



5th International Conference
on
Advanced Technologies &
Innovations in Tourism &
Hospitality Industry/(ATITHI-2019)
on 7th & 8th December, 2019

Organized By:

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

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.



I am extremely pleased to learn that the Bhikaji Cama Subharti College of Hotel Management is organizing the Fifth edition of an International conference on the theme “Advanced Technologies & Innovation in Tourism & Hospitality Industry (ATITHI-2019) on December 7th & 8th 2019.

Early espousal of new trends is fundamental and key to conquest. In the modern era where the world has shrunk to a global village and all the things are available at the touch of a button, the hospitality industry has witnessed the technology being used to augment the tourist’s experience in all areas for their interest. The advancements have kicked in right from the ways of enquiry, picking the destination, innovation in travelling experiences with virtual tours of almost all the places and is being facilitated by many user friendly apps along with a sea of online tourism related web portals.

India has proven time and again to be hub for religious tourism, medical tourism, eco tourism and what not. The modernization and innovations with the use of technology in tourism & Hospitality industry has proven to be a boon for leisure travel for solo travelers as well as for the family affairs Changing demographics, advances in technology, shifting social norms & influences are giving rise to imperative innovative tourism trends while maintaining the ethical and sustainable tourism options for today’s traveler.

The theme of the conference ATITHI should be realized in actuality and should uphold the values and heritage of Swami Vivekanand Subharti University so that no visiting guest of ours feels shortchanges. As the delegates come together for this momentous occasion, I extend my best wishes to Dr Shiv Mohan Verma, and his diligent team for their enthusiastic efforts in organizing this mammoth affair.

All the Best!

Jai Hind

Dr. Prof. Mukti Bhatnagar

MBBS, MD (Medicine), PGDMCH, PGDM
Founder, Subharti Group of Colleges, Meerut



I am happy to learn that Bhikaji Cama Subharti Colloge of Hotel management, Meerut is organizing the 5th International Conference on "advanced Technologies & Innovations in Tourism & Hospitality Industry" (ATITHI-2019) on 07th & 08th December, 2019 and publishing a souvenir on the occasion.

I convey my best wishes to the organizing team of the conference, delegates and participants and hope that its deliberations will lead to fruitful and productive outcomes.

Mrs. Stuti Kacker
Chancellor
Swami Vivekanand Subharti University, Meerut



It is a great pleasure to learn that like previous years Bhikaji Cama Subharti College of Hotel Management is organizing International Conference on 7th – 8th Dec. 2019.

The chosen theme of the Conference “Advanced Technologies & Innovations in Tourism & Hospitality Industry” is befitting the need of the hour. I am sure not only students but each delegate will be benefitted by new knowledge shared by each Speaker of high repute.

Please accept my best wishes for success of Conference. May god bless all delegates and organizers.

With love & regards.

Dr. N.K. Ahuja
Vice Chancellor
Swami Vivekanand Subharti University, Meerut



It is a matter of great pleasure and pride that Bhikaji Cama Subharti College of Hotel Management, Swami Vivekanand Subharti University Meerut is organizing 5th International Conference on ‘Advanced Technologies & Innovations In Tourism & Hospitality Industry’.

The Tourism & Hospitality Industry is highly competitive today globally. Continuous up-gradation in technology and innovations are order of the day for its survival and sustainability. The innovations like Face Recognition, use of Robots for routine customer queries, Chat-boats & AI, Internet of Things, Big Data & Predictive Analysis and much other such advancement are being adopted by the industry world over.

I am sure the deliberations and sharing of experiences during the Conference shall benefit all stake holders in updating their knowledge.

I wish the Organizers and all others concerned a big success in their endeavor.

D. C. Saxena
Pro. Vice Chancellor
Swami Vivekanand Subharti University, Meerut



I am overwhelmed to know that Bhikaji Cama Subharti College of Hotel Management, Swami Vivekanand Subharti University, Meerut is organizing “International Conference on Advanced Technologies & Innovations in Tourism & Hospitality Industry” (ATITHI-2019) for the 5th time consecutively on 7th & 8th December, 2019. Hospitality & Tourism Industry has now reached greater heights due to advancements in Technologies like online bookings & Digital Management systems.

Innovations are a must in any field to be efficient & cost effective with utmost Quality care especially in this field as customer satisfaction & services play a major role in being able to maintain the business standards. Conferences like these will enable in exchange of new knowledge & probably birth of newer ideas for the betterment in the field.

I welcome all the resource persons & delegates of the conference to our sprawling, vibrant campus and wish them a pleasant stay. I am sure the Conference proceedings will benefit all the delegates, students, faculty and the Society at large. I applaud the efforts of the College for its efforts in organizing this event & wish the conference a great success.

Dr. Shalya Raj

CEO, Swami Vivekanand Subharti University, Meerut



Dear Sir,

I am happy to learn that Bhikaji Cama Subharti College of Hotel Management is organizing a Conference on “Advanced Technologies & Innovations in Tourism and Hospitality Industry” (ATITHI-2019) during 7th and 8th December, 2019.

The theme chosen for the conference is Advanced Technologies & InnovationZs in Tourism and Hospitality Industry (ATITHI-2019).

I congratulate the organizers 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.

Yours Sincerely
D.K. Saxena
Registrar

Swami Vivekanand Subharti University, Meerut



The conferences are a crucial part of information interchange and feedback on emerging trends in Technologies & Innovations in Tourism & Hospitality Industry. I am pleased to observe that Bhikaji Cama Subharti College of Hotel Management (BCSCHM) of Swami Vivekanand Subharti University, Meerut is organizing the 5th International Conference on “Advanced Technologies & Innovations in Tourism & Hospitality Industry” (ATITHI-2019) on 07th& 08th December, 2019. The purpose of this conference is to bring transborder researchers and the students at one podium but it also inculcates the ways of research amidst the entire fraternity of hospitality and tourism education in the nation, thereby, contributing to the growth of this particular sector in country’s wealth generation.

I truly believe that this conference would positively induce innovative ideas among participants paving means for new inventions and technologies to endorse rapid growth in the ever changing hospitality and tourism sector.

I congratulate the entire national and international participants and official partners for initiating the conduction of the international conference.

I wish the conference a grand success.

Prof. (Dr.) Abhijit Ghosh

Dean, Faculty of Business and Accountancy.

Lincoln University College, Malaysia.



It is a great pleasure for me that our Bhikaji Cama Subharti College of Hotel Management is conducting 5th International Conference on “Advanced Technologies & Innovations in Tourism & Hospitality Industry (ATITHI-2019)”.

The conference is a gathering 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-2019 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.

Prof. (Dr.) Shiv Mohan Verma

Organizing Chairman

Swami Vivekanand Subharti University, Meerut



Greetings from the BCSCHM!

I am privileged for being bestowed with the honour to organise the prestigious International event “ATITHI – 2019, the 5th International conference by the Bhikaji Cama Subharti College of Hotel Management (BCSCHM), Swami Vivekanand Subharti University (SVSU) on “Challenges and Opportunities on Tourism and Hospitality Sector” in Meerut.

The event will be held on 7th and 8th December, 2019 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 BCSCHM 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.

Sunil Panwar

Chairman Scientific Committee

Swami Vivekanand Subharti University, Meerut



I am happy that Bhikaji Cama Subharti College of Hotel Management is organizing a Conference on “Advanced Technologies & Innovations in Tourism & Hospitality Industry (ATITHI-2019)” during 7th and 8th December, 2019.

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.

Indraneel Bose

Conference Coordinator

Swami Vivekanand Subharti University, Meerut

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

Mr. Abhay Chamoli,

Research Scholar, Swami Vivekananda Subharti University Meerut

Dr. Vinay Rana,

Dean of School of Hospitality Management, IMS Unison University, Dehradun

ABSTRACT

Customer satisfaction is one the most common and important aspects in catering business and any organization. The main objective of this research was to study and gain insights on the level of guest satisfaction related to air conditioned restaurants in the Dehradun city. With increasing population and busy lifestyle usually one meal of the day goes in favor of food outlets, thus a comprehensive study is needed to meet psychological needs of the customer. Being the capital city of Uttarakhand there has been a flood of restaurant's and food outlets in the city, therefore a keen research is needed to identify how entrepreneurs and owners can implement possible strategy in terms of customer satisfaction to flourish their business and increase the ratio of repeat customer, for this study data was collected from 40 air conditioned restaurants in Dehradun through filled questionnaires. The select items in service quality dimensions namely, physical attributes, Sureness, receptiveness, affinity, and Assurance were incorporated. percentage /Rating analysis was used to measure the level of customer satisfaction. Where post study the data exhibit adequately high satisfaction level of the customer when it comes to air conditioned restaurants in Dehradun city, though certain segments like the serving temperature of the food, "Table clearance", "perks for guests", "personalize service by the staff" were areas indicated for improvements.

The study suggested that above problems can be eliminated or reduced by proper implementation and scheduling of effective staff training focusing on Guest handling techniques and skill enhancements to increase the restaurant customer satisfaction.

Key words- Air-conditioned restaurant, service quality, skill amplification, personalize service, guest satisfaction.

