



**1ST INTERNATIONAL CONFERENCE ON
"EMERGING TRENDS IN HOSPITALITY & TOURISM SECTOR"
21 & 22 NOVEMBER 2015**



**2ND INTERNATIONAL CONFERENCE
ON
"CHALLENGES AND OPPORTUNITIES IN
TOURISM & HOSPITALITY SECTOR"
26 & 27 NOVEMBER 2016**



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3RD INTERNATIONAL CONFERENCE

ON

"DEVELOPMENT ASPECTS IN TOURISM & HOSPITALITY SECTOR"

(DATHS-2017)

ON

2ND & 3RD DECEMBER, 2017

Organized by

BHIKAJI CAMA SUBHARTI INSTITUTE OF HOTEL MANAGEMENT



VENUE OF THE CONFERENCE

**BHIKAJI CAMA
SUBHARTI INSTITUTE OF HOTEL MANAGEMENT**

Swami Vivekanand Subharti University,

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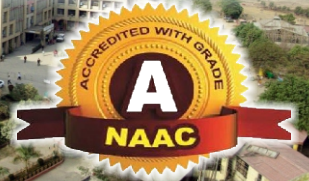


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Pro Vice Chancellor



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Organizing Chairman



Mr. Bholu Chourasia
Organizing Secretary



Mr. Sunil Kumar Panwar
Chairman Scientific Committee



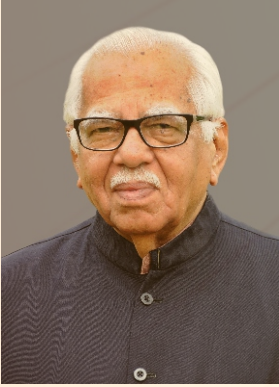
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Coordinator



Raj Bhavan
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Ram Naik
Governor, Uttar Pradesh

Ram Naik is a veteran Indian politician from the BJP, currently the 24th Governor of Uttar Pradesh

Message

I am indeed happy to learn that the Subharti Institute of Hotel Management, Meerut is organizing the 3rd International Conference on 'Development Aspects in Tourism and Hospitality Sector' (DATHS- 2017) on 2nd and 3rd December, 2017.

I extend my best wishes on the occasion.


(Ram Naik)



Mrs. Evgeniya Zharikova

Odessa state economic university

Ukrain

Message

It is undeniable a great pleasure to know that the Bhikaji Cama Subharti Institute of Hotel Management organizing an 3rd International Conference “DEVELOPMENT ASPECTS IN TOURISM & HOSPITALITY SECTOR” (DATHS-2017)”. With a vision to expand knowledge horizons year after year. We all are looking ahead with a strong believe that Institute is growing in pursuit of higher standards of teaching, research and brings a shape to a students' dream. I am sure it will continue to maintain its excellence with great distinction. My blessings and good wishes to see the institution flourishing and I extend my warmest wishes of success to all members of the organizing committee.

Mrs. Evgeniya Zharikova



Umesh C. Varma

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

Message

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

Umesh C. Varma



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

Message

I am extremely delighted to learn that the Bhikaji Cama Institute of Hotel Management is organizing the third edition of an International conference on the theme “Development Aspects in Hospitality and Tourism Sector” on December 2nd & 3rd, 2017.

The hospitality industry has witnessed a healthy growth over the years gone by and India has emerged as destination venue, for so many International events, which in turn has left an indelible mark on the minds of one and all. India as a country has rich diverse natural, cultural and religious heritage, and ventures have already been initiated to develop India as a hub for cultural tourism, religious tourism, medical tourism, eco tourism and what not. Tourism and Hospitality industry has proven to be a shot in the arm for the Indian Economy and we at Subharti University are ever committed and feel proud to be a part of this rapidly growing industry.

The deliberations and exchange of ideas during this conference will surely titillate the minds of young and nubile entrepreneurs. As the delegates congregate for this momentous occasion, I extend my best wishes to Dr Shiv Mohan Verma, and his conscientious team for their enthusiastic efforts in organizing this mega event which would further uphold the name and tradition of the institution as well as that of Subharti University.

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



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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

It gives me immense pleasure to know that the Bhikaji Cama Subharti Institute of Hotel Management is organizing their conference 3rd International Conference on "Development Aspects In Tourism & Hospitality Sector" (DATHS-2017) On 2nd & 3rd DECEMBER, 2017. With the changes times and increasing customer demands it is very essential to keep in line with the developments in the fields.

I heartily welcome all our guests and wish the organizing team the very best. I am sure with their untiring efforts the conference will be a great success.

Shalya Raj

Dr. Shalya Raj

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Dr. G.C. Srivastava
Chancellor

Message

It is matter of great privilege for Bhikaji Cama Subharti Institute of Hotel Management to host an 3rd International Conference on "Development Aspects In Tourism & Hospitality Sector" (DATHS-2017) On 2nd & 3rd DECEMBER, 2017.

I am sure that the deliberations of this International Conference will go a long way in strengthening the Hospitality and Tourism sector in India and making India better known all over the world by sharing experience with the participants.

I am sure that this event will be a success. I extend my good wishes to the organizers.

Dr. G.C. Srivastava
M.Sc., M.A., LLB, Ph.D.
Chancellor

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Dr. N.K. Ahuja
Vice Chancellor

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

Message

It is very creditable that Bhikaji Cama Subharti Institute of Hotel Management regularly organizes Workshops, Seminars and Conference. Even this year, International Conference with the theme "Development Aspects in Tourism and Hospitality Sector" (DATHS-2017) being organized on 2nd and 3rd December, 2017. Very well thought subject of the conference "Development Aspects in Tourism and Hospitality Sector" (DATHS-2017) Development in any & every field is dynamic & regular. It's a process maturity. I am sure each delegate will be benefitted by the proceedings and exchange of knowledge.

I congratulate & convey my best wishes to you and your team for successful events.

Dr. N.K. Ahuja
Vice Chancellor



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Dr. D.C. Saxena
M.D.(Path & Micro),,
M.B.A., PGDHHM, DCP
Pro Vice Chancellor

Message

Bhikaji Cama Subharti Institute of Hotel Management is a premier Institution of Subharti University, Meerut that occupies a place of distinction and pride in entire Northern India. It is Center of Excellence for Learning in the field of tourism and hospitality. The tourism and hospitality sector has undergone revolutionary changes on account of innovations, huge expansion, customer behavior, customer satisfaction management, industry expectations and demands, on-line reviews and purchases and many other such critical factors.

It is again a matter of privilege and pride for Subharti University that the Institute is hosting '3rd International Conference on Development Aspects In Tourism & Hospitality Sector' at Meerut.

I am certain the knowledge gained through this Conference shall go a long way in up-dation of knowledge and its implementation in the Sector.

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

Dr. D.C. Saxena
Pro Vice Chancellor

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Er. P.K. Garg
Registrar


Message

I am happy to learn that Bhikaji Cama Subharti Institute of Hotel Management is organizing a Conference on "Development Aspects in Tourism & Hospitality Sector" during 2nd and 3rd December, 2017.

The theme chosen for the conference is quite appropriate as Tourism and Hospitality Sector still has wide scope of development in India.

I congratulate the organizers for providing platform for interaction on the topic through conference. I have no doubt that new ideas and fruitful suggestions will arrive during the conference.

I wish the conference a great success.


Er. P.K. Garg

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Dr. Shiv Mohan Verma

Head of Institution

Conference Convener

(DATHS - 2017)

Message

It is a great pleasure for me that our Bhikaji Cama Subharti Institute of Hotel Management is conducting an 3rd International Conference on “DEVELOPMENT ASPECTS IN TOURISM & HOSPITALITY SECTOR” (DATHS-2017)”.

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

I hope this conference DATHS-2017 will be enjoyable, memorable and productive for participants and looking forward to the innovations that result from your networking and discussions.

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

Dr. Shiv Mohan Verma

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Mr. Bhola Chourasia

Vice Principal

Conference Organising Secretary
(DATHS - 2017)

Message

It gives me immense pleasure to welcome all the delegates to the 3rd International Conference on "DEVELOPMENT ASPECTS IN TOURISM & HOSPITALITY SECTOR" (DATHS-2017)". To be held in "Bhikaji Cama Subharti Institute of Hotel Management, Meerut".

I am sure that the deliberations at the conference will go a long way I fulfilling these vital aspects of "Hospitality and Tourism Industry", which will have its desired imprints on the sands of time and shall always, Emerge as an emulating milestone. The advent of latest innovations for these esthetics begins will help this sector for better development. This convention is yet another step towards excellence in the filled of "Hospitality and Tourism Industry".

I extend my sincere gratitude to all the members of the organizing committee for their cooperation for the success of the "International Conference. I also thank the sponsors and well I welcome you and hope you have pleasing experience in our city.

