Organizing Committee**

## **Chief Patron**

***Dr. Mukti Bhatnagar***

Founder President

## **Patron**

***Dr. NK Ahuja***

Vice Chancellor, SV Subharti University

***Dr. Shalya Raj***

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Chattrapati Shivaji Subharti Hospital

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Head of the Institution,  
Bhikaji Cama Subharti College of Hotel Management

## **Chairman Scientific Committee**

Mr. Sunil Panwar

Associate Professor,  
Bhikaji Cama Subharti College of Hotel Management

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Assistant Professor,  
Bhikaji Cama Subharti College of Hotel Management

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Ms. Garima Jain Goel

Mr. Saurabh Tripathi

# The Potential of Kallu (Toddy or Palm Wine) and its Accompaniments to Attract Tourists in Rural Parts of Kerala

<sup>1</sup> Aashish Gupta <sup>2</sup> Bhavana P <sup>3</sup> Dr. Lomte D.M.

<sup>1 2</sup> Undergraduate Student, Indian Culinary Institute, Tirupati

<sup>3</sup> Faculty Member, Indian Culinary Institute, Tirupati University Jaipur

## Abstract

The transformation of rural society and culture cannot be understood from a local perspective alone. This is particularly true if we focus on the complexity of rural tourist development. Rural areas have nowadays come up as places for entertainment, leisure activities, and second homes and are seen as an alternative to urban residential areas. These developments are closely connected with a redefinition of local rural identity. They reflect a cultural interest in rurality and locality in the larger society, which encourages new customs, practices and social demands. At the local level these new demands and images are incorporated into the construction and identification of new local identities. In examining the processes of transformation and redefinition of local identity, we will consider the heritage feature – more specifically food and gastronomy – as an element of tourist development at local level. Palm wine is an alcoholic beverage created from the sap of various species of palm tree such as the Palmyra, date palms, and coconut palms. It is known by various names in different regions and is common in various parts of Asia, Africa, Caribbean Islands and America. Palm wine production by small holders and individual farmers may promote conservation as palm trees become a source of regular household income that may economically be worth more than the value of timber sold. Kallu or toddy is a cheaply priced common man's alcoholic drink. The aim of this paper is to find the potential of toddy to attract tourists in the rural areas of Kerala by finding out Mean, Frequency and Percentage using SPSS 16.0 and graphs are drawn from excel 2007. Primary data collected through structured questionnaire from the domestic tourists in Kerala. Convenience sampling method was adapted by the researchers to select respondents. The researchers have used percentage and cross tabulation to analyze the data collected. Researchers have reached the conclusion that, toddy and its accompaniments are having potential to attract tourists in rural areas of Kerala.

**Keywords:** Toddy, Kerala, Rural Tourism, Popularity, Alcohol and Accompaniments etc.

## **Exploring Home Stays As Extension of Kumaon Culture - Study of Choti Haldwani**

**Mr. Pankaj Kumar Pandey & Mr. Achal Rai Vij**  
Amrapali Institute of Hotel Management, Haldwani

### **Abstract**

The 27<sup>th</sup> state of India is the state of Uttarakhand. This has been as 'Dev Bhumi' or 'The Land of Gods'. Mysterious, beautiful, colorful and exotic place of our country. It is one of the states that has almost all types of tourism except beach tourism. The natural resources and its cultural heritage is still unexplored or not marketed across pan- India & world over. We have tried to highlight the simplicity, natural beauty and cultural heritage in form of the Homestay. The people of this state follow a simple lifestyle that can be incorporated through ground level interaction minus the superficial hospitality. The essence of spirituality can be seen and felt by visits of tourist through holy shrines, Historical places & Elements of Nature – Sky, Hills and Rivers or Canals. The natural habitat in Forests adds to the beauty of this state tourism. Some of the rarest medicinal herbs & edible plants, which are used in medical research, ayurvedic medicines & predominantly used in the traditional cooking method, popularly known as "*Pahari Kitchen*." The homestays; being an extension to Bed & Breakfast Hotels is gaining immense popularity across the globe. Homestay is slowly, but steadily gaining popularity not only across Uttarakhand state, but also Kumauni Region. The Research in Homestay has made us understand that people of Uttarakhand are primitive and friendly, portray their divine love in their music and dance. This paper tries to explore the Homestay concept. It also looks at the initiative's taken by Uttarakhand state government in regards to Homestay & its promotion. The modern lifestyle, especially in young generations with the amalgamation's of Migration to bigger cities outside Uttarakhand is diminishing the rich cultural heritage of this state. We have tried to analyze and seek solutions to stop this trend in form of Homestay. We believe that Homestay in rural Uttarakhand can act as a catalyst not only to stop migration, but act as driver for employability, sustainability and growth.

**Keywords:** Homestay, Tourists, Culture, food, music & dance



# **Do Job Position and Gender Differences Affect Employees' Intention Towards Attrition? A study in Context to Luxury Hotels**

<sup>1</sup> **Amit Datta &** <sup>2</sup> **Shweta Upamanyu**

<sup>1</sup> Associate Professor, School of Hotel Management, Manipal University Jaipur

<sup>2</sup> Assistant Professor (Senior Scale), School of Hotel Management, Manipal University Jaipur

## **Abstract**

Increase of demand of hotel rooms due to high tourist movement has led to rapid expansion of hotels, but the high employee attrition is effecting the supply of manpower. It has become challenging for the HR personnel not only to supply the skill employees' constantly but also to understand the reasons of the attrition. The present study tried to analyse whether the intention towards attrition of the hotel employees differ due to their gender and job position. The population for the study are the employees who are hotel management graduates and working in luxury hotels in Jaipur. Data of 270 respondents was collected through a personal interview using a structured close ended instrument. Non-probabilistic convenience sampling method was used to select the sampling units. ANOVA statistic was used to determine the differences among the employees of different characteristics. The study finds that the variables influence employees' intention towards attrition. It was suggested that the working condition of the hotel needs to be improved, to the extent that it meets the expectations of the concern group of employees which would help the hotel's administration in retaining them.

**Keywords:** Attrition, Attrition Intention, Hospitality Industry, Hotel, Employee, Retention

# **A study of Goods and Service Tax (GST) Influence on Indian Hospitality Sector**

**<sup>1</sup> Amit Kumar & <sup>2</sup> Brijesh Wadhwa**

<sup>1</sup> Assistant Lecturer cum Assistant Instructor, Institute of Hotel Management, Rohtak

<sup>2</sup> Lecturer cum Instructor, Institute of Hotel Management, Rohtak

## **Abstract**

India's complex and multi-layered tax structure came to an end with the GST implementation on 1st of July 2017. Goods and Services Tax (GST) is applicable throughout India, which replaced multiple cascading taxes levied by the Central and State Governments. India's Tourism and Hospitality industry is set poised to grow to US\$280.5 billion by 2026. By strong implementation and closing prevailing loopholes, the initial setbacks in policy implementation can surely be overcome. The study is based on secondary sources. Basically the secondary data has been collected from magazines, journals, webpages, writers Blog and newspapers. The methodology is based on observation method only. We come out with some advantages and disadvantages of GST implementation on Indian Hospitality sector. At results shows that influence of GST on Indian Hospitality sector will be positive.

