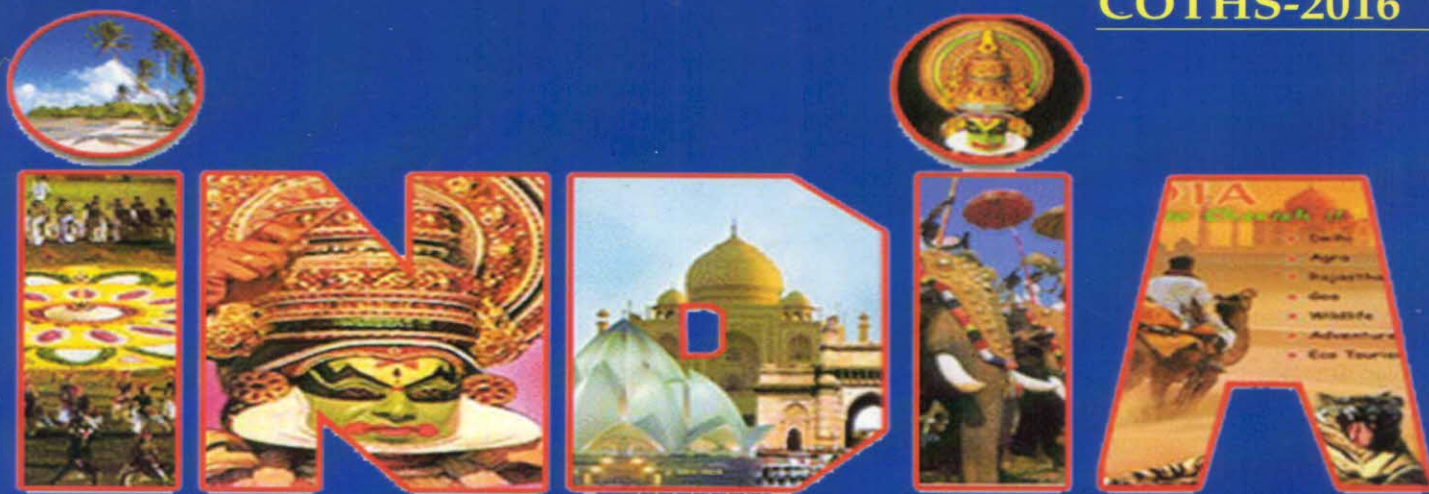


Second International Conference-26th&27th Nov., 2016

“CHALLENGES AND OPPORTUNITIES IN TOURISM & HOSPITALITY SECTOR”

COTHS-2016



Swami Vivekanand
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*“Where Education
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Souvenir

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(A Constituent College of Swami Vivekanand Subharti University)
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1st International Conference

Emerging Trends in Hospitality & Tourism Sector

21-22 NOVEMBER, 2015

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Guests Appearance

- Chief Guest:** - Dr. Gour Kanjilal, Executive Director, Indian Association of Tour Operators
- Keynote Speakers:** - Prof. (Dr.) S. C. Bagri (HNB Garhwal University, Central University)
Prof. (Dr.) S. K. Gupta (HNB Garhwal University, Central University)
Mrs. Evgeniya Zharikova (Ukrain)
Mr. Avinash Ahlawat (General Manager) Fortune Hotel, Ghaziabad
- Session Chair Person:** - Dr. Riyaz A Qureshi (University of Kashmir)
Dr. Amit Kumar Singh (MDU Rohtak University)
Dr. Jatashankar R Tewari (Uttarakhand Open University)

Second International Conference

"CHALLENGES AND OPPORTUNITIES IN TOURISM & HOSPITALITY SECTOR"

COTHS-2016
26-27, NOVEMBER

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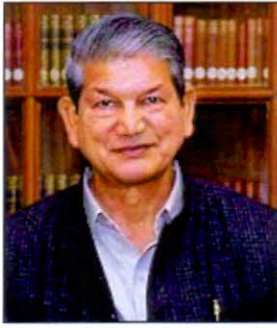
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Shri Harish Rawat
Chief Minister
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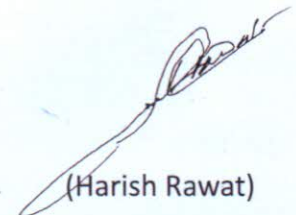
UTTARAKHAND SECRETARIAT
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Message

It gives me immense pleasure to learn that “**Bhikaji Cama Subharti Institute of Hotel Management**” is organizing **International Conference on “Challenges and Opportunities in Tourism and Hospitality Sector” (COTHS- 2016)** shortly. The published book shall be covering a large array of topics of Hospitality and Tourism. I am so happy that **Bhikaji Cama Subharti Institute of Hotel Management** is going to organize second international conference in Meerut.

I am pretty confident that this “**Conference Edited Book**” will be highly informative to all students who will be able to imbibe the thought process of the experts in various fields of Hospitality and Tourism. This will inspire them to involve their own form and style practice the same in their career successfully.

My heartiest congratulations and best wishes to you and your whole team for conceiving and publishing “**Conference Edited Book**”



(Harish Rawat)



Dr. Mahesh Sharma
Minister of State
Govt. of India



राज्य मंत्री (स्वतन्त्र प्रभार)
पर्यटन एवं संस्कृति
और
नागर विमानन राज्य मंत्री
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Minister of State (Independent Charge)
for Tourism & Culture
and
Minister of state of Civil Aviation
Government of India

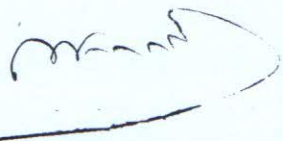
Message

I am pleased to know that “**Bhikaji Cama Subharti Institute of Hotel Management**” is organising **2nd International Conference on “Challenges and Opportunities in Tourism and Hospitality Sector” (COTHS- 2016)** on 26 and 27 November, 2016 at “**Swami Vivekanand Subharti University**”, Meerut, Uttar Pradesh, India.

I hope that the conference will enable academicians, practitioners, management consultants, management students, research scholars, industry experts exchange ideas and suggest measures for meeting the evolving challenges, which will hopefully benefit the community.

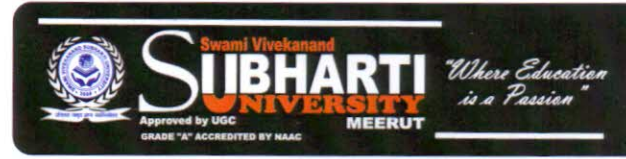
I congratulate the organizers of this event and wish them well and my sincere and the best wishes for success of the conference.

I convey my best wishes to all the stakeholders, participants and the organizers of **COTHS-2016** and wish them a grand success.


(Dr. Mahesh Sharma)



Dr. Prof. Mukti Bhatnagar
Founder President, Subharti Intuitions
Subharti K.K.B. Charitable Trust



Message

With an extreme sense of delight, I am Pleased to learn that the **Bhikaji Cama Institute of Hotel Management** is hosting the **2nd International conference on the theme "Opportunities in Tourism and Hospitality Sector"** on November 26th & 27th, 2016.

The Indian tourism and hospitality sector has surfaced as one of the key drivers of development amongst the services sector in India. Tourism in India has significant potential considering the affluent cultural and historical legacy, diversity in ecology, terrains and places of natural and exceptional splendor spread across the length and breadth of country. Tourism and Hospitality sector are proving beyond doubt to be large employment generators besides being a significant source of revenue for the country.

I am sure that this international conference will foster fellowship and goodwill amongst the attendees; and the organizers must be spending sleepless nights to uphold and strengthen the sentiments, traditions, teachings, memories and the hospitality of the Subharti University which the delegates can cherish and be nostalgic about for the days ahead.

As the delegates gather for this occasion, I would like to offer my best wishes for a most enjoyable two days of conference with the hope that the spirit and essence of Subharti will be alight in the hearts of all attending this event for many years to come.

(Dr. Prof. Mukti Bhatnagar)
MBBS, MD (Medicine), PGDMCH, PGDM

SWAMI VIVEKANAND SUBHARTI UNIVERSITY

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Dr. Shalya Raj
President
Subharti K.K.B. Charitable Trust



Assistant Professor
Department of Conservative Dentistry
& Endodontics
Subharti Dental College, Meerut

Message

A tour is a break for everyone from the routine. Hence it is a huge challenge to provide the perfect break to all tourists, with hospitality playing a major role in achieving the perfection.

I wish the organizers the very best for this huge step in achieving another milestone toward success.

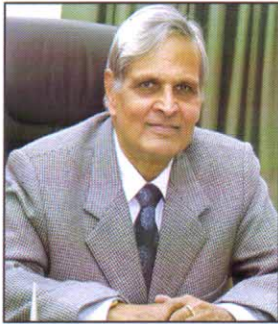
(Dr. Shalya Raj)

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Dr. G. C. Srivastava (I.A.S. (Retd.)
Chancellor



Message

I am happy to know that Bhikaji Cama Subharti Institute of Hotel Management is organizing the 2nd International Conference on “**Challenges and Opportunities in Tourism and Hospitality Sector (COHS-2016)**” with the vision to expand knowledge in the relevant fields. I understand, the organisers received a large number of research papers from academic institutions as well as from the industry. It was an onerous task for the organizers to select the best out of many quality papers for inclusion in the proceedings of the conference.

I am sure, the deliberations of the conference will be of high standard and the conference will provide a platform for initiating collaborative research projects.

I wish the conference all the success.

Dr. G. C. Srivastava

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Dr. N.K. Ahuja
Vice Chancellor



MDS (ORTHO), PGDHNM, FICD, FWFO, FPFA, FICDE
Army Dental Corps (1970 - 1993)
Past President Indian Orthodontic Society
Former Director PG Studies & Principal
Subharti Dental College

Message

It is matter of pride that **Bhikaji Cama Subharti Institute of Hotel Management** is organizing International Level Conference on the theme "**Challenges and Opportunity in Tourism and Hospitality Sector**" on 26th and 27th November, 2016.

It is very heartening to note the deferent aspects of this subject shall be deliberated upon during the 2 days conference.

I, on my own & on behalf of University welcome all delegates to Subharti University Campus. Rest assures the exchange of knowledge will be fruitful & you will leave Subharti with fond memories.

I congratulate & convey my best wishes to Organizing Team for organizing such an event.

(Dr. N.K. Ahuja)

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Prof. (Dr.) Rita Bakshi
Pro Vice Chancellor



Message

It gives me immense pleasure to know that “**Bhikaji Cama Subharti Institute of Hotel Management**” SVSU is organizing **2nd International Conference on “Challenges and Opportunities in Tourism and Hospitality Sector” COTHS- 2016** on 26 and 27 November 2016.

Hospitality is the focal point of Tourism and brings the different cultures together in global community and is the driving force in global market.

I am sure this conference will provide opportunity to participants to deliberate the potential & help in promotion of Tourism and Hospitality Sector.

I extend my felicitations to the organizers and participants of the Conference.

My best wishes for success of the Conference

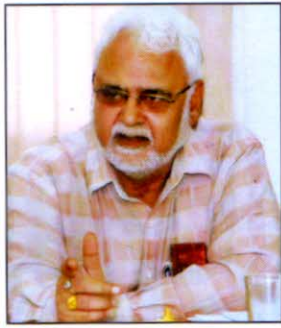
(Prof. (Dr.) Rita Bakshi)

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Prof. Kapil Kumar

Director, Indira Gandhi Centre for Freedom Struggle Studies, IGNOU.
Former Director, School of Tourism and Hospitality Services, IGNOU.