Mr. Bhola Chourasia

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Mr. Sunil Kumar Panwar

Associate Professor

Chairman Scientific Committee

(DATHS - 2017)

Message

I am privileged for being bestowed with the honor to organize the prestigious International event “DEVELOPMENT ASPECTS IN TOURISM & HOSPITALITY SECTOR” (DATHS-2017). By the Bhikaji Cama Subharti Institute of Hotel Management (BCSIHM), Swami Vivekanand Subharti University (SVSU) in Meerut.

The event will be held on 02nd and 03rd December at the BCSIHM, SVSU, and Meerut. I take immense pleasure to invite all delegates to be our guest for the event.

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

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

We look forward for your active participation.

Sunil Kumar Panwar

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Mr. Ankit Srivastava

Assistant Professor

Treasurer

(DATHS - 2017)

Message

It is an honour to be the member organizing committee as a Treasurer of 3rd International Conference on "Development Aspects in Tourism and Hospitality Sector (DATHS-2017)". The hospitality and tourism industry of India is the next big opportunity and this is the belief that I and my organising committee are motivated to promote the sector through this conference.

I believe that this sector growth has large opportunity to create new jobs and wealth to the Indian and the regional economies.

I thank all the delegates and students for their contribution and participation. I hope this conference will be a great experience for each and everyone.

Ankit

Mr. Ankit Srivastava

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Sustainable Environmental Management: A critical issue in Tadoba Andhari Tiger Reserve in Maharashtra.

Dr. Suvarna Sathe*

ABSTRACT

Under Project Tiger Government of Maharashtra boasts of 6 Tiger Reserves out of total 47 in India⁽¹⁾. Out of the 6 Tiger Reserves in Maharashtra 5 are located in cluster of Nagpur, Chandrapur, Amravati and Melghat.⁽²⁾, which are mega bio-diversity sites and a part of Southern Tropical Dry deciduous forests. The TATR alone is able to sustain population of 40 plus tigers as a result of rich bio-diversity.

TATR was established as a Tiger Reserve in 1993-94, though long back 1955 it was declared as a National Park.^(3, 4) With core area of 625 square kilometers and buffer area of 1100 square meters TATR is sprawling over 1600 square kilometers⁽⁵⁾. It is able to sustain large tiger population with ample herbivorous ranging from spotted deer's, barking deer's, wild boars, sambar deer and Indian gaur. TATR has emerged as popular tourist attraction in last 5 years.

While emerging as a popular tourist destination in Maharashtra, TATR has its own set of problems, the author aims to cover natural and manmade, attached to the development. The expansion of core area, leading to displacement of villagers, coal mining obstructing tiger movement in corridors and causing environmental degradation, increased tourist activity posing serious threat to bio diversity and sustainability, to name a few.

Sustainable environmental management has become a critical issue which needs to address at TATR.

Key words: Environmental degradation, TATR (Tadoba Andhari Tiger Reserve), tourism development, bio diversity.

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Goods and Service Tax and Its Analytical Impact on Hospitality Sector

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ABSTRACT

CGST Act, UTGST Act and IGST Act have received the assent of the President on 12th April 2017 and now there is finality and clarity with regard to the provisions contained therein. The stage is set for the roll out of these Acts from the appointed day – 1st July 2017 and Goods and services tax (GST) has become a reality from July 1, 2017 (The GST Day). There are expectations that the tax reform will boost the Indian economy and huge shift will be seen from unorganised to organised sector. Here this research paper tries to explore the Impact of GST on the Hospitality Industry.

Keywords: Goods & Services Tax, Hospitality

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Safety and Security at Monument of National Importance at Mitaoli: Expectations and Experience

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ABSTRACT

Heritage tourism has always been one of the most sought after form of tourism which motivates people to travel to distant places just to visit an architectural manifest built by their ancestors. There are different types of architectural wonders available in every part of every region of the country. Mitaoli is a place situated in Morena district of Madhya Pradesh which has a monument of national importance declared by Archaeological Survey of India.

Safety and Security is of prime importance concern for every visitor visiting any of the tourist destinations in the world. Visitors have certain expectations regarding safety and security to and at the destination. This paper deals with the expectations of the visitors regarding safety and security and their experience after visiting Mitaoli. Both the expectations and Experiences were measured through statistically applied tools in the paper which tells the story of prevailing situation at Mitaoli. This paper will open new horizons for the future researches to be carried out at other different places and will help in administrators and destination managers to beef up the security as per the expectations of the visitors.

Keywords: Mitaoli, Visitors Expectations, Visitors' Experience, Safety and Security

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Application of Total Quality Management in Hospitality Industry: A Case Study of Star Category Hotels of Agra.

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ABSTRACT

This paper discusses the concept, scope and application of Total Quality Management in the context of hospitality industry focusing on the culture, attitude and organization of a company that aspire to provides its customers the best products and services that satisfy their needs. The TQM hotels are sensitive to customer requirements and respond rapidly to them .in the TQM context 'being sensitive to customer requirements' goes beyond defect and error free, and merely meeting specifications or reducing customer complaints. Customers have become more and more aware of their requirements and demand higher standard of services. Their perception and expectation are continually evolving, making it difficult for service providers to measure and manage service effectively. The key lies in improving the service selectively, paying attention to more critical service attributes/dimensions as a part of customer satisfaction management. It is an imperative to understand how sensitive the customers are to various service attributes or dimensions. Allocating resources in the fashion that is consistent with customer priorities can enhance the effectiveness in the service operations. To achieve customer satisfaction, the hotels have to respond rapidly to customer needs. This implies short product and service introduction cycles. These can be achieved with customer driven and process oriented product development because the resulting simplicity and efficiency greatly reduce the time involved. The study will use a cross –sectional survey methodology and the unit of sample will be at the managerial level. The data will be collected in selected hotels of Agra, 'practicing high levels of service to meet customers' expectations. This study will investigate the factors for successful TQM implementation needed for overcoming the constraints related to TQM implementation in Hotels of Agra.

Keywords: TQM, Service, Customer satisfaction.

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Medical Tourism in the State Of Odisha: A Ground Report from Teaching Hospitals

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ABSTRACT

Globalization has diminished the mental, financial and physical barriers between the countries, people and their psychology. Now, they are well connected, informed and don't hesitate to avail the good quality products and services irrespective of their physical proximities. In the healthcare sector also, there have been many conventional and radical changes with more nos. of private and global based companies venturing in. In a country like India with more than a billion people, there exists a huge ocean of opportunities for the healthcare service providers. Also, for factors like the vast talent pool, technological advancements, affordability and quality (at least on paper) the current Indian health care sector comprising both Government and Private entities looks very promising for those seeking quality healthcare. But, the million dollar question is whether we really possess the necessary qualities in this hyper competitive market? If we go by the current news statements, the conditions of health care service quality in India and in the state of Odisha in particular, seems to be in a pathetic state as we come across persistent stories of malnutrition, maternal & infant deaths, outbreak of diseases like dengue, malaria, swine flu etc., prevailing social taboos, unavailability of basic amenities, neglected hospital surroundings, inadequate infrastructural facilities, misbehaviour of doctors & staffs and may more. With all these in background, here we tried to map the health care service quality available within the state of Odisha by using the SERVQUAL scale. For sampling, we have chosen two of the renowned medical college hospitals in the state. The study revealed the truth about the current state of health care in the state and also revealed many areas where we can improvise. Based on the findings and feedbacks of the customers, we have recommended some measures for up-gradation.

Keywords: Medical Tourism, Service quality, Market.

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A study on the Effect of Promotional Tools used by Street Food Vendors and its Effect on Productivity and Service Quality

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ABSTRACT

Growth is a fundamental aspect for the development and sustainability of any enterprise. The food vendors form a major part of the multi crore food industry, a phenomenon that exists worldwide. Food is an indispensable part of human life, which has become an integral part of our society, culture, values, etc. We work to feed ourselves as a basic necessity, rest all needs come on second priority for us. Apart from being a basic necessity rest all needs come as a second priority for us. It also plays a central role in our festivals, occasions, celebrations, parties, conferences, meetings etc.

As per the National Policy on Urban Vendors about 2% of the urban population consists of street vendors, As per an estimation there are more than ten thousand people involved in this sector in lucknow city. The food industry is undergoing a major change now a days, with the implementation of Food Safety and Standards Bill (now Food Safety and Standards Act, 2011) and Ministry of Food Processing Industries was appointed as the nodal agency for the welfare of hawkers and food vendors. There are numerous challenges faced by these food vendors. Some of these challenges are lack of sufficient capital, lack of government support, high production cost, lack of knowledge etc. Apart from these factors there is a the main purpose is to understand the varoius variables that affect the sale of food in lucknow city, with this objective this study has been conducted so that the suitable policies can be framed which can be useful for the street vendors as well as for the public.