**Keywords:** GST, Hospitality, tax, VAT, Tourism

# Agro-Tourism- Prospects, Possibilities and Challenges in India

<sup>1</sup> Dr. Suneel Kumar, <sup>2</sup> Anjali Gupta & <sup>3</sup> Shivangi Gupta

<sup>1</sup> Assistant Professor, Department of Commerce, Shaheed Bhagat Singh College (M), University of Delhi

<sup>2,3</sup> Student, Department of Commerce, Delhi School of Economics, University of Delhi

## Abstract

The purpose of this paper is to develop a conceptual understanding of agro tourism and its applicability in Indian Tourism industry. The paper also highlights the prospects and possibilities in the field of agro tourism in India. The major challenges which lie ahead for this industry are also discussed and suggestions are provided to overcome the challenges. The research design is exploratory in nature. The approach of the paper is to develop an in-depth understanding of agro tourism industry. Models such as Product Life Cycle and Kotler's 5 levels of product are molded to suit the objective. For better understanding of agro tourism industry, a SWOT analysis has been carried out on agro tourism industry to highlight the major benefits which this segment can provide and challenges which lie ahead in its course. Several destinations have been highlighted which are doing well in terms of agro tourism in different states in the country. The study highlighted that agro tourism has huge potential in uplifting the socio-economic level of people in rural area. Because of the nature of Indian economy, this segment can be easily accommodated in the diverse product portfolio of Indian tourism industry. The study suggests that agro tourism industry is still under developed. The products offered are basic in nature and just meet the expectation of tourist. Tourists have high aspirations and their satisfaction level could be increased by adding value to the product offerings. This would help industry in cementing its position in the industry. The various challenges need to be addressed properly. The possibilities suggested in this paper will help all the stakeholders in agro tourism industry. The limitations identified act as challenges for the policy makers which are needed to be readdressed with a change in strategies.

**Keywords:** Agro tourism, Expected product, SWOT, ATC.

# **Critical Evaluation of Customer Satisfaction of Bank Of Baroda i.e. A Case Study of Munshiganj Branch (Amethi)**

**Ashish Tripathi**

Associate Professor of Finance & HOD-MBA, In charge-Media  
(RRSIMT, Amethi)

## **Abstract**

Bank of Baroda (BOB) is a largest bank of India. In UP, It is leading as lead bank in many of the districts. Government of India (GOI) is thinking to run only four major banks in our Economy. BOB is one of amongst the four dream banks of GOI. BOB is the lead bank in Amethi District. The BOB provides one lead manager at district head quarter i.e. Gauriganj who coordinates other banks of the district. This is one important key factor for the subject under study for choosing BOB. Researcher has chosen the Munshiganj Branch for case study the reason behind it the suitability factor for the researcher. The researcher can reach here easily. The unit under study is also cost viable. Customer Satisfaction is as strong stimulus for consumer behaviour. A satisfied customer is the asset and vice versa an unsatisfied customer is the liability for the Company. Satisfaction creates free media publicity for the Company in forms of word of mouth. The study of Customer Satisfaction in banking sector is a burning issue for understanding the change behaviour in the economy where the new changes has come in terms of demonetisation and GST. The study of a branch i.e. Munshiganj will represent the satisfaction level and personnel behaviour of BOB at Amethi District. This study will be beneficial not only for the BOB middle and top level management but also for the floor level management where the actual management functions are performed by the concerned Branch Manager (BM). It will also help the other researcher of the consumer behaviour.

**KEY WORDS:** Gst, Demonetisation, Lead Bank, Consumer Behaviour, Bob, Goi, Customer Satisfaction

## **A Role of Medical Tourism in Madurai**

**C.M. Prakash**

Guest Faculty, Ph.D. Research Scholar, Centre for Tourism and Hotel Management, Madurai Kamaraj University, New Delhi,

### **Abstract**

Medical tourism is the concept where in people travel to another city or country to get medical treatment. The main reason behind this travelling is that either the treatment is not available in their place or that the treatments will cost them a lot so they find a cheaper place to give them the same facilities in lower rates. Mostly, people around the world travel to the major medical centres in well developed countries to receive good quality treatments. But, in the recent years, we can see a rise in the people from well developed countries, travelling to the third-world countries for medical treatments. This is mostly because the treatments available in such countries are very low in cost. In this edge, medical tourism is not a new idea. Medical treatment is one of the essential demands of human beings and it requires high quality and intensive care. Beside western world, few developing countries are playing key roles as medical tourism destinations. India is one of the leading names among these countries. The purpose of the paper is to find the factors influencing the attractiveness of Madurai as a health tourism destination. The policy implications described are of particular relevance for policymakers and industry practitioners in other Southeast Asian countries with similar health systems where governments have expressed interest in facilitating the growth of the medical tourist industry. Tourism makes a tremendous participation to the improvement of social and political understanding, because it is need for all parties involved in healthcare to become familiar with medical tourism. Indian medical tourism industry is presently at an emerging stage and has an enormous potential for future growth and development. To attract foreign patients, healthcare providers may consider leveraging on both business and clinical considerations medical services in India especially Chennai provide services at affordable price as low as 10% of those in the United States. This study attempts to identify various challenges faced by medical tourism in Madurai and to analyze the quality services provided for foreign patients by medical tourism.