Message

It's a pleasure that the **Bhikaji Cama Subharti Institute of Hotel Management, Swamy Vivekanand Subharti University**, Meerut is organizing an International Conference on a theme that is so pertinent and relevant in the present day tourism scenario. Not only new challenges have emerged in the 21st century, but the tourism industry world over has to jointly combat the menace of terrorism which is a major threat to global tourism.

I hope the conference will deliberate upon such current pressing issues and marked out a line of action.

I wish the Conference all success.

(Kapil Kumar)



Mrs. Evgeniya Zharikova

Odessa State Economic University
Ukrain

Message

It is undeniably a great pleasure to know that the **“Bhikaji Cama Subharti Institute of Hotel Management”** organizing an International Conference with a vision to expand knowledge horizons year after year. We all are looking ahead with a strong believe that Institute is growing in pursuit of higher standards of teaching, research and brings a shape to a students' dreams. I am sure it will continue to maintain its excellence with great distinction. My blessings and good wishes to see the institution flourishing and I extend my warmest wishes of success to all members of the organizing committee.

(Evgeniya Zharikova)



Er. P.K. Garg

Registrar

Swami Vivekanand Subharti University, Meerut



Message

I am delighted to learn that **Bhikaji Cama Subharti Institute of Hotel Management** is going to host two days (25th & 27th November, 2016) **2nd International Conference on "Challenges and Opportunities in Tourism and Hospitality Sector"**. I believe that the theme of the conference is appropriate in present scenario and the conference will serve its purpose and benefits the industry at times to come.

I wish that concentrated efforts of organizers will make the international conference a great success. I hope that it will earn a good name to the Institute and the University as well. Once again, my best wishes for success of the programme.

(Er. P.K. Garg)

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Dr. Shiv Mohan Verma
Conference Chairman
COTHS - 2016



Head of Institution
Bhikaji Cama Institute of Hotel Management
Swami Vivekanand Subharti University, Meerut

Message

It is a great pleasure for me to welcome you on behalf of the Conference Committee, to 2nd International Conference on **"Challenges and Opportunities in Tourism and Hospitality Sector (COTHS-2016)"** on **26 & 27 November, 2016**. I am glad that we have this International Conference in Meerut. I wish you to have interesting and enjoyable days at Swami Vivekanand Subharti University.

I invite you to explore the various Academic, Research publication activities, Innovation and Entrepreneurship initiatives in hospitality sector.

I wish to thank all the authors, invited Lecturers, Session Chairman, and Members of committee, coordinators and numerous others who helped to shape the content of this conference. I am looking forward to meeting you in BCSIHM during **COTHS-2016** and to sharing a most pleasant, interesting and fruitful conference.

(Dr. Shiv Mohan Verma)



Mr. Bhola Chourasia

Chairman scientific Committee,
COTHS-2016



Associate Professor
Bhikaji Cama Institute of Hotel Management
Swami Vivekanand Subharti University, Meerut

Message

It gives me immense pleasure that "Bhikaji Cama Subharti Institute of Hotel Management" is organizing 2nd International Conference on "**Challenges and Opportunities in Tourism and Hospitality Sector**" **COTHS- 2016** on 26 and 27 November 2016.

The conference has received a huge response and received many research papers, and our organizing team selected only quality papers for inclusion in the conference.

Hospitality is the mirror of Tourism Industry that brings community and is the driving force in global market.

I would like to express my thanks to all authors, Key note speakers, Session Chairman and Members of various committees for their outstanding contributions.

I am looking forward to seeing you at Swami Vivekanand Subharti University

Bhola Chourasia

(Bhola Chourasia)

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Sunil Kumar Panwar

Conference Organising Secretary
COTHS - 2016



Associate Professor
Bhikaji Cama Institute of Hotel Management
Swami Vivekanand Subharti University, Meerut

Message

Greetings from the BCSIHM!

I am privileged for being bestowed with the honour to organise the prestigious International event "COTHS – 2016, the 2nd International conference by the Bhikaji Cama Subharti Institute of Hotel Management (BCSIHM), Swami Vivekanand Subharti University (SVSU) on "Challenges and Opportunities on Tourism and Hospitality Sector" in Meerut.

The event will be held on 26th and 27th November at the BCSIHM, 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 specialities 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 with their dedicated work and vast experience. The scientific program has been planned to hold the interest of both the beginner & the expert. Video demonstrations, discussions over controversial issues, panel discussions and provision to meet the experts are the highlights of the conference. I, along with the big team of faculty and students of BCSIHM promise you to provide best hospitality and make your stay safe and comfortable. We also promise you an academic event that, will not only enhance your academics. But it will also enhance your hospitality & tourism acumen.

We welcome all the delegates, post-graduates, under graduates and other colleagues to a conference 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 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 Kumar Panwar

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Dr. Shalya Raj	<i>President, Subharti K.K.B. Charitable Trust, Meerut</i>
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Dr. Shiv Mohan Verma	<i>Conference Chairman, COTHS-2016</i>
Mr. Bhola Chourasia	<i>Conference Scientific Committee, COTHS-2016</i>
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Ecotourism as an Integral Part of Sustainable Tourism Development: A Case Study of DKG Rajouri J&K

Shahnawaz Chowdhary & Dr. L.K. Mishra

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ABSTRACT

Ecotourism is a becoming the hype word in tourism industry nowadays. It gains its popularity due to two of its main prongs economic incentives and conservation benefits, both to the locals and the destination. Ecotourism greatly depends on the wealth of its natural heritage to lure in tourists. The rich biodiversity of flora and fauna and the unique culture of indigenous peoples living in the area are among the most important elements of an attractions apart from the beautiful landscapes and lush sceneries. However, the unprofessional staffs, Lack of basic facilities and mismanagement issues are some of the perils that could destroy the potentials of DKG Rajouri J&K for further development.

This paper examines some of these threats and provides suggestions and recommendations for the improvement of ecotourism in the study area. The main aim of this research paper is to analyse that Ecotourism is an integral part of sustainable tourism development. Ecotourism as a sustainable development tool provides long-term social, environmental and economic benefits and is given appropriate priority in the regional economic development. The main aspects of ecotourism are economical, ecological, social and cultural, political aspect and marketing changes influence ecotourism development as well. The paper presents the main elements involved in the ecotourism development the respect for the ecosystem integrity, local participation and economic opportunities for the local community. SWOT analysis shows that ecotourism not only has many advantages in DKG Rajouri J&K, which allow it to exist successfully, but also drawbacks that hinder the development of ecotourism. Despite the fact that most of the threats may also be a barrier to development, there are a few opportunities that provide the development of ecotourism perspectives in DKG Rajouri J&K.

Keywords: Ecotourism, Flora and Fauna, DKG, Ecosystem, Community, Conservation.

Tribal Cum Rural Tourism as Way of Eco Cum Sustainable Tourism Development in Jharkhand State

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ABSTRACT

Tourism is associated with human, land and environment. Tourism is best use of land, human, environment still it no degrade them by human activity. Tourism is like a catalyst in economic,

Undiscovered Tourist Attractions of Varanasi City

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ABSTRACT

Varanasi, Banaras or Kashi is the oldest surviving cities of the world. Varanasi's Prominence in Hindu mythology is virtually unrevealed. Mark Twain, the English author, who was enthralled by the legend and sanctity of Banaras, once wrote: "Banaras is older than history, older than tradition, older even than legend and looks twice as old as all of them put together". Varanasi is the land of Ganga, Varuna and Assi Rivers. Ganga is the holiest River of Varanasi. Varanasi's name has derived from River Varuna and Assi because it is situated between both of them. Kashi is the original ground created by Lord Shiva and Parvati. It has always attracted a large number of pilgrims and worshippers from time immemorial. To be in Varanasi is an experience in itself and an experience in self-discover. To every visitor; Varanasi offers a breath-taking experience. Varanasi - the land where experience and discovery reach the ultimate bliss. It is also renowned for its rich tapestry of music, arts, crafts and education.

Varanasi is world famous of its Temples, kunds, ghats, Rivers, universities, lanes etc. but in spite of having all such tourist attractions it is lacking to attract tourists at it's every tourist attraction. Only some world famous attractions are successful in attracting majority of tourists. Its potential is beyond the current inflow of tourists. In this paper an attempt has been made to reveal such tourist attractions, which are still unknown to outsider people. This paper will also highlight the problems and challenges faced by responsible Government authorities and suggestions to promote such tourist attractions.

Keywords: Varanasi, River, Attraction, Temples, Religion, Hinduism, Pilgrim.

Rural Tourism and Inclusive Growth: An Explorative Study on Scope for Development of Rural Tourism in the State of Meghalaya

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ABSTRACT

Rural tourism includes a range of activities, services and amenities provided by farmers and rural people to attract tourists to their area in order to generate extra income for their business. This type of tourism enhances the revenue of government of a country as well as earnings of the rural community. There lies huge potential in this part of the country to attract tourists from all around the world. If the spots are recognized by the government and if needy steps are being taken with cooperation from the Ministry of Tourism then it could help in the development of the region. Inclusive growth basically means making sure everyone is included in growth regardless of their economic class, gender, sex, disability and religion. In Indian context inclusive growth by which we mean growth which ensures a broad spread of benefits to all sections of

population, particularly the SCs, STs, OBCs and other marginalized groups and also protects the environment. In India growth process includes small and big farmers, small and medium entrepreneurs and of course the private corporate sector, all of the open respond to market forces. The government is now playing a big role for developing the infrastructure for both rural and urban areas to support for inclusive growth. The government also now ensures that every citizen must have access to essential public services of acceptable quality in health, education, and skill development, provision of safe drinking water and proper sanitation for hygiene. For these purpose the government has taken a long term proposal under 12th five year plan. In India more than 70% people lived in villages across the country and depended on agriculture and agriculture related works for their livelihood. Various studies showed that tourism creates more jobs than agriculture and related works. India is now to realize its true potential of vitalizing its tourism assets to make a significant contribution to the country's inclusive economic growth. In Meghalaya there is a big prospect for the expansion of rural tourism, which will be able to increase the country's inclusive economic growth. Rural tourism provides ample opportunities for entrepreneurship on the one hand and on the other hand locally developed small scale tourism can be less costly than other developmental strategies such as manufacturing. The importance of tourism as a creator of job opportunities can be understood from the fact that in India every one million invested in tourism creates 47.5 jobs directly and around 85-90 jobs indirectly in comparison, agriculture creates only 44.6% jobs and manufacturing a mere 12.6% jobs. In this way rural tourism is able to boost up the inclusive economic growth. But this industry has now facing so many serious challenges. So it is need to eradicate such types of challenges for the betterment of economic growth of the state. For this reason this paper aims to study the various dimensions of rural tourism and its problems and prospects and also highlights the ways how it will be able to increasing inclusive economic growth.

Keywords: Tourism, Rural, Inclusive, Growth, Development, Economic.

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Role of Industrial Training Satisfaction in Career Building: A Case Study of Hotel Management Graduates of Dehradun

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ABSTRACT

Hospitality industry is continuously increasing phenomenon due to the continuous flow of tourist visiting India according to the statistics over 7.1 million Tourist arrived in India in the year 2015 which is supposed to reach 15.3 million by 2025, Hospitality Industry being integral part of Tourism sector and is not untouched with this growth. Hospitality Management is a vast and diverse phenomenon and industrial training is an essential part of hospitality graduate student career; it is a tenure which allows the interaction of students with the real industry. It acts as a prospect which assists students to enlighten the career goals of the students, increasing the practical and technical skills and enlightening their personal values at workplace. Internship helps students and provides prospects of multiple benefits to the involved students in the way of enhancing the practical skills and dealing with different and difficult customers.

