

**International Conference
on
Emerging Trends in Hospitality & Tourism Sector
(ETHTS-2015)
21-22 NOVEMBER, 2015**

Souvenir

Organised By:



**Swami Vivekanand
SUBHARTI
UNIVERSITY**
Approved by UGC

MEERUT

Where Education is a Passion...

Bhikaji Cama Subharti Institute of Hotel Management

(A Constituent College of Swami Vivekanand Subharti University)

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is a Passion"*

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पर्यटन एवं संस्कृति
और
नागर विमानन राज्य मंत्री
भारत सरकार

Minister of State (Independent Charge)
for Tourism & Culture
and
Minister of state of Civil Aviation
Government of India

Message

It gives me immense pleasure to learn that Bhikaji Cama Subharti Institute of Hotel Management is organizing international conference on "Emerging Trends in Hospitality and Tourism Sector (ETHTS-2015)" shortly. The published book will be covering a large array of topics of hospitality and tourism. I am so happy that Bhikaji Cama Subharti Institute of Hotel Management is going to organize first time tourism conference in Meerut.

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

My heartiest congratulations and best wishes to you and your whole team for conceiving and publishing "Conference Edited Book"
May God bless you all.

(Dr. Mahesh Sharma)



Prof. (Dr.) S.C. Bagri

Dean-School of Management
Director, Centre for Mountain Tourism & Hospitality Studies
Coordinator-Department of Business Administration
President of Indian Hospitality Congress

Message

I am elated to learn that Bhikaji Cama Subharti Institute of Hotel Management, Meerut is organizing an international conference on “Emerging Trends in Hospitality & Tourism Sector (ETHTS-2015)” on November 21-22, 2015.

It gives me immense pleasure to share that institute is instrumental in its product offerings and marching successfully in disseminating and transforming valuable information to their enrolled students by organizing such conferences. Hospitality and tourism sectors have committed to rechristen the country's economy and continue to innovate and invent new products, modules and strategies aimed at complimenting it and each other. Having witnessed many changes in the process and practices initiated by government of India, it becomes imperative as a primary stakeholder to contribute new ideas and implement the same in real time process. Further, I hope and foresee the desired changes would be made possible by the students of the institute with benign guidance of the faculty members.

Also, I envisage the deliberations of the conference would surely make us travel in sync with the objectives of the nation and sector and extend my hearty wishes to the organizing committee for the great effort and success of the event.

Prof. (Dr.) S.C. Bagri



Prof. (Dr.) Sandeep Kulshreshtha
Director
IITTM, Gwalior



भारतीय पर्यटन व यात्रा प्रबंध संस्थान
(भारत सरकार के पर्यटन मंत्रालय का संगठन)
Indian Institute of Tourism
And Travel Management
(An Organisation of Ministry of Tourism, Govt. Of India)


Message

Thank you very much for your invitation to be a part of this International Conference on "Emerging Trends in Hospitality and Tourism Sector (ETHTS-2015) " organizing by the "Bhikaji Cama Subharti Institute of Hotel management" in "Swami Vivekanand Subharti University, Meerut". Heartily congratulation to all the faculty, students and staff members involved in the organizing committee of this conference.

I wish a great success to the ETHTS-2015, I hope the scholarly deliberations during this event will open new horizons for all the delegates & participants.

I Wish a bright future to the ETHTS- 2015 as well as to the Institute.

With regards


(Sandeep Kulshreshtha)



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



Message

I am immensely delighted to learn that Bhikaji Cama Institute of Hotel Management organising an International Conference "Emerging Trends in Hospitality & Tourism" (ETHTS-2015) on November 21st and 22nd, 2015.

I am sure that the deliberation by the learned faculty members would benefit the national and international delegates by enriching them with updated knowledge. I am certain that this endeavour will not only boost the individuality but also the confidence amongst the younger generation of students towards hotel and tourism industry.

I sincerely hope that with the selection of plenary speakers and the hospitality of the Subharti University, the organizer of the future events will have their hands full trying to replicate the quality of this year's events.

Considering the intricacies of the event, proficient expertise and the associated preparation, coordination and execution call for an exemplary performance by a dedicated team. I wish all success to Dr. Shiv Mohan Verma, and his handworking and diligent team for their dedicated efforts in holding this mega event which would uphold the name and tradition of the institution as well as that of Subharti University.

All the Best!

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



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



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

Message

It is with immense pride that I congratulate our team of Bhikaji Cama Subharti Institute of Hotel Management on organising the International conference on 21 & 22 November 2015 on "Emerging Trends in Hospitality and Tourism Sector (ETHTS-2015)".

I am sure the event will be a great success. I wish them the very best. May God bestow his blessing on all.

Jai Hind

Dr. Shalya Raj



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



Message

It is matter of great privilege for Bhikaji Cama Institute of Hotel Management to host an "International Conference on "Emerging trends in Hospitality & Tourism Sector (ETHTS-2015) ". 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

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(Retd. Gen.) Dr. B.S. Rathore
Pro-Chancellor



Message

It gives me immense pleasure to know that Bhikaji Cama Subharti Institute of Hotel Management is organising International Conference on "Emerging Trends in Hospitality & Tourism" (ETHTS-2015) on 21-22 November, 2015.

Owing to India's enormous geo-physical diversity, tourism and hospitality sector has taken a big shape over the years and today it tops the list to service sector as regard to revenue generation for the country is concerned. Heritage tourism is well established and lot more interest has generated in newer fields like adventure tourism, health tourism, wellness tourism and spiritual tourism for which there is great potential in our country.

I am sure this conference will provide platform to participants to deliberate the newer potential and opportunities of the sector for not only elite tourist but even for a common man. I wish very best for the event and convey my good wishes to organizers for the success in their endeavour.

Dr. B.S. Rathore



Dr. N.K. Ahuja
Vice Chancellor



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

Message

It is a matter of pride that Bhikaji Cama Subharti Institute of Hotel Management is organizing International Conference. The theme "Emerging Trends in Hospitality and Tourism Sector (ETHTS-2015)" is well chosen.

I on my own and behalf of Subharti Pariwar, welcome all the delegates to the University Campus.

It will be a good occasion to meet old friends & make some new, at the same time show case our Department and University as a whole.

My best wishes to the organizers for a successful conference.

Dr. N.K. Ahuja

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Dr. Vijay Bhatnagar
Pro-Vice Chancellor



Message

I am delighted to learn that Bhikaji Came Institute of Hotel Management is organizing an International Conference on "Emerging Trends in Hospitality and Tourism Sector (ETHTS-2015)" during November 21-22, 2015. The hospitality industry is growing at a fast pace and contributing substantially to the world's GDP. Hospitality industry and tourism are closely related and one can't thrive without the development of the other. I am confident that the conference shall broadly offer an opportunity to the participants a platform to exchange ideas to broaden the concepts and horizon in emerging areas of hospitality industry.

On behalf of Swami Vivekananda Subharti University, I extend my greetings to the organizers and all participants and wishing the conference a grand success.

Dr. Vijay Bhatnagar



Er. P.K. Garg
Registrar



Message

It feel pleasure while greeting the delegates of ETHTS-2015 on behalf of Swami Vivekanand Subharti University. The Subharti Family feels greatly honored and privileged in organising an International Conference on "Emerging Trends in Hospitality and Tourism Sector (ETHTS-2015) "

The Tourism and Hospitality industry well on its way of becoming one of the most powerful growth engines in the coming millennium and its research contributions are relevant for a numbers of stakeholders like Governments, Hospitality Organisations, Tour Operators & Travel Agents, Developers and Travelers.

This conference will provide a platform for assorted academicians, researchers, industry experts and students to share their experience. I am sure that this conference will deliver its utility in best way through providing authentic and appropriate information to the stakeholders.

Er. P.K. Garg



Dr. Shiv Mohan Verma
Conference Convener
ETHTS - 2015



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

Message

It is a great pleasure for me that our Bhikaji Cama Subharti Institute of Hotel Management is conducting an International level Conference on "Emerging Trends in Hospitality and Tourism Sector (ETHTS-2015)".

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 ETHTS-2015 will be enjoyable, memorable and productive for participants and looking forward to the innovations that result from your networking and discussion.

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
Conference Co-Convener
ETHTS - 2015



Vice-Principal
Bhikaji Cama Institute of Hotel Management
Swami Vivekanand Subharti University, Meerut

Message

It gives me immense pleasure to welcome all the delegates to the International conference on "Emerging trends in Hospitality & Tourism Sector (ETHTS-2015)". To be held in "Bhikaji Cama Institute of Hotel Management, Meerut".

I am sure that the deliberations at the conference will go a long way in 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 the esthetics begins will help this sector for better development. This convention is yet another step towards excellence in the field 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 wishers for their sincere efforts and help for making this convention a grand success. I welcome you and hope you have pleasing experience in our city.

Bhola Chourasia

Bhola Chourasia

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Sunil Kumar Panwar
Conference Organising Secretary
ETHTS - 2015



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

Message

It gives me immense pleasure to welcome all the delegates to the first International Conference "Emerging Trends in Hospitality & Tourism" (ETHTS-2015) to be held in "Bhikaji Cama Subharti Institute of Hotel Management" on 21st & 22nd November, 2015. This by itself is a significant event of international importance wherein learned participants from various disciplines and challenges of the Hospitality and Tourism sector would be congregating to enlighten us.