Research Design: Descriptive study has been carried out, The data collected id primary in nature and ChiSquare test has been used to analyse the data.

This sector provides income for the people who would otherwise be unemployed, since starting a small venture requires only a few rupees a sound location, as food helps in meeting the nutritional requirements of significant portion of the population.

The study aims at measuring the promotional tools used by the street vendors and service standards and its effect on the productivity.

Keywords: Food, Street Vending, Food Industry, Food Service Sectors, Promotional Strategies, Service Quality, Effect on tourism

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Renovation Strategy for Sustainable Heritage Hotel Buildings

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ABSTRACT

Many countries have a large heritage stock that was built sometime between 1945 and 1975. Renovation of these old buildings has been a major strategy in some countries. The concept of renovation strategy here covers both the process and the content of the renovation. Renovation and sustainability have been studied from a number of different perspectives. Several authors have developed general tools and models that can be used to evaluate renovation policies from a sustainability perspective. Renovation issues can also be discussed from a broader philosophical perspective and in relation to theories of profitability. There are many factors involved while making such policies.

Economical : It is evaluating monetary investment and return on investment. It is basically focus on prospective tourist or generation of income with prospective project

Social: It is process of affiliation from local surrounding and recognition from society and its resident. This creates an image of landmark in the mind of people with the variety of existing social connections.

Humanism : It is consist of analysis of entire environment circumstances which motivate people to be part of that. There are various concept involved into that which need to be analyse in brief. In this article we look at these various factors for leading policy decision for sustainable heritage.

Keywords: Sustainable Heritage, retrofitted heritage policies, Sustainability or conservation of building

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ABSTRACT

“A human being cannot live for himself alone. He needs to look after his family first and then contribute to the society's cause to the extent of his capability. The society has given us many things and we should have returned a part of it, to the society.” The above statement results in the concept of Corporate Social Responsibility (CSR), which is a unique responsibility entrusted by the Government to the Business Enterprises for making this world a better place to live on. The corporate entities shall do their share of good by involving in Ethical Corporate Governance. They shall be able to step up various community services drives or camps for empowering the society. This paper aims to study the issues and challenges related with CSR in context of the hospitality sector.

Keywords: Corporate Social Responsibility, Hospitality Sector

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ABSTRACT

Tourism in India accounts for 9.6 per cent of the GDP and is the 3rd largest foreign exchange earner for the country. The tourism and hospitality sector's direct contribution to GDP in 2016 was US\$ 71.53 billion. The direct contribution of travel and tourism to GDP is expected to reach US\$ 147.96 billion by 2027 (Source: <https://www.ibef.org/industry/tourism-hospitality-india.aspx>).

India ranked number 3 among 184 countries in terms of travel and tourism's total contribution to GDP in 2016. Electronic tourist authorizations, known as E – Tourist Visa, launched by the Government of India has resulted in increase in number of tourist visa issued in the country, with nearly 7,17,000 tourists visiting India, using e-visa during January-June 2017. The travel and tourism sector in India is estimated to account for 9 per cent of the total employment opportunities generated in the country in 2016, providing employment to around 38.4 million people during the same year. The number is expected to rise to 46.42 million jobs by 2026 (Tourism and Hospitality sector Report July 2017, Source: www.ibef.org)

Although Tourism and hospitality Industry is growing at great pace and creating employment opportunity in India, a major problem faced by the industry is high staff turnover. Employee retention is a critical issue for Hospitality and Tourism Industry. Hospitality managers face some of the lowest employee retention rates of any industry, which leads to poor customer satisfaction and decreased

profitability. It is essential to find out reasons of high staff turnover in Hospitality and Tourism Industry. At the same time it is important to find out the ways to stabilize employment, improve retention which ultimately help the industry to increase customer satisfaction and profitability.

Keywords: Customer satisfaction, e-visa, economy, employment

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Potential of Rural & Agri Tourism to Eliminate Poverty in Madhya Pradesh

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ABSTRACT

This paper presents findings of a user perspective study on the impact of Rural & Agri Tourism in Madhya Pradesh India. The study is based on primary researches conducted by the author in state Madhya Pradesh, India. The aim of the primary researches is to explore if Rural Tourism & Agri Tourism can be deployed to enable the improvement of rural human capital and increase participation of tribal community to show piece their culture to the main stream of Tourism.

Agriculture, in a real sense, has been the life-line for Madhya Pradesh. Three-fourth of the population here is dependent on agriculture or agro related activities for its livelihood and it is this uniformity that keeps society threaded together. But that initial line will certainly not be a true representation of the state's status in the present condition.

Today agriculture is no more a simple means of livelihood anymore, but has become a task full of challenge and risk. A survey by the National Sample Survey Organization on the indebtedness of farmers shows that of the 64 lac farmers in Madhya Pradesh 32 lacs are in debt. On an average each farmer in M.P. is under a debt of Rs. 14,128 and to recover to the stable finance status of tribes and farmers rural and Agri Tourism can be the booster to the rural community in Madhya Pradesh.

Amidst growing literature in the Agri and Rural Tourism it side debates on Tourism and its literature, this study addresses the separately explored demand of Agri Tourism along with Main stream of tourism as side factors. Further the outcomes of the fieldwork challenge and validation with Rural & Agri Tourism the Rural Poverty linkages' conceptual framework growth of Rural Tourism in Madhya Pradesh to be good for poverty elimination. The paper further identifies issues critical to enhancing the accessibility of Rural and Agri Tourism services to the main stream of Tourism to support poorest rural households in Madhya Pradesh

Key words: Agri and Rural Tourism, Tribal, Tourism Literature, Human Capital, debt.

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ABSTRACT

In a global basis, the hospitality and tourism Research is evolving at a great extent. Now a day, Hospitality and Tourism is advancing in various fields such as development of knowledge and skills, innovations in various ways. Thus, it is necessary to understand the present issues and to provide the solution of the problem.

There are various current issues related to hospitality and tourism such as product and food innovations, catering and tourism industry, social network sites as purchase intention predictor for food service marketing, visitor's preferences on travel websites content etc.

These current issues are useful for industry practitioners and policy makers and for those who involve in research in the particular field. This paper highlights the various contemporary issues and trends in hospitality and tourism research and give their remedy.

Keywords: Food Innovations, Networking Sites, Purchase Intention, Visitors Preference

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ABSTRACT

The service delivery and the quality of the service and level of customer satisfaction will be highly dependent upon the employee who faces the customer. For the service to be conveyed in appropriate manner and with the expected level of quality, the recruitment of the employee becomes crucial in the hotels. Managing Human Resources in the hotel industry is the key subject under investigation in the current research work. Developing the right recruitment skills helps the organization get and retain quality applicants. The material gathered in this study provides a rich and diverse context for understanding recruitment policies in the Hospitality Industry and need for effective recruiting practices to be adapted and developed with the aim to examine why careful recruitment is important in this particular sector and to analyze the basic recruiting criteria and methods. The paper contributes to hospitality literature by providing primary data about the level, the type and methods of recruitment in the Indian Hospitality industry.

Keywords: Hotels, Human Resource, Policy, Recruitment,

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**“Accommodation Preferences”
of Female Guests in Budget hotels in Lucknow City- A comparative analysis of Hotels**

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Ranjeeta Tripathi**

ABSTRACT

“Women” impart a major role in today's society which helps to improve education, literacy and social graces. Empowerment of women is happening phenomenon in our society and being appreciated by their male counterparts. Since the women are equally competent in all the fields, business and leisure, it becomes a major target for the hospitality sector to provide female travelers the atmosphere adhering to their ethical values and beliefs.

In addition to various market segments of the hospitality industry, female traveler also forms an important target market. Hospitality industry is further divide into three major sectors i.e. luxurious, business and budget hotels. The basic need for any traveler would be the congenial atmosphere, delicacy of local food and safety concern. For the same, hotels are working round the clock to accommodate the needs of the fastest growing demographic in the travel industry: business/working women.

In the present period of globalization, the Hospitality sector is one of the highest rising and emerging sector after agriculture in India and a major source of employment generation. However, besides the formal hotel chains, small scale properties including the budget properties has become one of the easiest ways to survive for the travelers in the urban informal sector. It has been noticed that there has been a spectacular increase in the number of Budget Hotels leading to an increase in the number of Food and Beverage outlets in India and Lucknow is no exception.

Research design and methodology: This is a descriptive study and aims at collection of primary information with the help of a questionnaire. A quantities analysis will be carried out and the data will be analyzed on Likert's scale.

In Lucknow only there are several Budget Hotels and global trotters directly or indirectly associate them. It is important to know about the services offered, customer preferences, Guest satisfaction & strategies adopted by these properties in context of the Female Guests.