The Effects of Social Media Networks in Hospitality Industry: A Case Study on Future Professionals

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Librarian, IHM Bhubaneswar

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Lecturer, IHM, Bhubaneswar

ABSTRACT

There are miscellaneous platforms provided by the social media networks such as Face book, LinkedIn, YouTube and Twitter to the marketing of products and services for the hospitality industry. Social network offers media technologies that can facilitate online functionality and monitoring perspectives wherein the data gathered can be used to develop their services for customer satisfaction. The hospitality industry can market themselves in social media and networking. Hospitality industry can use social media to engage customers and clients in dialogue and recognize their needs (UNWTO., 2001). Through these networking sites, hospitality industry can interact with consumers before, during, and after the vacation experience. Social media is relatively new and the advantages are abundance such as it is affordable, it is viral and has the budding to spread brand awareness swiftly and remote and it is said to be able to develop link baits, attention and massive amounts of traffic. However, it may not be appropriate for all hotel chains. The purpose of this study is to evaluate the effects of social media in the hospitality industry. It has changed the way we relate, learn, have fun, and even affects how people chose to travel. Hotels and other businesses within the travel industry are finally beginning to understand that ways of a focused approach to Social Media can help create a strong brand, allow a greater exposition worldwide, drive sales, create and maintain better relationships with customers as well as to provide the perfect tool to interact directly with them. Internet booking are increasing at a pace of 50% annually, it's more of a fact than a choice. Hotels have to get into the online world if they are to keep up with customer's trends (Drury G. , 2008). If people are changing the way they communicate and relate, then hoteliers must follow ensemble and acclimatize to a changing environment.

Keyword: Hospitality industry, Social network, marketing strategy, communication channels, information.

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

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ABSTRACT

Purpose – Customer satisfaction is the most important element for success of any service establishment. This research investigates the satisfaction level of travelers with Dhabas of Murthal city. Considering the customers' expectations and their experience and behavioural intentions have been explored.

Design/methodology/approach – The research design chosen is exploratory -cum- descriptive-cum – diagnostic in nature. For the purpose of study the dhabas located on Grand Trunk Road (G.T.-1) in Murthal City of Haryana State. 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.

Findings – Satisfaction variables were taken from previous researches and dimensions like quality and quantity of food, promptness and professionalism of service staff, seating arrangement, hygiene, ambience etc. were included. The study found that level of satisfaction of customers visiting these sampled dhabas is high and customers are satisfied with the service and products offered, but at the same time it was also found that the possible reason for the same may be that their expectations level from these eateries is very low. For instance, guests were least bothered about the additional services (like feedback system, level of security and complaint resolving system).

Research limitations/implications – The research was conducted only in Murthal city and limited dhabas were taken as sample for this study.

Keywords: *Customer Satisfaction, Customer Expectation, Service Establishments, Dhabas.*

Varanasi: Restoring the Glory of Spiritual Capital of India

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ABSTRACT

Varanasi, Banaras or Kashi is known as the oldest continuously inhabited city of the World. Its origin is unknown but its description is mentioned in every scripture. It is well recognized as the city of Lord Shiva and according to Hindu religion, he has carried the entire Banaras city on his Trishul. Sometimes this sacred city is also called as the 'City of Ghats', City of Lanes, City of Temples, City of Kunds, City of Culture. It houses a large variety of tourism products, which can satisfy every category of tourists. Eighty-four pucca Ghats, Evening Ganga Aarti, Kashi Vishwanath Temple (Jyotirlinga) and Sarnath (Land of the first sermon delivered by the Lord Buddha) are some prime attractions of the Varanasi city. Every day, this holy city welcomes thousands of international and domestic tourists, who come here to see and learn the culture of the city but in spite of having good quality and quantity of tourist attractions earlier, it was missing good roads, public toilets, traffic problems, 24 hrs. electricity, neat and clean railway stations and all such drawbacks of this city were discouraging a visitor to repeat his travel or to motivate to his known to travel this destination but during the recent years every local and tourist have witnessed the rapid growth and development in infrastructure and tourist attractions, which are benefiting not only to the tourists but also to the host community, therefore, through this paper, an attempt is made to highlight the new changes and developments in the city which have increased the rapid growth of tourist's inflow in the heritage city of Varanasi.

Keywords: Varanasi, Development, Attraction, Tourist, Infrastructure.

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

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ABSTRACT

The menu has been considered as the primary tool for sales and communication in restaurant operation, as it drives the production and purchasing decisions for both the customer and the restaurateurs. With the advances in technology, restaurateurs have tried to improve menus to make them more appealing in order to boost sales and enhance the ordering experience for customers. In this context, there has been an increase in the application of technology in restaurants such as online ordering, mobile apps for ordering and payments and Electronic Tablet-based menus. As tablets with touch input have become widely disseminated over the last few years, more and more industries make use of these devices. Upscale restaurants started to introduce tablets like the iPad as digital menus in order to replace traditional paper menus. By being able to include more media featuring the quality of available dishes and ideas behind them, and by designing the decision-making process more interactive, those digital menus aim at improving the customer experience. The aim of the study is based on the supposition that an overall value judgement concerning the use of the iPad menu will influence customers' behavioural intention to patronise restaurants that use the new technology. Thus, explaining that how customers perceive Tablet-based food-ordering system among semi-casual restaurants in Malaysia.

A number of technology acceptance theories have emerged and acceptance of information technology (IT) has remained a topic of interest for the last few decades. Several theories have emerged and they have been applied in different contexts to investigate new insights into the acceptance behaviour at individual and organisational levels. This study employed the extended unified technology acceptance and use technology model (UTAUT 2) to examine whether customers' perceptions of performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation can influence customers' behavioural intention to use Tablet-based menus. Individual differences like age and gender are hypothesized to moderate the effects of these constructs on behavioural intention and use behaviour.

A pre-existing UTAUT2 survey instrument will be used to collect the data from the customers visiting casual dining restaurants in Kuala Lumpur, who are practising the tablet menus as the menu display device. Data will be analysed through the statistical analysis method that is structural equation modelling (SEM).

Keywords: Restaurant Technology, Customer Perception, Structural Equation Model, Tablet-based Menu, Unified Theory of Acceptance and Use of Technology 2 (UTAUT2).

Difficulties and Challenges Related to the Development of Homestay Tourism in Uttarakhand

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ABSTRACT

Homestay is becoming popular among the tourists as an alternative tourism product which gives more authentic experiences about the local culture of the visiting country. It is a form of tourism that is closely related to the nature, culture, customs and traditions of the local community. Homestay provides the tourists foods and lodging and also arrange different activities related to the local culture as a means of education, entertainment and experiences. The developing countries are especially interesting to diversity their tourism offerings through community participation to attract more tourists and deliver the benefits to the rural areas. Homestay is considered as an alternative strategy to improve the socio-economic conditions of the rural areas. However, it is evidenced that there is no proper mechanism to develop the Homestay in Uttarakhand as a form of tourism product. Therefore, this paper is mainly to discuss the Difficulties and challenges associated with the Homestay development and operations. The study is carried out as a qualitative study using a variety of contact methods that consist of personal interviews, focused group discussions and document review. Two case studies were conducted at two home stay villages such as Sirmoli in munsyari Pithoragarh district and Dalar Village Homestay in Nainital district. Homestay tourism, as a means of alternative tourism product, is not operating successfully in Uttarakhand due to certain difficulties and challenges i.e. misusing the concept, lack of youth participation, passive community initiations, lack of community leadership, lack of formal management system, lack of industry awareness, lack of facilities, lack of marketing & promotional skills, lack of networking, and communication problems were highlighted by community members. From the relevant authorities' perspective, changing community attitude, political interference, and slow implementation were highlighted as challenges for home-stay operations in Uttarakhand. However, homestay is a potential segment for Uttarakhand tourism. Therefore, the proper planning and management and the active involvement of all the key stakeholders are essential to develop the concept successfully. However, the government should play the key role actively and honestly.

Keywords: Homestay Tourism; Community Participation; Difficulties & Challenges; Economic Benefits

Why Hotel Industry is Shrinking from its Social Reasonability?

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ABSTRACT

Social ethics and responsible behaviour have always been an issue in the Hospitality Industry. People arriving at a hotel expect privacy and security from the hotel & its employees. Besides this the guest expects services and facilities provided / expected from hotel as per their tariff, standard.

Unfortunately, there have been numerous cases where hotels have been found wanting in coming up to the guest expectations. Leaking celebrity information to media, misleading marketing of Hospitality product, compromising with guest security, aggressive behaviour of staff are some of the ethical issues facing the guest.

There have been issues of wrong branding of menu, extravagant pricing of menu, use of raw product which may be harmful to guest health...

On the other side there are ethical issues affecting the work force i.e. long working hours, under employment, low salary, slow promotion. Considering the very nature of Hotel Industry all ethical issues need to be taken care of.

Ethical issues face by the Hospitality Industry and how the Industry can come up to the guest expectations form the basics of the study.

Keywords: Hospitality Industry, Guest expectations, Celebrity information, Under employment, Hospitality product.

Effect of Human Resource Management Policy in Revenue Contribution in the Hospitality Sector: A Study of NCR Star Category Hotels

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ABSTRACT

Human Resource Management is a very important element now a day to grow the organization. It plays an extremely important role to develop the employee as well as Guest satisfaction in the hotel industry. However, training could be given by anyone from the department like senior managers or specified persons, etc. But now a day's Hotels has given this responsibility to the ones who are more professional in the training area, like individual department Trainer, faculty from the institute etc.

Hotel departmental HR & Training is a learning process for everyone in the hotel. It gives the opportunity to the employee to learn more and to get out of the mistakes and develop the area where they are undeveloped or need to increase the skills. Training Manager is the head of the Training Department but some hotels or hotel chains does not keep it separate. There, it comes under the Human Resources Department.

Keywords: Human resources, Training, Employees, etc.