Industrial training is a very crucial phase of the student's career as students uses it to get complete idea and picture of the industry and satisfaction of the industrial training is very much essential as it decides the career path of the students. Internship satisfaction of the hospitality graduate is majorly maintained by factors such as: - Organizational environment, Contextual factors, Job characteristics, University/Institute's support and individual factors.

The response regarding industrial training was taken from 250 students of hospitality education Institutes of Dehradun during the January -February 2016, who had completed their industrial training. The study found out that majorly students were satisfied with the industrial training but certain issues affecting the satisfaction effectiveness were namely prolonged working hours, lesser stipend structure, lack of proper training module.

Keywords: Industrial Training, Organizational Environment, Job Characteristics, Contextual Factors.

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Problems & Prospectus of Developing J&K as Black Tourism Destination

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ABSTRACT

Black tourism also known as Dark tourism or grief tourism is tourism involving travel to sites associated with death and tragedy. Thanatourism, derived from the Ancient Greek word "thantos" for the personification of death, is associated with dark tourism but refers more specifically to violent death; it is used in fewer contexts than the terms dark tourism and grief tourism. Travelling to places associated with death is not a new phenomenon. People have long been drawn, purposefully or otherwise, towards sites, attractions, and events linked in one way or another with death, suffering, violence, or disaster. War-related attractions, though diverse, are a subset of the totality of tourist sites associated with death and suffering. The paper aims to assess the scope of "dark tourism" in Jammu and Kashmir and the role it may play in leveraging tourism in Jammu and Kashmir, which has largely relied on pilgrimage, adventure and leisure tourism in the past. This research investigates the potential for developing this form of tourism, since Jammu and Kashmir has been undergoing death, suffering, violence, or disaster through political tension and instability since 1948 and arguably for a generation earlier. The study explores the current extent of dark tourism in Jammu and Kashmir and considerations for future of dark tourism industry in Jammu and Kashmir & to take stock of dark tourism industry worldwide.

Keywords: Dark Tourism, Death, Sustainability, Grief Tourism, Thanatological.

Stock Price Movement of it Sector with Special Reference to Tata Consultancy Service (TCS)

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ABSTRACT

Stock market plays a pivotal role in the growth of the industry and commerce of the country that eventually affects the economy of the country to a great extent. The stock market is important from both the industry's point of view as well as the investor's point of view. Stock market is not only providing the much required funds for boosting the business, but also providing a common place for stock trading. Stocks in publicly traded companies are bought and sold at a stock market. This study analysis the stock price movement of TCS during a period from 3 January to 1 December 2015. In this study monthly data were analyzed with the help of paired sample t-test. The chart shows the movement of stock price movement of TCS from 2011-2015.

Keywords: Stock Price, TCS, Paired Sample T-test.

Improvement of Hotel Services and Quality Control for Guest Satisfaction

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ABSTRACT

Service quality becomes the crucial issue for hospitality industry and the theory of service quality has evolved over long period of time through testing and trials in service sector. The demanding customers and increased sense of customer satisfaction led to the use of the new service parameters making hoteliers to implement quality management as an effective aid. The present study depicted the idea regarding the influence of customer service experience on the brand image and how it is positioned in the mind of consumers while choosing their hotel brand. The analysis had shown the statistical differences between importance and performance evaluation of the guests in every area like front office operations, food and beverage service, value for the quality services, Hotel design and ambiance and products knowledge and presentation. There was not a single item which is having the mean value which exceeded the importance area. India is an attractive destination for tourists because of its rich heritage, which includes the famous Taj Mahal, Red Fort, various temples and caves and many other famous monuments. In addition to tourists there are also a lot of businessmen and officials who visit India for business purposes because of the trade relations that our country has with the world. Similarly within

our country also there are people who travel from one state to another or from one city to another for business or leisure.

Keywords: Hotel, Services, Improvement, Customer and Satisfaction.

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Impact of Political Instability on Foreign Tourist Arrivals in Kashmir

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ABSTRACT

Political instability is one of the major issues globally since the World War II. Political instability is matter of concern for the travelers. States political outlook has a deep and inseparable impact on the traveling decisions of the travelers. The sudden and drastic choking down of political status has made travel and tourism sector vulnerable. The regions that are vulnerable to the political instability or are already facing the heat of the political instability have seen steep down fall in the tourism sector. Tourists do not prefer traveling to the regions with high risks of political instability. With a score of destinations to travel, and alternatives available, foreign tourists prefer visiting to the places with more stability and peace. The foreign tourist arrivals have been considerably increasing from past few decades. However, this does not stand same with many nations that have showed signs of political instability. Even, if India has seen a growth in the foreign tourist arrivals during the past few decades, but, the long standing political instability in the Kashmir region has seen many irregularities in the foreign tourist arrivals. In this paper an attempt has been made to study the impact of the political instability on the foreign tourist arrivals. This study endeavors to find reasons for irregularities in the foreign tourist arrivals. The present study will forward suggestions and recommendations on the basis of the available facts, figures and the analysis of the study.

Keywords: Political Instability, Tourism, Foreign Tourists, Kashmir.

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Impact of Satisfaction Variables on Customer Loyalty: A Study of Houseboats of Kashmir

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ABSTRACT

The main concern for organisations in today's competitive business environment is customer satisfaction and customer loyalty and organisations are trying hard to be successful about it. Customer satisfaction is the consumer's behaviour based on the experiences of purchasing a product or utilising a service which results in loyalty, profitability, repurchase and retention. Loyalty is concerned with the likelihood of a customer's returning, providing strong word of

mouth publicity, making referrals as well as providing references and publicity. The main aim of the undertaken study was to assess the impact of satisfaction variables like Houseboat Facilities, Houseboat Attractions and Houseboat Accessibility on tourist loyalty staying at the Houseboats of Kashmir. The sample frame of the study comprised the Houseboats of Srinagar. A total number of 150 respondents staying at the houseboats formed the sample size of the study. The result of the study reflected that a satisfied tourist shows the intention of revisit and a strong willingness to recommend the destination to others.

Keywords: Satisfaction, Loyalty, Houseboats, Kashmir.

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International Trend in Tourism and Hospitality for its Sustainability

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ABSTRACT

Innovation is the process of creation and implementation of new ideas and putting those ideas into practice in a manner that leads to new services or systems that add value or improve quality.

Innovation in service industry introduces something better which leads to customer satisfaction. Innovation is diverse & it is vital for the development of hospitality industry. Innovation involves different types which are:

- Technical Innovation (For example: Check-in through mobile applications in hotels)
- Process Innovation (For example: Making presence on social media for increasing sales).
- Administrative Innovation (For example: Usage of Property Management Systems, which introduced as a new process of managing tasks)

Few recent technical innovations in hospitality industry are

- Usage of smart phones to open guest rooms, accessing guest only areas, adjusting room temperatures, in brands like Hilton, Starwood and Marriott. (Source- Hotels & Restaurants Network, Vol. XXII, Issue 3)
- Humanoid robots greet Japanese-speaking guests at reception (Henn- na Hotel, Sasebo, Japan.)
- Innovations like edible cutlery, themed restaurants (like Kaidi Kitchen in Chennai and Kolkata where the ambience is of a jail), are becoming popular.

But at the same time there are some challenges which are being faced by the innovations in this industry which are full time availability of resources to customers as well as hotels, technical limitations while implementing new ideas, proper training of the staff to cope up with the new trends, and many more.

Innovation in the hospitality and tourism can turn out to be an aid as it would increase tourists from all over the world which, in turn, would increase customer satisfaction, foreign currency earnings, inflow of foreign tourists, and therefore will increase the employment, income, investment, standards of service, and overall economic growth.

Keywords: Innovation, Technology, Customer Satisfaction, Service Standards, Hospitality.

To the Study of Customer Satisfaction to Hotel Industries and their Effects

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ABSTRACT

The hotel industry is a new developing growing service with huge potential in India for next decade. So far, it has already been an industry of highly ripe development, and the orientation is served in hotel industry. However, with the improvement in the competition, hotel industry must offer good quality services to customers. In this study an investigation is carried out about quality of service being received by the customers from hotel industry. The results of the study reveal that the impact of perceived value is more on customer satisfaction and customer loyalty outcomes than service quality in mid-market space, hence contradicting in to the postulation prevalent in luxury hotel segment.

Keywords: Customer, Satisfaction, Complaint, Services, Loyalty and Hotel Industries.

Economic Impacts of Domestic Tourism on Indian Economy

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ABSTRACT

The paper studies the economic viability and contribution of the India's domestic tourism industry by employing secondary from various national and international reports, journals, books, magazines and other pertinent literature. Tourism has always been considered as a social phenomenon but now its economic phenomenon is also realized. World has recognized the importance of tourism for economic development and employment generation. It is the largest service industry in terms of gross revenue, foreign exchange earnings and employment generation. Tourism plays an important and effective role in growth with sustainability and the development of rural and backward areas which India has set for itself. Domestic tourism is one economic sector in India that has the potential to grow at an accelerating rate and can develop the infrastructure of the destinations. The domestic tourism in India contributes around 80% of the total tourism revenue. More emphasis is given to international tourism and the contribution of domestic tourism is always overlooked. Now the government has also realized the contributions made by domestic tourism and the efforts are made by the central and the state governments to develop it. The Indian economy is reported to be growing at a faster rate than China's. According to the Office

of National Statistics, it is now the fastest growing economy in the world. The WTTC (World Travel & Tourism Council) calculated that in 2012 tourism generated INR6.4 trillion or 6.6% of the nation's GDP. It supported 39.5 million jobs; 7.7% of the country's total employment. Between 2013 to 2023 this sector is expected to grow at an average annual rate of 7.9%. This growth and Development can be well utilized to develop India at the root levels.

Keywords: Tourism, Development, Employment, Foreign Exchange Earnings, Growth.

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Seasonality in Tourism Sector Employment: A Human Resource Challenge

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ABSTRACT

Seasonality in tourism has a profound impact on the Management of Human Resources in organizations operating in a seasonal context. Seasonality is a concept that is well studied and documented in the tourism literature. Being ubiquitous, all tourism enterprises and regions are impacted by seasonality whether severely or mildly. Seasonality causes the fluctuation in tourists and visitor numbers to a destination. Therefore, some destinations at certain times have more tourists and visitors than they are able to accommodate, while at other times, there are too few tourists and visitors to the region.

There are many strategies that are used to address the effects of seasonality. These include pricing strategies, diversifying the attraction, market diversification and seeking assistance from the government and industry bodies. Increasing the length of the tourist season and modifying the timing to school holidays are other strategies. At enterprise level, additional strategies include the recruitment of temporary staff. With the range of available strategies for addressing the effects of seasonality, the selection and adoption of a strategy should be in line with the strategic plan of the enterprise or the destination for an effective result. In today's environment, such decision making would need to include and consider social and environmental factors in addition to economic ones.

Tourism employment in India and its seasonality examined in tourist destinations (Coastal & Hilly regions), where seasonal tourism employment is common. A model for managing seasonality in employment is proposed as a continuum, ranging from "embracing" to "challenging" seasonality. For each approach, differing human resource management practices are identified and operational impacts are discussed, providing possible strategies for employers operating in seasonal tourism contexts. Ongoing research is planned in India's accommodations sector, testing the model for managing seasonal tourism employment. This research is based on Secondary data from various resources to create awareness among the students, research scholars, academicians, industry professionals & persons related to Human resource department in some or the other way.