Keywords: Accommodation, Hospitality, F& B Outlets, Budget Hotels, Services, Customer preferences, Guest satisfaction, Strategies.

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**Study on Impact of Factors in Employee Retention and Turnover in Hospitality Industry
with Special Reference to Hotels in Varanasi**

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ABSTRACT

Service providers are part of the service process and experience. The Employees behaviour, emotions, skills, knowledge and the way they perform service, is a part of service experience, which determines consumer evaluation and satisfaction with the service. They are also a source of Hospitality product differentiation and create an element of competitive advantage at the service level. It is the phenomenal growth has come along with aggressive competition among the players in the hospitality industry for the

limited human resource available. Increased ability to retain their current personnel for that reason becomes a very crucial objective for most employers in this sector. It is said that employee turnover is one critical part of human resource management which can have a negative impact for the organization if managed inadequately. The aim of the research is to understand the impact of factors affecting employee retention and turnover in the selected hotels of Varanasi. The researcher will use both Qualitative and Quantitative method to collect data. The research can be considered by the employers, management and Human resource staff of the selected hotels at Varanasi in understanding major factors which influence the staff to leave and to measure the gender, age and length of service effects the level of satisfaction of retention factors.

Keywords: Employee Retention, Employee Turnover, Hotels, Mixed Methodology, Varanasi.

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An Interrelated Study On Problem Based- Learning (PBL) and Hospitality Education

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ABSTRACT

Traditional education has been passively receiving information. It has been described by John Dewey (1998), as being “imposed from above and outside”. The students are expected to be passive and obedient in accepting fixed answers. The teacher's role is limited to transmitting knowledge as well as enforcing the standards of behavior. The reformers in education emphasize that this teacher-centric methods focusing on rote learning and memorizing must be replaced by a more student-centric task-based learning approach.

Problem Based-Learning provides the opportunity to analyze problem in terms of a deep problem space and a broader learning space to identify the conceptual ideas for potential engagement (Cyndy E. Hmelo-Silver, 2013). A PBL curriculum generates similar results as a traditional lecture-based approach, but with regard to skills and affective output, there are indications that PBL outperforms the traditional methods (Albanese and Mitchell, 2006, et.al.). Employability skills need to be embedded not only in any one module but must be throughout the curriculum at all levels (Hind et.al, 2007).

The hospitality industry must work with educators to deliver the curriculum content that should meet the current and future needs of the firm, industry and individual career of the employees.

Keywords: Traditional education, transmitting knowledge, problem based-learning, employability Skills, hospitality industry.

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“An Exploratory Study on Sustainability of Tourism of Trirashmi Leni”

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ABSTRACT

Travel has been a very important social activity of human beings since time immemorial and tourism as an important sector which has a significant impact on the economic development and prosperity to attractive tourist destinations of a country. Local communities benefit from sustainable tourism through job creation and infrastructure development which in return brings in a lot of revenue and thus the rise in standard of living of the local destinations.

Though the main advantage of tourism is income and employment generation, it also has a benefit of enhancing the historical significance of the destination. In many places it is the most important source of welfare and sustenance. “Trirashmi Leni” also known as Pandav Leni, one of the significant monuments, built in the historic era, carved between the 1st century BCE and the 2nd CE. This paper explores the dynamics of tourism in Trirashmi Leni from the view point of the tourists and the locals and tries to understand whether it is sustainable.

Keywords: Sustainable tourism, locals, tourists, satisfaction, trend and seasonal variations, Archaeological survey of India (ASI).

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Role of Consumer Behavior in Hospitality and Tourism Industry

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ABSTRACT

Tourism is very important in India as it is growing fastly. The World Travel and Tourism Council calculated that tourism generated 14.02 lakh crore or 9.6% of the nation's GDP in 2016. Tourism is also a potentially large employment generator besides being a significant source of foreign exchange for the country. Tourism sector has provided 40.343 million jobs. In 2015, India's medical tourism sector was estimated to be worth US\$3 billion. It is projected to grow to \$7–8 billion by 2020. In 2014, 184,298 foreign patients traveled to India to seek medical treatment. Hospitality works as catalyst for development of the tourism industry. Good hotel chains will definitely increase the tourism and hospitality industry of India. The identification of consumers need and wants also play an important role for the development of the aforesaid sector. The service providers in our country of the sector under study should understand the consumer behaviour, their perceptual and cognitive methods of decision making. The development of the tourism and hospitality industry depends upon the desired expectation and good experience of the tourist. India has a vast scope in medical tourism. The satisfied tourist will be asset for the country. Consumer Behaviour can be observed as distinct in some of the manner in case of tourism and hospitality sector. On the other hand, Service quality and customer satisfaction have increasingly

been identified as key factors in the battle for competitive differentiation and customer retention. Among all customer demands, service quality has been increasingly recognized as a critical factor in the success of the business. The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. 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. India's rising middle class and increasing disposable incomes has continued to support the growth of domestic and outbound tourism.

Keywords: Customer Satisfaction, GDP, Hotel Industry, Medical Tourism, Service Quality**Associate Professor and Head of Department at RRSIMT, Amethi (UP), INDIA*

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A Review of Service Quality and Its Impacts on Customer Satisfaction in Indian Domestic Airlines

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ABSTRACT

The purpose of this study is to report the findings of existing literature to identify and define the dynamics of service quality and customer satisfaction towards aviation industry. Also lay out the various studies conducted regarding the issues related with service quality and customer satisfaction in Indian aviation industry. This study starts with discussion of multiple concepts that serve as the keystone of the study and helps in understanding the concept of service quality and customer satisfaction. This study further analysis the reasons behind the adoption of service quality and customer satisfaction concept by the airlines and answers the following question “what is service quality”? With the review of past studies the authors identified that service quality and customer satisfaction were the prime factors used by the airlines since 1980s. These studies are (Ippolito R.a,1981; Trapani & Olson, 1982; Abrahams, 1983; Ching-Fu Chen, 2008; Kim, 2013; Mc. A Baker, 2013). In Indian context from the review of existing reports published by DGCA, MoCA and ICRA found that indian civil aviation has a significant increase in the number of air travelers. The evidences provided by these reports are in statistical description from Year 1996 to sept. 2017. Passengers carried by all six domestic airlines in 1996 are 11.8 million and this statistics were changed year by year. Approximately 85 million Domestic passengers has been carried by all seventeen domestic airlines till the month of september in 2017. This is possible because of low cost airlines. Low cost airlines have opened the doors for lower income group and form a monopolistic environment. This study refined that Service quality and customer satisfaction is a significant subject for most airlines especially when there has been continuously increasing the number of domestic airlines and passenger demand. From the review of existing past studies found that there is inter relationship between service quality and customer satisfaction. On these basis aviation industry players realized and trying their best to attract customers by offering lucrative products offers and some of them differentiate themselves by increasing their service quality. This study ascertained the extent that researchers were

used several tools and techniques to measure the service quality and customer satisfaction. On the basis of previous researches this study also addresses that there are some impacts of service quality on customer satisfaction, and service quality is considered as an effective tool for airlines industry future growth. This study is a review paper. In research methodology the secondary data has been used for the formulation of study. Data has taken from a review of past studies.

Keywords: Indian aviation industry, Service quality, Customer Satisfaction, Impacts

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Skill Development through Training

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ABSTRACT

Purpose - For the development and the growth of any country, there are two major driving forces knowledge and the skill. Development, awareness and competition have increased the demand for highly skilled workers in both the developing and developed countries as it enables them to go faster their growth rate towards higher curve. In India, this concept was not very well urbanized and recognized but in today's world, various programs, policies, educational institute and training centers have been established to execute this concept. The hospitality and tourism industry contributes 6.23% to National GDP and 8.78 % of the total employment in India; therefore, it is essential for the government to take suitable steps in devising strategies and focus on their successful implementation. It is estimated that 50–70 million jobs will be created in India over the next five years and about 75%–90% of these additional employment avenues will require some vocational training.

The study also found that both the Government and its partner agencies have undertaken various measures and initiatives for the effective implementation of the skill development system in the economy, but still faces a number of unanswered issues/challenges that need immediate attention of the policy makers. This research paper is an attempt to evaluate the skill India initiative by the government for the hospitality sector and analyze it with the ground realities with focus on training and development in service sector.

Keywords: Skills India, Employment, Training, Hospitality demands.

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A Study on Nutritional Value of Products of Fast Food Chains-Guest Expectations and Satisfaction

Prof. Sanjay Singh*

ABSTRACT

In recent years Fast Food chains are becoming extremely popular among all age groups especially young crowd. These products are easy to prepare and good to eat. People who are working do not have much time to cook at home and they consume at least one meal outside, mostly in Fast Food chains. Study shows that these foods are handy, fancy, have nice taste but contains lots of fat and carbohydrate. Many international Fast Food Chains are operational in India and products like Pizza, Burger, Potato Fries, Grilled Sandwiches and Hotdogs are sold. All these products contain extremely high quantity of saturated fats and salt. Both of which are very bad for health if consumed in large quantities. Most of the people are not bothered about these factors as these foods are well presented and have good satiety value. People have expectations for more variety of products at these places as the Menu items are very limited. Fast Foods have become addiction for majority of people despite of its known harmful effects.