Importance of Quality in Tourism and Hospitality Enterprises and Products

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ABSTRACT

This paper solely focuses on quality in tourism and hospitality. Hospitality is a subsidiary of tourism yet both are heterogeneous consumption of tourism and hospitality service is of repetitive nature. Service providers and customers actively participate in the process of tourist and hotel services consumption hence; this makes the quality in tourism and hospitality of a complex nature. The paper highlights the importance of hotel industry for the quality of tourist destination product as well as the quality of market and measurable category. In this paper it is highlighted that competence of employees is the most vital factor for the level of quality in tourism and hospitality.

Keywords: Quality, tourism, hospitality, satisfaction.

Importance of Information From Social Media for Aspects of Travel Decisions, Among Users of Social Media of Lucknow.

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Priyadarshini Seth

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ABSTRACT

The use of Internet and many more other communication technologies gives birth to a new era of tourism economy. One of most powerful online networking tool is social media, which has become the integrated part of our social and economic life nowadays. Here we interact with different people and can create share, exchange and comment. It also includes emerging technologies which consist of social networking sites: wikis (e.g. Wiki travel), blogs (e.g. Travel blog) and micro blogs (e.g. Twitter), social networks (e.g. Facebook), media-sharing sites (e.g. YouTube), and review sites (e.g. TripAdvisor). It is a new way of communication that results into entire online environment which built on people's contributions and interactions. Aim of this paper is to examine the information from social media for Lucknow tourist. One of its components is to assess the effects which impacts on socially recommended on the tourism of Lucknow.

Keywords: internet, communication, technology, wiki travel, travel blog, twitter.

To Study the Innovations and New Approaches in Adventure Tourism in India and How Industry can understand the Consumers and Shape their Marketing Communication

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ABSTRACT

India is a country which has a variety of flora and fauna. The country provides different geographical settings like mountains, rivers, deltas, beaches, backwaters and many more. Indian tourism has always been a prosperous sector with people from different parts of the world flock the shores of the Indian subcontinent in search of peace and quietude. This has made tourism an important contributor to the GDP of India. However, in recent times, adventure tourism is gathering pace in the country and even the native Indians too are participating in adventure activity related tourism. Slowly and steadily people are realizing that there is a need to take time out to tour and participate in activities that they have never done before.

This development has seen a new wave of participants who are regular at adventure travel and tourismowning adventure travel gear, equipment and clothing. Due to this reason, a lot of brands are eyeing to enter the country to cater to this fast growing segment. A few brands like Wildcraft and Quechua have captured a few customers but the brands will have to realize soon that the need for the outdoor gear is increasing. In such a volatile market, brands have to reach out to customers and make them realize why their products are important for the participants. In order to do this, there has to be some framework which talks about the important factors which must be given due consideration in order to shape the marketing communications in the best possible way. For this framework to yield result, there have to be variables that are at the root course of why someone takes up adventure tourism.

The scope of this research paper is to find those variables and the parameters which are considered while purchasing adventure gear, clothing and equipment. Using these variables and linking them with the parameters which are looked at while purchasing the equipment can help a lot of brands setting foot in this particular domain.

Keywords: Adventure Tourism, Geographical, segment, communications, purchasing.

Carbon Foot Print: A Review

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ABSTRACT

Climate change is recognised as a major challenge of this century for both developing and developed countries. It is widely accepted that the greenhouse gas emissions caused by humans, pose a negative impact on the environment. A ‘carbon footprint’ is a measure of the greenhouse gas (GHG) emissions associated with an activity, group of activities or a product. Nearly everything that we do produces greenhouse gas (GHG) emissions either directly or indirectly. In global warming contribution of carbon dioxide is maximum and is produced by different human activities. “Carbon footprint” is a measure of the impact by human activities on the amount of carbon dioxide (CO₂) produced through the different human activities and expressed as a weight of CO₂ emissions produced in tonnes. Establishing the carbon footprint of an organisation can be the first step to reduce the emission.

The term ‘carbon neutral’ refers to something with a carbon footprint of zero. ‘Carbon neutrality’ is normally achieved by first calculating a carbon footprint, then reducing emissions. Currently the global average “carbon footprint” per person per year is 4 tonnes but the global experts want it to limit approximately 2 tonnes per person per year. The current national average for USA, UK, China and India is 20, 9, 3 and 1.2 respectively. The present study is a review providing a deep insight of carbon footprint and related studies in India as well as throughout the world.

Keywords: Carbon footprint, carbon neutral, GHG, Carbon weight.

Buddha Tourism

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ABSTRACT

Buddhism holds its roots in the heart of the Indian subcontinent. Lord Buddha, born in Lumbini amidst lush Indo-Gangetic plains, travelled extensively throughout modern day Bihar, UP and Nepal, his meditations and preaching forming the pillars around which the Buddhist thought and lifestyle emerged. The influence of Buddhism in India started waning around the late Gupta period and the Pala empire, further accentuated by the invasions from Central India. So while a lot of the 'practiced heritage' today lies in South and Southeast Asia, parts of India still carry the heritage forward, and at many pilgrimage sites, the confluence of Buddhism and Hinduism has created a unique cultural and architectural landscape. Buddhism, one of the major religions of the world, finds its roots in Northeastern India. Siddhârtha Gautama or Buddha's teaching laid the founding stone for new line of thinking called Buddhism. Born in the Himalayan foothills, Siddhârtha left his palace to live the life of a mendicant at the age of 29. Buddha wandered through the modern day States of Uttar Pradesh and Bihar in India. His footsteps covered nearly a 1000km stretch from Kajangla in the East to Mathura in the West. The Tripitaka, ancient Buddhist scriptures provides us with an insight of the Buddha's journey. After many years of meditation, Buddha attained enlightenment at Bodh Gaya. The temple complex in Gaya, Bihar is the most important pilgrim site associated with the life of Buddha. In 2002 it was also declared as a UNESCO World Heritage Site. The Buddhist philosophy explicates the mysteries of the universe and life through the teachings of Buddha, relying on sensory perceptions and avoiding assumptive thought. The two major schools in the world today, the Mahayana and Theravada, derive from the various sub-sects under Mahâsâmghika and the Sthaviravâda, the branches that Buddhism split into during the reign of King Ashok. Buddhism spread rapidly during this era.

Keywords: Practice, Heritage, Meditation, Pilgrimage, Philosophy.

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

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ABSTRACT

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. This region has been increasingly facing threats due to internal and external factors. In the last few years, these cumulative ecological threats have resulted in loss of lives and properties in many places. Again, this region is responsible for providing water to a large part of the Indian subcontinent and contains varied flora and fauna. Tourism is an important socio-economic phenomenon in the region with its varied types and forms. Traditional pilgrimages to the most modern alternative and sustainable tourism practices are evident since time immemorial. This article is an empirical study of the past crises and disasters with respect to tourism impact assessment, management efforts etc. Based on the extensive review of literature and important evidences, frequency and intensity of various tourism impacts are identified for the questionnaire. The primary data was collected from the field during 2015-17. The collected data are analyzed and interpreted through the principal component analysis and factor analysis. This is how the core impacts are identified and strategies are formulated for crises and disaster management in tourism.

Keywords: Indian Himalayan region, Glacial Lake Outburst Floods (GLOFs), Land use pattern, Crisis management, Disaster management

Mainstreaming Sustainable Community Based Tourism as a Catalyst for Socio-Economic Upliftment in the Khangchendzonga Landscape-India

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ABSTRACT

Community based tourism in the Himalayan landscape has been gaining ground importance due to its synergic approach. The development lead initiative is an effort to bring a balance in the sphere of socio-economic development and environmental conservation. This piece of work is part of the ongoing project based research at the Khangchendzonga Landscape (KL) initiated by G.B. Pant National Institute of Himalayan Environment and Sustainable Development, Sikkim Regional Centre. In which efforts are on to promote sustainable community based tourism in line with nature conservation in the trans-boundary landscapes bordering to China, Nepal and Bhutan. It highlights how community based tourism in the landscape has taken as an integrated approach with various steps for livelihood enhancement of mountain people and conservation of the pristine landscape.

Keywords: community based tourism, nature conservation, socio-economic upliftment, Khangchendzonga Landscape

Factors Enabling Women to Break Glass Ceiling & Emerge as Entrepreneurs in Hospitality Industry

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ABSTRACT

Entrepreneurship has provided wide avenues to men and women earlier it was considered men's domain now women have also entered into entrepreneurship in hospitality industry and creating their own niche in the society. Among them the reason of becoming entrepreneurs are the various factors which are influencing them to take this opportunity as their career and achieve their goals with the help of this. The main purpose of this research is to investigate the different factors that influence entrepreneurial behaviours among women working in Chandigarh-Tri-city, (Chandigarh, Mohali & Panchkula) India and to highlight them how they are influencing them to take up entrepreneurship as their professional choice.

Keywords: Women, Entrepreneurial factors, Hospitality Industry, Gender role, Independency

Innovations & The Digital Future of The Hospitality Industry

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ABSTRACT

Every industry is undergoing a technology-driven transformation, and the hospitality industry is no different. Online booking systems, customer, relationship management, social media and smart phones are transforming the hospitality industry and empowering a new level of client service. Advances in smart appliances will have a greater effect in the future. Lighting, temperature, blinds, alarms, TV, radio and room service will all be meticulous from a single tablet device, or from a single app that guests can download and log into from their own device.

Digitalization is among the most important changes in our rapidly evolving world of Hospitality. Guests are now demanding more personalized options so that properties can meet their discrete requirements. Furthermore, the rise of the digital community signifies that competition is rife.