We tried to make your trip meaningful with the composite of scientific extravaganza and full-fledged entertainment. I am sure that the deliberations at the Conference will go a long way in fulfilling the vital aspects of Hospitality and Tourism which will have its desired imprint on the sands of time and shall always emerge as an emulating milestone. This Conference is yet another step towards excellence in the field of Hospitality and Tourism and I sincerely hope that this continues and becomes more meaningful with time.

I extend my sincere gratitude to all the members of the organising committee for their co-operation for the success of the ETHTS-2015. I also thank the sponsors and our well-wishers for their efforts and help to make this Conference successful.

Sunil Kumar Panwar

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CONTENTS

MESSAGES

Dr. Mahesh Sharma	<i>Minister of State, Government of India, New Delhi</i>
Prof. (Dr.) S.C. Bagri	<i>President, Indian Hospitality Congress</i>
Prof. (Dr.) Sandeep Kulshreshtha	<i>Director, Indian Institute of Tourism and Travel Management, Gwalior</i>
Prof. (Dr.) Mukti Bhatnagar	<i>Founder President, Subharti K.K.B. Charitable Trust, Meerut</i>
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Dr. G.C. Srivastava	<i>Chancellor, Swami Vivekanand Subharti University, Meerut</i>
(Retd. Gen.) Dr. B.S. Rathore	<i>Pro-Chancellor, Swami Vivekanand Subharti University, Meerut</i>
Dr. N.K. Ahuja	<i>Vice Chancellor, Swami Vivekanand Subharti University, Meerut</i>
Dr. Vijay Bhatnagar	<i>Pro-Vice Chancellor, Swami Vivekanand Subharti University, Meerut</i>
Er. P.K. Garg	<i>Registrar, Swami Vivekanand Subharti University, Meerut</i>
Dr. Shiv Mohan Verma	<i>Principal & Conference Convener, ETHTS - 2015</i>
Mr. Bhola Chourasia	<i>Conference Co-Convener, ETHTS - 2015</i>
Sunil Kumar Panwar	<i>Conference Organising Secretary, ETHTS - 2015</i>

1. Competitive Identity: Branding the Aboriginal Rural Setting through Community Based Ecotourism Development in Jaunsar-Bawar Region of Uttarakhand	1
<i>Prof. S.K. Gupta & Prakash Chandra Rout</i>	
2. Birth Tourism: A New Perspective for Hospitality and Tourism Entrepreneurship	1
<i>Dr. Rashmi Dhodi & Vaibhav Bhatt</i>	
3. Exploring Future Career Intentions of Final Year Hotel Management Students	2
<i>Dr. Hardaman Singh Bhinder</i>	
4. The Value and Benefits of Fieldtrips in Tourism and Hospitality in Manipur	3
<i>Dr. Chiinkhanniang Tombing</i>	
5. HR Practices Adopted By Hotel Industry to Retain Employees	4
<i>Sunil Kumar Panwar & Shilpa Juneja</i>	
6. Incentive Travel: A Tool for Motivating Employees to Deliver Higher Level of Performance	4
<i>Sunil Kumar Panwar & Nitin Gupta</i>	
7. The Relationship Between Perceived Service Quality and Positive Word of Mouth Effect Interms of Four Star Hotels Growths	5
<i>Aravind Kumar Rai</i>	
8. Need for Vocational Education & Training in Hospitality Industry of India	6
<i>Abhinav Mishra, Mukesh Shekhar & Amol Kumar</i>	
9. Marketing and Transportation Mangement for Destinations in Jharkhand State	7
<i>Akanksha Verma</i>	

10.	Hunar Se Rozgar Tak: Abridging the Skill Gap for Tourism and Hospitality Industry Need <i>Dr. Jatashankar R Tewari</i>	8
11.	Heritage and Cultural Tourism Development: A Case Study of Hadauti Region <i>Dr. Anukrati Sharma</i>	8
12.	Impact of Destination Marketing: A Source of Visitors Bureau <i>Annis Masih & Bhola Chourasia</i>	9
13.	Service Quality Analysis of Government Catering Undertakings: A Study of National Highway <i>Dr. Anoop Kumar</i>	10
14.	A Paradigm Shift in Indian Marriage Ceremony: A Case Study of the Convergence of a Ceremony to WEDFEST <i>Ashish Srivastava & Ruchika Kulshrestha</i>	10
15.	An Analytical Proposition - Why Health is Wealth <i>Bhola Chourasia & Dr. Punit Gautam</i>	11
16.	A Study on Effects of Financial Benefits on Hotel Employee's Motivation <i>Nitin Gupta & Piyush Kumar</i>	12
17.	Development of Geo-Tourism in Kutch Region, Gujarat, India: An Innovative Approach <i>Dr. S. Kannan</i>	12
18.	Food Waste Management Research: A Structured Analysis and Review <i>Ekta Nayyar</i>	13
19.	Volunteer Tourism: A Trip with a Purpose A Case Study of Kanda (Uttarakhand, India) <i>Indrani Pradhan & Ankita Mishra</i>	14
20.	Role of E-Commerce: A Tool of Digital Marketing in Hospitality Industry <i>Shilpa Juneja & Jagbir Singh Dalal</i>	15
21.	Medical Tourism: Relevance for India - Challenges & Future Prospects <i>M. Ehsan Akhtar</i>	15
22.	Preferences and Behavior Patterns of Tourist's in Kurukshetra <i>Pankaj Misra</i>	16
23.	Research on Heritage Tourism-China <i>Dr. Pooja Gupta</i>	16
24.	Tourism Education in India: Issues & Challenges (A Study with Special Reference to Amritsar) <i>Dr. Prashant Shrivastav & Dr. Tarunvir Kaur</i>	17
25.	Emerging Trends: Hotel Employees Training and development of Delhi/NCR <i>Prem Prakash Singh & Divya Thakur</i>	18
26.	Educational Rays in Hospitality Sector (Scope of Education in Hospitality Sector) <i>Rasmikanta Roul</i>	18
27.	A Case Study on Tourist Satisfaction at Waterfalls Sites of Jharkhand <i>Ratan Lal Sahu</i>	19
28.	Importance of Medical Tourism for India <i>Sidharth Singhal</i>	19

29. Internet Banking: Applications & HR Challenges	20
<i>Dr. Shiv Verma & Vishal Mathur</i>	
30. Gap Analysis Between Industry Expectation & Existing Education System	21
<i>Prof. Vasuda P. & Prof. Dr. Vidya Vilas Kadam</i>	
31. Wedding Tourism: Current Perspective and Future Prospects in India	21
<i>Vikas Gupta & Garima Sahu</i>	
32. Socio-Economic and Environmental Impact Assessment of Tourism in Auli-Hill Station, Garhwal Himalaya	23
<i>Visha Sharma & Neha Sharma</i>	
33. Effect of Drying and Dehydrated Food Products on Human Health and their Benefits in Market	23
<i>Dr. Vishal Kumar & Dr. Shiv Mohan</i>	
34. The Absolute Guide to Cigars	24
<i>Sumit Banerjee, Sunil Panwar & Ankit Srivastava</i>	
35. A Study of Factors Responsible for Increasing Staff Turnover in Hotel Industry	25
<i>Yatendra Jainar & Nitin Gupta</i>	
36. Wedding Tourism - Ten Days of Wedding Ceremony (An Odishan Style of Marriage Ceremony)	25
<i>Nityananda Singhari</i>	
37. Jaisalmer : The Perfect Sight to Behold for Art Lovers	26
<i>Dr. Nazima Irfan</i>	
38. Ajanta Caves (As a Tourist Place)	28
<i>Ayushi Nagar</i>	
39. Khajuraho, The Biggest Tourism Attraction	30
<i>Sunny Sharma</i>	

1

Competitive Identity: Branding the Aboriginal Rural Setting through Community Based Ecotourism Development in Jaunsar-Bawar Region of Uttarakhand

Prof. S.K. Gupta

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ABSTRACT

We often heard words like nation branding, destination branding or city branding which reflect a perceived image before the technologically advanced, mentally senesced and wirelessly aware global audience. Globalization and its *motion syndrome* have ranked every corner of the world distinctly, irrespective of time and distance. When we talk about branding 'destinations' like countries, states and cities, they are fighting against each other so profoundly to shaft each other through an idiosyncratic global brand image. Though country like India have a different brand image in tourism before the global audience, which is obviously a matter of great concern. However many states of the country like Kerala, Rajasthan, Sikkim and Goa have placed themselves so uniquely with a purposively distinct brand to cater their own segments. Correspondingly many destinations of the state Uttarakhand is still virgin with potential natural, cultural resources. Jaunsar-Bawar the aboriginal rural destination of the state is one of them, if plans are effectively made; policies are delicately framed with a unique brand representing community based ecotourism promotion in the region then the competitive identity of the destination can bring thousands of socio-economic benefits and opportunities to the developmentally underdeveloped region. This piece of research has discussed from the realms of tourist destination branding by highlighting community based ecotourism into the discourse.

Keywords: competitive identity, branding, community based ecotourism development, aboriginal community and socio-economic benefits.

2

Birth Tourism: A New Perspective for Hospitality and Tourism Entrepreneurship

Dr. Rashmi Dhodi

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ABSTRACT

Travel to another country for the purpose of giving birth in that country coined a new term "Anchor baby". The reasons to access a destination may vary; Country's health care system, circumvention of country's policy. Uncomplicated deliveries with super structures of hospitals and offers from maternity centre to the client have boasted the success of the birth tourism. This paper aims at ascertaining various factors required for successful birth tourism in any country. The study explores the problem faced and focuses on future prospects for our country India.

Keywords: Birth Tourism, One child policy, Circumvention.