Keywords- Fast Food, Menu, Saturated Fat, Carbohydrate, Satiety.

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Prospects and Challenges of MICE Tourism in Uttar Pradesh

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ABSTRACT

MICE (Meetings, Incentives, Conferences and Exhibitions) tourism is a kind of tourism activity in which people travel to places together for exchanging information. This may include conferences, conventions, symposia, congresses, incentive group events, marketing events, special celebrations, seminar, courses, public or trade shows, product launches, exhibitions, company general meetings, corporate retreats, study tours and training programs. In business world, meetings, conferences and exhibitions are organized at exotic tourist destinations to encourage and motivate the employees, resulting in better efficiency at work. According to the ITB World Travel Trends Report, MICE contribution to the total travel market is 54 per cent globally. In 2015, India as a MICE destination ranked 35th position. India is yet to attract a sizeable amount of international travellers from the segment. MICE have today become an intrinsic part of Tourism. The Government is now supporting private players under PPP mode for setting up large and small Convention Centers with exhibition facilities at various metros and other cities.

Uttar Pradesh is the heartland of the Country and its natural and cultural richness attracts the tourist. Uttar Pradesh contributes 13.31 per cent shares and ranked 3rd in foreign tourist visit during 2015. The MICE infrastructure in the state has been developing in the state rapidly and convention hotels and meeting facilities with international standards are being set up. This article is an attempt to unscrew the prospects and challenges of MICE tourism in the state and make as the ideal destination for MICE.

Keywords: Tourism, Tourist, Meetings, Incentives, Conferences, Exhibitions, MICE Tourism.

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ABSTRACT

Rural tourism is increasingly viewed as a panacea, increasing the economic viability of marginalised areas, stimulating social regeneration and improving the living conditions of rural communities. Less developed countries, afflicted by debilitating rural poverty, have considerable potential in attracting tourists in search of new, authentic experiences in areas of unexploited natural and cultural riches. This paper argues that the clustering of activities and attractions, and the development of rural tourism routes, stimulates co-operation and partnerships between local areas. Meaningful community participation, together with public sector support, presents opportunities for the development of small-scale indigenous tourism projects in less developed areas. This paper interrogates the development of rural tourism routes.

Keywords

Tourism routes Communities Participation Partnership Culture.

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ABSTRACT

In this paper author has tried to find out the factors hampering the development of Tourism sector in India. Author has used the extensive literature survey in order to find out the factors affecting tourism sector. For the smooth development of the tourism sector these factors need to be sorted out but in real life all of the factors can't be sorted as it requires huge investment and would lead to mismanagement of funds. So taking this thing into concern author has used a formal technique where many courses of action are competing for attention i.e. Pareto Analysis. Pareto Analysis is a creative way of looking at causes of problems because it stimulates thinking and organize thoughts. This technique helps author to identify the top 20% of causes that needs to be addressed to resolve the 80% of the problems. The value of the Pareto Principle for author is that it reminds you to focus on the 20% of things that matter. Of the things you do during your project, only 20% are really important. Those 20% produce 80% of your results. Identify and focus on those things first, but don't totally ignore the remaining 80% of causes.

Author has used a self-designed questionnaire to detect the frequency of all important causes that hampers the development of Tourism sector from a group of 100 respondents from Dehradun. By plotting the response of the respondents on Pareto Chart author has tried to find out and has detected the most important factors that requires immediate concern to speed up the development of tourism sector.

Keywords: tourism sector, mismanagement, Pareto Analysis, Pareto Chart.

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Abhinav Mishra***Dr. Sonal Karnik******ABSTRACT**

Corporate social responsibility, also known as corporate conscience or corporate citizenship, is a form of corporate self-regulation integrated into a business model. Earlier, companies had the liberty of getting away with the profits and it was a matter of ethics & values for companies to contribute towards good cause by doing some social work for uplifting the society. However, with the revised Companies Act 2013, today almost all organizations have the responsibility legally, morally & ethically for making a positive impact on the environment & people for economic betterment. So, instead of being an optional activity, CSR has become an integrated part of business model of most of the companies and is being used as a strategy to position them positively in public view. ISO 26000 is the recognized international standard for CSR. In 2014, India enacted a mandatory minimum CSR spending law under Companies Act, 2013, in which any company having the following criteria would fall under the category have to pay 2% of their net profits on CSR :-

- i. Net worth of 500 Crore or
- ii. Turnover more than 1,000 Crore or
- iii. A net profit of 5 Crore

The researcher would like to conduct research on the CSR initiatives taken by various hotels in National Capital Region and the ways in which they contribute to the advancement of the society.

The International & Indian hotel chains of the region are included in the study. The study would be conducted, through available secondary data and by interacting the HR heads of the various hotels & review the literature. The researcher would like to evaluate the activities, budget allocation, number of hotels following norms, etc. It is intended to find out about the contributions of the Hotels in uplifting Indian society and the activities that are done by different hotels to make an impact on the economic development.

Keywords: Social responsibility, Sustainable Environment, Education, Training

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ABSTRACT

The hospitality industry is a demanding sector that requires great communication skills to succeed. This paper is insightful and throws light on the importance of effective communication in hospitality.

It has to be understood in a wider aspect that communication is the blood of business and good communication is a learned art and not a natural skill. Also with global travel and tourism escalating to new heights every year, the significance of having sound communication skills has become fundamental. In such sectors wherewithal to communicate effectively with the staff, colleagues and guests are inevitable. In this prevalent era, we have identified the dire need that effective verbal and non-verbal communication skills should be vehemently executed in the hospitality industry. For in hospitality business first-rate communication skills augment the guest experience.

Keywords: Communication, Hospitality business, Tourism

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ABSTRACT

The idea of this research paper is to find out the prospects & insight of youth of NCRs While visiting different destinations.

The pragmatic objective of this research is to identify the behavior of gastronomic tourist of Delhi, NCR. The paper tells about the contributions of local restaurants that were serving various local cuisines towards promotion of gastronomic tourism in the region. The paper also tries to put an insight to expectations of inbound & outbound culinary tourists, food experts & other cultural activities the requirement to promote food tourism.

The effects of socio-demographic variables on participation in gastronomic tourism and the role of food guides or food Sherpa's were also analyzed. The in-depth study deals with role of food in choosing a certain destination and also attitude to different types of Food & Beverage outlets at the tourism destination. It tells about the impact of local food to inbound tourists with their spending on local & foreign. It also reflects the types of food chosen when eating out in roadside eateries and popularity of roadside eateries among the youth of NCR visiting the destinations.. It also highlight the importance of Food guide / Sherpa's in choosing a culinary destination in the city. The paper also put an insight to factors contributing to an excellent dining experience and its impact of branding on the young tourist.

Keywords: Culinary tourism, perception, youth perception, local cuisine

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Backpacker Tourism Concepts and Profiles

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ABSTRACT

Backpacking is a form of low-cost, independent travel. It includes the use of a backpack that is easily carried for long distances or long periods of time; the use of public transport; inexpensive lodging such as youth hostels; often a longer duration of the trip when compared with conventional vacations; and often an interest in meeting locals as well as seeing sights.

Backpacking may include wilderness adventures, local travel and travel to nearby countries while working from the country in which they are based. The definition of a backpacker has evolved as travellers from different cultures and regions participate. A 2007 paper said "backpackers constituted a heterogeneous group with respect to the diversity of rationales and meanings attached to their travel experiences. They also displayed a common commitment to a non-institutionalised form of travel, which was central to their self-identification as backpackers." Backpacking as a lifestyle and as a business has grown considerably in the 2000s as a result of low-cost airlines and hostels or budget accommodations in many parts of the world.

Keywords: Backpacking, Accommodation, Tourism

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Influence of New Technology on Human Resource Management in reference to Hotels in Kolkata

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ABSTRACT

This study is designed to explore the impact of modern technology on HRM practices in reference to hotels in Kolkata district. The study will cover selected staff of hotels and sample size will be 60 employees, selected with using the Random Sample Techniques (RST). The present Indian government is talking about "Make-in-India". The mission "Make-in-India" is deficient without the growth of hotel industry. India is currently ranked 12th in Asia-Pacific region and 52nd in whole world among the world's eye-catching destination. The prospect of hotel industry is bright. According to ICRA the Indian hotel industry will grow 11% in 2015-16 and the revenue is expected to grow by 5%-8% (IIFL, 2015). This research paper will discuss the use of technology, social media and e-HRM practices and its impact on hotels in Kolkata.

e-HRM is the use of technology for human resource activities and practices at organization. Social media provides a platform for two-way communication between hotel managers and their customers. On the social media, customers can also provide their feedback and comments on the services of the hotels.