**Keywords:** Foreign patients, Quality services and Growth, Health insurance, Quality standards Medical Tourism, Health care, Medication Cost, Medical Treatments, Destinations

# **A Study on Employee Attrition in Star Category Hotels in Dehradun District**

**<sup>1</sup> Ms. Deepti Bhatt & <sup>2</sup> Dr. Vinay Rana**

<sup>1</sup> Lecturer, School of Hospitality Management, IMS Unison University,  
Dehradun

<sup>2</sup> Dean of School of Hospitality Management, IMS Unison University,  
Dehradun

## **Abstract**

The hotel industry in Dehradun has been evolving since long. The competition in the industry is fierce and every brand is putting their best foot forward by providing “Service par Excellence” to their guests. This is where the hospitality sector differentiates itself from others. Hotel industry is a part of Service industry and is characterized by the intangible nature of its product i.e. “Service”. Unlike the tangible products produced by other industries, the quality of “Service” cannot be standardized through machines because there is a Human factor that is involved in producing & consuming of service. It is a well-known fact that competition for the survival in the industry has been getting tougher with every passing year and the fact of the matter is that industry is still gradually growing at a constant rate of about 15 percent per annum. The present study is to investigate the various factors that are affecting high attrition rate in star category hotels in Dehradun district. The type of research employed for the present study was descriptive and survey method approach. The data was collected by primary and secondary sources from Ten Star category Hotels in Dehradun district. The data required for the research was collected using the technique such as personal interview of General Manager, Human Resource Manager and the Employees of various hotels to understand their perception and the measures undertaken by the hotels to reduce the attrition rate. A structured open and closed ended questionnaire was drafted for conducting this survey. The study indicated that General Manager are enforcing their employees to conduct training of employees and increasing interaction with their employees on the issues in their work environment. Inferences have taken out from interviewing Human Resource Manager that the inability to pay to employee lead to loss of efficient qualitative staff. Perception from Employee questionnaire is the reason of leaving organisation is inflexible working hours and less salary and wages in hotel industry.

**Keywords:** Attrition, Hotel Industry, Stress, Training, Challenges

# Prospects of Hospitality and Tourism in Rural Areas; a Case Study on Amethi

**Dileep Maurya**

MBA Department, Rajarshi Ranajay Sinh Institute of Management and Technology Amethi

## **Abstract**

Hospitality industry plays a tremendous role in service sector which involve Restaurant, lodging, transportation, theme parking in service sector etc. The hospitality industry and tourism is only which valued in billion dollars but in Amethi and other nearby rural areas has huge opportunity which still not focused and utilized. Amethi involve huge number of populations and purchasing power but due to lack of awareness and unavailability this market is not covered. Still the people think 100 times before visiting Amethi and other areas like *where I will stay, how we will manage food, and accommodation* etc. Since last 10 years hospitality sectors are growing with very higher rate in India but still gap are there due to ignorance of rural areas which creating hindrance of its expected development. Amethi is a famous district in all over the India due to playing prominent role in Indian politics but if we talk about the availability and growth of hospitalities and transportation facility, in this case it is very behind.

**Keywords:** Food, Accommodation, Restaurant.

## **Innovative Practices in Hospitality Education to Meet International Standards**

**<sup>1</sup> Mr. Deepak Singh Negi, <sup>2</sup> Mr. Dilip Kumar, <sup>3</sup> Mr. Mukesh Kumar & <sup>4</sup> Mr. Vishal Gautam**

<sup>1</sup> Assistant Professor, M.J.P. Rohilkhand University, Bareilly

<sup>2,3,4</sup> Lecturer, Assistant Professor, M.J.P. Rohilkhand University, Bareilly

### **Abstract**

Indian Tourism has developed as one of the major industry after independence. It is not only a major revenue earning but also one of the highest employment generator in comparison to capital invested in it. Hotel industry has grown parallel to tourism industry. The growth of hotel industry has been significant after independence. This increase has created demand for trained personnel. These trained personnel are available through hotels own in- house training program or vide vocational institutes imparting hospitality education as a discipline. Presently there is a vast gap between demand and supply of trained man power in the hostility industry. Presently the hospitality industry employs approx 1000000 trained/untrained staff. This employment is expected to increase to 3.500000 by the year 2020. However studies have observed that hostility education has not achieved its desire potential due to many reasons. There are limited government institutions in the field. Most of the players are from private sectors. Overall support of regulatory bodies like AICTE, UGC, TECHNICAL BOARDS, UNION / STATE GOVT or Industry is lacking.

Hospitality education aspires to train students for a professional career in the Hospitality industry through theoretical and practical learning besides industrial exposure as part of their training. Unfortunately there are many short comings at different level ie institutions, curriculum, faculty, students regulatory bodies. A great challenge is the ability of hospitality education to keep at par with changing requirements of the industry. Another factor to be considered is to keep hospitality education at par with international standards. To make hospitality education meaningful it is important that all the key stake holders help in designing an educational system based on high professionals standards.

**Keywords:** Vocational Institutes, Hospitality Educations, Curriculum, Regulatory Bodies and Stake-Holders.



# Hospitality Education in India-Present Status, Challenges and Opportunities

**I.M. Karthikeyan**

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## Abstract

The Hotel Industry in India has seen a gigantic blast in late years. It is inseparably connected to the tourism business and the development in the Indian tourism industry has fuelled the development of the lodging industry. The flourishing economy and expanded business openings in India have moreover gone about as a shelter for Indian inn industry. Today, the accommodation business is moving towards mechanically interfaced items and administrations. To perform and remain competitive in the unstable cordiality business condition, graduates require a perplexing arrangement of operational and administrative abilities, and to create helpful reasoning for exchanging the obtained expertise and learning into efficiency and execution. With a specific end goal to empower the supply of a gifted and proficient human asset for the business, friendliness schools in India ought to return to specific difficulties confronting the Indus attempt and pull in the correct kind furthermore, kind of ability furthermore, build up the correct demeanor in staff . Amid the last two decade various cordiality instructive organizations have acquainted neighborliness administration instruction programs with provide food for the differing necessities of the business in India. In this unique situation, the present article has a two - crease reason: to Identify the present status of neighborliness instruction in India and to investigate the difficulties confronting hospitality instruction in the nation so as to produce the way ahead.

**Keywords:** Hotel industry, Indian tourism, Hospitality, Opportunities.

# **Prospects of Ecotourism as an Alternative to Mass Tourism in the Valley of Kashmir**

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Khallikote University Berhampur Odisha

## **Abstract**

The Valley of Kashmir has plentiful of natural resources, outstanding socio-cultural features, and both built as well as physical heritage which make it an ideal destination. The main focus of tourism promotion in the Valley of Kashmir has remained confined to the conventional mass tourism activities. The marketers in general and tourism policy planners in particular have not yet realized the importance of ecotourism and its role in the promotion of sustainable tourism practices in the Valley of Kashmir. Majority of the tourist destinations in the Valley of Kashmir have crossed the levels of carrying capacity and are on the verge of extreme negative consequences. Under such circumstances it becomes imperative to adopt alternative tourism practices as a means for achieving sustainability goals. The underlying focus of ecotourism is to promote responsible tourism practices to make tourism a sustainable pursuit. The present study is based on survey and highlights the potential of ecotourism in the Valley of Kashmir with a focus on prospective ecotourism activities. The study derives the inferences on ecotourism prospects on the basis of critical analysis of ecotourism development plan of Jammu and Kashmir government. The outcome of results is based on SWOT analysis with main focus on potential areas and type of activities to be harnessed for ecotourism promotion. The findings of the study are outlined with the help of detailed ecotourism resource map which shows the resource potential and strategic implementation of the concept of ecotourism in the Valley of Kashmir.