Keywords: Human Resource Management, Seasonality, Seasonal Employment, Tourism, Resorts, Impacts of seasonal tourism

Innovative Practices in Hotels with Reference to Adoption and Implementation of Environmental Management System

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ABSTRACT

Tourism, Hotel, Environment, all go together hand in hand. Hotel businesses use a significant amount of natural resources and produce large amounts of wastes, thereby effecting the environment. Gossling 2002; Gossling Hall 2006; Peeters et al. 2006; Hall 2008 and, various others have shown hotel industry as one of the major source of emissions. As per the study conducted by Scott in 2007, 5% of total emissions of carbon dioxide worldwide come from the tourism industry. To reduce the negative impact on the environment, the hotel sector worldwide has embarked on a course of implementing environmental management practices or a much formal tour called as Environmental Management System (EMS), an innovation which has been profoundly promoted to offer additional benefits to its adopter. This study was done to explore the Innovative Practices used by the hotel industry towards the green practices highlighting Environmental Management System (EMS). Since, the 1992 Rio Earth Summit, the entire world has shifted its attention towards the theme of "Sustainable Development". In case of tourism, it immediately became "Sustainable Tourism", often a synonym to the Rio Theme. The Hoteliers have eminently started showing their concern towards the green practices, right from the constructional stage to the platter of homegrown organic food, the industry is eventually trying its best to be used for making itself a major contributor towards the green environment. As of now, most of the hotels are trying their best to cope up with Green Environment Policies and are leaving no stone unturned in doing so.

Keywords: Environmental Management System, Environmental Management Practices, Green Practices, Sustainable Development, Attitudinal Behaviour, Accommodation.

Ecotourism in Uttarakhand vis-à-vis Resource Potential and Development Opportunities

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ABSTRACT

Eco-tourism encompasses a type of tourism that involves travelling to relatively undisturbed or uncontaminated natural areas for studying, appreciating and enjoying the scenery, wild plants and animals, as well as the cultural heritage found in those areas. Since the middle of 1990s, ecotourism has become an important part of the tourism sector. Currently Ecotourism is an important activity pursued for economic benefits in natural areas throughout the world. It provides opportunities to tourists to experience the beauty of nature and culture and to realize the importance of conservation of local cultures and existing biodiversity. Simultaneously, the ecotourism generates economic benefits for communities living in rural and remote areas. The present paper throws light on the concept of ecotourism, benefits derived from it and the development opportunities of ecotourism in Uttarakhand. It provides the description of range of ecotourism destinations in

the State. At the end it also provides some suggestions to policy makers on some ardent issues related to the development of this form of tourism in the state.

Keywords: Ecotourism; Ecotourism Concepts; Community.

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Eco-friendly Hotels: A Step Towards Sustainability

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ABSTRACT

The change rate is extremely affecting the business world as well as other sectors in common life. One of such sectors being affected from the change is the tourism and hospitality sector. Today, tourism quickly continues to expand all around the world, on the contrary, one can see that different hotel concepts are shaped in parallel to new travelling tendencies. In recent years, since the tendencies mainly for environmental or eco-friendly practices have steadily developed, an accommodation concept called "eco-hotels" or "green hotels" has occurred. In this study, the importance of eco-hotels or green hotels which are one of the latest trends in hotel industry, is being discussed. Today, green hotels are one of the first choices for hotel investments almost in every part of the world. In present study various sustainability practices were identified through a survey conducted in hotels of New Delhi (NCR). A well-structured questionnaire was used for the same. Statistical tools like mean, standard deviation and factor analysis was used to interpret the data. The samples presented are quite interesting and it is anticipated that with its aspect, it will be quite beneficial to hotel investors and hotel managers.

Keywords: Tourism, Hospitality, Environmental or Eco-friendly Practices, Eco or Green Hotels.

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Rural Tourism in India: An Analytical Approach

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ABSTRACT

Tourism is one of the biggest and fastest-growing industry in the global economy and has significant environmental, cultural, social, and economic effects. Rural tourism is growing in terms of number of visitors and the government of India focuses on it as an important contributor in the growth and development of our nation. The main objective of the study is to highlight the factors affecting rural & cultural tourism development. We believe that any rural tourism development plan needs to focus on sustainable development and take into account the priorities and needs of local people.

This paper emphasizes the need for sustainable forms of tourism by outlining the possible socio-economic, cultural and environmental impacts of current forms of Rural Tourism. The paper first describes the meaning of terms such as Rural & cultural Tourism. It focuses on origin and growth of rural tourism in India, impacts of rural tourism and the need for sustainable rural

tourism. The study is descriptive as well as exploratory in nature and aims to understand the rural and cultural tourism development. Secondary data is used for this study which is obtained from Research Papers, Govt. Reports and Internet links.

Keywords: Rural Tourism, Culture, Sustainable Development.

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Challenges in Medical Tourism in Nagpur

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ABSTRACT

Medical tourism, medical travel, health tourism or global health care is rapidly-growing practice of traveling across international borders to obtain health care. Medical tourism can be defined as provision of 'cost effective' personal health care/ private medical care in association with the tourism industry for patients needing surgical healthcare and other forms of dedicated & specialized treatment. This paper examines the introduction, origin of medical tourism, some facts about medical tourism in India challenges medical of medical tourism in Nagpur, Maharashtra, India.

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Impact of Films (Movies and Television) in The Promotion of Tourism

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ABSTRACT

This paper analyses the relationship between cinema or films (Both Movies and Television) and promotion of tourism. Films motivate people to visit a tourist destination as it works as an image builder for a particular destination. The Hindi film industry, fondly termed as Bollywood has significantly influenced the Indian culture. The biggest film industry in the world follows an identical pattern of creating masala movies involving some of the world's finest locations and colourful camera work. The people associated with film industry have been shooting films on beautiful locations as per the demand of the story for more than 100 years. After watching such films, people get attracted to visit the location shown in the films or television series. Studies have indicated the increased inflow of tourists, after the release of a hit movie or a popular television series.

Despite the fact, that a film has enough power to influence a good mass, to attract a handsome amount of tourists to visit a destination, film tourism is not given the required significance. Film tourism can be a good marketing tool for the promotion of a tourist destination. This paper will highlight different ways to attract film makers to shoot the destination and whether film tourism is a considerable market. Further studies can also be done on the various aspects on film tourism in India today.

Keywords: Film Tourism, Marketing, Promotion, Tourism Development

Religious and Pilgrimage Tourism Management Issues and Challenges: With Special Reference to Bundelkhand Region of U.P & M.P

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ABSTRACT

Religious tourism also referred as faith tourism is a type of tourism in which people may travel individually or in groups for the purpose of pilgrimage. For more than 4000 years, India has been one among the highly spiritual place on earth. India being the spiritual capital of world with its people and infrastructure allowing religions to thrive, prospers, and flourishes. India is home to many shrines of the world's major religions, Hinduism, Sikhism, Buddhism, Jainism, Christian. Bundelkhand is the part of Uttar Pradesh and Madhya Pradesh State of India is indeed the historical treasure-house of Bundeli civilization. The rich cultural heritage of this region is also evidenced by the archaeological, historical and cultural remains. Bundelkhand has been astonishingly impressive in pilgrimage tourism. It is blessed with plenty of well-known religious destinations. This paper will explore the phenomenon of pilgrimage tourism in the perspective of Bundelkhand. The aim of this study was to determine, what pilgrimage tourism is, and the opportunities, issues, and challenges in pilgrimage tourism in Bundelkhand. The infrastructural issues in pilgrimage sites of the region are dealt with in this paper. and it also covers the emerging challenges in religious and pilgrimage tourism promotion in Bundelkhand. The data for this study were collected from local residents which engaged in pilgrimage tourism activities. This research is mainly based on only secondary data. Secondary data required for this study was collected from different sources.

Keywords: Religious, Pilgrimage Tourism, Infrastructure Problem, Issues, Challenges and Strategies.

Corporate Spirituality: An Innovative Practice to Enhance Service Sector

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ABSTRACT

With the buzz of globalization, stress has become a matter of critical concern which is unbalancing personal and professional life of every individual. By this unbalance we are witnessing several tragedies and management crisis globally. To balance this, the area to be focused is spirituality which plays a vital role in solving this issue and shall continue to do so for global peace and prosperity in future years. Off course, in this current scenario of true globalization, there is a great emphasis to overcome stress or to handle stress with care. Several theories and practices are being developed and implemented to resolve this authentic cause; the resolution is bridging only a mere small gap. Bridging this gap strongly with interest in spirituality shall make the world strongly realize global peace and prosperity.

The paper being focuses mainly on explaining

1. How spirituality can navigate successfully to balance stress and work life.

2. How to raise the level of interest in spirituality for corporates.
3. The need and importance of spirituality for managers.
4. Findings and conclusions.

Research Methodology

Research would be carried out with a sample of 60, from the MBA department, to explore on the above mentioned objectives. The methodology would be drafting of a questionnaire based on the above mentioned objectives of the paper and analyzing the data.

Keywords: Spirituality, Globalization, Corporates, Management Crisis, Stress.

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Growth & Development of Rural Tourism in India: An Emerging Trend

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ABSTRACT

In this Paper the Indian rural tourism with an emerging trends and scenario to the extent of tourism policy, trends and development in tourism market, is discussed. This paper based on secondary data collect from various source from the Government annual reports, newspapers, websites, published and non-published documents. It found that there is significant improvement in growth of rural tourism in different areas of India. There was a dramatic and appreciable growth rate for Indian tourism Scenario. The very first public in the history of tourism that the creation of the Indian Tourism Development Corporation (ITDC), in 1966. National Tourism Development Policy, 2002 introduced with the principles of positioning tourism as a major engine of economic growth. Tourism principals of India highlights seven major segments viz. Swagat (Welcome), Soochna (Information), Suvidha (Facilitation), Suraksha (Safety), Sahyog (Cooperation), Samrachna (Infrastructure Development), and Safai (Cleanliness) that plays a major role in developing rural tourism among Indian society. "Atithi Devo Bhavah" the tagline for Indian tourism cultivates the culture of welcoming the guest with highly enthusiasm. The old product development with a new approach enhance the tourism activity in Indian society such as, fair and festivals, medical tourism, Sustainable or Eco tourism etc.

Keyword: National Tourism Policy, Fair and Festivals, India Tourism Development Corporation (ITDC).

Local & Regional Food-Essentials of Destination Marketing in Delhi NCR

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ABSTRACT

India is blessed with a rich and versatile culture and Heritage as also a wide variety of food and food habits in different regions. Local food basically depends upon the geographical and cultural difference and its variety in local produce, traditions, temperature and eating habits. Even after this remarkable diversity, there is one thing that unites India and Indians- Hospitality and convivial

attitude towards eating. This attitude and hospitality also helps to attract the international tourist at a high level.

Meaning of Local, Regional or Cultural Food

"Local food" is defined as the various methods of food production and distribution that is geographically local and nearby area, rather than national and international. Crops are grown (or raised) and harvested according to the climatic conditions, geographical location and requirement of consumers in a particular area, and used as a staple food in that region at regular basis. The same raw food/ material then distributed over much shorter distances than is common in the conventional global industrial food system. In general, local/regional food systems are associated with sustainable agriculture, cultivation and staple food while the global industrial food system is reliant upon industrial agriculture.

Local food holds much potential to enhance sustainability in tourism, contribute to the authenticity of the destination' strengthen the local economy and provide for the environmentally friendly infrastructure. A successful tourism destination is, among others, evaluated by the positive revelations of visitors to the area, the amount of money spent per capita and prospects of repeat visits to the destination.