The efficiency and purposefulness of implementing each new technology depends on the decision of end users (employees and clients) to admit and use it. Despite the many changes that are being brought on by these technological innovations but the core offerings should not be removed from a hospitality business. The conceptual framework for studying the impact of technological innovations in hospitality service is important. Top quality customer services are the fundamental pillars of the industry, but the technologies can make it easier to consistently deliver a memorable experience to guests.

Hotels therefore need to leverage the resources and systems at their disposal if they hope to retain loyal clients. Hotel technology is playing a significant role and its presence is only expected to increase in the coming years. This paper is highlighting the innovative and future technological trends need to opt for the betterment of the Hospitality Industry.

Role of Soft Skills in Hotel Industry

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ABSTRACT

In a growing realm of tourism and hospitality human behaviour and nature has been playing an indispensable role. Hotel industry deals with the requirements and the satisfaction of the customer and it can be achieved through the skillful manager and the staff. Certain human skills like attitudes, attributes and behaviour help in contributing to the success or failure of the business. The staff needs to acquire hard and soft skills both for the orientation and success of the hotel industry. 'Hard' skills like accounting, financial analysis and marketing are essential skill sets for the development and growth of hospitality & tourism that are easy to learn. Soft skills encompass introspective and interpersonal skills and can be inculcated with little efforts. Soft skill traits actually are communication skills, positive attitude, confidence, empathy, decision making, problem solving, team leadership etc. Proficiency in soft skills at hotel equips the beneficiaries' lifelong success. The managers with skillful staff convert their business into a globalized business.

The aim of this paper is to draw attention to the need to equip students, staff, managers and hoteliers with effective communication skills and other essential soft skills needed in the profession. The prime focus of academia and beneficiaries of Hotel Management must be on nurturing and strengthening soft skill components for the overall development of hotel Industry.

Keywords: Adaptability, Communication skills, Decision making, Self –Confidence, Stress tolerance

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

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ABSTRACT

Tourism and hospitality industry today is changing significantly with the application of information technology in its fundamental to strategic activities. It is driven by the competition inherent within the industry as well as the evolving innovative ideas and practices. So, to match the competitive environment and to catch the changing disruption, use of information technology is inevitable. This study reviews the previous research studies related to the information technology (IT) in tourism and hospitality industry with the aim of assessing the recent changes and applications of IT in the industry. Particularly, seven major tourism and hospitality journals published in the last 10 years are reviewed which included 64 research articles relevant to IT in tourism and hospitality industry. The content analysis of the articles is categorized into three major themes, namely: fundamental purpose, internal business process or process redesign and value creation & competitive advantage. The study showed that IT in tourism and hospitality industry is most commonly used in fulfilling information need, studying behavior & performance, managing operation process and innovation process. The use of IT in promotion & marketing, customer management process and value creation & competitive advantage is yet to be explored.

Keywords: Information Technology, Business Process, Innovation, Competitive Advantage

Green Building Concept: A Sustainable Approach

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ABSTRACT

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 Concept of Green Architecture or “green building,” also known as “sustainable architecture” is the theory, science and style of buildings designed and constructed in accordance with environmental friendly principles. Green architecture strives to minimize the number of resources consumed in the building’s construction, use and operation, as well as curtailing the harm done to the environment through the emission, pollution and waste of its components. In the present scenario the shift of focus of the global traveller from high rise hotel buildings in cities to places that is close to nature and has a peaceful natural environment which does not damage the natural ecology. Green hotel is a buildings or accommodation that has made important environmental improvements to its structure in order to minimise the impact on the environment. This chapter is an attempt to understand eco-friendly hotels – that is, the latest trends and best practices. It also determines the main concepts involve in the construction of green buildings which can help to create awareness among people regarding the benefits of green building and could be a step towards green building practice for the future world.

Keywords: Green building, Sustainable architecture, Eco-friendly hotels, Green architecture, Sustainable approach.

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

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ABSTRACT

In the 21st century, not only the hotel industry but more or less all service industry across the nation has realized the use and importance of artificial intelligence and digital technology to drive constant growth and revenue for its business. Since past few years, in hotel industry it has seen that uses of artificial intelligence and robots are increased and following the incredible innovations for serving their customer, one of such credible technologies is emerged known as Artificial Intelligence (AI). Robot with AI is considered as the replacement of manpower and empowers the hotel industry much larger for providing the better services to their customers. It provides the greater trust and satisfaction to the customers and guest of hotel industry. However, for the hospitality industry, services and facilities through AI-powered robotics is become a boon.

This current research study aims to understand the current state of the hotel industry as it relates to the use of artificial intelligence (AI) in enhancing the quality of the guest experience as well as explore the role of artificially intelligent and robot in the hotel industry as a service innovation and how it will affect the change of interaction with visitors of hotel and service culture of hotel industry. Moreover, the use of artificially intelligent and robots proposed to create guest ultimate experience and add value in hotel competitiveness.

The study seeks to benchmark best practices for utilizing AI in the context of guest experience management and offer practical guidance to IT decision makers who may be looking to utilize AI at their hotel properties.

Keywords: Artificial Intelligence (AI), Robot, Information Technology, Hotel.

Mobility of Food Culture in India - South to North

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ABSTRACT

This paper review discusses how culture moves from one place to another via food. Various dimensions related to the choice of food at a destination have focused. The dynamics, as well as the magnitude and related importance of food on culture, are still poorly understood. The study has focused on various parameters by which food can be used as a marketing and promotional tool for a destination. This review has an emphasis on the cultural exchange of food in the current scenario. It also helps to explore the cultural variations with special reference to food at other destinations from its origin and also explore the impact on the culture of South Indian food in the North part of India.

Keywords: Food culture, tourism, India, south Indian cuisine, globalization.

Perspectives of Educators and Industry Managers with Regards to Employability of Hotel Management Graduates in Punjab (India)

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ABSTRACT

Hotel Management graduates of Punjab have to consider cautiously their profession planning in order to conform to the demands of today's hospitality industry. Although hotel management educators are putting emphasis on bridging the gap between industry and academia, few studies have also dealt with the important attributes of hotel management graduates for employability from the viewpoints of senior students and industry managers. This study examines the perceptions of educators and industry managers for employability in the hospitality industry. Questionnaires were distributed to hotel industry managers and to hotel management educators in order to evaluate the importance of each attribute and graduates willingness in each competency. This study also covers various suggestions for simplifying the employability of hotel management graduates in Punjab.

Keywords: Hospitality industry, Employability, Industry managers, Punjab

Issues and Challenges of Off-Premise Catering in Uttar Pradesh

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ABSTRACT

Off-premise catering provides food & beverage facilities to customers outside the premises away from home base. People choose to outsource their catering needs when hosting both small and large function in an open or covered area. Efficient planning and careful attention is important for successful function. Off-Premise catering as a concept is gaining in acceptance in major cities, towns and even in the villages of the State. Off-premise catering is able to cater the masses. Competition in the catering market, price war, problem of retaining contract manpower, requirement of licenses, seasonability and transportation are the common problems faced by the caterer.

Changing lifestyle and behaviour pattern of the people provide advantages to the off-premises catering to flourish in the state. People are organizing more celebrations now a day tremendously. This paper is a conceptual paper which highlights the various issues and challenges in operating off-premises catering in Uttar Pradesh.

Keywords: Off-Premises Catering, Seasonability, Food & Beverage.

“Role of E.tourism for Development of Historical Tourism and Socio-Economic Condition of Uttar Pradesh”

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ABSTRACT

My paper investigated the role and the value of E. tourism for development of historical tourism and socio-economic condition of Uttar Pradesh.

No doubt that the tourism has now become one of the largest service industries in the universe and its development shows a regular growth every year. The World Tourism Organization estimates that by the end of 2020 the arrivals of tourists worldwide will increase up to 200%. The internet is the most important innovation since the development of printing press (Hoffman, 2000). Uttar Pradesh contributes to the national income through tourism in which religious, historical and heritage tourism attracting large number of tourist's whole year long. The E.tourism plays a vital role for the revenue generation in the form of historical and heritage tourism and the development of economy by spending the money at tourist spot. E.Tourism which generates revenue to state and socio economic development of the local community as well as state and it will add to the national GDP.

The Impact of Events on Rajasthan Tourism – A Study

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ABSTRACT

The state of Rajasthan has risen as most visited goal for worldwide and residential visitor. Rajasthan with its rich authentic culture and legacy, combined with bright fairs and celebrations like camel Safaris, Pushkar fairs, Desert celebrations and so forth has turned out to be one of the most loved goal on the planet. The travel industry has been profoundly touted as a course to the Development of a city or condition. It pronounces to bring truly necessary income and work to the occupants of the spot, while at the same time professing to save its social, recorded, or regular ‘attractions’. This paper is an endeavor to portray how significant is our fairs, celebrations or occasions for the development in the travel industry in Rajasthan as the travel industry assumes a significant job in the financial advancement of any nation. It is likewise one of the real sources to procure outside trade, and creating work for urban just as rustic open.

Keywords: Tourism, Events, purpose, Festivals, Culture, expansion

Innovative Practices Adopted by Restaurants to Attract Healthy Food Diet, A Case Study

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ABSTRACT

Good nutrition is an important part of leading good life style which is combined with physical activities and right diet that can help to reach and maintain a healthy body index such as ideal body weight, toned body, and reduce the risk of chronic diseases. But as the age progresses, an adult starts facing with several types of diseases like blood pressure, diabetes, CVD disease, renal ailments and others. The effect is diet restriction. Under such conditions a major category of population avoid visiting restaurants.