Exploring Future Career Intentions of Final Year Hotel Management Students

Dr. Hardaman Singh Bhinder

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ABSTRACT

Introduction

Tourism industry in India considers being an employment generator and a significant source of foreign exchange for the country, apart from being an economic activity that helps local and host communities. It was reported by many human resource managers that passed out hotel management graduates work in the hotel industry for just a few months either to gain work experience before moving to other or seeking a more acceptable job in another industry. Exposures with in the course such as Industrial training experience, maturity and educational influences might change their career intentions and alter their commitment over time. This paper is an attempt to explore final year hotel management student's future career intentions.

Research Methodology

The research instrument used in the study was questionnaire. The sample population of the study includes final year hotel management students of three year degree course of Hotel Management. The sample size of the study was 39 students. Students are randomly selected from final year classes of the University campus as well as from affiliated institutions of University. Demographic variables of respondents include their gender(Male & Female), family background (Business, Govt Job, Private Job & Agriculture) and state to which they belong(Punjab, Haryana, H.P, Chandigarh, Rajasthan).The survey questionnaire was developed based on a review of literature and interviews with experts in the field of education. The data is analysed using percentage analysis, chi square. Bar charts were used to present demographic profiles of the respondents.

Research Objectives

1. To explore final year students intentions to pursue a Job/career in Hotel industry after completion of their course structure.
2. To find department preferences to join among final year students after completion of their course.
3. To identify future career intentions of those students who are not willing to join the industry.
4. To examine perception of final year students about benefit of pursuing Master degree in Hotel Management in terms of getting higher salary structure and promotional gain.
5. To rate most important aspect required in an employee for gaining employment in the hotel industry
6. To examine final year students perception about hotel industry jobs in terms of pay, hard work and promotional levels.

Findings

Majority of the respondents were males (82%) and less percentage of female respondents were found in the sample. Out of the total respondents majority of them had completed their industrial training in 5 star hotels. Students were belong to different states and majority of them were from Punjab ,followed by Haryana ,Chandigarh .Majority of students have family background of private jobs (30%) and then followed by business and govt. Jobs .It was observed that majority of students are willing to pursue their career in Hotel Industry after completion of their course. Mostly students are interested to join Production department of the hotel industry .Students who are not interest to join hotel industry after completion of their course are mostly thinking

to pursue further studies abroad. Students agreed that they will prefer to take a job in another industry, if it offers slightly more money. However most of the students admit that they are still as keen to work in the Hotel industry as they were when they did their first Industrial training. On the other hand students also agreed that jobs in the Indian Hotel industry are paid poorly. Majority of the students believe that candidates with a Master degree in Hotel Management will get higher Starting salaries than candidates who do not hold a Master degree. At the same time majority of students reported no opinion that jobs in the hotel industry need a Master degree in hotel management for further promotion purposes. Students also admit that Jobs in the hotel industry involve harder work/ Busy & stressful work than they previously realised at the time of taking admission. Students rated knowledge about hotel industry is the most important aspect required in a job prospect for gaining initial employment in the hotel industry .Majority of students believes that they will be at managerial level after five years done the lane after completing of their course. They also think that after one year of employment they will get a promotion to next level from their first job. It was found that there is significant difference exist among students gender on number of years it will take to get promotion to next level from first job.

Conclusion

In the present study it was observed that final year students admit that Jobs in the hotel industry involve harder work/ Busy & stressful work than they previously realised at the time of taking admission. Students before joining hotel management course may well have an illusory image of the industry as glamorous and probably hold unrealistic perceptions. The faculty members and hotel industry professionals should be more active in providing information to students in their initial years of their course about employment conditions with regard to career opportunities, professional development and concrete jobs. Majority of students believes that they will be at managerial level after five years done the lane after completing of their course. They also think that after one year of employment they will get a promotion to next level from their first job. By providing students with the realistic job previews, hotels industry professionals might increase the commitment of the students towards hotel industry.

4

The Value and Benefits of Fieldtrips in Tourism and Hospitality in Manipur

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ABSTRACT

This study focus on how the use of fieldtrips can enhance students' educational experience in Tourism and Hospitality Education. Fieldtrips in Tourism and Hospitality Education is an useful educational tool for transforming learning experience beyond the traditional classroom, field trips enhanced students' learning and increased their practical knowledge in the absence of actual work experience. Besides enhancement of student learning, fieldtrips also benefit faculty members with valuable professional development experience.

The method of this study is exploratory in nature to understand and compare students' attitudes toward fieldtrips between Semester-I and Semester-II students of Under-graduate Course (B.A. Degree Course) under Manipur University, Manipur. It is design to adopt into 3 (three) stage process (i.e, pre-trip, on-trip, and post-trip). Data was collected using a qualitative projective technique called "Bubble Drawing".

A way of learning by doing is through fieldtrips and institutional excursions, which has been considered as an important part of institutional life. Fieldtrips are very useful for theoretical

courses to engage in experiential activities for it has a chance to reflect upon the fieldtrip experiences and relate it to their wider reading and theoretical aspects of the course. Educators play an important role in enhancing the students' learning experience.

Keywords: Fieldtrips, student educational experience, experiential learning, tourism and hospitality education.

5

HR Practices Adopted By Hotel Industry to Retain Employees

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ABSTRACT

Hospitality industry is revenue generating and fastest growing industry. The growth of this industry has come along with a great competition among the players in the industry for the limited human resource available. Thus managers of the industry are facing real challenges in recruiting, developing and maintaining a committed, well managed, competent and well-motivated workforce which is focused on offering a high-quality 'product' to the increasingly demanding and discerning customer. In hospitality industry there is massive diversity in the types of jobs offered, in relation to their technical and skills' demands, educational requirements, terms and conditions and the type of person that is likely to be attracted to employment in them. Qualified & experienced manpower gives competitive edge to any organization and is very useful in sustaining employees. Human resource is not only related with recruitment, selection, training & development but also deals with other distinguished areas. The need for human resource managers to keep up with effective management of employees in the hospitality industry cannot be overemphasized. It is thus incumbent on the industry to manage, develop and maintain the workforce in order to meet the new demand.

Keywords: Human Resource, Hospitality, Retention, Recruitment, Employees.

6

Incentive Travel: A Tool for Motivating Employees to Deliver Higher Level of Performance

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ABSTRACT

Motivation is a very important part of human resources management. The aim of motivation programs is to create strategies and systems that help companies get the right employees in the right positions, and keep them motivated. Incentive travel has emerged as a popular means of

rewarding the employees' achievements and contributions, by several business houses especially multinational companies, Insurance Companies, Banks, Pharmaceuticals Firms, etc.

A travel reward is unique from other types of rewards because it is experiential. The anticipation of the experience drives behaviour in a way that other rewards can't. Major players in today's incentive travel and motivational meetings business include airlines, cruise lines, hotels, destination management companies, adventure travel suppliers, corporate-events consultants, restaurants, and attractions. In this study, researchers shows Incentive travel as a tool that uses exceptional travel experience – both for employee motivation and employee engagement, to deliver higher level of performances in support of organizational goals.

Keywords: Incentive Travel, Motivation, Reward, Travel Supplier.

7

The Relationship Between Perceived Service Quality and Positive Word of Mouth Effect Interm of Four Star Hotels Growths

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ABSTRACT

The main purpose of this study was to investigate the level of service quality, which is express as a gap between customer's expectation and perception of service quality in four stars Hotels. The additional goal of this research was an attempt of finding the answer to the question if the perceived service quality could result in word of mouth effect. Servqual method and Net Promoter Score were applied. The data analysis is based on a sample of 65 pairs (ex-ante and ex-post) valid questionnaires. The results indicate that four stars hotel managements should pay special attention to two aspects such as cleanliness and standard of meals. Additionally, the perceived service quality expressed in such attributes as cleanliness of guest room and bathroom, and standard of breakfast and dinner are important drivers of WOM effect.

Due to rapid development and consumer adoption of technology, the hospitality industry has dramatically increased consumer reviews for a variety of hospitality services such as those found in foodservice and lodging segments. Word of mouth (WOM) is the transmission of products or companies information among people by face-to-face communication. WOM communication is not a new concept. It has been well researched, and is an essential marketplace phenomenon that enables consumers to share information and opinions relating to specific products, brands, and services. People pay great attention to other's opinions. Weak ties, which have been defined as information from strangers or acquaintances, play a more crucial role in the flow of WOM information than strong ties, which is information from family, friends and relatives. Additionally, personal sources and experiences have a greater influence on the purchase of services, referred to as "experience goods", than purchases of other products. Experience goods are defined as products or services wherein the product characteristics, such as quality, are difficult to observe prior to consumption. For experience goods, consumers will actively seek other information to help them make a final purchase decision. Thus, consumers tend to rely on WOM to reduce their level of perceived risk and uncertainty in the purchase decision.

Lodging and tourism products are seen as high-risk purchases and, thus, the influence of WOM is essential in the management of hospitality industry operations, particularly those found in the lodging and food service segments (Lewis & Chambers, 2000). Seeking positive and negative WOM information from consumers who have experienced a particular service is important for

consumers who are unfamiliar with a service provider, which is often the case for making travel-related decisions.

Keywords: WOM Effect, Hospitality, Hotels, Tourism, Servqual.

8

Need for Vocational Education & Training in Hospitality Industry of India

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ABSTRACT

Hospitality industry is one of the fastest growing industry of the world as well as for India too, it requires a large number of skilled workforce for its growth as well as sustainability in the competitive scenario. The skilled workforce can only be achieved & attained if we successfully train the manpower & make them our asset. The skill development can only be attained through vocational training & education.