**Keywords:** Valley of Kashmir, ecotourism, sustainable, resource mapping.

# Footfall at Monuments of Uttar Pradesh: A Trend Analysis

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## Abstract

The tourist arrival in state of Uttar Pradesh is constantly increasing. The state is visited by both domestic as well as foreign tourists. There was a growth of 9.5% in domestic arrivals and 12.6% in international arrival in the year 2017 with respect to previous year. This clearly indicates that the state is emerging as one of the favoured tourist destination in the country. There are several categories of tourist destination, monuments are one of them. The state of Uttar Pradesh boasts about its rich monumental heritage; out of thirty seven UNESCO world heritage sites in India; three are located in Uttar Pradesh. They are Taj Mahal, Agra Fort and Fatehpur Sikri located in the district of Agra. Apart from these monuments there are several other monuments which are visited by tourists for being beautiful architectural marvels. The present paper aim to analyse the trend of visitors favour about the monuments located in state of Uttar Pradesh in last five year. The study is based on the secondary data available from Uttar Pradesh Tourism Development Corporation. It was found that the Taj Mahal, Agra Quila, Fatehpur Sekri, ASI Museum Sarnath, and Dhamekh Stupa Sarnath were among the top five most favoured monuments of Uttar Pradesh based on the number of international tourist visited in past five year, where as, on the basis of domestic and total number of tourists visited the top five places are Taj Mahal, Agra Quila, Garhmukteshwar, Anand Bhawan and Zoological Gardens, Lucknow.

**Keywords:** monuments of uttar pradesh, trend analysis, tourists visit at monuments, monumental tourism, etc.

# **Gender and Luxury Hotels Selection in Perspective to Tourism Sustainability: A Comparative Study**

**Mukesh Shekhar**

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## **Abstract**

Accommodation is a major factor which plays an important role in sustainability of tourism among the developing countries. The guest decision making process in hotel selection especially luxury segment is influenced by so many factors which includes ambience, hotel location, price, personal preferences and so on. Therefore, the main purpose of this study is to find out the role of gender in selection of luxury hotels of Jaipur in perspective to tourism sustainability. To fulfil the purpose of the study, a total of 200 guests were selected from five luxury hotels of Jaipur visited in the past one month and to assess the consumer decision making style of the guests as per the gender, a self-constructed questionnaire was used. To analyse the data Independent t-test was employed. Results revealed that there was a significant impact of gender in selection of luxury hotels in Jaipur. Therefore we can conclude that gender factor to be taken into consideration for tourism sustainability.

**Keywords:** Sustainability, Tourism, Gender, Luxury Hotel, Jaipur

# **Creation of Demand of Product and Online Marketing in Amethi Region in Current Scenario**

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Amethi

## **Abstract**

Demand means if a person willing to purchase any product and have a capacity to purchase the concerned product at a particular price during specific time period. Demand is mainly depend on the price of the product. Law of Demand states that if the price of the product increases the demand of the product decreases and vice versa. Production and supply is mainly depending on demand of the product. There are various types of methods by the help of which the demand of the product increases. This paper highlights various types of methods to increase the demand of the product and demand of online marketing in Amethi Region in current scenario. There are different types of methods to increase the demand of the product in the market such as-To increase advertisement of the product, Proper availability of the product in wholesale or dealer point, Consumer Behavior, Convince the people about the features of concerned product, Competitive price of the product in the market, Give quality product in the market, use modern concept of marketing etc. To increase the demand of the online marketing the following points are necessary-

- 1-To aware the people about the online marketing sites
- 2-Awalability of the product in online sites
- 3-Easy to purchase online
- 4-Proper information of the product is available in onlinesites

# **Hospitality Management Institutes - Understanding & Dealing with the Shift in the Paradigm of Industry Expectations in Relation to Skills**

**Prashanti Jaykumar**

Assistant Professor, School of Hospitality and Tourism Management Vedatya Institute, Gurgaon

## **Abstract**

**Purpose:** Over the past few decades, tourism has steadily increased worldwide, India included, contributing to an increase in revenue, job opportunities and capital investment. Recognizing the need of the hour and realizing the importance and necessity of hospitality education, the Government of India, under the umbrella of Tourism ministry, set up IHMs and ITTMs to cater to specialized manpower and appropriate skills requirement in Hotel Industry and Travel & Tourism respectively. Over the years many private colleges also came up offering bachelors, masters and diplomas to aspirants interested in pursuing this path. Although hospitality education has a deep-seated position in the world of education and the students displaying passion and interest in pursuing the same is ever increasing, there has hardly been any significant change in the curriculum, in teaching methodologies or in the pedagogies used therein, which would ensure the development of employability skills in keeping with the changing expectations of the industry concerned. This is indeed a cause for great concern! Ideally, the Hotel management programs must fulfill the expectations of the students, the teaching fraternity and the industry. Hence, Hospitality Management curriculum must not only deliver the skill sets required in the workplace but also the academic rigour the institute demands i.e. a balance of both theoretical and practical knowledge. But today, the skill set the industry expects the aspirants to possess has seen a sea of change. Where hard skills or core competencies were taught in institutes and demanded by the industry a decade or two back, today, soft skills or 'non-technical skills' are what an entry level hospitality management graduate is expected to excel in, even more than the 'hard skills'. This shift in the paradigm of industry expectations need to be incorporated in the curriculum of hospitality education. A planned approach towards inculcating these soft skills in Hospitality Management students should be undertaken at the earliest and institutes should use various pedagogies to build in these soft skills within their students. This paper looks into ways and means of ensuring the same at the institute level.

**Design/methodology/approach-**The planned study mainly is descriptive in nature. It is based on secondary data and information which is collected from

interviews with faculty members & students as required for the research. The relevant books, articles, papers and web-sites are also used in this study.

**Research limitations-**The reliance on the sources available online and their credibility has always been the biggest challenge. However, by including interviews and suggestions of faculty members and students the study has been made more constructive.

**Originality/value-** The research addresses the issues of stagnation in the curriculum design of Hospitality management and its inability to meet the changing needs of the Hospitality industry and has collected inputs and suggestions from literature review, teaching fraternity & students.

**Keywords-** Hospitality education, pedagogies, soft skills, industry expectations

# **A Theoretical Concept On Use Of Information Technologies In Tourism Industry In India And Success Story Of Oyo Rooms**

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## **Abstract**

The hospitality industry is a broad class of fields within the service industry that are the bunch of various things like lodging, event planning, theme parks, transportation, cruise line, travelling and additional fields within the tourism industry.