The study will be limited only to star hotels of Kolkata North division. This study will identify the usage of modern technology, social media and e-HRM and its impact on Human Resource Management practices.

Keywords: e-HRM, Social Media, Technology, HRM practices.

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ABSTRACT

Medical tourism is also known as travel medicine or health tourism. This term was used for the first time by the media and travel agencies to describe the rapid development and practice of large scale travel to different parts of world to receive specialized treatment and health care. Medical tourism in a simple term is practice of a patient “outsourcing” health care services to a foreign country.

Medical tourism has become popular as there are some regions in the world where state of art medical facilities are difficult to access whereas there are countries where medical treatment cost is very high and there is a long waiting period to get necessary treatment.

Medical tourism is most exploited by Thailand, Argentina, Cuba, and Puerto-Rico. Patients visit here for complicated surgeries, kidney dialysis, organ transplantation, sex change or dental work. According to a CII- Grant Thornton white paper, cost is a major driver for nearly 80 percent of medical tourists across the globe. The cost consciousness factor and availability of accredited facilities have led to emergence of several global medical tourism corridors – Singapore, Thailand, India, Malaysia, Taiwan, Mexico and Costa Rica.

India is unique as it offers holistic healthcare addressing the mind, body and spirit. With YOGA, Meditation, Ayurveda, Allopathy and other Indian system of medicine, India offers a vast array of services combined with the cultural warmth that is difficult to match by any other country. Also clinical outcomes in India are on par with the world's best centers. Besides having internationally qualified and experienced specialists. Visitors especially from the West and Middle East find Indian hospitals very affordable and viable option to grappling with insurance and national medical systems in their native lands. There are thousands of expatriates without any social security and health insurance cover who usually compare the costs before going for treatment and India has a cost advantage for this segments.

Presently Medical Tourism in India has not been fully exploited and has vast potential to earn maximum foreign exchange through it. According to a CII- Grant Thornton white paper, India's medical tourism is expected to more than double in size from present USD 3 billion to around USD 8 billion by the year 2020.

Medical Tourism is the latest mantra in political upmanship as well as latest trend in boosting the economy of a country. Compare to small countries like Thailand, Cuba, Singapore, India has miles to cover when compared in promoting medical tourism. Our foreign Minister Mrs. Sushma Swaraj is earning applause in India and abroad for providing health visa to foreign patients from Gulf, friendly nations and even from allien countries on urgent basis. Supportive government policy, private-government partnership, corporate support, state government initiative can help in promoting India as a major medical tourism centre and achieve the projected target.

Keywords: Medical Tourism, Yoga, Ayurveda, Outsourcing

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**Assessing the Effectiveness of the Destination Image:
India as a Destination for International Market**

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ABSTRACT

Destination image has been one of the key areas of tourism research for more than four decades (Svetlana & Juline, 2010). Image is defined as “the people feelings of anything that they are aware” (Boulding, 1956). Tourism image of India has been prismatic in line with its general image and it has emerged as a must see destination. It had an image problem and was not perceived as holiday destination (Seth 2006). This study explores the tourism image of India among inbound tourists visiting India in the context of images portrayed through Incredible India Campaign (IIC) and the images formed through other sources. The images are studied based on perception during the stay of tourists in India. Attempt has been made to study the image as influenced by IIC and the role of these images in tour experience. This was a structured study where data was collected through a questionnaire among 395 inbound tourists. The reliability came out to be .932 which is relatively a good sign. Descriptive statistics, percentage analysis, standard deviation, Kruskal Wallis H test was used for data analysis. The normality test indicated data to be not normal as per Kolmogorov-Smirnov and Shapiro-Wilk values.

Keywords: Destination, International market, Tourism

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Potential of Major MICE Destinations of Uttar Pradesh A study on opportunities and potential in Lucknow and Agra, Noida, Varanasi in Uttar Pradesh

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ABSTRACT

“Tourism for the purpose of Meetings, Incentives, Conferences (or Conventions) and Exhibitions (or Events) so far has been considered to be limited to big cities, where domestic and international business events and conferences can be facilitated.” The concept of MICE tourism is the result of globalization and economic reforms in our country. Today Lucknow, Agra, Noida, Varanasi cities are more specifically hotels and resorts, and have become a popular choice for meetings or conventions. Meetings, incentives, conferences, and exhibitions, or Events (MICE) is a type of tourism in which large groups, usually planned well in advance, are brought together for a particular purpose. Recently, there has been an industry trend towards using the term meetings industry to avoid confusion from the acronym. Other industry educators are recommending the use of “events industry” to be an umbrella term for the vast scope of the meeting and events profession. MICE events are usually centered on a theme or topic and are aimed at a professional, academic or trade organization or other special interest group.

Keywords: mice tourism, mice destinations, hospitality and tourism industry

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ABSTRACT

In the last 50 years global water use has tripled. Water stress affects a large and growing share of humanity, with an estimated 450 million people already living under severe water stress. An additional 1.4 to 2.1 billion people live in water-stressed basins in northern Africa, the Mediterranean region, the Middle East, the Near East, southern Asia, northern China, Australia, the USA, Mexico, north eastern Brazil and the west coast of South America and up to 3.2 billion people would face water stress by 2100 under a 4°C global climate change scenario. These figures underline the importance of water management for humanity and are even more significant when bearing in mind the Sustainable Development Goal target to halve, by 2015, the proportion of people without sustainable access to safe drinking water and basic sanitation. While tourism is a potentially prevailing feature in entire water utilization in certain holiday destinations, on the whole its implication for local or regional water resources is reliant on the context. Water may be sparse in some destinations and plentiful in others. Furthermore, rainfall and visitation behavior differ all through the year and there is also the peculiarity between the allocation of water supplied indigenously and the share entrenched in use of goods produced exteriorly. It is imperative to reflect on that future climate alteration will extensively have an effect on rainfall and water accessibility. Climate change will also have an effect on water quality, for example rising water temperatures, or shifting rainfall patterns and intensities. Given these unsympathetic future shifts, the management of water resources must be a dominant management priority in tourist destinations both in terms of actual utilization levels (direct and indirect) as well as future accessibility. The present paper explores this growing uncomfortable relationship between tourism and water and attempts to flag the expanding crisis. The paper further attempts to understand the vulnerability that the global tourist destinations are faced against the back drop of an impending water crisis and climate disaster. The paper highlights tourism's role in water access and explores the management strategies that the sector can undertake to contribute to a more sustainable water future, as well as meet the challenges ahead.

Keywords: Tourism, Water Crisis, Climate Change, Tourist Destinations, Water Accessibility

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ABSTRACT

Our nation can achieve its progress when the rural sector is uplifted as they constitute the major percentage of population. The progress should be achieved in several means, that is, infrastructure, electrification of villages, mechanization etc. The problem faced by villages of many states is that grid connectivity needed in centralized generation cum distribution system is either not feasible or is not cost

effective. Several renewable sources of energy available in nature can be effectively used to serve different applications in rural sector like power generation, cooking, irrigation and water heating. Indian Government has come forward with new schemes and funding assistance in implementing such projects in both national as well as state levels. This paper presents the different technologies that can be adopted for improving the life of the rural sector.

Keywords: Energy, renewable, rural development.

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Work life balance in Hospitality Industry

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ABSTRACT

The study analyses about the employees' perseverance on work–life balance key issues in the hospitality sector. It shows the relationships between the stress, stressors & coping resources. It gives an insight on the review of literature along with the study done that relates to key issues in work life balance in the hospitality industry.

Data were collected from permanent and casual employees from various sectors of hospitality industry. Questionnaires, Intense interviews & Group discussions methods were used to collect the data. Various factors such as Time spend at office and at home, Employee – management relation, Socio-culture factor, Allegiance to work, Privileges provide at work, working hours, Priority to career, Job demands etc were considered for the study.

The study showed that the hierarchical regression were the significant factors. Also, the study showed that, higher the job demands lower is the job control and the practices of work-life balance resulted in a higher level of stress in the hospitality industry

Keywords: Work life balance, Job demand, Stress

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Community Based Cultural Heritage Tourism Product- A Tool for Sustainable Development of Tourism in India

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ABSTRACT

After reading the theme, the first things appear on our mind were questions about : How a community based cultural heritage tourism product look alike, Secondly how such product can be used as a tool for sustainable development of tourism in India?. The principal aim of this paper is to present a widespread understanding about the scope of community based cultural heritage tourism product of India in a better organized manner, and how it can contribute to employment generation for the local communities ,

sustainability and economy for Indian tourism. The paper will discuss about the best practices to be adapted and implemented for better promotion, management, image building, economical viability and main objective of sustainability with proper usage of resources. Active Community participation in the tourism planning process and promotion is advocated as a way of implementing sustainable tourism around the world (UNWTO) suggest. For the destination image building process in India, three important factors which will have a major impact on the tourist satisfaction and sustainability of tourism at the destination in the country, they are tangibility of product, intangible service satisfaction and cooperation with active participation of the local communities in the tourism process for any destination.