Vocational Education and Training (VET) is an important element for the education system of a nation. Vocational Education plays an effective role in the changing national scenario of India. There is an urgent need & requirement to analyze the elements of vocational education and training & to make them flexible, contemporary, relevant, inclusive and creative. The Government is well aware of the important role of Vocational education and has already taken a number of important initiatives & programs in this field such as Hunar Se Rozgar (Ministry of Tourism), Kaam Se Kamao (Ministry of Minority), Programs run by National Skill Development Councils & many other central & state funded projects.

The Objective of this paper is to assess and describe the need for introducing Vocational education at higher and tertiary levels for hospitality industry. The note also summarizes the present Indian and International Vocational Education scenario and its problems. The note also puts up recommendation for policies with the need for implementation at State and National Level and suggests possible models to introduce Vocational Education in hospitality at the higher / tertiary levels.

According to the World Bank report, 2006 shows that the hospitality skill acquisition takes place through two basic structural streams - a small formal one and a large informal one.

Major Findings & Implications

The age groups of 15-29 years are only about 2 per cent reported to have received formal vocational training and another 8 per cent reported to have received non formal vocational training. The proportion 15-29 years age group who received formal vocational training was the highest among the unemployed population. The proportion was around 3 per cent for the employed, 11 percent for the unemployed and 2 per cent for the persons who are not in the labor force. There are 220 million children who go to school in India & only around 12% reach to the university level. The World Bank Report suggests that the enrolment figure is less than

3% of the students attending class 11-12. This states that between 350 thousand to 400 thousand students are enrolled in vocational education, which is less than 3% of the 14 million students or more in class 11 and 12, implying that less than 1% of students who had entered class 1 over the last decade or so would have participated in vocational education.

An analysis of the hospitality labor market has brought the following issues to the fore:-

1. Labor market requirement for skilled workers without general education skills is declining.
2. High growth sector related vocational courses are not being widely offered. There has been a decline in minimal skilled jobs which require lower educational qualifications.
3. As indicated above, the high growth sectors are hospitality industry, airlines, customer service, restaurants & other food outlets & other service oriented industries.
4. Labour force participation is declining while student participation is increasing in hospitality industry with the evolution of the MNC fast food chains & restaurants. Thus more students are joining higher secondary education and looking for vertical mobility.

Keywords: Vocational, skilled, training, education, employment, sustainability.

Theme: Scope of education in hospitality industry.

9

Marketing and Transportation Mangement for Destinations in Jharkhand State

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ABSTRACT

With the advancement in science and technology tourism scope has also increases. This has made tourism more convenient, easy, safe, luxuries, and tourist can access destinations and plan for tour on the finger tips of people. Like many industries tourism industries also requires marketing since there also competition. So, transportation facilities and marketing is requirement for convenient of tourists and for economic development of destination. Jharkhand is 28th state of India and it has lot of potential in tourism. Jharkhand is blessed with natural resources, rich culture heritage and manpower. Jharkhand state has many form of tourism like medical tourism, cultural tourism, natural tourism, mining tourism, pilgrimage tourism, adventure tourism, historical tourism, tribal tourism, rural tourism, wildlife tourism, and education tourism but it still has less tourists arrival because transportation facilities, security and marketing is suffering. To cope with problem of transportation, marketing, and safety, proper management is required by Government and also local public cooperation is required. Government can makes policies, manages the facilities at destination provides, safety but this can be possible with local people cooperation for this awareness and motivation is required. Jharkhand has many incredible places that are still has not rush but proper transportation; marketing and management will lead more tourists arrival and improves the economic condition of Jharkhand.

Keyword: Tourism, Marketing, Management, Jharkhand State.

Hunar Se Rozgar Tak: Abridging the Skill Gap for Tourism and Hospitality Industry Need

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ABSTRACT

Tourist arrival is expected to reach 1.8 billion by 2030 according to projections by United Nations World Tourism Organization (UNWTO). The share of India is increasing in global tourist market with annual growth rate of 5.9%. The share of India is about 0.64 of total tourist receipt across the globe and ranked 42nd in the year 2013 by receiving 6.97 million foreign tourists and 1145 Million domestic tourist with annual growth rate of 9.6% according to statics released by ministry of Tourism Government of India(Market Research Division Ministry of Tourism Government of India[MRDMoTGOI], 2014).

This clearly indicates that in coming years there will be tremendous growth in tourism sector in form of huge arrival of foreigner and domestic tourist will result in higher demand for the trained and skilled people for hospitality and tourism sector. To cope up with the demand and increase tourism in the country Ministry of Tourism, Government of India has already launched training scheme 'Hunar Se Rozgar Tak' for capacity building of service provider(CBSP) for tourism and hospitality trade. The present paper aims at evaluation of the HSRT training programme in creating trained manpower required for increasing need of tourism and hospitality sector.

Key Words: hunar se rozgar tak, hospitality skill development, employable skills for hospitality, garhwal mandal vikas nigan etc.

Heritage and Cultural Tourism Development: A Case Study of Hadauti Region

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ABSTRACT

Heritage and Culture are essential tourism products. These two are the elements that can enhance the competitiveness of a tourism destination. In present scenario Heritage and Cultural tourism are one of the biggest and fastest growing worldwide tourism markets .Heritage and Cultural tourism covers all the important aspects of a tourist's destination. In fact it provides an open door to the tourists to find out about the history, the lifestyle, the art and craft, the different development stages of a place etc. As Heritage and cultural tourism products are critical it requires various issues to be strategically planned and managed. Hadauti is an important region of the State of Rajasthan . It's glorious legacy, bright living customs ,traditions, wonderful heritage, mesmerizing natural beauty ,vibrant folk, energetic people and delicious cuisines are exceptional .Improvement of tourism assets and expanding both, domestic and international tourists' arrivals is a high need for Hadauti . The region is having diversity in the tourism

products yet it is unrevealed in a strategic manner. To make the tourists more acquainted with the knowledge of the hidden Heritage and Cultural treasures of Hadauti an attempt has been made in the present study. Moreover, the paper focuses on the role of different events of the region to maintain and protection of the culture. The paper also highlights the methodology to promote the Heritage and Culture of the region on the globe.

Key Words: Heritage, Culture, Tourism, Strategy, Promotion.

12

Impact of Destination Marketing: A Source of Visitors Bureau

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ABSTRACT

A Destination Marketing Organization (DMO), also known as Convention & Visitors Bureau (CVB), looks after the promotion of a territory and its key constituents: accommodations, restaurants, attractions, events, transportation, guided tours and any other retailers catering to travelers in some shape or form.

Social media and the incredibly fast adoption rates of smart phones and tablets by today's travelers have made the information-seeking process much faster and complex. Conversations about a future, ongoing or past trip are taking place simultaneously on numerous platforms, for example when someone checks-in on Foursquare while connected on Twitter, or by taking an Instagram pic that's automatically shared via a person's Facebook's feed. Leading DMO have embraced sophisticated tools to monitor the chatter, with an active presence on all key platforms: Pinterest, Instagram, Tumblr, Google+, LinkedIn, Foursquare, Tripadvisor, Facebook, Twitter, not to mention various forums where a brand may be mentioned, i.e. WikiVoyage, Google Reviews, etc. But a majority of destinations are struggling with this challenge, where monitoring these conversations is a daunting task, let alone trying to chime in and engage with potential travelers or those at the destination having questions or complaints. As for user-generated content (UGC) sites, their importance keeps growing, surpassing the age-old influencer that parents & friends were traditionally. Indeed, more and more studies and research tend to demonstrate that we trust peer reviews or reviews from strangers more than those from friends or colleagues. Yet, few destinations incorporate a tactical plan with Tripadvisor, for example, as part of their digital marketing strategy.

Keyword: Bureau, territory, user-generated content, traditionally, tactical.

Service Quality Analysis of Government Catering Undertakings: A Study of National Highway

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ABSTRACT

The present investigation was carried out to examine the Service Quality gaps between expectations and perceptions of guests' in government catering undertakings by employing amended SERVQUAL approach. Five Government catering units located on National Highway 1 (from Delhi to Amritsar) were selected for the study. On the basis of review of literature total Eight dimensions of Service Quality with 40 variables were selected for the study. Results reveal that none of the eight service quality attributes are upto the expectations of guests'. The Service Quality gap is highest i.e. -2.01 is for People dimensions and lowest gap i.e -0.16 is identified for Place dimension. Out of 40 variables, 38 variables were found to have a negative gap. The two variables named Location and Operating Hours were found to have a positive gap hence are upto the expectations of guests. Further t-statistics was applied to check whether the gap between expectations and perceptions is significant or not and it was observed that though the gap of one variable named as Ease of Access is negative but it statistically not significant. The findings of the present study indicate that Government catering undertakings located on National Highway 1 are not upto the expectations of guests. These Government undertakings are required to improve and/or upgrade their Service Quality/ facilities so as to minimize the gap between expectations and perceptions of guests and in turn attract more customers and develop confidence in them not only to boost their market potential but also to maintain themselves in strong competitive position as being necessary for survival.

Key Words: Government, Guests' Expectations, Guests Perceptions, SERVQUAL, Service Quality, Gap.