Now a day in current business environment the hospitality industry is a multibillion-dollar business that depends on the availability of leisure time and disposable income. A unit of hospitality industry such as a restaurant, hotel, or an amusement park consists of multiple groups such as facility maintenance and direct operations are the main part of hospitality industry.

This paper will focused on some of the most critical IT developments and innovations in tourism & hospitality industry to demonstrate how they influence the tourism industry with special reference to use of information technologies in the tourism industry in India and success story of OYO Rooms.

**Keywords:** *Hotel, Services, Information Technology, Tourism, OYO Rooms*



# **The Path Forward for Traditional styles of cooking in Regional Cuisines**

**Rekha Sharma**

Assistant Professor, School of Hospitality and Tourism Management,  
Vedatya Institute, Gurgaon

## **Abstract**

**Purpose**– India is a land of remarkable contrast of wide-ranging taste and flavor. The country's geographical and cultural changes and its variety in local produce, traditions, temperament, and eating habits are the numerous factors that are accountable for this diversity in its cuisine. Indian cuisine, well-known for its mouth-watering gravies and it seems complicated for any new comer. Any national cuisine is a totality of its variety of regional cuisines, which are the cultural and historical identifiers of their respective regions. India is home to a number of regional cuisines that display its culinary diversity. Considering the fact that the recipes from different region of India bridging various geographies and climates. Food has been changing its form since ages and chefs are experimenting to create delicacies for the discerning customer.

It's phenomenon to see food pairing of two ingredients in a recipe in terms of their shared flavor and compounds. Across this vast country of 700 million inhabitants the intricate use of spices unites all the kitchens of the land into producing food that is uniquely Indian. The concept of traditional cooking revolves around the use of fresh and seasonal ingredients. Cooking skill was passed down from mother to daughter, from generations to generations and from chefs to their juniors.

The famous guru-shishya parampara also prevailed in the kitchens. The recipes were never documented; they were only learnt by heart. The analytical study highlights the properties of the regional cuisines that bring out its culinary fingerprints that could be used to design procedures for generating novel recipes. Indian food had a very strong historical background and we have ruined it, because of our limited knowledge and self-centeredness. The strongest influence on Indian food is from Ayurveda.

The Western world is experimenting and researching on our lost recipes, but we are happily developing the combinations of Indian and Western dishes.

**Design/methodology/approach**-The planned study mainly is descriptive in nature. It earnestly based on secondary data and information which is collected from the concerned sources as per need of the research. The relevant books, documents of various departments and organizations, articles, papers and web-sites are used in this study.

**Research limitations-**The reliance on the sources available online and their credibility always the biggest challenge, however, by increasing the sample size and more contribution from different sources and government officials would have made the study more constructive.

**Originality/value-** The research adds value to the Food industry, Hotel industry, culinary institutions, and hotel management students at large.

**Keywords-**Regional, Cuisine, Traditional and Ayurveda

# **Role of Guest's Satisfaction in Developing Guest's Loyalty in Homestay Service in Sikkim: a Critical Literature Review**

**Sanjiv Kumar Sharma**

Assistant Professor (Sr.G), School of Hospitality and Tourism Studies, SRM University Sikkim

## **Abstract**

Homestays have established a unique niche in CBT and is being promoted in many parts of India mainly Kerala in south India and Himalayan states like Jammu and Kashmir, Himachal Pradesh and Sikkim and are becoming an important source of livelihood for the local communities. A Home-Stay, by its combined words (home stay) is staying in some one's home as a paying guest for short time period. But such guests are provided accommodation and services by individual family and community too. Ministry of Tourism has classified fully operational rooms of Bed & Breakfast. Homestay Facilities as "Incredible India Bed & Breakfast/ Homestay Establishments". Ministry of Tourism government of India under 'Incredible India' Bed & Breakfast/Homestay facilities are categorized as follows :- ( a) Silver (b) Gold. Whereas, Kerala Tourism Department is promoting three different categories of homestays in the state :( a) Diamond (b) Gold (c) Silver. The Home- Stay Regulation has accepted it as run (managed) by an individual or community (Timlasana, 2012). In 2017 Chalamthang homestay declared as a TWO star category homestay in Sikkim by the tourism and civil aviation Dept. Govt of Sikkim. The Sikkim homestay movement got early participation from Pastanga village and lately from many villages like Lachen, Kewzing, Yuksom, Rey Mindu, Dzongu, Hee-Bermiok, Naltam, and Lingee Payong. Based on Coyne (1986), there are two critical thresholds affecting the link between customer satisfaction and customer loyalty. On the high side, when satisfaction reaches a certain level, loyalty increases dramatically, at the same time satisfaction declined to a certain point, loyalty dropped equally dramatically. Developing guest loyalty not only depends on the homestay ability to increase guest satisfaction in terms of service performance, but also on its ability to establish a favorable attitude towards homestay design and amenities ,local hospitality skills and many more.

**Keywords:** - Satisfaction, Loyalty, Guest, CBT, Services and Amenities, Homestay

# **The Origin and Evolution of the Mughlai Cuisine in North India**

**Shakesh K Singh & Uttam K Singh**

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## **Abstract**

Food, the indispensable element required for survival, has moved in ways concomitant with how human civilization has advanced, evolved and changed. In the midst of the many social and cultural indices marking one's society, studies on culinary practices and consumption patterns have enabled a deeper insight into the socioeconomic climate, political turmoil, and gauge the balance between tradition and modernity of civilizations and nations. This paper, offers fascinating intertwined accounts of distinctive Mughlai cuisine of India embroiled with cultural musings and its people, of how the food practices mark the Mughlai Cuisine different from the other cuisines of India and world. Underlining the history, geography and politics of food, this paper presents a condensed historical trajectory of how the Mughlai cuisine came into being and what stirs the soul of the Mughlai gastronomical delights in the present scenario.

**Keywords:** Mughlai Cuisine, Central Asia, North India, Local Ingredients

# Role of Technology in Tourism Management: A Stakeholder perspective

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## Abstract

**Purpose-** This paper seeks to address the spread of technology in tourism industry in India. This paper will analyse how and to what extent technology is being used by various stakeholders in performing their operations which increases the value of offering. Further, the paper will address the leads and lags of advent of technology in the industry from the perspective of various stakeholders and will try to put forward a view which would help in optimum utilization of industry resources through technology.

**Design/ Research Methodology-** This paper will be based on primary as well as secondary data. A structure questionnaire was formulated and data was collected from 100 stakeholders which include hoteliers, restaurant owners, travel agents, guides, photographers and tourist. Secondary data sources will include reports published by government, semi-government and private agencies working in tourism industry, articles and research papers published. The paper uses Porter Value addition model to demonstrate the value addition to the offering because of technology. The study then demonstrate how technology assists in reducing the time and cost involved in activities of stakeholders.