Delhi is the capital on India and its urban areas comprise of Delhi and New Delhi. The total population of this Delhi was considered around 20 million in 2009. Delhi is highly tourist destination with its high glimpse of various tourist destinations like Red Fort, Qutab Minar, lotus Temple, Jama Masjid etc. and also a high hub for business and marketing.

Delhi was very famous for its eating from ancient times but credit also goes to Mughals to give an authenticity and variety of introducing of non-vegetarian dishes. Some places of Delhi are various famous for spasticity food as Chandni Chowk, paranthe Wali Gali, Dilli Haat, Khan Market, Connaught Place, etc.

In this manner of food and food habits are essential parts to attract the international visitor on a high food culture impact.

Keywords: Destination, Culture, Heritage, International, Delhi.

Indian Culture's Impact in Tourism Industry

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ABSTRACT

Tourism is one of the fastest growing industries in the world. It is estimated to create 297 million jobs & account for 10.5% of global GDP by 2018. It also generates \$14838 billion of economic activity through travel and tourism demand by 2018.

India is an incredible land contributing magical travel experiences to tourists due to its unique and diverse customs and traditions. India reflects a perfect example of "Unity in diversity". Its customs and traditions are always attractions for tourists. Starting from birth till the time of death, Indians keep performing many traditions and customs. Whether it is the birth of a child or harvest season, engagement, marriage, arrival of a guest, fairs and festivals and worshipping God, all the occasions here are celebrated with wonderful traditions

The main objective of this paper is to show the importance of culture in the growth of tourism industry. How does it help to sustain unique customs and traditions in modern life? How can we present our traditional culture in front of foreign tourists?

At last the given suggestions in this paper may be focus on Indian traditions & culture and its impact on tourism at world tourism map.

Keywords: Indian Customs and Traditions, Sustainability, Growth of Tourism.

Voluntourism in Delhi: A Study on its Opportunities and Growth

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ABSTRACT

People's desire for tourism and volunteering has made a magnificent combination and emerged as voluntourism. Voluntourism itself has become a purpose of travel and being considered as a tool for promoting a destinations tourism. To survive, people's hunger for exponential learning and to sustain the world, people's desire for educating and empowering have changed the tourism from being merely a leisure to virtuous travel. Advantages to voluntravellers are not only experiencing a different culture and interacting with new people but also it is a qualitative and quantitative add onto their resumes. These days, where people travel for their inclination towards a particular type of tourism, there are those as well who travel for a passion to experience every genre of tourism. Certainly voluntourism has been added to their list of various tourisms.

This research aims at bringing a deep insight on voluntourism in Delhi. The study focuses on the scope and growth of voluntourism in Delhi and the opportunities possible in various areas of Delhi for volunteer traveller. Research will focus on identifying the potential of Delhi to cater to the various voluntourists. The study also compares the various purposes of voluntary travel to determine the one specific purpose which is the highest contributor to the rise of Voluntourism.

Keywords: Voluntourism, Growth, Purpose, Opportunity.

A Study of Hospitality Industry: Opportunities & Problems

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ABSTRACT

The hospitality industry is a broad category of fields within service industry that includes lodging, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry. Hotel industry worldwide has facing a situation of both growth and problems. Hospitality industry is growing at a very fast pace in the recent years, especially in the developing countries like India its growth is significant. Increase in the income of middle class Indian has a significant role to play in this. Now days a lot of Indian families go for lunch, dinner and also for refreshments in the hotels and the most significant part is the increase in number of holiday's package taken by the Indian families? This lead to the increase in number of hotels in India, but as the industry grows it also increase the number of problems for hotel industry. In this paper author tries to take a look on these problems and also suggest some points to overcome this problems. In this paper, author on one hand take a look on general problems of hospitality industry and on the other he take a special focus on the problems of hotel industry in Utrakhand. The state is among the top ten most preferred states by tourists in India but it is also the state which faces most number of problems in hospitality industry mostly because of its geography.

Keywords: Hospitality industry, Utrakhand, connectivity, Tourism, infrastructural facilities.

Sustainable Development of Coastal Tourism in Tamilnadu: A GIS Based Study, from 2003-14

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ABSTRACT

Tourism is one of the world's largest industries and the most common type of tourism is coastal tourism. It is based on a unique resource combination at the interface of land and sea offering amenities such as water beaches scenic beauty rich terrestrial and marine biodiversity. Tamilnadu is mostly admired as a wonderful tourist destination. It has immense potential in the coastal tourism sector and natural beauty completed with blue beaches hill stations and clear skies. Its coastal stretch extends for 1076 kms (669m) from Pazhverkadu of Thiruvallur district to Ezhudesan of Kanniyakumari District. The research paper deals with the analysis of tourist arrivals and growth rate in the coastal regions of tamilnadu under the framework of sustainable development from 2003 to 2014.

Keyword: Coastal Tourism, Sustainable Development.

Corporate Counseling: The Vital Vitamin for Creating Competent High Performance Team

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ABSTRACT

The last two decades have ushered in the knowledge and information era. Along with it came rapid changes in areas like technology, Communication, Work culture, women empowerment, lifestyles changes etc, Though the changes were global and rapid, vast numbers of people haven't really had enough time and understanding of the changed environs, to make a healthy adoptions. As a result we are witnessing some unhealthy repercussions like increased stress, lack of work life balance, improper anger management, lifestyle related disorders, low self esteem, lack in self confidence. Quite often when these concerns grow beyond the individual's tolerance threshold, it begins to tell on the personal and professional life. Stress impacts concentration and motivation levels at work, as well as causing decreased job satisfaction and employee morale leading to overall decrease in productivity. Stress in personal life due to marital problems or other family problems also causes decreased concentration levels, poor motivation and absence from work in cases of domestic violence.

Most often working professionals lack the time to go out to meet a counselor. There is also a concern of being seen at counselor's office although stigma has largely reduced. This makes them shy away from seeking help. Thereby keeping the problem alive and burning. By introducing workplace counseling as an Employee Awareness Programme, companies gain by seen as benevolent and genuinely caring for the well being of employee. This not only helps in addressing the immediate concern of decreased productivity, more importantly it helps to reduce stress related attrition. By getting freedom from stress through counseling, facilitated by the company, employees not only feel empowered and highly motivated, there is also increased loyalty towards the company.

The paper "*Corporate Counseling*" focuses mainly on explaining

1. The need and importance of counseling at workplace.
2. How counseling can navigate successfully towards creating competent team building.
3. Innovative methods of practicing counseling in corporates.
4. Advantages and Disadvantages of Counseling.
5. Problems in counseling at workplace.
6. Findings and conclusions.

Research Methodology

Research would be carried out with a sample of 60, from the MBA department, to explore Interest in Counseling. The methodology would be drafting of a questionnaire based on the above mentioned objectives of the paper and analyzing the data.

Keywords: Counseling, Globalization, Work Place, Team Building, Stress.

Future of Tourism in Nepal

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ABSTRACT

Tourism is the activity of people travelling from one destination to and other destination; weather within own country or outside country; for various purposes like pleasure, business, pilgrimage, cultural and other so many. This study is aimed to focus on future of Nepal in tourism sector and its role for development of tourism sector. The purpose of this study is to identify various sources of tourism in Nepal and explore the Nepal tourism worldwide. The collection include observation of tourism arrival in Nepal, personal interview throughout questioners and various record of (NTB) Nepal Tourism Board and other government and non-government data. The finding from the study enable the academicians to develop a program of entrepreneurship in various sector of tourism in Nepal and enable the government to promote tourism of Nepal, also help in developing future tourism strategy and create employment opportunity in this sector.

Keyword: Tourism; Nepal; Source.

Health Care Services: An Overview

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ABSTRACT

Health care services has becoming India's major and fastest growing sector. This sector encompasses-hospitals, medical devices, clinical trials, outsourcing, medical insurance, and medical equipment etc. From the last decades, the healthcare industries are increasing their attention on the concepts service quality and customer satisfaction. Country's health care sector contributes into the socio economic development and as a result the government is focusing on this sector in the list their planning and development on priority. The government has set up various committees in this regard. This paper describes the importance of service quality in health care services. The key to sustain competitive advantage in today's competitive environment is to deliver high quality service. Service quality is key factor for customer satisfaction, which is the basis for true quality. Customers lookout of the services they receive, finally affects their understanding of overall healthcare center and host country where they were treated. The better services that patients understand will make further chances for healthcare service providers and policy makers exhibit the country as a popular health care destination and lure other international customers. Health care providers often specify the needs of customers by measuring service quality; hence received service quality in health care services is of utmost important. In the last few decades, quality of care has been taken as an important measure for improving the efficiency of health care systems in developing countries. Still word of mouth noted as an important factor in health care services. Health care service providers must distribute accurate information as more quality information leads to Patient awareness and satisfaction. The purpose of this paper is to illustrate the significance of service quality and customer satisfaction for health care services.

Keywords: Health Care Services, Service Quality, Customer Satisfaction, Loyalty, Socio-Economic Development.

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Turnover of Employee in Indian Hotels: A Study of NCR Hotels in India

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ABSTRACT

Employee turnover refers to the number or percentage of workers who leave an organization and are replaced by new employees. Measuring employee turnover can be helpful to employers that want to examine reasons for turnover or estimate the cost-to-hire for budget purposes. The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. The second-largest sub-segment of the services sector comprising trade, repair services, hotels and restaurants contributed nearly US\$ 295.7 billion or 19.2 per cent to the Gross Domestic Product (GDP) in 2015-16, while growing at 8.9 per cent year-on-year. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Tourism is also a potentially large employment generator besides being a significant source of foreign exchange for the country. . The present paper is an honest effort to identify various causes of high turnover in the Indian hotel industry focusing the NCR of India .The entire research revolves around three major objectives that are to investigate employees opinion on various causes for the high employee turnover in hotel industry; to examine consequences of the guest satisfaction in Indian hotel industry; to study different turnover reduction techniques and increase guest satisfaction in the hotels.

Keywords: Hotels, Staff Turnover, Turnover, Guest.

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Academician's Perspective on Hospitality Students Career Interest towards Industry Post Industrial Training Exposure

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ABSTRACT

Introduction

Selection of right course after completion of senior secondary schooling is very challenging task in every ones career. In today's scenario prospects have many career options available to choose

in comparison to earlier days. Among the popular and most preferred courses, awareness and selection of hospitality and tourism related course among prospects students found to be least preferred. Due to several cookery shows and contest coming on television has increased its awareness. Majority of students especially in Punjab selecting hospitality courses as a way and solution to go abroad. Students also get attracted due to glamorous image of the industry. Reality check of the course occurs during the industrial training exposure. Several researchers highlighted that student's enthusiasm level gets decline towards industry after their industrial training exposure. Present paper aims to study viewpoints of faculty members on admitted student's career interest level towards industry after their industrial training exposure.

Research Objectives

1. To examine how faculty members rates Students motivation towards Hotel industry after their Industrial Training Experience.
2. To find viewpoint of faculty members on student's attention towards studies post Industrial training exposure.
3. To explore faculty members opinions in terms of percentage on student happiness to have chosen Hotel Management course and their intention to work in the Hotel industry after I.T.
4. To find viewpoint of faculty members on how many students decide to pursue further studies after completion of course.