A Paradigm Shift in Indian Marriage Ceremony: A Case Study of the Convergence of a Ceremony to WEDFEST

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ABSTRACT

Wedding in India is and has always been regarded as a Holiest and most important ceremony in the life of the mankind. There has been an enormous advancement in the spending power of people in India after Post Independence. This also depicts in arranging 'The Big Fat Indian Weddings' and a considerable shift has been seen in traditional way of organising Marriages. At this juncture; Hospitality Industry plays a very vital role to make this ceremony as a memorable event of lifetime. Not just for the Bride and groom, and their families but for each & every person who has been the part of the wedding to cherish it for the time to come. Hospitality industry has to play a very daunting and challenging task so that they could meet up to the expectation of the Guests. This makes Wedding organisor or Planner to come up with new Ideas with each wedding to make it unique and awesome. A current trend in wedding planning is

giving a new concept for the entire ceremony as a Wedding- Festival Event, that is WEDFEST and this is also being loved by the Guests.

This Article is trying to provide an intigeral framework of various Hospitality services cohesively working as a catalyst and converting the Wedding ceremony as the WEDFEST without affecting the main spirit of Traditional Marriage ceremony.

Key Words: WEDFEST, Hospitality, Service Industry, Wedding.

15

An Analytical Proposition - Why Health is Wealth

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ABSTRACT

Travel & Tourism is a mirror of our evolving world. Reflecting economic, social and environmental shifts in our times, the Tourism sector is a dynamic, inspiring force, clearly mapping how nations are advancing as individual societies and economies, as well as members of the global community.

India has a large medical tourism sector which is expected to grow at an estimated rate of 30% annually, to become a US\$ 2 billion industry in 2015. India is placed among the top three medical tourism destinations in Asia (with Thailand and Singapore), mainly due to the low cost of treatment, quality healthcare infrastructure and availability of highly skilled doctors (*Source: FICCI-KPMG Report on Medical Value Travel in India*). India is home to some of the finest hospital facilities and well-trained manpower. Most medical procedures offer world-class expertise and facilities at extremely competitive prices. Quality accreditation of hospitals, insurance coverage and a focused campaign in identified markets can yield handsome dividends.

A medical tourist who has been waiting in a long queue in his country and suddenly finds that the price is too heavy on the pocket and health.

The term medical tourism is applicable only for those healthy persons came to get beauty treatment, dental workups, cosmetic surgeries and rejuvenation therapy.

But many people visit India for more serious, life-threatening conditions like coronary artery disease, for bypass and open heart surgeries, liver and bone marrow transplants, and cancer treatment. They come with lot of agony, pain and suffering in addition to financial constraints. So, the pleasure of tour is replaced by the pressure of ill health and therefore the apt terminology would be medical value travel or global health care visit.

“So far as I am able to judge, nothing has been left undone, either by man or nature, to make India the most extraordinary country that the sun visits on his rounds. Nothing seems to have been forgotten, nothing overlooked.”

Mark Twain

Atithi devo bhava is the mantra of tourism that is even we are hungry we will treat the visitors as God and offer them all. We produce the largest number of doctors, nurses and medical technicians in the world. Medical tourism has got a shot in the arm with the arrival of overseas patients touching 100,000 mark in 2005 as against 10,000 patients in 2000. Now a Rs 1,330 crore industry, it is not only the cost advantage that keeps the sector growing, it has a high success rate and a growing credibility as well.

In India, reiki, pranic healing, ayurvedic, massages, siddha, yoga, aroma therapy, naturopathy and homeopathy attracted foreigners to learn healthy living and for rejuvenation. Now India is the favorable destination in the world for medical tourism.

Keyword: Healing, Accreditation, Reflecting, Quality and Ayurvedic.

16

A Study on Effects of Financial Benefits on Hotel Employee's Motivation

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ABSTRACT

The basic aim of this paper is to identify the affect of financial benefits on the motivation of employees in organizations. Though there are many reasons why people work for a living, it is undeniable that money, or other financial rewards, play a key role in motivating people in the workplace. Employees and employers view money as the basic factor for job satisfaction. It is widely accepted that poor or low pay acts as a de-motivator. Someone who feels undervalued or under-paid may soon leave to find better-paid employment. For most people, motivation (the will to work) comes from "within". More money can help us feel better about out work, but it is unlikely to encourage us to work harder or to a higher standard. In case of hotel employees' they need financial rewards rather than only certificate recognition. Money serves as a highly tangible means of recognition.

A semi structured interview was conducted for getting an insight about their motivation. The researchers have found from the survey that financial benefits are important for employee motivation but the importance of non financial rewards cannot even be discriminated.

It is a good contributor to the knowledge world of human resource management which explores the factors that affect motivation of employees and provide a solution to the problems faced by employees at their jobs.

Keywords: Financial benefits, Hotel, Motivation, job satisfaction Remuneration.

17

Development of Geo-Tourism in Kutch Region, Gujarat, India: An Innovative Approach

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ABSTRACT

With a seacoast of about 1650 kms, Gujarat is renowned for its beaches, temple towns and historic capitals. Added attractions are wildlife sanctuaries, hill resorts, and natural grandeur. Sculpture, handicrafts, arts also make the state rich. Amongst the popular tourist destinations of

Gujarat are Ahmedabad, Gandhi agar, Jamnagar, Dwarka, Patan, Vadodara, Pavagadh, Champaner, Surat, Saputara, Rajkot, Bhavnagar, Somnath, Junagadh, Uperkot, Porbandar, Kutch and Bhuj. One of the most unique terrains in India are found in the region of Kutch, which has a vast grassland called Banni and miles and miles of moons caped terrain, the home of colourful nomads and people with a unique desert culture. The only two Indus Valley Civilization ruins in India are found in Gujarat at Dholavira in Kutch and Lothal near Ahmedabad. Even dinosaur fossils have been discovered at Balasinor some 85 kilometers away from Ahmedabad.

Geo-Tourism in Kutch has an exemplary potential of being designated as a site for perfect establishment of a National Geo-Park. The paper is aimed to describe the geological significance of the sites with basic concept of creation of geo-parks and promote geo-tourism. The financial, infrastructural aspects, deliverables to the society are presented primarily focusing on the local economic and sustainable development of Kutch. The need for development of infrastructure for geo-tourism is urgently required as the rare geological heritage of Kutch region is eroding and being destroyed due to manmade activities.

Keywords: Gujarat, Eco-Tourism, Geo-Tourism, Infrastructure

18

Food Waste Management Research: A Structured Analysis and Review

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ABSTRACT

The issue of global food losses and waste has recently received much attention and has been given high visibility. According to FAO, almost one-third of the food produced for human consumption – approximately 1.6 billion tons per year is either lost or wasted globally. The waste reduction is now presented as essential to improve food security and to reduce the environmental footprints of food systems. Being trainer in Hospitality Management Institute, there has always been a curiosity to study and analyze the food waste management system followed in various hotels and also study the treatments for reuse or reduction in cost. The research will provide an insight to explore the significance of proper food waste management Technology, treatment and Recycling thereof. Both quantitative and qualitative approaches will be used for analysis.

Keywords: Waste Management Technology, treatment, Recycling, gas emissions, environmental viability, organic Waste, Putrescible waste, disposal and impacts.

Volunteer Tourism: A Trip with a Purpose A Case Study of Kanda (Uttarakhand, India)

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ABSTRACT

Volunteer tourism is seen (Coghlan 2007; Ellis 2007; Lyons 2008; McIntosh and Zahra 2007; Mustonen 2005; Wearing 2001) to have strong links with sustainable tourism (sustainable tourism products are defined by Mintel (2005) as 'products which operate in harmony with local environment, community and culture, so that these become permanent beneficiaries); offering a sustainable alternative to the consumptive trends of mass tourism and creating a mutually beneficial relationship between the host community and the volunteer. Volunteer in basic sense represents a person who willingly performs a service or undertakes a task without any external pressure. Wearing(2001, P.1) describes voluntourist as "Individuals who, for various reasons, volunteer in an organized way to undertake holidays that might involve aiding or alleviating the material poverty of some groups in society, the restoration of certain environments or research into aspects of society or environment". Volunteer tourism has the potential to foster cross-cultural understandings, broadening the horizons of both tourists and hosts (Butler, 1990). India with its rich cultural and natural diversity offers a unique opportunity for the travellers to volunteer and experience the vibrant culture of India's villages, indulging with the local community and in return help the local community to sustain their livelihood and rejuvenate their spirit on the trip with a purpose.

This paper presents the case study of "Rural Opportunity for Social Elevation" (R.O.S.E) a small self help group in Kanda. Kanda is a remote village, in the district of Bageshwar in Uttarakhand, India. This area is distinct for its rich biodiversity of flora & fauna, as well as its pristine scenic beauty. R.O.S.E. is a group promoting Voluntourism, rural and community based tourism which works at grass root level, appealing to the community to become active participants in developing a better life for the local people. The goal of R.O.S.E. is to improve the livelihood, health, education and quality of life of the rural poor in this region while maintaining cultural integrity and ecological balance. Kanda has created an exceptional example of responsible rural tourism that greatly benefits the community and the volunteer tourists through genuine, respectful cultural interactions.

The data for this case study is collected on 20 respondents of the local community, to understand the change found in the region of kanda after the participation of the volunteers, and also the difference they have made in the lives of local people of Kanda. An unstructured questionnaire will be designed for the collection of data and a suitable statistical tool will be applied for the processing and the analysing of data.

Key words: Volunteer Tourism, Rural Tourism, R.O.S.E Kanda, Community based Tourism, Sustainable Tourism.