**Findings-** It is found that tourism industry has been highly impacted due to advent of technology. Stakeholders use technology in various ways which increases the satisfaction level of the tourists. Technology has indeed been helpful in adding value to the tourism products offered.

**Research Implications-** This paper will contribute to the knowledge of researchers and will act as guideline for policy makers. If stakeholders have positive perception for technology, this would further pave way for focusing research on reducing the negative impact of technology on different stakeholders.

**Keywords:** value chain; primary activities; supporting activities.

# **A Study on Green Practices of Five Star Hotels in Maharashtra**

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## **Abstract**

The hospitality organizations became a successful brand for green development which will be beneficial for long lasting accomplishment. The sustainability in 21<sup>st</sup> century becoming one of the most applicable matters due to cost factor rising worldwide. The customer demand enhances and the organization faces lots of pressure to become ecofriendly. To sustain in the global era the sustainable development has become a priority of the organization in several sectors of the hotel industry. The society needs to be more sensible and aware of adopting and implementing more efficient green practices of environmental protection, due to escalating deprivation of environment. Hotel organization has an important accountability in the process of environment conservation .By visualizing the importance of green practices in hotel industry and observing the very less research conducted on this issue makes it imperative for conducting a study on green practices of five star hotels in Maharashtra.

**Keywords:** Green Practices, Five star hotels, Importance of Green Practices, Hotel Industry, Adoption and Utilization of Green Practices.

# **An Explanatory Study on the Impact of Employee Performance Appraisal System and Implication on Motivation to Improve Performance in Hotels of Lucknow**

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## **Abstract**

Human Resources are a key element in providing quality services as they characterize the central part in communication with hotel guests. The work tends to explore one of the tools that can be used to attain high quality of customer service, in particular, Employee Performance Appraisal System (EPAS). The study evaluates the impact of designing an EPAS on the quality of customer service. It investigates the correlation between employee performance appraisal satisfaction and the motivation for better performance. The outcomes provide significant results when the hotels used performance appraisal as a motivation tool on employees which yielded in providing higher quality of service to the guest.

**Keywords:** EPAS, Customer Service, Motivation, Performance Appraisal, Lucknow.

# **Antecedents of Destination Loyalty: A Conceptual Analysis**

**Sumedha Agarwal**

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## **Abstract**

The tourism industry has experienced fast growth and rapid changes in the recent times. It has become one of the leading industries of the world and is still growing at an increasing pace. The destination managers struggle hard to plan and develop a tourist attraction in the present competitive scenario. Loyalty has become a critical part of tourism research because of increasing competition and the recognition of the importance of visitor loyalty. This study aims at identifying and examining the antecedents of tourist's destination loyalty towards a destination based on comprehensive review of the previous studies. The study also attempts to propose a conceptual model hypothesizing relationships among the antecedents of destination loyalty and examines how each antecedent relates to the formation of destination loyalty.

**Keywords:** Destination image, Service Quality, Destination Quality, Satisfaction, Place attachment, Branding, Destination Loyalty.



## Team Building in Hospitality Industry

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### Abstract

Hospitality Industry supervisors use resources- employees, money, time, equipment, work procedures , energy, and materials- to produce goods and services for guests and profits for their organizations. One of the best ways to accomplish these tasks is to create high-performance work teams. Why are work teams effective? As one industry veteran put it, ‘None of us is as smart as all of us’. The collective wisdom and productivity of a good team always outperforms even the most talented and motivated individual. Teams can overcome organizational barriers and increase communication within and among departments. Interdepartmental teams tear down the “functional silos” within an organization and get people talking to each other. As a supervisor, you might be committed to the team concept and want to implement team building activities in your department. However, tem building must start with top level management. Because teams can plan non-traditional approaches to work and can cross department lines, managers at the organization’s highest level must be excited about and support the team concept for it to be most effective. Experts and researchers agree that properly administered teambuilding initiatives can foster positive outcomes ranging from increased morale to improved profits. In the specific context of the hospitality industry, most studies have evaluated the ability of teambuilding exercises to impact turnover, a persistent problem that has long plagued the hospitality labor market. Again and again, research data have shown that effective teambuilding programs can dramatically increase the rate of retention among hospitality workers. However, ineffectively administered teambuilding efforts may have the opposite effect of pushing staff members so far out of their comfort zones that they become alienated and disinvested from the organization. Effective teambuilding exercises have also been shown to foster improved communication, cooperation, and solidarity among managers and staff members. In the hospitality industry, these variables can promote a dynamic, interdependent working environment and organizational culture that can generate truly exceptional customer service. Because service quality is such a singularly important factor in determining the success level of a particular property or brand, organizations seeking to maintain a strong competitive position in the hospitality industry should explore the potential promise of teambuilding exercises.

**Keywords-** Types, Building, Stages and Supervisors

# Peace Education: The Linkage of Peace through Tourism

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## Abstract

Indian culture is a composite one based on unique blending of spiritual and social tradition. Education in our culture aims at not only the material or physical development but the ultimate aim of education is all-round development of individual including the spiritual development or inner peace. Therefore, there is an urgent need to develop among young generation the value of peace through all odds. The saddest part of the story is that this state of disorder and confusion in the world, society is affecting the young generation's innocent mind. They naturally absorb the spirit of violence from the existing atmosphere of violence grow to be next generation of perpetrators of violence. Therefore, the need to nurture peace in the hearts of young generation has arisen an urgent issue to be addressed. Education for peace seeks to nurture ethical development, inculcating the values, attitudes and skills required for living in harmony with oneself and with others, including nature. Authors like D'Amore(2005) and Kelly(2006) founder and member of the International Institute of Peace Through Tourism(IITP), respectively support the link between peace through Tourism, suggesting that tourism can act as a means to promote cultural understanding by bringing people from different cultural background together, and thus foster peace. Peace through tourism refers to the reduction and hopeful elimination of conditions that lead to violence (Kelly, 2006). When talking about tourism as channel it refers to the virtue of travelling promoting International understanding.

**Keywords:** Education, Spiritual Development, Natural Peace, Young Generation, Peace through Tourism.

## **Buddha Tourism**

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### **Abstract**

A pilgrimage is a journey to a sacred place as an act of devotion and faith. In the scriptures, faith or saddha is the professing of confidence in and the sense of assurance based on understanding that one places on the Buddha, Dhamma and Sangha. It is not the blind belief based on wrong view. As ignorance is the leader of immoral mental states, so saddha is the leader of moral mental states because its chief characteristic is the purification of the mind. The pilgrim is not an ordinary tourist who travels for the pleasure of sightseeing and enjoyment. Unlike sensual delights, the sight of the holy shrines does not arouse craving but acts as a condition for wholesome mental states to arise in the pilgrim's mind. The Buddha himself advised us to visit those places where he was born, where he attained Enlightenment, where he preached the First Sermon and where he passed away into Mahaparinibbana, and look upon them with feelings of reverence. By showing veneration or reverence at the holy shrines, one is able to purify one's thought, speech and action. In this way, the pilgrim is endowed with the morality of Right Thought, Right Speech and Right Action.