Tourism on the other hand is an essential industry, and a powerful economic development tool based on local cultural heritage resources (i.e., any place or object of cultural and heritage significance, both intangible and tangible deemed to be of traditional significance). This is in recognition of the fact that in recent years, tourism based on local heritage resources in India has been pursued as an alternative to more traditional economies that have failed, such as less participation of local communities in tourism. There is a much needed collateral efforts of sensitization is required to be initiated with the both public and private partnership to the local communities, unemployed youth and service providers for better maintenance of the destinations and qualitative services.

Keywords: Culture, Heritage, Communities, Tourism, Tangible, Intangible service, Sensitization, Destinations.

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Adventure Tourism in Kashmir: Potential and Problems

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ABSTRACT

The valley of Kashmir, to which nature has bestowed with innumerable natural resources, is an unexplored land with tremendous potential for large scale tourism development. Interest in natural scenic beauty is generally considered to be the primary factor supporting this region. Kashmir is an enchanting getaway offering host of activities. Keeping in view its strategic location and natural setup it is the right time to diversify the traditional tourism activities and products and attract the nature loving tourists by exploring and promoting new and emerging forms of tourism. The well dressed mountains and pristine meadows and water bodies of the valley can offer variety of memorable adventure activities like Skiing, Heli skiing, snowboarding, mountaineering, mountain biking, trekking, rock climbing, rappelling, white water rafting, water skiing and so on.

In Himalayan region adventure tourism is fast picking pace and is deemed to be one of the highest foreign exchange earners in the times to come. Kashmir tourism is dependent on its traditional tourism activities and the tourist inflow has not been growing at the desired rate. The growth rate of tourists should have been higher if the concerned authorities and stakeholders had explored possibilities for the development of adventure activities. Adventure tourism is at the initial stage of development in Kashmir and if developed properly in tune with its huge potential it could increase the tourist arrivals and the business opportunities in the valley. This paper seeks to study the potentials of adventure tourism in the valley of Kashmir and the main problems in its development and promotion. It also aims to suggest for the development of adventure tourism in order to increase the inflow of tourists.

Keywords: adventure tourism, Potential, sustainable development.

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ABSTRACT

Tourism means traveling to experience the different places for pleasure and it can be for business point of view, which is concerned with a country or region. Tourism is always focuses to attracting, accommodating, and entertaining tourists, and the business of operating tours and many other facts. It can be National and International as well as incoming and outgoing. For touring purpose hospitality industry is growing from ancient time to till now.

Hotelier who wants to imprison the market share, to be important on the market, to boost the revenue per room, to improve the experiences of the guests, to make them want to come back to it, to stay in their memory, should get some remodeling, interior decoration or hotel renovation work done to make their success their main concern. They can achieve their goals by hiring experienced professionals who will help them to make the hotel look incredible and amazing. Professionals have a lot of experience in these things, they wouldn't be called experts if they had no idea what they are doing, and can make the dreams and visions of hotelier come true.

Interior decoration is not just about the looks of the building's interior. it also plays the key role in its well-designed because even the suite room can be deficient in space if having a poor interior decoration, while a single can be transformed into a comfortable residence with enough space for just about everything with the right decoration. Interior decoration is much more important than it may seem at a first glance and can be easily compared with the importance of architecture, at least when it comes to interior.

As a result, the modern way of decoration plans rarely meet the client's needs completely. With an aim to save money for an interior decorator and modifications of the decor plan, many clients make the crucial mistake by accepting the offered plan even if they would prefer for create a single room looking as beautiful in certain area to makes it lively with curtains, beautiful corners, racks and painting on wall as per the dimension of the wall.

Hotels today have also setup and integrated their services over the internet. This allows potential guests to see the insides of their establishment even without going to their physical location themselves. This in turn helps save their customers a great deal of time and resources in the process as there is no need to travel to the said location just to get a glimpse of the establishment.

Keywords: Interior decoration, Planning, Hotel

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Shekhar***Suneel Kumar******KamleshAttri*******ABSTRACT**

Today, travel and tourism industry has grown into one of the prominent service sectors around the world and its growth is further boosted by the continuous infrastructure & technological advancements of the 21st century. The World Travel & Tourism Council reported the total contribution made by this industry in 2016 to be around US\$ 7,613.3 billion while directly employing 108,741,000 people globally. India is known to be a top tourist destination for its natural beauty and diversity. It is blessed with picturesque landscapes, varied climates and a rich past; the Indian subcontinent has always fascinated travel enthusiasts around the world. Ancient texts of India also dictate that the society must warmly welcome its guests and treat them with highest regard. In this paper, efforts has been made to review the trends of the Indian tourism industry in the last 15 years (2002-2016) by employing secondary data gathered from articles, research papers and newspaper reports. As the Govt. of India undertook initiatives and dedicated funds for the development of this sector, India welcomed about 8.80 million foreign tourists in 2016. The significance of this sector can be well understood by the 9.6% contribution it made to the national GDP and the total revenue of US\$ 22,923 million it generated in 2016. The present paper also tries to analyze Indian tourism industry's position in the world by carrying out its SWOT analysis. While the strengths of India lie in its rich natural and cultural resources, it must work towards improving its infrastructure to support the flourishing tourism industry. India's growing recognition on the world stage was recently boosted by the celebration of International Yoga Day in many major cities of the world. As India explores new avenues to develop tourism, it must also overcome security threats that may damage its reputation around the globe and must capitalize on its strengths by marketing about them globally. The paper also suggests measures for the development and promotion of tourism industry.

Keywords: Indian Tourism, SWOT Analysis, Foreign Tourist Arrivals, Foreign Exchange Earning, GDP

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Abstract- Impact of resources and facilities for better performance in hospitality industry**Vipul Bhandari*****ABSTRACT**

This study is performed to examine the relationship between resources & facilities that are provided to an employee at the work place and the work-life balance issues. The research also shows the employee's decisions to stay or leave the organization. While many research papers focuses on work values that are provided to the employees, very less of them specifically focuses on facilities and resources within the hospitality context. The study begins with the seminal material in management literature and then it tapers the discussion to the hospitality industry using literature from the hospitality journals.

A survey was performed with approximately 500 manager, supervisors, staff and causal employees from various hospitality sectors at Uttrakhand state. The key findings were focusing on type and quality of facilities and resources that were provided at work place, along with other factors such as organizational commitment, job satisfaction, working environment, and salary & incentives. The findings of this study were equally focused to managerial workforce and to the staff of the hospitality industry.

Implications were drawn for industry to adopt & develop various facilities and resources that enable the employee to perform better, using strategies that were designed to meet the preferences and needs of the employees.

Recommendations such as better salary and incentives, recreation facilities, law for the maximum as well as the minimum working hours, healthy working environment, motivating people at the workplace, necessary and training opportunities and various other healthy work policies were provided.

Keywords: Facilities and resources, **work** place, work force, hospitality sectors.

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KNOWLEDGE REGARDING FEEDING PRACTICE: AN EDUCATIONAL INTERVENTION

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ABSTRACT

Mother is the main provider and guide to the child. There is a strong linkage between mother's nutritional knowledge and child's health. The objective of the present study was to assess the knowledge of mother about nutrition toward their child. A comprehensive feeding practice questionnaire was filled by 60 mothers to check the nutritional knowledge. The difference between pre and post intervention knowledge of the mothers showed that there is a strong impact of nutritional information on the mother's knowledge. Hence the educational intervention must be included in plans and polices.

Keywords: Intervention, nutrition knowledge, mother's education, child nutrition, nutritional education

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ABSTRACT

Customer satisfaction and customer loyalty is the part of consumer behavior which is the study of the way individuals, groups and organizations select, buy, use products, services, ideas or experiences in order to satisfy their needs, wants and desires, while customer loyalty express the level of loyalty of customer have to the company he/she buy products or services in future. Therefore, these two concepts are strongly interrelated with each other. The consumer tends to be loyal to producer or service provider as long as the consumer is satisfied with the products or services they offer and maintain the forthcoming relationship with service provider.

Creating loyalty among customers can help service Company significantly increase the purchases of existing products/services, charge premium prices for the appreciation of value-added services, and create the positive word-of-mouth promotion for the company, which is the significant marketing objective in the service sector. The paper argues that facilitating customer satisfaction and customer loyalty has the potential to enhance organizational performance and gain sustainable competitive advantage in the service sector.