Role of E-Commerce: A Tool of Digital Marketing in Hospitality Industry

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ABSTRACT

This modern era is marked by providing largest steps in what concerns the new tendencies, creation, new demand and new needs. Now adays the new technologies are turning the digital field into a privileged way of communication due to its worldwide feature. The hospitality industry has always been among the first to capitalize on new technologies. Consumers are constantly looking for new sources of information to help them make decisions before purchasing services. Hospitality as one of the biggest industries is associated with Internet. It is a major component of most economies. Implementing the concept of e-commerce for tourism and hospitality has become the most natural outcome in recent years. The hospitality industry and leisure industries are widely regarded as being extremely competitive and fast moving. Hospitality is a flourishing industry all over the world today and through Internet, selling their hotels, facilities offered, food, picturesque backgrounds, comforts, social functions, and cultural attractions, religious peculiarities are showcased without much expense or inconvenience. Through Hospitality industry, it evolves economies, expands scope and arena, improves trade competitiveness, and facilitates people to have direct access to the marketing destinations. The marketing process begins with customers. Specifically, process starts with a particular group of customers, often called the target market, Hsu and Powers.

Key words: E-commerce, Hospitality, Marketing, Information Technology, Security.

Medical Tourism: Relevance for India - Challenges & Future Prospects

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ABSTRACT

Medical tourism is a form of tourism that appeals to medical entrepreneur and hospitality sector. It is becoming a popular option for tourists across the globe.

It encompasses primarily and predominantly biomedical procedures, combined with travel & tourism. The term medical tourism has been coined by travel agencies and the mass media to describe the rapidly growing practice of traveling across international border to obtain hi-tech medical cases various countries like Thailand, Malaysia & India, etc. promoting medical tourism aggressively. The key competitive advantages of India in medical tourism stem from the Cardiovascular surgery, organ transplants, eye surgery, etc. and the diversity of tourism destinations available in the country. The key concerns facing the Industry include: absence of govt: initiative lack of a coordinated efforts to promote the industry, no accreditation mechanism for hospitals and the lack of uniform pricing policies and standards across hospitals. Medical tourism and health care tourism is fastest growing multibillion dollar industry around the world. It's an economic activity that entails trade in services and represent, the mixing of two the largest

world industries medicine & tourism. The paper identifies the mixing strengths of India's medical tourism services providers and points at & number of problems that may reduce the growth opportunity of the industry. This paper focus on the key issues and opportunities passed by Indian medical tourism sector that enable it to overcome domestic & international barrier on upgrading its medical services.

22

Preferences and Behavior Patterns of Tourist's in Kurukshetra

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ABSTRACT

Tourism is the fastest growing industry in India and plays a significant role in Indian economy. In order to attract national and international tourists in Haryana, Kurukshetra is one of the most popular cultural and heritage destinations. This is the place from where the Lord Krishna gives the philosophy of "*Karmanyevadhikaraste*" to Arjuna and the place becomes the most popular to the tourist destination across the globe.

This paper is the modest effort of the researcher to analyse the behaviour patterns and preferences of tourists, structure & types of hotels, catering and tourism (HCT) sector in Kurukshetra. The paper will also discuss the challenges of the tourism in the global context

Keywords: Tourism Industry, Indian economy, Kurukshetra, cultural & heritage destination and behaviour patterns.

23

Research on Heritage Tourism-China

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ABSTRACT

Heritage tourism is the genre of tourism which is concerned with a country or region. Heritage tourism focuses the life style, history, art, religion and many other facts that personalized their way of life. A country have its two types of life style as rural & urban that's why we find all the ancient rituals and historic elements on rural sights. Besides it the development and growth of the country can see through urban area such as industry, art preservation and height of modernization. Through culture tourism we can aware about globalization.

I will present the tourist destinations, hospitality, culture & art of China. China has become one of the world's most-watched and hottest inward and outward tourist markets. The world is on the point of a sustained Chinese tourism boom. China is the third most visited country in the world. Tourist resources in China have maximum no. of natural sites, historical and cultural sites in famous heritage sites. The main source of Chinese tourism is tourist visa & people from all over world like to move to china to see the natural beauty, way of living .China becomes

most favorite tourist place in the world. I admire the art of china as architecture (The Great Wall of China, Imperial Palaces of Ming & Qing Dynasties), Sculpture (terracotta Army) & many more heritage sites in China.

24

Tourism Education in India: Issues & Challenges (A Study with Special Reference to Amritsar)

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ABSTRACT

Hospitality & Tourism Industry is growing at a phenomenal rate across the globe. Thus, there are plenty of requirements of Human Resources in the Hospitality & Tourism sector worldwide. At various forums, in different parts of world; the discussions are ongoing for Human Resources in Hospitality & Tourism Industry. India is also one of the countries of discussion for this burgeoning issue. As per UNWTO Report Hospitality, Catering & Tourism (HCT) is among the world's top creators of jobs requiring varying degrees of skills and allows for quick entry into the workforce for youth, women and migrant workers. It accounts for 30 per cent of the world's export services. With regard to the supply chain in the sector, one job in the core HCT industry indirectly generates roughly 1.5 additional jobs in the related economy. The UNWTO is expecting the sector's global economy to provide 296 million jobs in 2019.

The Ministry of Tourism, Govt. of India reports that the demand on manpower is huge in Hospitality & Tourism Sector in India. Also it has been reported that there is a huge gap between the demand and supply of manpower for Hospitality & Tourism Industry. And the gap is proposed to be met by (i) periodic assessment of the skilled manpower in hospitality & tourism industry and formulation of policy and strategy, (ii) strengthening and expanding the institutional infrastructure for training and education, (iii) steering and regulating the academic efforts of Institutes, and (iv) Training of aspiring and existing service providers, including certification of their skills. The future of tourism industry in India is very exciting but still there are many human resource challenges faced by this industry such as lack of qualified staff at both the operational and managerial levels. There is a huge gap between the supply side and demand side requirements in this sector. The development and sustainability of tourism industry requires development strategies for human resource and personnel involved in tourism, the development of host community, and tourists themselves. The study focus on the potential issues of tourism perceptible in and around Amritsar city and the area of turnaround needed for better tourism. Present study is explorative and conceptual in nature. Data have been collected from secondary sources such as research journals, books; newspaper articles expert's interviews and hoteliers' Suggestions, surveys and websites were visited to reconnoiter problem area and existing issues of tourism industry. The scope of study presents the current issues of tourism industry in and around Amritsar city in terms of Human Resource practices.

Key words: Skill Gap, Manpower, Need Quality Tourism Education Amritsar.

Emerging Trends: Hotel Employees Training and development of Delhi/NCR

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ABSTRACT

The quality of employees and their development through training and education are major factors in determining long-term profitability of hotels. To hire and keep good employees, is a good policy, and to keep the employees motivated is again important to increase the productivity of the hotels.

This article presents the results of an investigation of in house employee training and development practices within hotels in Delhi/NCR. The paper also notices the practices followed by the hotel to overcome the major challenges faced by hospitality industry i.e. reduction in Labor turnover, Long Working hours, work life balance and variety of training methods used by the various competitive hotels.

The purpose of this paper is to provides a concise explanation of productivity, followed by an overview of the conceptual and empirical linkages between productivity and employment growth, and finally explains how a coherent skills development serves both short-term adjustment and long-term development goals.

For such a survey, authors have used the secondary data from the previous researches and Primary data from five star properties of Delhi/NCR. The Survey is based on Personal Interviews with top management of various departments of Hotels.

The research findings say that Training and innovation have a positive effect on labor productivity growth and hotel are adopting various strategies i. e. Education Programmers, Cloud Computing, Employee Welfare and security.

Keywords: Hotel, Training, Employee motivation.

Educational Rays in Hospitality Sector (Scope of Education in Hospitality Sector)

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ABSTRACT

Even though India is a abstemious country, still it has many problems. One of them being the unemployment. In an increasing competitive employment market, it is vital that students and *graduates* should develop skill to manage their own career and earn for their life. Service to mankind is service to God", this industry is known as service industry, If we love, being among with people and have initial hospitality skills, then our study and work both become easy and fun. It enhances our etiquettes and skills to meet and serve people as per their desires, which also add to our versatility. There are numerous benefits of doing hospitality management. Making billions of dollars in annual revenues worldwide, hospitality industry gives plenty of opportunities for career development. It is dynamic and fast-growing industry, which gives challenges to learn from, opportunity for growth and travel world wide. It is estimated per year that, the

hotel industries generated 250 million jobs which will consist of approximately 10% of total world employment. Government of Tourism and deferent NGO has provided new scopes on HOSPITALITY SERVICE like HUNARSE ROJOGAR TAK, E.D.P., B.V.G.INDIA etc. This paper will throw light on the necessity of students how they utilize the scope of education in Hospitality sector, in employment.

27

A Case Study on Tourist Satisfaction at Waterfalls Sites of Jharkhand

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ABSTRACT

Visit to natural waterfalls forms one of the essential segments of the natural tourism. Exploring natural tourism sites are among the most preferred tourism experiences in India and waterfalls are considered the greatest destinations for natural tourism. The study in this research attempts to investigate the relationship between waterfalls destination attributes and tourist satisfaction.

This Case Study on Tourist Satisfaction at Waterfalls Sites of Jharkhand is an attempt to not only highlight the scenic beautiful natural site of Jharkhand especially on the forefront of Waterfalls tourism but also spread awareness about the experiences of the tourists in terms of satisfaction on their tourism adventures.

Moreover, the focus of the analytical study revealed that there was relationship between natural tourism destination attributes and tourists' overall satisfaction.

Based upon the results of this study, several recommendations can be made to increase tourists' satisfaction with Tourist Satisfaction at Waterfalls Sites of Jharkhand. Comprehending what tourists seek at natural tourism attractions will help tourism marketers better understand their customers. Also, identifying which attributes satisfy the tourist who visit waterfalls destinations will help tourism planners develop appropriate strategies to attract their customers and serve them effectively.