Hypothesis

1. There is no noticeable change in terms of motivation level towards Hotel Industry among students after their I.T exposure.
2. Students pay less attention towards studies post Industrial training exposure.
3. There is no significant difference exist among faculty members on student's happiness to have chosen HM course and students willingness to work in the hotel industry after completion of course.
4. There is no significant difference exist among faculty members viewpoint on students decision to pursue further studies.

Research Methodology

Present study focuses on exploring faculty member's viewpoint on hospitality student's career interest post their industrial training experience. Respondents were faculty members working in hotel management intuitions of both private and government undertakings. Respondents were randomly selected from the hotel management institutes affiliated to state government and private universities. A total of 50 questionnaires were distributed, out of which only 38 were found usable for data compilation and analysis. Demographic variables of faculty members included in the study were Gender, Type of Institutions, Designation, Department and Experience. Data was analysed using percentage, chi square test and ANNOVA was applied to test the stated hypothesis. Demographic profile of the respondents was displayed using several charts.

Findings

Majority of the faculty members rated that students found to be uninspired after their industrial training. There is no significant difference exist in the opinions of the respondents in terms of their Gender, Designation, Department, Type of institute and Experience. Academicians admit that students pay less attention towards studies in their further semesters after completion of their I.T. There is significant difference exist in the viewpoint of faculty member's designation wise on student's attention towards studies. Faculty members rated that approximately 41-50 % of final year students prefer to pursue further studies and that too abroad after completion of their course. Similarly faculty members have the viewpoint that 41-50 % of students were found to be happy to choose hospitality course after their I.T experience. Only 31-40% of students prefer to work in the industry after completion of their course.

Conclusion

Industrial training component in the curriculum found to create no change on the motivational level of the students towards hotel industry. Majority of students found to be uninspired from their exposure. Industry professionals should delegate learnable and challenging tasks to the trainee during their I.T duration. Normally due to delegation of monotonous task and less job rotation of trainee may also result in low interest level among students towards industry. Students prefer to pursue further studies abroad than to pursue further career in Indian hospitality sector. As per faculty members half of the total class strength feels happy to choose hospitality course after their I.T exposure. Academicians and Industry professionals should mentor students during and after industrial training exposure in order to remove misunderstanding and negative perception about hotel industry in the mindset of the students. Some critical incidents faced by students during training and straight way real working exposure from academics to industry may sometimes not yield positive results. There has to be some sessions to be incorporated in the teaching schedule before sending students for their I.T in terms of what to observe during I.T. These sessions to be delivered by guest faculties as well as industry professionals for the effectiveness of I.T in terms of increasing career interest level among hospitality students.

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Capitalizing on Post-Industrialization Development in India for Green Restructuring of the Services Industry

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ABSTRACT

This article looks at the effects of the Growth of the Services Sector in India and the possible positive cost-benefits of a low-carbon or a carbon neutral Service Economy in India. The Hospitality Industry in India has been observed as a possible Case Study.

Key Words: Green Economy, Structural Readjustment, Service Sector, Hospitality

Reading the Data on Growth of the Indian Service Sector can help forge possible pathways to making Indian Business more environmentally-sustainable.

The concept of Post-Industrialization (or De-Industrialization) lays the groundwork for an Economy where the Service Sector featuring human-capital development is seen paramount to industrialization or manufacturing led development. During the 1990's, through the study of economic trends in developed nations, it was observed that post attainment of a certain acceptable level of material-security and higher median incomes, the population start demanding better services - (also called 'intangibles') e.g. good local governance, better medical care, higher education standards etc., all services necessary for creation of a Knowledge based Society. A shift in the economic preferences of consumers soon reflects in the changes in economic demand. This process of post-industrializing has been visible in almost all the developed Economies and now, in the last decade, also to some level in the transitioning economies of the World.

While the process of Post industrializing is in itself more of a change in an economic configuration of how nations do business, what is imperative is to comprehend that this economic reconfiguration of traditional economies has massive effects in application of environmental conscious policy-making within Nations and Globally. The goods produced by the Service Sector E.g. Governance, Education, Health, Leisure Services etc. have some very important common attributes. They are less 'Natural-Capital intensive' and instead require 'Human-Capital Investment.' This trend stands opposed to what we are seeing in the Agriculture and the Industrial Sectors worldwide today, which despite reductions due to technological interventions, will remain natural-capital intensive.

The growth of the Services Sector is a beautiful thing. While emissions from Agriculture and Industries have a fight on their hand for emissions control and also flagging employment due to technological-interventions and innovations, the Service Sector continues to show hope. While enriching Human Capital, the Service Sector also employs more human-resources and offers opportunities for growth which lie beyond Industrial-capital boundaries i.e. the need for land, large scale capital investment etc. before setting up of Agrico or Manufacturing Units are processes partially done away with in the ServiceSector.

There is an expanding demand for the 'Educated Employee' in the Services Sector and this in turn has spearheaded the development of Services for enriching Human Capital in many nations e.g. India, Philippines and Malaysia, to name a few, have witnessed increased literacy with the advent and growth of their Services Sector. Some additional benefits of Service Sector expansion, which affect us, is that it is less natural resource intensive, unlike the agriculture and the industrial sector and thus by using less national capital, there is subsequently lesser pressure on environmental resources, globally or locally. An individual Carbon footprint can be easily manipulated, unlike large scale emissions reduction targets from traditional Industries like cattle rearing or Petroleum etc.

Policies that reflect a continuous preservation and conservation of natural capital and nurturing of human-capital can eventually create a Global Eco-Ethic within the Business Community, be it large scale or small business. Educated Human resources can be subjected to reasonable Environmental concerns and environmentally-conscious behavior leading to sustainable business practices.

The Indian Service Sector has, in the decade of 2004-14, managed to account for almost 72.4% of the growth visible in the Indian GDP. This is economically reflective of a greater structural change within the Nation because it shows a massive movement in employment-patterns of our Nation where once Agriculture and Industries commanded almost 90% share in employment or the National turnover. The Indian growth story has been spearheaded by a growth in the Service-Sector unlike the many other mammoth developing National counterparts where growth has been fueled by Industrial production (China), natural resource export (Brazil, Argentina, Indonesia, Malaysia) etc. When quantifying national growth today, our ability to distinguish between an environmentally sustainable and sound growth pattern for a Nation and an exploitative and sustainably- untenable growth pattern is paramount.

Figures till 2014 show that in the US\$75.6 Trillion World Gross Domestic Product (WGDP), the Service Sector share accounts for an almost 66% share and while the growth rate accelerates and decelerates marginally (2% to 3.5% variability) across the last 15 years, a steady increase is nonetheless visible. In 2014, the International Labor Organization's (ILO) Global Employment Trends for 2014 and beyond, projected that the services account for almost half of the increase of 1.4% of Global Employment Growth in 2014 fiscal. These figures are reflective of a post industrializing world, however, it is important to remember that maximum share in global figures is still reflective of the developed world economies and is not always a balanced picture of global changes. However National Data from fifteen top transitioning economies shows that the growth of the service sector is unassailable.

Though the share of the Services Sector declined marginally (from 68.8% to 66%) in the decade of 2001-2012, the share in employment showed remarkable growth trends i.e. from 39.1 % to 45.1%. This is more reflective of a greater structural shift in employment patterns of individuals i.e. lower income for sure but higher percolation and higher involvement of individuals in the Service Sector globally.

Amongst the fifteen nations with the highest levels of Service Sector Employment, the ratio of Service-Income and Service-Employment is almost equal. –however, in India, despite a high share in Income, the Sector shows low employment. This above phenomenon maybe due to multiple factors like invisible employment or single-person ownership to exploit loops in the Taxation Structure etc.; also initial setting up of Service organizations in India, unlike the present Individual or small group-centric Startup Culture, was large scale e.g. Call centers run by TATA and Cisco, Medic Tourism by Apollo and Max etc. These were all high investment ventures and therefore we can gain some idea of why service sector employment is mismatched with its

increasing earning. In China, the Service Sector overall has low national importance as the focus of the Economy is on Industries and therefore, the contribution of the Services Sector to the National Domestic Product and Employment generation is low.

While emissions from the Agriculture and Industries required to sustain the planet need large scale capital investments and technological innovations and constant strategic maneuvering, these emissions remain a worrisome constant i.e. a given, as the constant international negotiations have shown us that no nation is truly willing to sacrifice growth for the sake of environment or more truthfully, no one is willing to leave the comparative edge over other. The Service Sector can however give us a chance for change. The challenge for Transition Economies remains in managing Governance of Services i.e. in creating a supporting network for managing the demands, growth and supply of all kinds of Economic Rendering Services. The Indian Services Sector, part of the Post-industrial India, can offer great scope for Environmental Management at the micro level, involving every individual who is part of or is affected by or is a mere user of the Services Sector. The untapped potential of this sustainable future is immense and heartening!

Shrinking the Indian Services Sector Footprint: An Environmental Re-imagining of how India does Business

While the World grapples with trying to cut down emissions from Traditional Sectors such as Agriculture, Cattle Rearing, the Fossil Fuel Industry, Heavy Industries etc. to control Global Warming, shifts in Global Employment Patterns show that the growing Services Sector can offer faster and longer lasting solutions in the race against Anthropogenic Global Warming! As we sweep towards completing the first quarter of the 21st Century, humanity is faced with strange dilemmas; many created by our own hand. A perfect example of these strange-dilemmas is the paradox of Technology-Innovations: while consistently advancing technology allows us to have access to advanced medical-care and grow intensive high-fruition crops, it simultaneously reduces the human labor-intensive involvement, which was the hallmark of the last four centuries which saw humans involved in developing intensive agriculture and new Industries. The Industrial Revolution that swept the European World in the 16th and 17th Century created new industries and new jobs and the process has continued for almost three continuous centuries but what of today? When you don't need cameras or clocks because your phone serves the same functions? When a tractor or a back-hoe or a multi-harvester can do the work of 20 agro-laborers and banks are willing to give easy loans for capital additions and industrial technological-up gradations? What paths do the displaced (i.e. occupationally redundant) take?

The gap between Job-Streamlining that happens through/ due to technology (i.e. when we make a job redundant because of technological innovations) and ensuring that there are alternate employment and livelihood opportunities is huge. The above gap is more disturbing in over-populous nations which are unable to ensure a faultless social-security network i.e. where every citizen of nation is covered under an equitable social-security network ensuring minimum survival standards.

As the globe acclimatizes to a population of 7.4 billion (March, 2016.UNPF), which according to the 2012 UN Projections should stabilize at approximately 8.3 and 10.9 billion by 2050, there are certain newly created Universal facts which we cannot ignore:

- That intensive Agriculture that is capable of sustainably feeding the global population needs to be ensured
- That certain Industries which form the bulwark of human Development and Advancement cannot be ignored i.e. Aviation, Metal and Steels, Renewable Energies Development.

When we know that an approximate calculation of the Carbon footprint i.e. the emissions (current and projected) needed to keep the world fed and progressing is being done and cannot be forgone, it then becomes important to comprehend that if we are to keep the planet and humanity safe, there has to be a compromise i.e. an alleviation of the growing pressure on the environment, finite energy resources and finite global food supplies and this cannot come solely from the above deemed important sectors. Thus the onus can be shifted with great results to the developing World Service Sector—and in a world of new possibilities; this too is one such Great Possibility.

Saving the Earth: One Business at a time

The Global Employment Trends of 2014 (prepared by the International Labor Organization) show that of all the jobs that are being added to the Global Economy since the decade (2001 onward); half of the global average is that in the Services Sector. This leads us to conclude that the Services Sector is consistently creating new job avenues and the job-loss occurring in the Agrico and Industries Sector is being covered by development of New Services and Individual-entrepreneurship led Micro Sectors within the Agro and Industries.