On the other hand, the fact is that the restaurants which offer food to customers has rich fats and oil, spicy, and sometimes high carbohydrates and sodium compound. The main aim of all commercial food outlets are given tasty food with attractive garnish. Very less emphasis is given on health factors.

So, we have to worked out what environmentally sustainable nutritious, affordable and equitable eating pattern look like how do we create a supportive environment that encourages and enable providers (retailers, institutions, caterers) to provide it and people to eat it to win the confidence among such kind of clients.

The purpose of this research is to provide a food which is locally produced, healthy and high quality that bring value and support ethical goals. A restaurant that offer the customers dishes made with the best quality of food, using organic, bio-ecological healthy and consciously produced. So that those whose diet has been restricted may turn back to restaurants.

The research would be based on market survey among adult people who have stopped visiting restaurants and find their liking as per their therapeutically modified diet thought questionnaire and personal interview. Various statistical tools would be used to get the results.

Keyword: Good Nutrition, CVD disease, Health factors, Eating Patterns, Restaurants,

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

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ABSTRACT

The concept of entrepreneurial development involves equipping an individual with the vital information and knowledge used for enterprise building and polishing his entrepreneurial skills. Now a days, entrepreneurial development programmes are treated as an essential tool of industrialization, and a key to sort-out the unemployment problem in India.. The data used for the purpose of study are largely from secondary source. Entrepreneurship acts as a medium for the economic opulence of a nation as it leads to generation of employment, contribution in national income, rural development, industrialization, technological development, export promotion etc. In India, numerous initiatives have been taken by the government from time to time for entrepreneurship development within the country such as Industrial Policies and Five-Year Plans exclusively focusing on the expansion of small scale sector, setting up of Special Economic Zones, Entrepreneurship Institutions, Entrepreneurship Development Programmes (EDPs) and various Government Programmes and Schemes for the encouragement of entrepreneurship. However, literature reveals that entrepreneurs face variety of issues which hinder the growth of entrepreneurship. In the present paper an effort has been made to study the role of Indian Government in the development of entrepreneurship skills in India.

Keywords: Entrepreneurship Development, Entrepreneurship and Programmes.

A case Study to Implementing Green Management Initiatives by Hotel Industry and Government in Delhi /NCR

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ABSTRACT

Environmental pollution is one of the biggest issues of the decade and ranks high among people's priorities for the 21st century in the Delhi/ NCR. Global warming, the destruction of ozone layer, acid rain, deforestation, overpopulation, and toxic waste are all global issues which require an appropriate global response. There are a range of environmental problems and issues like air pollution, water pollution, noise pollution, waste disposal, radioactivity, pesticides, deforestation, etc.

The research is intended to show hotel industry contribution towards environment and pollution control especially with focus in Delhi/NCR.

The new techniques that are being followed by hotels and restaurants to promote Eco Tourism and the environmental friendly practices followed by hotels ECOTELS (Eco Friendly Hotels) in Delhi/NCR.

The study also brings to light various works that hotels are doing for environment like, solid waste management, water waste management, recycling, growing trees and Energy management system.

The study also show the green management initiatives with the main aim to save resources, also emphasizing cost saving, prevention of damage to the environment, hence ensuring a sustainable environment for future use.

The study also intends to show the judicial approach towards environment and how judicial activism is important to promote environmental issues, the various verdicts given by Supreme Court in environment related cases and monitoring pollution and also creating public awareness.

Keywords: Environmental Issue, Green Management, Eco friendly Hotels, Initiative by Hotel Industry.

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

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ABSTRACT

Good customer service is one of the key to success 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 chatboats, delivery robots, robot-concierge, conveyor restaurants, self-service information/ check-in/ check-out kiosks. Including these and many others have become the game changer 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.

This is a conceptual research study that aims to understand the current state of the hotel industry as it relates to the use of robot, artificial intelligence and service automation (RAISA) in enhancing the quality of the guest experience and provide a broad view of technology innovation.

Artificial intelligence has the ability to offer invaluable insights that have not been experienced by hotelier before and it will do this by gathering and analyzing large amount of freely available customer information.

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.

Keywords: Guest experience, Artificial intelligence, Robot, Service automation.

Live Green Feel Green-“An Assessment of Green Practices of Five Star Hotels In Delhi And Ncr”

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ABSTRACT

Purpose- In the current time green practices is major concern for our environment. The level of pollution is increasing day by day due to not following green practices and hotels are the place from where the level of pollution can be increased due to 24 X 7 services and use of natural resources if they will not adopt the green practices. With the help of this paper we will able to find the current practices adopted by five star hotels in Delhi.

Design/Methodology/Approach- This paper is designed on primary data through close ended questionnaire filled by five star hotel professionals of Delhi.

Findings- Although hotels are implementing green practices but still there are some lacking in awareness of staff for green practices. Rain water harvesting, fresh air treatment, energy saving these is the concern area on which hotels have to focus for green environment. If hotels will contribute 100% in all these aspect then the concept will be fruitful of “LIVE GREEN FEEL GREEN”.

Research limitations/Implications- This study helps to analyze the role of hotels in procuring green practices in five star hotels of Delhi NCR. The study has limitation as hotels staff always busy in their hectic schedule.

Keyword: Green practices, Five star Hotels, Environment, Sustainability, Implementing

Measuring Customer's Satisfaction Level In Hotel Industry: Content Analysis Study

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ABSTRACT

Customer satisfaction is the primary objective of any star category hotel. The service offered by any hotel gets with the latest trends, fulfilling the customer needs, wants and demands. In the course of these fulfillments many value added services are also offered along side with hotel accommodation and food services. These ancillary services that are provided to the guests come into picture based on the customer's need. In order to promote a particular hotel as a successful business entity, the Common practice by the hotel personnel is that a satisfied guest becomes a repeated customer and this was considered as a major tool for marketing. It determines the extent to which satisfaction level is fostered along with loyalty. In India tourism and hospitality industry plays a vital role and as the chief growth driver for the services industry. This infact helps in the growth and is useful in boosting the hotel industry for further growth and development. Infact economic slowdown has been seen resulting in low occupancy and average room rates for hotels across certain major cities in the country. Still, Indian hotel industry is still expected to show a steady prospect as compared to the hotel growth on global level. During, 2014, India was having the ninth largest civil aviation market in the world. This is an exploratory research work, which can be in use after developing a conceptual frame. Work deployment can be created with a structured survey instrument and statistical analysis to describe the paper in depth. This study shall be useful to give an insight to the concerning organizations to identify the gap and take a leverage by offering the desired quality products and Services.

Keyword: Hotel Accommodation, Quality of Service, Customer needs Hotel, Organization, Service, Domestic, International, Guest satisfaction, Room Rates, Civil Aviation.

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

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Buddhism is the fifth largest religion in the world behind Christianity, Islam, Hinduism and traditional Chinese religion respectively originated in the northern part of ancient India. Buddhism founded in the late 6th century BC by Siddhartha Gautama. He was born as a royal prince in 563 BC in Lumbini, which was originally in India but is now part of Nepal. After six years he attained enlightens under the Bodhi tree in Bodh Gaya and became the Buddha. He delivered his first Sermon at Sarnath in Varanasi (Uttar Pradesh) and spread his teaching for whole life. After spreading his message to world successfully, Buddha attained Mahaparinirvana (died) at the age of 80 years in 483 BC at Kushinagar.

These two most important places of Buddhism Sarnath and Kushinagar are situated in Uttar Pradesh. So Uttar Pradesh is not only famous for their Hindu culture and temples but also for Buddhist pilgrimage. There are many wonderful places of Buddhism like stupas, monasteries and temples which attracts a large number of tourist and spiritual seekers from all over the world. In this paper, we will discuss the present condition of Buddha tourism in Uttar Pradesh and importance of Uttar Pradesh in Buddha Tourism . We will also discuss how many number of tourists come to Uttar Pradesh for Buddhist pilgrimage.

Keywords: Buddhism, Buddhist Pilgrimage, Enlightenment, Mahaparinirvana, Stupas and Monasteries.

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

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ABSTRACT

Tourism is a worldwide phenomenon and it is considered as one of the fastest growing industry in the world. For a steady growth of tourism, various technologies have been used since decades , and Geographic Information System is considered as one of the most potential tools that is widely used in various fiends of tourism and hospitality now a days. Researches have tried to show the use of GIS technology in the tourism and hospitality industry, and its benefits for the end users i.e tourists as well as tourism stake holders in this research paper .

Keywords: Tourism, GIS, Application of GIS Technology, Dissenter Preparedness Plan

Staff Retention: A study on retaining manpower in Hospitality & Tourism sector in India.

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ABSTRACT:

Hospitality and tourism sectors have moved up 13 positions to 52 rank from 65 in Tourism & Travel competitive index and is expected to create 13.45 million jobs across sub segments such as Restaurant(10.49 million jobs), Hotels(2.3 million jobs) and Tour operators/Travel agents(0.66 million jobs). It's a recent report released by Indian Brand Equity Foundation(IBEf). However, the attrition of staff becomes a big challenge for the hospitality and tourism sector. It's so serious that there is an annualized employee turnover rates in Indian hotels and motels industry alone experiences an employee turnover rate of 73.8%-exponentially higher than the annual average of 10-15%. Unfortunately, hospitality sector relies on part-time employees and seasonal workers, it can be difficult to find people who want to stick around for the long run. In order to understand how to retain the staff around, we must first insight why, the attrition is high in these sectors? The major causes of turnover rate in hospitality are unclear job expectations, disconnect with managers, low salary packages, mismatch between jobs and employees, lack of flexibility, inefficient communication, lack of recognition, better opportunity outside the India, minimal growth opportunity and work pressure. These reasons cause negative impact on hospitality and tourism sectors as customer dissatisfaction, monetary losses, low employees morale, decrease productivity, irregular service quality etc. This research paper article focuses on high retention strategies in Indian hospitality and tourism sector to overcome attrition turnover rates that can have a long-term and positive impact on customer satisfaction and employees both or we can say it's an analysis of retaining talent in hospitality and tourism sector.