Keywords: Natural Tourism, Waterfalls destinations, Tourists' Expectation, Tourists' Satisfaction.

28

Importance of Medical Tourism for India

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ABSTRACT

Medical Tourism as we all know is "Travelling of patients across International borders or within their home country in order to get medical treatment according to their needs." People travel to medical destinations apart from their residential place in order to get the best treatment possible within their budget.

In today's scenario, many countries are realizing the need and are focused on tapping the potential of Medical Tourism. Some of the examples are India, Thailand, Malaysia and Singapore. They are specialized in specific fields of the healthcare industry and offer treatment according to the international healthcare standards as laid down by various accreditation bodies around the globe. Likewise India specializes in Ayurveda, cardiological and orthopedic surgeries and thousands of medical tourists flock towards India every year for relaxation, meditation and to get their surgeries done in efficient and effective manner.

The reason why India becomes a favorable medical destination is because of its infrastructure and technology which is now at par with those in the western world. The cost of treatment is almost one-tenth of those in the western world and much lower than Thailand, Indonesia and Singapore. Apart from this India offers five star medical facilities, highly qualified doctors, personalized care and no language barrier. Furthermore, India also serves as a highly sought after tourist destination because of its rich cultural heritage and diversity which is an added incentive.

Keywords: Medical Tourism, Ayurveda, Surgeries, Cost of Treatment, Rich Heritage.

29

Internet Banking: Applications & HR Challenges

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ABSTRACT

Purpose – The main purpose of the study is to identifying the challenges of managing human resources in banks after the technological advancement in banking industry. While this study also focuses on various applications of internet banking and their impact in the form of various challenges faced by bankers to manage their employees.

Design/Methodology/Approach – This research article is mainly based on secondary data which is to be collected from various reputed journals, magazines, websites and bank records. The study is made taking consideration of whole Banking Industry of India. It investigates the recent developments of banking industry and then after a comparison between public sector and private sector banks in terms of total employees working & expenses on employee or cost per employee is discussed.

Scope of Study – This study is done for Indian PSU banks along with some of private sector banks with a view on challenges faced by both the sectors specially when there is huge change in ICT (Information, Communication & Technology). The more study of same would help the banking industry in understanding their employees as well as other requirements. This even can be done for all commercial banks including foreign banks along with public and private sector banks at national as well as international level.

Need of the Study

This study is needed to find out the working of Internet Banking and its importance to employees of banks. It is extremely important change in banking industry, since it directly influencing customer services and therefore satisfaction. Finally, it becomes important understanding employee's perspectives for this technological change and identifying the challenges for the optimum management of banking employees.

Research Limitations/Implications – The primary limitation of this study is based on quality of and originality of secondary data.

Findings – This study states that internet banking provides greater reach to customers. Employees of banks even understand this clearly. There are several applications of internet banking which are now directly influencing customers overall satisfaction and loyalty towards banks. Due to this, the bankers believe there are definitely big challenges for managing their resources especially human resources so that this opportunity can be easily captured. Conference Proceedings (ETHTS-2015) 34 ISBN: 978-93-85000-47-8

Keywords: Traditional & Internet Banking, PSUs (Public Sector Units), ICT (information, Communication & Technology), etc.

30

Gap Analysis Between Industry Expectation & Existing Education System

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ABSTRACT

Hospitality sector is a pillar of Indian economy. 80% income is generated by Hospitality & Tourism sector. India is a developing country, hotel & Tourism sector is one of the fastest growing, as well as a revenue generating area. India has a rich cultural background. Indian culture is a major tourist attraction. There is vast scope for economic development in Tourism Hotel industry. In spite of that India is not able to attract cream crowd of tourists from across the world because of many reasons. One of the most important reasons is standard of services. According to Indian Hotel Industry Survey 2012-2013 by FH&RA (HVS) average % of trained employees for three to five star hotels are above 60%. Still India is notable to attract Tourist from Europe who spends 40 % of their income on tourism. Here we are trying to analyse that, will today's education be able to satisfy Industry demand?

Key Words: Economy, Development, Industry Demand.

31

Wedding Tourism: Current Perspective and Future Prospects in India

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ABSTRACT

Wedding tourism is a form of niche tourism market which offers tourism products tailor-made for the specific audience or clientele. The profound growth of wedding tourism worldwide is a reflection of the potential it offers in the tourism sector. Wedding tourism refers to couples travelling to places abroad or within their own country for getting married or to celebrate their wedding, and for honeymooning. Second marriages and marriages in later stage of life had also generated a lot of wedding and honeymoon tourism potential. A huge rush of tourists had

emerged and this form of tourism is nowadays becoming a new phenomenon in the fields of hospitality and tourism. Some popular and scenic global destinations especially Hawaii, New Zealand, Malaysia, Fiji Islands, Italy, Switzerland, Spain and France have become the front runners for making the most of the immense potential that this form of tourism offers. One similarity between all these destinations is the natural ambience and landscape that these places provides away from the hustle and bustle of the city. This is probably one of the important factors responsible for the success of this form of tourism. It provides the couples with ample solitude and serene atmosphere so that they can enjoy their quality time with one another apart from enjoying the nature to its fullest. National laws in certain countries also motivates tourists to plan their wedding abroad. One of the very good examples of this is the movement of Gays, Lesbians, bisexuals and transgender or collectively LGBT from North Ireland to the South Ireland to get married. The Legislation of some countries prohibits these types of marriages and therefore to facilitate such category weddings, a large number of LGBTs are being attracted to places where they can get married through a legal procedure. Some well-known places attracting tourists through this concept are Latin American countries like Brazil, Argentina, Mexico, Uruguay & Chile and European countries like France, Spain, Italy, Denmark, Sweden, Norway and Switzerland where the legislation permits and recognize these marriages. New Zealand, Hawaii and South Africa are also included in the above list. Poon (2006) estimates that the global market for wedding tourism is between 3-6 million trips annually and from 2002-2007 there has been a market growth of 10% annually. According to Durinec(2013), wedding tourism has shown 75% growth between the years- 2007-2012. As wedding and honeymoon is considered once in a lifetime event,consumers are more concerned regarding the quality rather than price for the package. With the rapid changes in the global society, wedding is no longer viewed as an event in which couples tie a knot to live together lawfully. It has now become an event to showcase social status, prestige and wealth of bride and groom and their respective family members on a common platform. Thus, the financial potential of this form of tourism is immense for the hospitality & tourism professionals. As the wedding tourism industry is getting modernised, consumers are looking for creative ways for celebrating their wedding due to which a lot of wedding planners have come up to enhance the overall experience of the wedding by providing theme wedding and eco-wedding options for the consumers who are ready to pay a price for it.India is also showcasing itself as a wedding tourism destination in Asia and showing considerable growth in this sector by offering tourists especially from west, a bouquet of traditional Hindu pre and post wedding rituals, customs, traditionsand ceremonies which are held during the course of wedding. Apart from the rituals,tourists can get a first-hand experience of the preparations done by both the parties before wedding. Wedding tourism offers a unique experience for tourists to understand and live the sacred traditions and customs of Hinduism and our culture.Goa Tourism board had recently promoted Goa as a Wedding and Honeymoon destination by offering a wide array of packages. It provides the romantic offshore wedding with privacy and offers different wedding styles to meet the requirements of the tourists. Moreover, Rajasthan had also shown a huge rush of tourists especially from Europe, by providing a platform for the traditional and royal big fat maharaja style weddings. Rajasthan is famous for its lavish and royal traditional weddings. Now, this traditional wedding style is attracting a lot of western tourists as they believe that the sacred rites performed during a Hindu wedding will make their wedding lasts long and this is helping in generating a huge foreign exchange for the country. LGBT(Lesbian, Gay, Bi-sexual, and Transgender) tourism hasalso been boosted in India after Delhi High Court repealed the Section 377 of Indian Penal Code in July, 2009 which criminalised homosexual activities. The purpose of this research is to explore the present scenario of Wedding Tourism in India which will include the current tourist packages on offer, the companies involved, basis of package classification, provisions for LGBT tourists, governmental involvement, and ways to enhance the output or explore the potential of this tourism in India. The paper will be conceptual in natureand proposes huge prospects of wedding tourism in India in the near future. The primary data collection will be done through Questionnaires and Oral surveys of domestic & foreign tourists, wedding planners and caterers. This paper will also evaluate the problems associated with this tourism form and ways to overcome these problems and promote this

tourism in India. It will also include the latest concept of Eco-wedding and the ways by which this concept can be utilised for sustainable growth of Wedding tourism in India.

Keywords: LGBT, Honeymoon, Eco wedding, Sustainability, Wedding planners, Theme wedding.

32

Socio-Economic and Environmental Impact Assessment of Tourism in Auli-Hill Station, Garhwal Himalaya

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ABSTRACT

The purpose of the study is to examine the Socio-Economic and Environmental impact of tourism in Auli, Chamoli district of Uttarakhand. The aim is to evaluate the impact of tourism. In order to achieve this goal, a total of 140 respondents have been investigated. The results of the measurement of tourism impact provide some insights on how tourism plays a role for local people in bad or good ways. Thus, the result can be used as a guide for the local people that how they can improve the basic attraction, accommodation, accessibility and amenities of the study area through tourism and how they can accumulate themselves from the impacts of tourism.

Keywords: Tourism, Impact, Local people.