**Keywords:** Pilgrimage, Sacred Place, Devotion and Faith, Budha Moral Mental States, Enlightenment, Right teach and right action.

# **Environmental Management System for Hotel Industry: Address the Need for Long Term Solution**

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## **Abstract**

Implementation of Environmental Management Systems (EMS) in hotel industries is gaining popularity globally. ISO 14001, which is the only certifying document in the ISO 14000 series, provides guidelines to set up an EMS for the organizations. An Environment Management System is an approach for environment management which allows organizations to control the impact of their activities, products or services on the surrounding natural environment. Hotel industry consumes great amounts of energy, water, food, wood, plastics and other non-durable products for its functions, operating characteristics and provided services that require disposal to reduce the environmental impacts of the whole tourism industry. While some hotels have adopted the formal Environmental Management System (EMS) or the internationally recognized ISO 14001- Environmental Management Standard for the sake of the environment or other claimed benefits—many hotels are still standing at the crossroads in adopting EMS. The objective of this paper is to find out what ways hotel industries are adopting Environmental Management System (EMS) to manage environmental aspects of the industry and improve environmental quality. Therefore, it would be constructive to identify evaluate the performance of these environmental measures by the hotel industry and to provide recommendations for improving the application of EMS in the hotel industry.

**Keywords:** Environmental Management System, Hotel Industry, ISO 14001, Environmental quality

# A Case Study on Market Segmentation, Positioning and Classification of Multi-Brand Hotel Chains

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## Abstract

Multiple branding is a common marketing technique used by the most hotel chains having several sub brands. Marketing of such all sub brands can be challenging to management and confusing for guests. The confusion can arise because different hotels brands are priced at different levels while all such hotels are under single major brand. Marketers use the various terms like luxury, premium, five-star, up-market to explain the different hotel brands. Hoteliers use various techniques like market segmentation, positioning and classification to sell various hotel brands at the different price points. Using case study as a research method, this study discusses three techniques (segmentation, positioning and hotel classification) to discuss how hotels are sold at different price points without creating any confusion among guests. The cases of Taj Hotels, Carlson hotels and AAA hotel classification systems are discussed to explore concept of market segmentation, product positioning and hotel classification respectively.

**Keywords:** Market segmentation, Positioning, Hotel Classification, Case study

# **Impact of Tourism on Environment: A Review**

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## **Abstract**

Tourism is one of the fastest growing industries in the world, as well as being the main source of earning and foreign exchange and employment. Traveling is one of the favorite activities for people around the world, but sometimes it can have a detrimental effect on the environment. Ecotourism, nature tourism, wildlife tourism and adventure tourism take place in environment such as rainforests, high altitude, desert, lakes and rivers, sea lines and marine environment as well as rural villages and seaside resorts. There are direct and indirect impacts, immediate and long-term impacts to the tourist destination. Tourism is a double-edged activity. It has a potential to contribute socio-economic achievements, but at the same time it may be the main cause of environmental degradation and loss of local identity and traditional culture. Negative impacts from tourism occur when the level of visitor use is greater than the environment's ability to cope with this use within the acceptable limits of change. In this paper, we discussed some effects of tourism on environment. In addition, we explain briefly environmental impacts of tourism and measure to control the effects of unplanned tourism on environment.

**Keywords-**Tourism, Ecotourism, socio-economic , employment

# **Spirituality, Ethical Performance and Ethical Trade: The Impact of Connexion on Hospitality and Tourism Sector**

**Dr Tushti Sharma**

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## **Abstract**

Discussions of spirituality cover a broad and increasingly complicated spectrum of beliefs, practices and approaches within and beyond traditional religious circles. Most prominently, spirituality involves facing the other as we face ourselves. This knowledge of facing the other reveals the deep desire and craving to be in unity with ourselves. This knowledge of facing the other reveals the deep desire and craving to be in unity with ourselves. A universal and useful definition of spirituality consists of a few behavioural characteristics that evidence a specific mind-set like seeking to transcend their ego, awareness and acceptance of their interconnectedness with others, understanding the higher significance of their actions while seeking to integrate their lives holistically and believing in something beyond the material universe which ultimately gives value to everything else. When we talk or discuss about the role of spirituality in improving organisations, markets and economies, and subsequently all of society. It is perceived that spiritual individuals are ethical in business, and are of significant benefit to the organisation. It is a clarion call to all leading professionals and employers to employ spiritual resurgence and measures that sensitize and reorients the practice of spiritual values.

# **Effect of Current Technology on Personnel Management Practices in reference to Hotels in Ghaziabad**

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## **Abstract**

This study is designed to explore the impact of modern technology on Personnel Management practices in reference to hotels in Ghaziabad district. The study will cover selected staff of hotels and sample size will be 60 employees, selected with using the Random Sample Techniques (RST). The study will be limited only to star hotels of Ghaziabad division. This study will identify the usage of modern technology, social media and e-HRM and its impact on Personnel Management practices.

**Key Words:** E-HRM, Social Media, Technology, Personnel Management practices.



# Exploring the Factors Influencing Tourist Decision Making Towards Food Choice at Destination

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## Abstract

Given the priority on various travel style there is a need for a greater understanding of the determinants that effect tourist food choices at destination. It has been proved that food is one of the components of destination image (Quan & Wang, 2004). Hu and Ritichie (1986) mentioned food is the fourth most important attribute in tourists' perceptions of destination attractiveness after climate, accommodations, and scenery. The paper is aimed at exploring the factors influencing tourist decision making towards food choice at destination. The paper followed the footsteps of the food choice Model (Asp, 1999), that determined four factors; Cultural, lifestyle, psychological and food trends, that influence food choice of an individual. These factors were employed in this study as well to identify whether these factors also influence the tourist decision making towards food choice at destination. The objectives were achieved by critical review of documented sources to derive a detailed understanding of the background and subsequently by analysis of responses gathered from the tourist in Delhi region through self-administered questionnaire. Data gathered from the tourist was analyzed using Exploratory Factor Analysis through SPSS. The paper concludes with identification of the factors influencing tourist decision making towards food choice at Destination

**Keywords:** Food Choice, Tourist, Destination, Factor Analysis

# Antecedents of Destination Loyalty: A Conceptual Analysis

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## Abstract

The tourism industry has experienced fast growth and rapid changes in the recent times. It has become one of the leading industries of the world and is still growing at an increasing pace. The destination managers struggle hard to plan and develop a tourist attraction in the present competitive scenario. Loyalty has become a critical part of tourism research because of increasing competition and the recognition of the importance of visitor loyalty. This study aims at identifying and examining the antecedents of tourist's destination loyalty towards a destination based on comprehensive review of the previous studies. The study also attempts to propose a conceptual model hypothesizing relationships among the antecedents of destination loyalty and examines how each antecedent relates to the formation of destination loyalty.