Keywords: Turnover rate, Retention, Attrition, Hospitality sector, Tourism sector, IBEf.

**“Teachers centred to Learner Centred
Beginning of New era in Education”
Study of Curriculum of National Council for
Hotel Management & Catering Technology**

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ABSTRACT

Education is a prerequisite for socio-economic development for any country. As for as hospitality education in INDIA is concerned, *National Council for Hotel Management & Catering Technology* is an apex body, designing curriculum, syllabus and other extracurricular activities for all affiliated Institutes of hotel management in India. The main purpose of this research is to explore the new style of teaching that NCHMCT is trying to adopt which is “Learner Centred”. To achieve this target NCHMCT launched a programme famously known as QLF (*Qualified Learner Facilitator* & CLF (*Certified Learner Facilitator*). This paper attempts to explore the effectiveness, implications and present scenario in all institutes. The outcome of this research will be descriptive. The researcher has made an attempt to obtain an understanding of the expectation of students from NCHMCT’s curriculum and actual condition of NCHMCT’s curriculum after the introduction of QLF & CLF. Primary data will be collected from 30 students and 20 Teachers of different IHMs through structured questionnaire and interview schedules by visiting different IHMs. Secondary data will be collected from published data like books, journals, articles, and newspaper. This study shall attempt to establish an in-depth understanding of QLF & CLF programme with reference to NCHMCT curriculum.

Keywords: *Learner centred, QLF & CLF, Teaching Styles.*

Analyze the Impact of Employee Motivation on Productivity

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ABSTRACT

The purpose of this paper is to identify the factors that effects employee motivation and examining the relationship between employee motivation and their productivity. Employees are an organization's greatest assets, because of their performances an organisation remains in the position to satisfy their customer needs, therefore to give their customers full satisfaction it is organisations responsibility to make sure that the employees working are well recognised as well as rewarded as per the norms so that they keep the active sprit of doing things with a positive note. It is necessary for all the managers to make sure that the employees are well educated about their duties and responsibilities as to make them more comfortable with the challenges along with the proper path way to be followed to reach their objectives without over stressing themselves and leading to disappointments in the later stage.

To be a successful employee its very import to learn the art of balancing both work life as well as the personal life , to do so the organisation can help the employees to have good quality of work life by providing them ample amount of necessary leaves, along with good salary packages which can be revised based upon their productivity as per the duration decided, even certain necessary welfare should be given to employees like a good food canteen or a food court which can even include recreational faculties so that employees can relax themselves along with certain other benefits.

Keywords: Employees, Motivation, Efficiency, Rewards, Appraisals, Performance

Work Life Balance for Hoteliers

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ABSTRACT

Luxury hotels in the world are surprisingly increasing. This is the good sign for hotel employees. Although the study examines the work life balance and job satisfaction among hoteliers .For this instance, in the current globalized epoch, an increasing number of hotels in the services sector, required the employees who are ready for long working hours, frequently interact with customers and work across round the clock.

However, the main goal of this study was to unfold the work life balance of the employees within the hotel industry. Without further ado, we need to take compulsory steps for the same. The employee's personal life and work life come into collision, somewhere in the middle. The impetus of this study is to elevate the necessity of Work-Life Balance within the hotels that are situated in India. The detection of the study specifies that there is a need of actual project of Work-Life Balance policies and programs for the Indian Hoteliers to ease them to maintain firmly for their work and life because hotel industry is distinguishing by purveying of services round the clock. This factor has a great dissenting impact on the work Life balance situation of the employees since they do not get ample time for their personal and social adherence. They are thus trapped in scheduling of difference of opinions and feel the pressure of multiple roles or job enlargement.

This paper presents the literature on work-life balance issues and impacts on the hotel employer's personal life. In it a framework to scrutinize the ways to overcome the current dearth of work-life balance, especially within Hotels in India.

Taking it as a background, this paper is aimed to focus on the trails and issues faced by the Indian hotel employees.

Keywords: Balance, Work Life, Personal life, Attrition Point, Motivation, Hotels, Barriers.

Entrepreneurial Inclination among Equipped Workforce

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ABSTRACT

Government of India is strongly promoting entrepreneurship through various initiatives designed exclusively to inculcate desired skills, develop confidence and provide supportive infrastructure. Therefore, it is important to evaluate the role of higher education institutions and various courses/programme in preparing the students to become entrepreneur in near future. There may be some other features also which may contribute to entrepreneurial inclination of the students who are towards the completion of their higher education. The present study aims to compare the entrepreneurial inclination of 506 final year students from public and private universities of Haryana and determine the factors affecting this inclination. The results of the present study will help in designing and implementing pragmatic strategies to develop successful entrepreneurs.

Keywords: Entrepreneurial inclination, need achievement, entrepreneurial support, personal and social factor, risk factor, entrepreneurial curriculum and content

The impact of Leadership Styles on Employee Motivation in Hotel Industry in Lucknow

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ABSTRACT

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. The aim of this paper is to review the literature on the impact of the leadership styles on the employee's motivation. There are many literatures on the leadership have shown a significant positive impact on the employee's motivation, 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. Thus once again the function of the leader has been extremely significant and crucial since the time immemorial, like the era of Chandragupt Maurya and the time of Mahatma Gandhi in India, Nelson Mandela and Thomas Sankara in Africa up to present, and from this paper our main purpose is to explore the latest review about leadership style and employee's motivation.

Keywords: leadership, styles, motivation, transactional and transformational leadership

Wineo' Clock - Recent Research of Indian Wine Industry.

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ABSTRACT

The wine industry related to flavor science is one of the most globalized industries in the world. Even though wine was mentioned as Somras or Madira in Indian mythology it has been viewed as a European product. Despite several socio economic constraints, the Indian wine market has already tasted its share of recognition in the global market over the past few years. This paper represents an overview of the research contributions of Indian wine industry. The contributions in this field has led to the progressive economic growth of India.

Keywords: Research; Wine Market In India, Challenges of wine in India,Upsurge of wine,Women in wine.

The Triumphs & Challenges In the Path of 'Green' Hotel Housekeeping

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ABSTRACT

Purpose: 'Green' is the buzzword today and the importance of going green cannot be undermined. The world, plagued by environmental issues like global climate change, ozone depletion, pollution etc. is dithering helplessly, singularly due to the careless attitude of human beings. Hotel Industry, particularly, has used up their resources indiscriminately, at the cost of the environment even - all in the name of Service Excellence and Guest Satisfaction. With the growing understanding of environment preservation and sustainable practices in the hotel industry, terms like eco-friendly practices, biodegradable wastes, green housekeeping and IAQ (Indoor Air Quality) are not mere jargons anymore. The 3 R's of Sustainability – Reduce, Reuse and Recycle – are the concepts the hotel industry is using to frame guidelines for environment- friendly practices and procedures so as to reduce carbon footprint.

'Green Housekeeping' is a comparatively new concept and the term is used for employing cleaning methods and products which are environment-friendly i.e. which have ingredients and processes that inherently safeguard human health and environment quality. It has now become a norm for all the hotels to have a 'green cleaning policy'

The objective of this paper would be to understand the various processes and procedures adopted by the hotel housekeepers to make Housekeeping Operations green and sustainable. It would also endeavor to learn which of these 'green' processes were adapted to the department's daily routines due to the prevailing/ new laws or regulations related to the environment and which of them were voluntarily undertaken by it, inspired by the green revolution and supported by their hotel managements. Finally, through this paper, we would look at all the triumphs and challenges faced, by the Housekeepers, on the unknown yet exciting & crucial path of 'Greener' and sustainable housekeeping, to gauge whether the future of Hotel Housekeeping is indeed 'GREEN'.

Design/methodology/approach-The planned study mainly is exploratory in nature. It is based on secondary data and information which is collected from interviews with Executive Housekeepers and Housekeeping supervisors 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 the Housekeepers and industry experts the study has been made more constructive.

Originality/value- The research addresses the urgent requirement for an alternative for the age- old traditional cleaning in Hotel Housekeeping and the importance of 'going green' with processes, procedures and chemicals for sustainable development. The challenges faced presently in fructification of the same and the path forward would also be looked into based on the collected inputs and suggestions from literature review, stalwarts for Hotel Housekeeping and other experts with in-depth subject knowledge

Keywords: biodegradable, Green, challenges, carbon footprint, housekeeping, future,

Food and Beverage Service and Guest Satisfaction in Local Fast Food Chains of Lucknow

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ABSTRACT

Customer retention is essential for the success of service firms like Hospitality sector. The quality of service has become an aspect of customer retention. Day by day it has been proven that service quality is related to customer retention. This study endeavors to discover the effect of service quality on customer retention in the Hospitality Industry. The five dimensions of SERVPERF model i.e. reliability, assurance, tangibility; empathy and responsiveness are considered as the base for this study. In order to achieve the objectives, both primary and secondary sources of data were used. The primary data were collected through administrating questionnaire. Convenient sampling procedure was used to obtain 100 responses from customers and 20 from employees of the Indian 05 fast food chain in Lucknow. The findings showed that service quality and food quality have a positive influence on customer satisfaction. In addition, service quality dimensions besides customer satisfaction have a positive influence on customer retention.