Furthermore, World Bank Data shows that the contribution of the Services Sector to the Global GDP has actually been reduced in the last 12 years i.e. (2002 to 2013) while the employment generated by this sector has increased. Advanced data interpretation shows that this is due to smaller Service-Sector led businesses emerging and solo-entrepreneurships carving new business and service as people shift-loss from the Agricultural and Industrial sector which needs less and less labor.

An increasing contribution of Commercial-Services led exports e.g. International Financial Services like Credit Card Banking Services, Financial Consultancy Services etc. are allowing the OECD Nations to slowly transform their economies, as more actual- product production is outsourced and specialized servicing is instead used as a tradable and priced commodity. The perfect example of the above is Switzerland, a nation which has outsourced more than 78% of its industrial production and now relies solely on offering Financial Services. However, it is important to understand that every nation has its own particular ecology, economy, financial-culture and geography: factors which are utilized in economic decision-making.

As traditional Livelihood methods change and globally we move to creating Services led Economies (with knowledge that eventually investment in Agriculture and Industries will be more or less a fixed factor, as space is limited and so will emissions soon have to be), the idea that the Service Sector that is becoming visible i.e. an individual small-capital led service provider will make it possible to influence Individual environmental behavior i.e. from choosing sustainable material utensils to electricity consumption.

While the Data that we need to support our total assumption lies somewhere at the cross section of Organizational Studies, Environmental Economics and Behavioral Economics, there is sufficient developing research by EU Nations and China, which shows that when individual business are incentivized i.e. in the form of subsidies, there has been substantial lowering of individual led business emissions i.e. the carbon footprints of Service Sectors can be controlled unlike that of Mass Agriculture and Heavy Industries. Service industries are reliant on individual movement and do not always need a proper functioning office e.g. the services of a Security expert, a plumber or a travel agent. Shared office spaces can also be created. While the issue at hand is a much large and multi-dimensional, cost cutting and the piecemeal social engineering is possible at a very personal level through intervention in the Services Economy. As more people start their own businesses in India and we become the second Land of Startups, the issues of Environmental Protection and Business behavior becomes a very important one. With workforce of less than 50, it is possible to oversee and manage Environmentally Conscious decision-making within Companies led by individuals and not machines.

The Services Sector in India currently accounts for almost 50% of Jobs, when that is compared with the Indian Economic Structure at the time of Independence, the employment dependence on Agriculture and related Primary Industries was almost 80% and higher. While the developed world follows a path best suited to its economy and environment when forging policies, the populous developing nations like Brazil, India, and Nigeria etc. have many economic and cultural considerations to make.

However, the growth of the Services Sector is a given. That we can control or influence individual choices through knowledge-dissemination and incentivization are already proven. Why then, when the structure is already present, can we not use this changing Economic Structure to create new Ecological Management Avenues? Harvesting the changing Economic habits and livelihood methods to create better Business-Environment Correlation Models is a very distinct possibility that requires more thought and Action and can achieve great results.

Status and Scope of Organic Food Products and their Benefits in Human Life

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ABSTRACT

The public is becoming increasingly aware of the importance of healthy nutrition for general health and overall well-being. Processed foods which are high in saturated fats, sugar and sodium, and low in essential nutrients are not only responsible for overweight problems but have been also shown to be major contributors to a number of health problems including diabetes, high blood pressure and heart disease. To make things worse, there are also various artificial preservatives, flavor enhancers and a number of other chemicals with dubious effects on health. But on the other hand, unprocessed foods are not as healthy as they seem to be either because most of them are conventionally grown which means with the use of pesticides, chemical fertilizers, antibiotics, growth hormones and who knows what else. Fortunately, there is a safer and healthier alternative organic food.

Introduction

The main advantage of organic food is without a doubt absence of all non-natural ingredients but the benefits of organic food for health do not end here. Due to the fact that organic food products must not contain any artificial preservatives their shelf life is much shorter. This is particularly important when it comes to fresh fruits and vegetables which start to lose nutritional value the same moment they are harvested. And it is the shorter shelf life that makes organic fruits and vegetables more nutritious because they have to be consumed relatively soon in contrary to conventionally grown ones which look like they were just harvested for weeks or even months. As a result, organic food provides considerably greater amounts of essential nutrients which play the key role in human health. Over the last 10 years the organic food market has been characterized by dynamic development driven by strong growth in demand. The area under organic production in the European Union has doubled since 1999. Consumers have started to look for safer and better controlled foods, produced in more environmentally friendly and local systems. The quality and safety of food are important issues that are of increasing concern to the general public. The consumption of organic foods has been steadily increasing during the last decade, particularly in Western countries. Many consumers perceive organic foods to be of better quality, healthier and more nutritious than food produced using conventional methods, but conclusive research on possible impacts on animal and human health is lacking. Currently, there is no solid scientific evidence that can support or refute such consumer perceptions. Thus, there is an urgent need for further investigations into human health effects of organic food products.

Organic food consumption tends to increase rather rapidly in well-developed countries especially in the US and Europe. This may be due to the product benefits of either egoism or altruism. The egoistic reasons for organic food consumption include good taste, safety and good health, whereas the altruistic reasons for organic food consumption cover environmental protection and supporting small local farmers. It is likely that product benefits are the first and foremost attraction for buying organic food in Thailand as well. However, it would be interesting to find out which of these two competing categories of product benefits works best in Thailand. In addition, the market share of organic food in the overall health food in Thailand is still only at 4%.

Major Organic Producer States

The study looks into the organic food markets of Maharashtra which has the second largest area under organic farming with 0.96 m ha or 33.6% for the total land; Madhya Pradesh as it has highest area under organic farming in the country (1.1 million ha or 52%) and Uttarakhand where the state government has taken initiatives to create a successful marketing mechanism for the sale of organic products. Orissa is at the third place (0.67 m ha or 9.7%) in terms of land under organic farming but the state is yet to develop the type of systems developed by Uttarakhand. States in mountainous regions are particularly active as is evident from the fact that three states namely Uttarakhand, Sikkim and Mizoram have declared their states as organic states (Doel Mukherjee, 2012).

Principal of Organic Farming

● Principle of Health

Organic agriculture must contribute to the health and well being of soil, plants, animals, humans and the earth. It is the sustenance of mental, physical, ecological and social well being. For instance, it provides pollution and chemical free, nutritious food items for humans.

● Principle of Fairness

Fairness is evident in maintaining equity and justice of the shared planet both among humans and other living beings. Organic farming provides good quality of life and helps in reducing poverty. Natural resources must be judiciously used and preserved for future generations.

● Principle of Ecological Balance

Organic farming must be modeled on living ecological systems. Organic farming methods must fit the ecological balances and cycles in nature.

● Principle of Care

Organic agriculture should be practiced in a careful and responsible manner to benefit the present and future generations and the environment.

Health Benefits

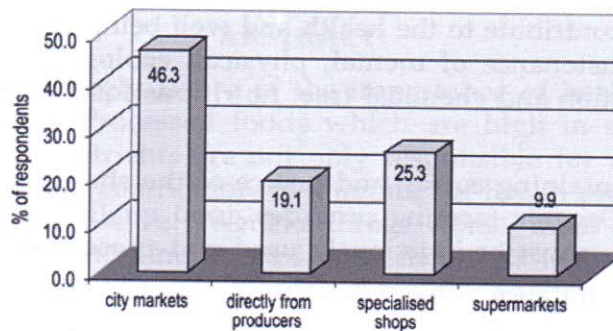
Organic food is food produced by methods that comply with the standards of organic farming. Standards vary worldwide, but organic farming in general features practices that strive to cycle resources, promote ecological balance, and conserve biodiversity. Organizations regulating organic products may restrict the use of certain pesticides and fertilizers in farming. In general, organic foods are also usually not processed using irradiation, industrial solvents or synthetic food additives.

- **Better Nutrition:** As compared to a longer time conventionally grown food, organic food is much richer in nutrients. Nutritional value of a food item is determined by its mineral and vitamin content. Organic farming enhances the nutrients of the soil which is passed on to the plants and animals.
- **Free of poison:** Organic farming does not make use of poisonous chemicals, pesticides and weedicides. Studies reveal that a large section of the population fed on toxic substances used in conventional agriculture have fallen prey to diseases like cancer. As organic farming avoids these toxins, it reduces the sickness and diseases due to them.
- **Enhanced Taste:** The quality of food is also determined by its taste. Organic food often tastes better than other food. The sugar content in organically grown fruits and vegetables provides them with extra taste. The quality of fruits and vegetables can be measured using Brix analysis.
- **Longer shelf-life:** Organic plants have greater metabolic and structural integrity in their cellular structure than conventional crops. This enables storage of organic food for a longer time.

Lampkin *et al.* (1999) thinks the term 'organic' is best thought of as referring not to the type of inputs used, but to the concept of the farm as an organism, in which all the components the soil, minerals, organic matter, microorganisms, insects, plants, animals and humans interact to

create a coherent, self-regulating and stable whole. Reliance on external inputs, whether chemical or organic, is reduced as far as possible.

Such findings have led some consumers to turn to organic produce in the hope that limiting the consumption of conventionally farmed food will result in a reduction in exposure to agricultural toxicants (especially pesticides) and therefore reduce any associated health risks. European surveys indicate that 70% of EU citizens are 'worried' about pesticide residues in food (Tasiopoulou *et al.* 2007). Similarly a 2004 Australian survey conducted on a randomly selected population from Victoria (n=223) reported that 74% of respondents agreed with the statement 'Organic food is healthier than conventionally grown food because it has no pesticide residues' (Lea and Worsley 2005). While this notion makes intuitive and theoretical sense, according to the New Zealand Food Safety Authority, at present 'there is no conclusive evidence to suggest that organic food in general is more or less safe or nutritious than conventionally produced foods' (NZFSA 2009).



Sources: www.google.com

As per the available statistics, India's rank in terms of World's Organic Agricultural land was 15 as per 2013 data (Source FIBL & IFOAM Year Book 2015). The total area under organic certification is 5.71 million Hectare (2015-16). This includes 26% cultivable area with 1.49 million Hectare and rest 74% (4.22 million Hectare) forest and wild area for collection of minor forest produces. For growing organic products; such a system of agriculture is used which is not based on fertilizers and pesticides so that an environmentally and socially responsible approach can be adopted in the field of agriculture. In this kind of farming, efforts are made at grass root level so that regenerative and reproductive capacity of soil can be preserved and at the same time it will help in sound soil management and good plant nutrition which will lead to production of nutritious food. Such food will have more resistance power against diseases.

For almost 90 percent of the organic agricultural land, land use details are available. About two-thirds are grassland/grazing areas (23.7 million hectares). With a total of at least 6.1 million hectares, arable land constitutes 17 percent of the organic agricultural land. Most of this category of land is used for cereals including rice (2.5 million hectares), followed by green fodder from arable land (2 million hectares), oilseeds (0.5 million hectares), protein crops (0.3 million hectares), and vegetables (0.2 million hectares) (Doel Mukherjee, 2012)

"To spur growth in the Agriculture and allied sectors, National Development Council (NDC), in its meeting held on 29th May, 2007 observed that a special Additional Central Assistance (ACA) Scheme be introduced to incentivize States to draw up comprehensive agriculture development plans taking into account agro-climatic conditions, natural resources and technology for ensuring more inclusive and integrated development of agriculture and allied sector. In pursuance to aforesaid observation and in consultation with the Planning Commission, Department of Agriculture & Cooperation (DAC), Ministry of Agriculture, Govt. of India launched Rashtriya Krishi Vikas Yojana (RKVY) from 2007-2008, which has been operational since then"7. The main objectives of the scheme are to incentivize the States so as to increase public investment in Agriculture and allied sectors and to provide flexibility and autonomy to States in the process of planning and executing Agriculture and allied sector schemes.