**Keywords:** Destination image, Service Quality, Destination Quality, Satisfaction, Place attachment, Branding, Destination Loyalty.

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## Potentials of Kushinagar – An Archaeological Site to be Declared as World Heritage Site

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### Abstract

Kushinagar archaeological site is the pilgrimage centre for the millions of the followers of the Buddhism religion. Globally, Kushinagar is also recognized as Kusinagar, Kusinara, Kasia or Kasia Bazar. The Kushinagar pilgrimage site is 52 km away from the Gorakhpur District of Uttar Pradesh State. Buddha reached here just few days before his death and it is believed that after his death, here he attained “**Mahaparinirvana**”. Kushinagar is one among the four most sacred sites for the pilgrims of the Buddhism religion. Every Buddhist wishes to visit this divine site once in his lifetime. At the period of Ashoka's first visit, a giant Stupa was constructed here. Present-day, Kushinagar houses dozens of Stupas and Temples and chief attractions among them are Parinirvana Stupas, Nirvana Chaitya (main Stupa), Rambhar Stupa, Math Kuar Shrine, Indo-Japan-Sri Lanka Temple, Wat Thai Temple, Ruins and brick structure, several museums, meditation parks etc.

United Nations Educational, Scientific & Cultural Organization (UNESCO) is the largest body of world that grants approval and recognition to the cultural, natural or mixed nature sites as World Heritage Site. The site seeking the recognition of UNESCO must comprise strong and influential historical past and heritage. At present, more than 30 Buddhist Sites of the World are a part of the World Heritage Site's list. Kushinagar is one among the four prime Buddhist Circuit destinations of the World other sites are Bodhgaya, Sarnath and Lumbini. Bodhgaya and Lumbini are already declared as the World Heritage Sites, Lumbini was the birthplace of Lord Buddha and Bodhgaya is the land, where he attained enlightenment, but the spiritual land, which witnessed the highest stage of salvation is still waiting for the Indian Government's attention.

The Present research paper is descriptive in nature and an attempt to highlight the important tourist attractions of Kushinagar from the point of view of UNESCO's recognition. This study is based on both the secondary sources of data collection. The study finally, concludes that so far no effort has been done by any public or private sector institution of Indian tourism industry to include the Kushinagar archaeological site even in the UNESCO tentative list.

**Keywords:** Kushinagar, Archaeological, Buddhism, Buddha, UNESCO.

# **Tourism & Hospitality Industry in India**

**Dr Shalini Kapur**

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## **Abstract**

Travel and tourism is one of the world's largest industries, comprising more than 9.3 percent of the global Gross Domestic Product. Every year, over a billion tourists visit destinations by air, land and sea. Hotels alone account for over half a trillion dollars worldwide in annual revenue. The industry is very broad, meaning there are plenty of opportunities and specialty fields, both visible and working behind the scenes. In fact, one in eleven jobs in the current world economy are related to tourism and hospitality. Tourism and hospitality includes attractions management, convention planning, customer service, event planning, food service, gaming, lodging, marketing, sales and travel. Working in tourism and hospitality management could land you a job almost anywhere in the world. Hotels, airlines, restaurants, transportation companies, tourist services, convention centers, casinos, sports teams, travel agencies and activity providers are all part of a dynamic industry that continually needs skilled employees.

## **Future Prospects Of The Hotel And Tourism Industry**

**Dr. Anjali Srivastav**

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### **Abstract**

Indian hospitality industry enjoys second place in the rapidly growing tourism market in the world. It has been estimated that Indian hospitality industry is likely to grow at a rate of 8.8 per cent between years 2007 to 2016. It shall double the number of branded hotel rooms from 100, 000, and shall also add over 300 hotel properties. It had estimated 55,000 rooms in the year 2013. It contributes approximately 6.23 percent to the national GDP, and 8.78 percent in the total employment generation of the Indian economy. India annually receives around 6 Million overseas tourists, and nearly 562 Million domestic tourists. According to the prediction of the World Travel and Tourism Council (WTTC), India has the potential to become the number one tourist destination in the world with. Its demand is growing at 10.1 per cent per annum.

The hospitality industry of India is expected to witness high growth over the long term. Its domestic travel is expected to be the primary driver of its growth, and high disposable incomes coupled with an initiation of better locations are expected to drive this growth. Business travellers are expected to be the possible growth segment. Its evolution into a multi-location and multi-format player is emerging as one of the key strategy for the hospitality industry. Budget segment and mid-market segments have emerged as the most preferred investment categories. It has raised the need and pressure for granting it an infrastructure status. Inadequate supply of quality talent and increased competition for talent within the industry has led attrition as significant issue being faced by the hospitality industry of India.

# **The Tourism & Hospitality Industry in India**

**Dr. Smita Kumari**

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## **Abstract**

Tourism is a practice of travelling for recreational or leisure purpose. Tourism has become a popular global leisure activity. It is a short term and temporary movement of people. It provides a source of income for the country. Tourism involves an overnight stay away from the normal place of residence. It includes “travel” and “stay” in the place outside the usual environment. Tourism includes transportation, accommodation and entertainment. There are different types of tourism like adventure tourism, cultural tourism, medical tourism, sports tourism, water tourism, wild life tourism, space tourism etc. It is rightly said that, “All tourism is travel but all travel is not tourism”. Tourism is related to pleasure, holidays, travel and going or arriving somewhere. It involves movement of people to, and their stay at various destinations.

# **Incredible India: An Indian Government Marketing Strategy**

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## **Abstract**

In 2002, India's Ministry of Tourism launched a campaign to promote India as a popular tourist destination. The phrase "Incredible India" was adopted as a slogan by the ministry. Before 2002, the Indian government had regularly formulated policies and prepared pamphlets and brochures for the promotion of tourism, however, it had not supported tourism in a concerted fashion. In 2002, the tourism ministry made a conscious effort to bring in more professionalism in its attempts to promote tourism. It formulated an integrated communication strategy with the aim of promoting India as a destination of choice for the discerning traveller. The tourism ministry engaged the services of advertising and marketing firm Ogilvy & Mather (O&M) India to create a new campaign to increase tourist inflows into the country.