Communications had a significant and positive relationship with the customer satisfaction in Fact Food services. Tangibility had a significant and positive relationship with the customer satisfaction in Fact Food services. And negative difference between perceptions and expectations of the customers related to the Tangibility dimension was recorded. So, customers were dissatisfied with the Tangibility dimension of the studied Fact Food chains. Reliability had a significant and positive relationship with the customer satisfaction in Fact Food services. And also the studied Fact Food chains failed in fulfilling in customers' expectations in all elements of reliability dimensions. Confidence had a significant and positive relationship with the customer satisfaction in Fact Food services. All items includes: knowledge of employees about local place, treatments' of guest, secured environment delivered by the hotels, politeness of staffs and facilities located suitable place are a negative average score results when we compare customers' expatiations.

Keywords: Customer, Hospitality, Fast Food, Communication, Tangibility.

A Study on Role of Adventure Sports Training Institutes in Promotion of Adventure Tourism in Uttarakhand

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ABSTRACT

Uttarakhand is the youngest Himalayan states of India and its was declared as the new state on 9th November 2000. In year 2017 domestic tourists arrival in the state was 34.26 million and foreign tourist arrivals was 0.13 million (ibef.org). In year 2018, Uttarakhand received 120,000 international visitors which shows a growth of 20 per cent than previous year (UTDC). Key international tourist markets for the state includes countries such as USA, European countries, Israel, Latin American and Central Asian countries. As per the 7th annual estimated adventure tourist visits of Nielsen, Uttarakhand topped the list with 1043498 in year 2015. The adventure tourism activity is not a new thing to this youngest Himalayan state. The number of adventure sports lovers are continuously increasing in the State which results the good opportunities of employment in the field of adventure tourism in State. The adventure travel is a kind of [niche tourism](#) which includes the [exploration](#) or [travel](#) with a certain degree of risk and which requires special skills and physical exertion. Being a Himalayan state 86% of the state's area is covered with mountains and 65% with forest. The state is blessed with variety of land features and located at the foothills of great Himalayan Mountain. There are numerous bugyals, passes, hiking & trekking routes and white water rafting stretches etc. which attract good number of adventure sports lovers. Every industry or sector requires skilled and professional work force, but when we talk about adventure tourism industry then it becomes specialized skilled workforce. As per the new Adventure industry policy, the requirement of specialized skilled and experienced work force is mandatory. The purpose of writing this article is to highlight the adventure sports institutions or schools working in the state of Uttarakhand and are providing variety of courses to satisfy the needs of every category of people.

Keywords: Uttarakhand, Tourist, Adventure, Tourism, Institutes.

Effects of Global Warming on the Tourism sector in India

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ABSTRACT

Global warming is one of the world's most crucial problems. In recent years mean temperature values are rising and substantial deviations as to years and months are indicated by downfall values. Small changes in climatic conditions affect many sectors and tourism is such an industry which is affected the most. A large number of sectors associated with tourism such as Transportation, Accommodation, Food, Local Souvenirs will definitely have a huge impact with low inflow of tourists towards a destination and hence its examination is required. In two environments which are vital for tourism activities and where tourism is an equally vital component in regional and local economies - coastal zones and mountain regions - climate change puts tourism at risk. Important market changes could result. . On the one hand, tourism has an obligation to minimise its adverse impact on the environment and thus on the emission of greenhouse gases which in turn contribute to climate change. On the other hand, changes to the world's climate will have a direct impact on many tourism destinations which could have far-reaching implications, not just for the tourism industry, but for other economic sectors. The tourism industry needs to be made aware of these consequences and set in train planning processes which will enable it to adapt and adjust its activities accordingly. The Paper examines the essentiality and control of pollution so as to reduce global warming and henceforth increase in tourist's inflow towards destination.

Keywords: *Tourism Phenomena, Global Warming, Climatic Changes, Multiplier effect*

Guest's Safety (A Key Feature of Hospitality Industry) In Small Hotels- A Study of the Gateway City of Kumaon, Haldwani

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ABSTRACT

The Hospitality industry is flourishing progressively. The guest's coming to stay in the hotels many times are demanding during their stay. Hotels are providing almost everything of their demand can be defined as "Home away from home" for the guests who come to the hotel as they receive homely environment and services in the hotel. The guests who come to the hotels come with an understanding that they and their belongings would be safe and secured in the hotel during their stay in the hotel. At the same time it is also quite important that the hotel staff and assets are protected and secure. Hence it is very important to have a proper Safety and Security system in place to protect staff, guests and physical resources and assets such as equipment, appliances buildings, and gardens of the hotel and also the belongings of the guest. Safety and Security is always the first priority towards guest service. The aim of the safety and security measures followed by the hotels is to reduce the crime, terrorism, natural disasters and from any man made hazards. At the same time it is also necessary and rather essential that the hotel staff and its property are protected and secure in the hotel. Hence it is very important that the hotel should have a proper security system to protect the human beings which include the guests & staff, physical resource, valuable assets and also the belonging of the guest which mainly is his luggage.

The present study focuses on the safety and security systems and plans used by small hotels in regards to the safety of the guests, employee as well as the property.

Keywords: Hotel, Hotel safety and security system, Guest safety, employee safety

Female Employee Retention In Hospitality and Tourism Industry: Issues, Expectations & Experience

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ABSTRACT

Hospitality industry: An industry which seems very charismatic and striking but when it comes to the real life of personnel of tourism sector, it is challenging to perform long hour shifts and compromising with their family fundamentals, festive occasions, social gathering and personal celebrations.

Retaining of female employees in hospitality sector has always been difficult due to altered and long hour shifts. In recent years; it has been observed that the retention rate of female employee is low. Anyway holding the current employees ought to be high, which may enlist and prepare the new representatives, and give them a recognizable situation of work in context to female representatives. Despite the fact that, the industry is concerned about the females in many perspectives by providing various facilities to satisfy their needs and requirements of different phases of life, still the attrition rate of female employee is higher in this sector.

This industry is perceived with high employee turnover ratio due to several reasons e.g. personal, professional and health issues. The long and odd operational hours along with the low remuneration structure and non-favorable environment after marriage in context to upbringing of children {not applicable to all the property} are the significant angle for the steady loss of female representative. The purpose of this study is to explore and determine the difficulties and issues faced by female employees in tourism and hospitality sector.

Keywords: Hospitality Industry, Employee Retention, Employee Attrition, Employee Turnover Ratio

Traditional Food and Gastronomy Practices to Strengthen Current Food Security

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ABSTRACT

Purpose – Food is an integral commodity as well as communal and cultural inheritance. Food influences everyone’s lifestyle, welfare and habits over and above it is planner for land, water, energy and eco-system services. Food has a connecting power; it can connect us with different culture, tradition and religion. Furthermore, food is a cross-sectional commercial activity and hence closely connected to other activities comprising health, tourism, safety, security and sustainability. Food and gastronomy are gradually acknowledged as potentially contributing factors for the sustainable development of regions. Food security is a measure of the accessibility of food and one’s ability to access it. The main challenges of food safety are limited land for agriculture, climate change, world population, increase demand for food, organic farming, the limited availability of land for farming, food wastage, and less storage availability. The worldwide amalgamation of many traditional and ethnic foods has brought varied combinative foods. These food add a new dimension altogether and create new challenges to both producers and regulators. Hence, functional ingredients of these foods, impact on health in a holistic way. Now, people realized that healthy aging or development of the quality of life as one age is also an area in which the nutritional value of food can strengthen the body’s cells and also helps in preventing or delaying the diseases setting at earlier stage. Thus, the emergence of traditional and ethnic foods rise higher with integrated science-based approach for healthy living and safety. Traditional food and gastronomy practices by applying the knowledge of approximately 5000 years beyond, guarantee that the modern science and technology will aim at providing the authentic food that the consumer wants to consume but it is made with safety and carries responsibility to ensure that the nutritive value and health benefits of these food are preserved as it reaches to the consumer.

Blockchain And Tourism

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ABSTRACT

Blockchain technology came into existence after the introduction of concept of Cryptocurrencies. This is platform which records the transactions in chronological order on the online platform. The main feature of this technology is that the information once entered can never be changed or erased and even order can never be altered. Blockchain has numerous applications in different fields. Tourism industry also couldn't kept itself aside of its usages. The paper focuses on the concept of Block chain and its applications in tourism industry.

Keywords: Concept of Blockchain, Blockchain and Tourism, Cryptocurrency and Blockchain, Tourism and Online Transactions, Tourist reviews.

An exploratory study of Organic Image components and its Significance Towards Destination Image

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ABSTRACT

With the promising future that the tourism industry offers, it becomes important for tourism professionals to understand the consumers of their products. The process of understanding the consumer begins with the evaluation of tourist's perceptions of a destination. While there are many factors that contribute in the formation of perceptions of destination images, perceptions that are formed as a means of information gathered through reading books, newspapers, magazines, Internet, social media, radio, watching television, movies, periodicals and attending classes of geography and history etc. are called Organic images (Gunn, 1997). Though there has been a significant amount of research on destination image and its implications (Chon, 1990; Baloglu and McCleary, 1999; Hosany et al., 2007), little importance has been given to the Organic image component despite its significance in formation of destination image.