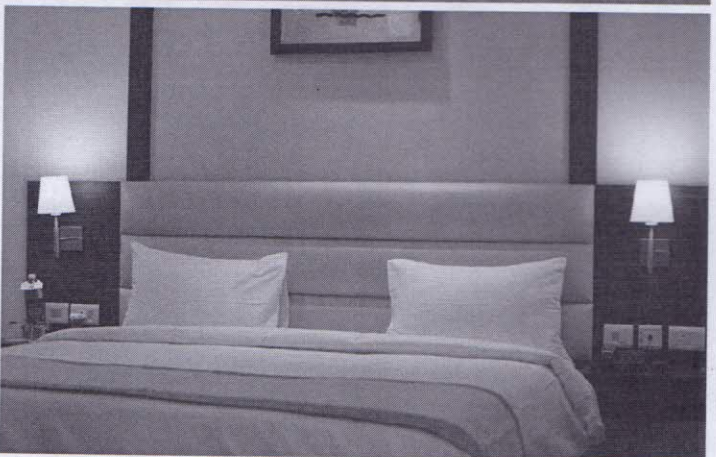
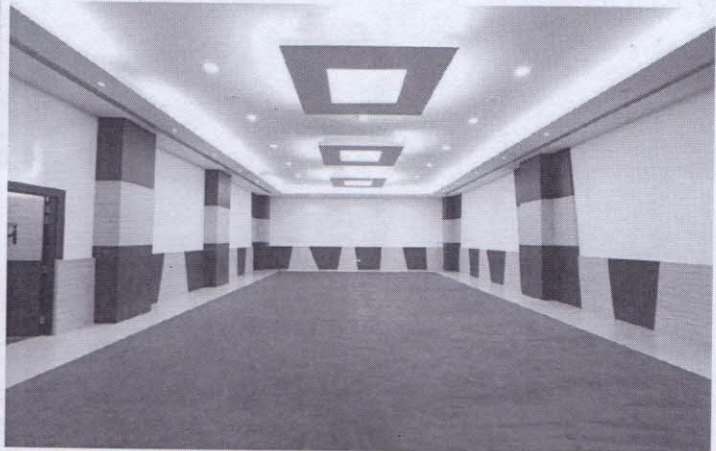
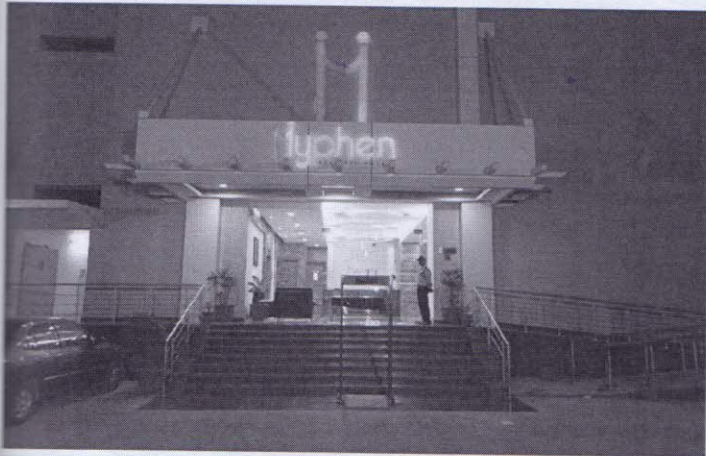
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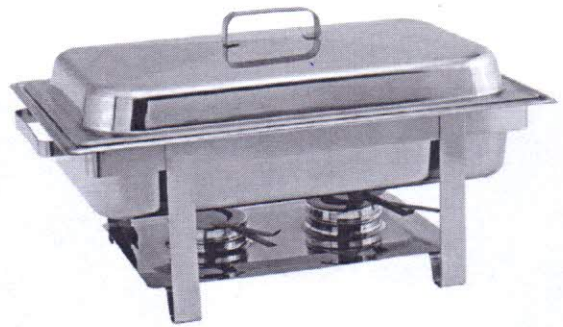
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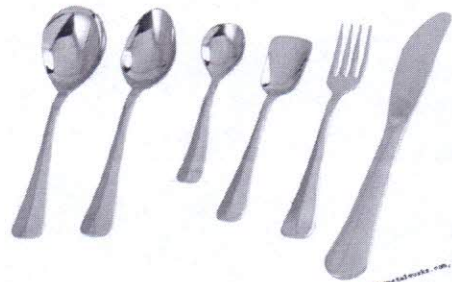
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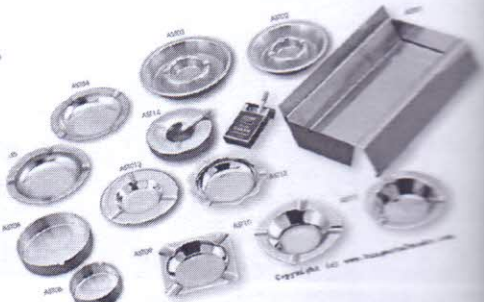
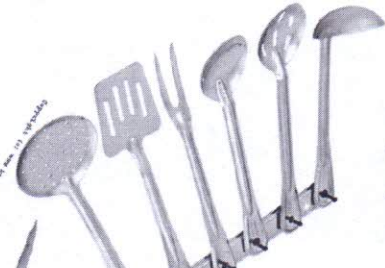
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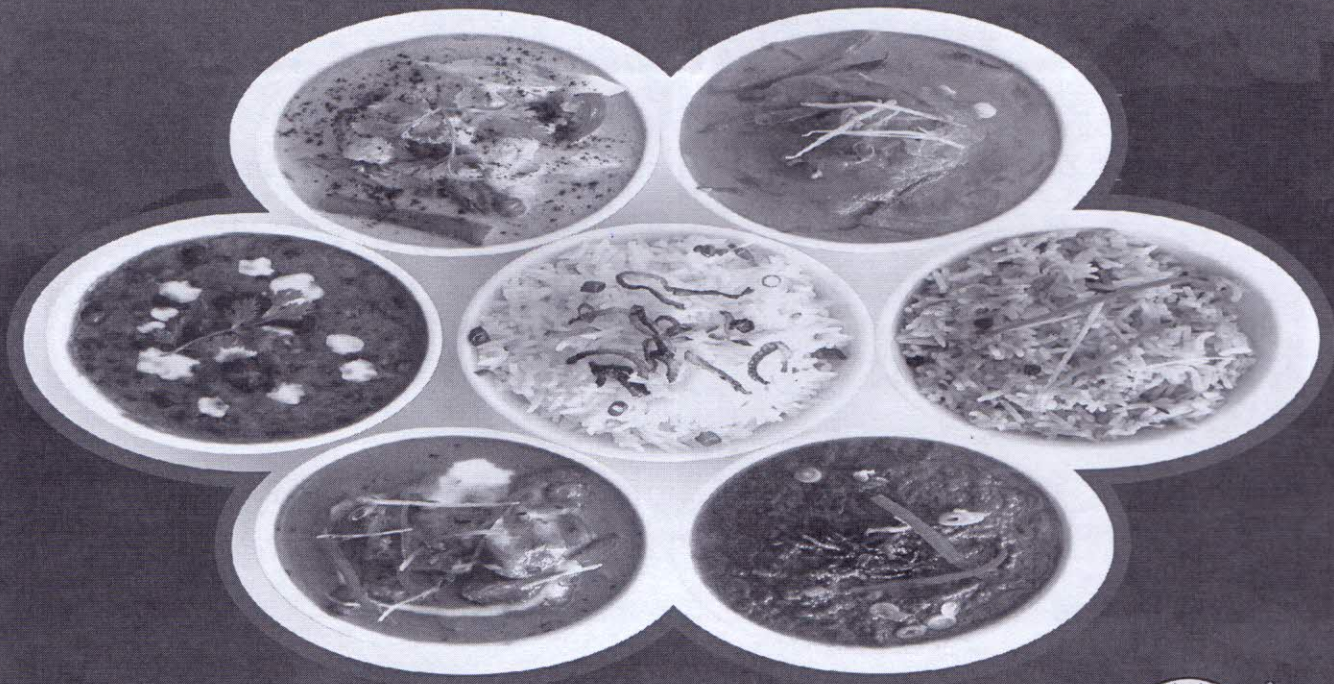
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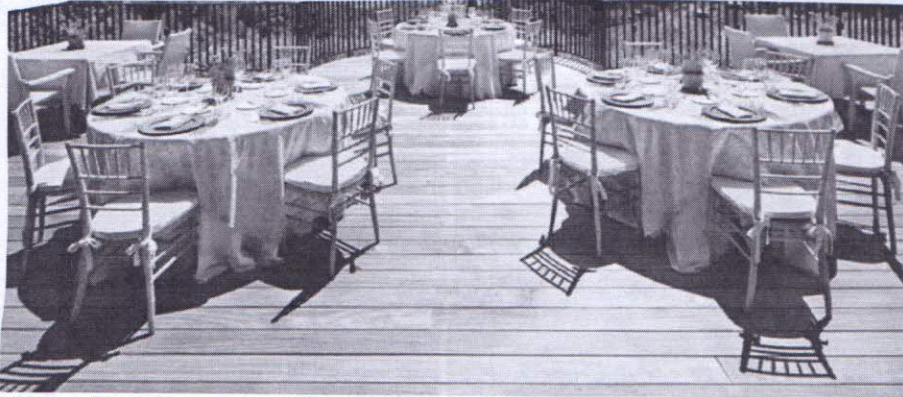


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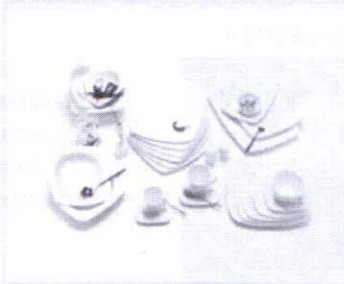
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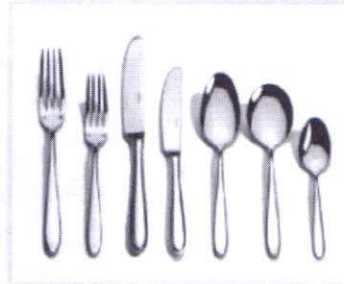
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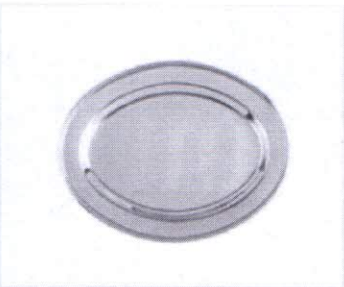
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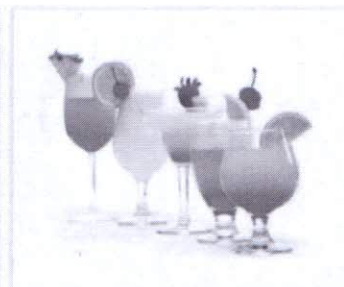
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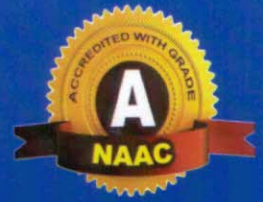
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