The aim of this paper is to analyze the concepts and theories of consumer satisfaction and customer's loyalty in tourism sector in India for the forthcoming relationship with customers and service providers.

This paper presents the theoretical overview of customer satisfaction and customer loyalty and the inter relationships among both customer loyalty & customer satisfaction. The study argued for a positive relationship between customer satisfaction and customer loyalty.

Keywords: Customer Satisfaction, Customer Loyalty, Tourism

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**A study on importance of documenting local cuisine in tourism destination branding:
A Case of Awadh Region.**

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Prof. Prateek Agrawal**

ABSTRACT

Selling of a product in today's world is not an easy task due to the cut throat competition in market, and the tourism product is not an exception. Branding is one of effective & efficient tools, not only to create a position in market but also to give a tough competition. Local cuisine is an asset for any tourism destination. Documentation of local cuisine provides the complete knowledge about the food of particular region. In Awadhi cuisine there are dishes which require extraordinary skill to make, which have not been documented in contemporary times, yet documentation regarding mention of them in historical documents exists, and there is further scope of systematic documenting such dishes as part of the traditional knowledge of the region and their promotion. This paper provides an understanding of the importance of documentation of local cuisine for branding Awadh as a tourism destination. Desk research was adopted for data collection from past literature while analysis is based on review of referred articles, discussion and research papers from key academic hospitality and tourism management journals. Findings indicate that viable opportunities exist for documentation of cuisine and branding tourism destination.

Keywords: Tourism Destination, Documentation, Branding, Cuisine, Awadh Region

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Factors Affecting Job Satisfaction: A Study of Hotel Employees In India

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Aparna Raj**

ABSTRACT

The advancement of any organization is totally dependent on the competent utilization of its human resources. This study is conducted to gain sight on the issue of job satisfaction among hotel employees. The objective of this study is to analyze the factors affecting job satisfaction of hotel employees in India. Job satisfaction is regarded as a comprehensive model that comprises of employee feelings about a diversity of both intrinsic and extrinsic variables. The measurement of job satisfaction factors has become an important issue in the hotel industry because the extent to which the employees are satisfied is directly influencing the level of guest satisfaction in a hotel. Thus, a happy and satisfied employee will provide a unique service (world class service) to woo the guests in a hotel while a dissatisfied employee will hamper the reputation of a hotel by providing degraded services. The level of overall satisfaction of hotel employees in turn leads to the quality of services provided by them to the guests. Higher the level of job satisfaction leads to enhancement in the quality of services provided by the employees to the hotel guests. Thus job satisfaction is also influencing the intention of an employee to work in an organization. The discussion in the study is based on the effect of various factors on job satisfaction. This study was primarily undertaken to recognize the importance of factors such as working conditions, pay & promotions, equity, relationship with co-workers and supervisors, job security, workload level, rewards & recognition in affecting job satisfaction. This research paper is an attempt to diagnose factors related to job satisfaction.

Keywords: Job satisfaction, Job dissatisfaction, Hotel Employees

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A study on current trends in Outdoor Catering Operations in Jhansi

Pranav Bhargava*

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ABSTRACT

Outdoor catering operations are budding with the changing life styles of the people. The escalation is as high as 20 % annually. Professionals may observe good knocks in coming times if they keep their standards in mind and balance them along with customer expectation. Edification and training in this field is needed to upkeep outdoor caterers to provide an experiential dining experience to consumers.

The future of outdoor catering operations in India is bright as, it's developing and the numbers of carousing are increasing enormously. Open grounds, gardens, and farmhouses are becoming more admired among the caterer's and customer both. The future is to pamper the guest with the wholesome experience, right from the door step, with well-organised valet service, warm welcome, great atmosphere, highly presentable and lavish food variety, good service by well trained staff and great music to match the occasion. In all, win the guest heart and you will dominate the market.

Desk research was adopted for data collection from past literature while analysis is based on review of referred articles, discussions and research papers from key academic hospitality and tourism management journals.

This study provides an understanding to current and concerned trends in outdoor catering operations

Keywords: Outdoor Catering, Current trends, Edification, Carousing, Pamper.

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“Impact of Information Technology (IT) on Operations of Five Star Hotels- A Study in Bengaluru Region”

Amol Kumar*

Ajay Singh **

ABSTRACT

Technology is advancing at a faster pace than ever before, and this is changing both the expectations of patrons as well as the way in which the hospitality industry conducts its business. Some of the trends in industry are leading to great improvements and savings for hospitality industry companies; while some are changing how hotel developers plan their buildings, infrastructure, management structure and staffing requirements. The use of information technology in the hospitality industry has grown tremendously over the past 20 years. With the introduction of information technology the world has witnessed many changes. The world travel, tourism, and hospitality industry was revolutionized due to advancements in innovation and information technology. Many problems with-in the hospitality industry were solved as a result of the Information Technology (IT) revolution. Technology is commonly known as Information and Communication technology (ICT) is applied in the hospitality industry as an important strategic asset.

Bengaluru (Bangalore) is the capital of the Indian state of Karnataka. It is the third most populous city and fifth most populous urban agglomeration in India. The hospitality offered at 5-star hotels in Bengaluru add to plethora of events and places one can explore here. Apart from Kannada, English is the most popular language of the city, making it convenient for non-Hindi speakers to communicate and connect. The warmth of Bengaluru remains unparalleled, making it a must-visit destination for all.

Keywords: Information Technology (IT), Information and Communication technology (ICT) & Operational Departments

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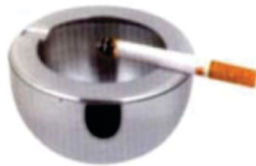
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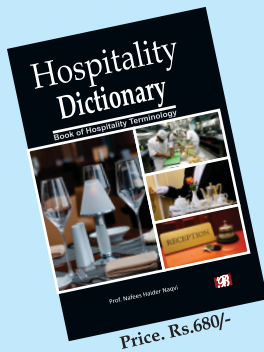
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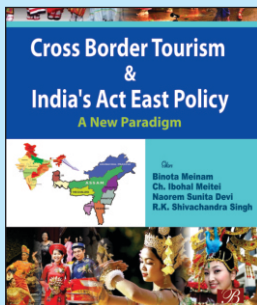
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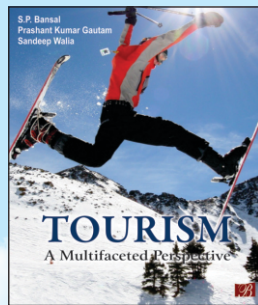
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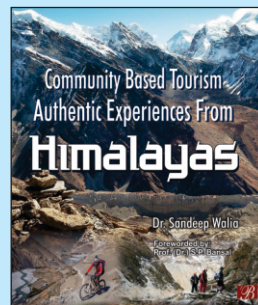
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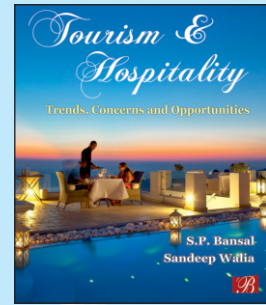
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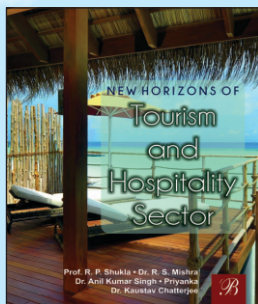
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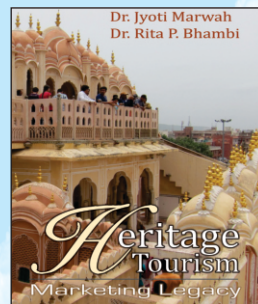
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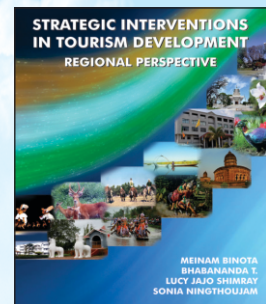
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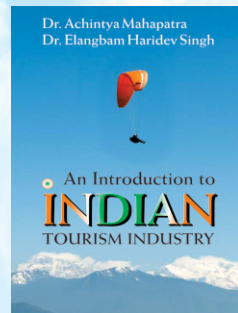
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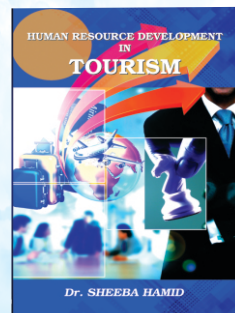
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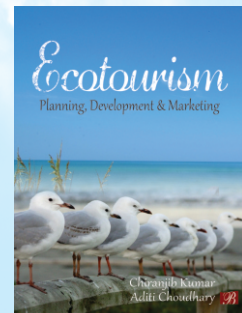
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