This study tries to put the existing destination image literature by comparing and organizing in a clearer context. Just as different people have different perceptions of a place, different people have different motivations to travel. Studies have found that history, heritage and culture are not only attractions but also important indicators of tourism competitiveness. Hankinson (2004) found that destination marketers consider organic image attributes associated with history, heritage and culture as important discriminators between competing destinations. One of the proposed extensions of that study was to replicate it across different stakeholder groups especially leisure tourists as consumers of the destination product.

Though this study remains theoretical and exploratory for now, the authors intend to extend it to empirical grounds in order to find out the prominence of organic image attributes associated with history, heritage and culture in tourist's decision making process. This study differs from other organic image studies as it attempts to evaluate the prominence of Organic image in the context of leisure tourist.

Keywords: Organic Image; Destination Image; Tourist Perception; Tourism competitiveness; Tourist's decision making process; Leisure tourist.

The Emerging Role of Social Media Marketing in Entrepreneurial Success of Women Focusing on Indian Tourism and Hospitality Sector

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ABSTRACT

The purpose of this paper is to analyze the role of social media in the life of women. The paper also observes the trend related to the importance of social media in promoting women as a leading entrepreneur in tourism and hospitality sector. This paper also discusses various challenges faced by the women entrepreneurs while doing marketing through social media. This paper is based on factual data about the present scenario of social media marketing. A qualitative case study method was also used to analyze the actual practices followed by stakeholders. The authors interviewed a number of women entrepreneurs who are working in tourism and hospitality sector to obtain a first-hand perspective.

Keywords: Social media, Women, Entrepreneurial Opportunities, View Point

A Study on Patient Satisfaction Towards Hospital Meals at Private Hospitals of Delhi through Focus Group Interview Dietician's Perspective

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ABSTRACT

Food being a basic necessity is vital for living and is a source of energy. A healthy body and mind needs food for the overall nourishment of body, however Food also plays a significant role when it comes to providing nutrition to the hospital inpatients. There is an ongoing debate on malnourishment or undernourishment in patients admitted for any kind of medical treatment or procedures. In the initial medical screening about 40 % of the patients turn out to be malnourished. On the other hand during the treatment and after undergoing painful medical procedure and surgeries 80 % of the patients including those who were healthy at time of Admission complaints of weakness and lack of energy. Hospital food becomes essential in the recovery process and aids in providing nutritional Support.to patients for faster recovery. The Research talks about patient's satisfaction towards hospital food served at private hospitals of Delhi. The Research study is Qualitative in nature and is backed up by the outcomes of Focus group study, which was then analyzed through a qualitative software N-Vivo. A focus group comprising of 8 nutritionists and dieticians from renowned hospitals of Delhi was conducted with the objective to list down the factors that affect the patient meal Satisfaction towards private hospital food and to come up with Recommendations for the hospitals to improve the patient satisfaction Score during hospitalization.

Keywords: Nourishment, Screening, Malnourishment, Recovery, Hospitalization

Sustainable Rural Development through Rural Tourism and its Practices: A Case study of Aurangabad, Maharashtra

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ABSTRACT

This paper is based and focused more upon the current debate on the topic of sustainability, as it applies to rural tourism. In particular, it addresses the need to identify strategic actions and the measures which should be taken to enhance the rural tourism and its growth in the Aurangabad district of Maharashtra. Rural tourism can be one of the strongest force which will have a strong impact in altering the lifestyle, income pattern, employment opportunities and showcasing the rich traditions of the destination. Aurangabad is known as the tourism capital of Maharashtra and in the recent past it has developed as a hot spot for the rural tourism destination. Also in support of the theoretical and methodological reflections and in order to understand the rural tourism in details, this paper presents a case study of the two agri farms Hiranaya and Shrusti farm resort of Aurangabad. This paper concludes by discussing and highlighting the results that emerged during the discussion at Hiranaya and Shrusti farm, also during the preparation of case highlighting the sustainability, rural tourism development, movement of inbound and domestic tourists and the host community of Aurangabad.

Keywords: rural tourism; sustainable tourism; Aurangabad; rural development

Developing Food Tourism - Role of Local Food as Cultural Heritage in Promoting Bihar Tourism

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ABSTRACT

Cuisine is style of cooking food that got originated from particular region. This has always been a symbol of culture. The native people of any place are making and having various meals. These local foods as a part of the culture attract various tourists. In Bihar, tourists mainly come to visit Bodh Gaya, Patna City or to celebrate local festival – Chhath or to enjoy various circuits. Therefore, the tourism industry need to diversify their products and include more cultural tourism based components of which food is a key contender. In Bihar, the promotion of food as a component of its destination attractiveness is in its infancy at both the international and domestic level. The context of this contribution is to highlight such developments using the rationale that in order to maintain and enhance local economic and social vitality, creating back linkages between tourism and food production sectors can add value to the economy. This paper using a case study approach and researcher experience will attempt to address the strengths and opportunities of food promotion in Indian state of Bihar.

Keywords: Local Food, Cuisine, Culture, Tourism

Potential of Villages to Boost Tourism and Economy of Their Local Peoples

“Special References to Bharmour-District Chamba- Himachal Pradesh”

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ABSTRACT

Village is the back bone and expensive ornament of Tourism industry. Village tourism is increasing rapidly and everyone wants to visit different villages for different purpose. The People of urban areas have no time for their personal life. They are too busy with their overloaded and hectic work life, so they act like as a machine. Their food habits and eating style are changing day by day, stress level is very high due to different type of pollution, noise and hectic work. That’s why earlier hill station is becoming most preferred choice, but now due to affordability and accessibility, the hilly station tourist places are also becoming crowded. So, travel enthusiasts have started exploring the unexplored places and village tourism provides ample scope for the exploration.

In my village “SWAI”, we still use Chulhe Ki Roti. We sit together for having all meals in kitchen and gossip for long time, we do not waste our time on mobiles and games. We still use traditional farming techniques with the help of ox pair (To Plow) We never use pesticides for cultivation. You can feel great experience at the time of ploughing fields. You can get fresh air, water and organic food in my village. This village is very famous for fruits (Apples, Pears, Plum, Peach, Walnut, Apricot and Mulberry). Scenic beauty and landscape of my village are very beautiful. You can call it mini Singapore. Many people visit my village for religious purposes There are so many famous temples i.e. “Kotta Waali Maa” “Haneeni Mata” Temple. These names are given by local people based on mythology. They celebrate all functions and events after taking the permission of these goddesses. Come and spend some time in this village and feel the essence of village life.

Keywords: Village-Hill station – food habit- culture & Belief - Temples

Reasons leading to attrition in hotel industry of Rajasthan

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ABSTRACT

The growth and importance of tourism industry is very well known to the economists of country when the revenue generation sectors are discussed. Rajasthan state is a major player in Indian tourism. Its historical forts, palaces, art and culture are not only attracting the tourists but also the leading chain hotels. Rajasthan holds the world's luxurious properties to costliest hotels, from best heritage hotels to business hotels. It caters the need of tourists from all segments. But the glamorous industry has the other side too which includes the employees working in it.

One side where there is no shortage of employment in hotel industry with the world's best hotels, the hotels still facing high attrition. Primary data has been collected through a questionnaire filled by 386 respondents of the hotel employees from three cities of Rajasthan.

Statistic tools were used to find out the reasons of attrition among hotel industry of Rajasthan. The study suggests the various reasons can be categorized under professional reasons and personal reasons of attrition. These reasons are important to understand to low down the attrition.

Keywords: attrition, Rajasthan hotel industry, hotel employees, attrition reasons.

New Development Scenario: Buddhist Tourism and Technology

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ABSTRACT

As Technology is evolving faster than ever before, It has made most traveler around the world much easier to travel anywhere. The internet has revolutionized to all sectors of the tourism industry such as religious tourism, medical tourism, and eco-tourism etc. More people are connected to each other with access to the vast pool of information available online, an increasing number of a traveler seeking information via the internet prior to making any travel decision. One other aspect of technology it is also related to enhancing Buddhist tourism worldwide. The Buddhist site in the state can be enveloped by an integrated information and communication and technology and infrastructure, using common technology which would benefits the sights by offering the services and amenities for the tourist like online monuments entry ticket, GPS mapping system, Buddhist meditation center app, virtual tourist guide, Buddhist travel apps and Buddhist travel card which can be accessible all over world. These technologies not only enrich the tourist experience but also create safe tourist environment as well.

Challenges and Opportunities for Tourism Industries in NER – with Special Highlight on Ecotourism in Assam (An Emerging and a Promising Door of Scope and Opportunity for Upliftment)

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ABSTRACT

Tourism Industry is an Income Generator and has a force for improvement in a region/district. Created advertising methodologies and coordination's that include touring visits to various destinations with a warm and friendly attitude are of vital importance for tourism to flourish in a local community.

The North-East Region is suffering both physically and mentally from different issues which have rendered it to the poorer ones and is less associated with whatever is left out of the nation. Such a reality has been keeping the North-East Region from understanding its full possibility in the tourism scenario.

Eco tourism is a preserving travel to natural areas by not disturbing the integrity of the ecosystem. It involves travel to the destination where flora and fauna and cultural heritage are the primary attraction. Eco tourism helps in the conservation and protection of natural resources. Assam, the most prominent state of North East India is said as the hotspot of tourist for its unique natural beauty and friendly climatic condition. This paper makes an attempt to explore the potentiality of Eco-tourism industry in Assam.

Keywords: Tourism, Ecotourism, Natural Resources and Flora and Fauna.

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