33

Effect of Drying and Dehydrated Food Products on Human Health and their Benefits in Market

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ABSTRACT

Today drying and dehydrated food products mostly used in hotels, restaurants and hospital because these products very hygiene and free from insects and other harmful effects but according on conditions for example all instruction show on back side and front side of dehydrated food products. Drying is a method of food preservation that works by removing water from the food, which inhibits the growth of bacteria and has been practiced worldwide since ancient times to preserve food. Where or when dehydration as a food preservation technique was invented has been lost to time, however the earliest known practice of food drying is 12,000 BC by inhabitants of the modern Middle East and Asia regions. Dehydration techniques have come a long way in recent years. Old technology left as much as 30% moisture in the dehydrated products. Nor did these poorly dehydrated foods store very well. With present technology, moisture levels have been reduced to 2% or 3%. Gone are the pliable dehydrated foods. Now they break with a crisp "snap" when bent. With moisture levels reduced to 2%-3%, storage life has been increased to

several years. The Dehydrated food products have many advantages. Dehydration equipment varies in form with different food products and includes tunnel driers, kiln driers, cabinet driers, vacuum driers, and other forms. Compact equipment suitable for home use is also available. A basic aim of design is to shorten the drying time, which helps retain the basic character of the food product. Drying under vacuum is especially beneficial to fruits and vegetables. Freeze-drying benefits heat-sensitive products by dehydrating in the frozen state without intermediate thaw. Freeze-drying of meat yields a product of excellent stability, which on rehydration closely resembles fresh meat. Dehydration, in food processing, means by which many types of food can be preserved for indefinite periods by extracting the moisture, thereby inhibiting the growth of microorganisms. Dehydration is one of the oldest methods of food preservation and was used by prehistoric peoples in sun-drying seeds. The North American Indians preserved meat by sun-drying slices, the Chinese dried eggs, and the Japanese dried fish and rice.

Key words: drying, dehydration, storage, health, market value.

34

The Absolute Guide to Cigars

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ABSTRACT

From rolling to purchasing to understanding the political and commercial importance of this valuable commodity, this research guide provides a fascinating insight into the world of cigars. With this in mind “The Absolute Guide to Cigars” is designed as an invaluable source of reference for today’s cigar world. This research traces with the history of tobacco, development of the tobacco and cigar trade and its associated economic, political and cultural significance. An in-depth examination of cigars details how they are made, describes the recognized shapes and sizes, and explains how to select, store and smoke them. There is no doubt that still something, just a little bit glamour about cigars. In this health conscious age, this may seem somewhat surprising, although possibly the long association between cigars and politicians, actors, comedians and musicians goes some way to explain this phenomenon. And, despite cigars being thought of as male-only bastion, throughout much of cigar history a small group of woman only cigar clubs and cigar dinners in both Europe and America, and in the latter in particular a number of high-profile women are happy to be photographed puffing on a premium cigar.

Keywords- History, Growing Region, Anatomy, Creating, Quality Control, storing and lighting up.

A Study of Factors Responsible for Increasing Staff Turnover in Hotel Industry

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ABSTRACT

This study is aimed at analyzing the factors responsible of increasing staff turnover in the hotels. The hospitality industry has the worst reputation for extraordinarily high staff turnover rates than any other sector. If an employer is said to have a high turnover, it most often means that employees of that company have a shorter tenure than those of other companies in that same industry. When employees leave, valuable knowledge is lost and even guests may follow the departing employee. How employee's turnover intention can be reduced is a big challenge for the human resource management. Hotel industry is a labor-intensive industry, and labor costs on goods and services produced are very high. It means that labor expenses have an important share on total expenses (almost 40%). In order to serve quality goods and services with a reasonable price, and compete with their competitors, hotel administrations must control the labor expenses and satisfy their employees, and decrease undesired employee turnover. The findings of his research suggests that: Long working hours and low salaries are the major factors that affect the attrition rate in hotels which has a great impact on customer satisfaction and reputation of the hotel.

Keywords: Staff turnover, human resource management, hotel industry

Wedding Tourism - Ten Days of Wedding Ceremony (An Odishan Style of Marriage Ceremony)

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ABSTRACT

Wedding Tourism in India is gradually becoming more popular. India is a culturally rich country abounding in customs and traditions. Many young couples are increasingly becoming interested in celebrating their weddings in true blue Indian style, religiously following all those customs and traditions. And Odishan style of marriage keep the sanctity of ceremony in heart by establishing days of ceremonial activities. Particularly the marriage system of Sevayat of Lord Jagannath is amazing and a matter of exploration.

Some special occasion of marriage ceremony, Ustha - Guali - Chauthi - Pancha Mangla - Dasha Mangla. In all these days there are different rituals and ceremony. Every day there are lots of fun and gathering of friends and relatives; different cuisines were offered in different style and different wearing were worn by Groom & Bride. If we concentrate more in these rituals this clan believe it as a Deva - Vivaha. They (The Sevayat) claim their culture is similar to Godly Culture. Really it is fabulous and reflection of real Mary-making and enjoying the ceremony, one can only feel it if he will observe it or he/she engaged himself/herself in such a ritual.

There are lots of place where you marry like a King or Queen but here is a place where you marry like a God.

In my opinion, this is the businesses of the future and will be a key to the growth of India's tourism in Odishan roadway. Ten days of ceremony means lots of money flow, lots of foreign exchange. We knew only a gigantic ritual may not attract two partners, we need an exotic place, a pure and peaceful environment and places to explore.

Here the topic would play a constructive role and highlight the opportunities & have focused plans for wedding tourism aimed at the stakeholders like Hoteliers and Tour Operators and Destination Manager of Odisha and India about a new region for wedding destination where the celebration would be different and classic and more lively . This will also help to discuss further the ways to promote Wedding Tourism in Odisha & India.

37

Jaisalmer: The Perfect Sight to Behold for Art Lovers

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ABSTRACT

Tourism is a travel for recreation, leisure, religious, family or business purposes, usually for a limited duration. Tourism is commonly associated with international travel, but may also refer to travel to another place within the same country. The World Tourism Organization defines tourists as 'people travelling and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

Tourism has become a popular global leisure activity. Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is a major source of income for many countries and affects the economy of both the source and host countries, in some cases being of vital importance. Its importance was recognized in the Manila Declaration on World Tourism of 1980 as an activity essential to the life of nations because of its direct effects on the social, cultural, educational and economic sectors of national societies and on their international relations.

Tourism brings a large amount of income into a local economy in the form of payments for goods and services needed by the tourists, accounting for 30% of the world's trade of services and 6% of the overall export of goods and services. It also creates opportunities for employment in the service sector of the economy associated with tourism.

The service industries which benefit from tourism include transportation services, such as airline, cruise ships and taxi cabs; hospitality services, such as accommodation including hotels and resorts; entertainment venues, such as amusement parks, casinos, shopping malls, music venues and theatres. This is in addition to goods brought by tourists, including souvenirs, clothing and other supplies.

India is a country flooded with rich and diverse heritage and culture. Each region has its own tradition of almost everything. To make the tourists aware and enjoy its culture, hospitality agencies promote the same. Every hotel in every region will be different from the other. Tourists flock to those where they can experience the true flavour and air of the region in a lavish way. In this paper, I'll give my views about Jaisalmer, a beautiful city of sands, where you can inhale the Rajasthani air.

The blooming city, Jaisalmer, is a landmark in the wilderness of modulating sands and scrubs of jungle of the Thar Desert. Built in 1156 by Jaisal and named after him, this city of the

Maharawals, had its own role to play in the history of medieval India, particularly that of Rajasthan, proclaiming to the world at large the valour and chivalry of the Bhattis. The art and architecture of Jaisalmer is influenced by several trends that are Persian, Mughal, Hindu and Jain. This can be discerned in the monumental remains here. Yet in the sphere of painting, murals or miniature, Jaisalmer evolved its own individual tradition which for the first time has been discovered and dealt here.

The fort with its embattled walls, bastions and gateways, the palaces and havelis within, replete with jails and jharokhas, the Jain temples, the precious collection of manuscripts of the Gyan Bhandar cannot but captivate the connoisseur and the scholar. The intricate stone earrings displaying geometric, floral and faunal motifs, the murals and miniatures in the Rangmahal and havelis, do speak of the skill and dexterity of the stone mason and the painter's brush. There are mute monumental vestiges of philanthropic patrons under whose shadows art and culture in Jaisalmer thrived. Jaisalmer is the gem in the crown of Rajasthan. The fort of Jaisalmer is located on a hill top overlooking the fabled desert city. In the early morning, sun resembles a flowing golden stream of gilded yellow pebbles. Many a fort is studded with a plethora of palatial buildings of many storeys arresting the onlooker even from long distance, a mute witness to the sacred memory of those valiant heroes who laid their lives at the altar of freedom not only to protect the political sovereignty of the states but also the art, culture and tradition too.

Jaisalmer fascinates the young and old, the literate and illiterate alike. It has charm of its own and bewitching beauty. The chance to visit Jaisalmer will be simply dazed gazing at the plethora of carvings and design in every nook and corner of house fronts, places and havelis. The trelliswork, the art design, porches, porticos, balconies on wood or stone is exuberant defying description. The colourful cultural life of Jaisalmer harmoniously blends into its varied tones and moods. The ladies laden with heavy water pots glide through narrow alleys with sweet smiles on their face and charming everyone. Alien Europeans riding a camel in Jaisalmer gazing with awe at the artistic facades of temples and havelis have become a normal sight in Jaisalmer. The craftsmen and artisans after their days busy work assemble on a raised platform abandon and leisure and are ready to share, a puff from the hukah or a morsel of food. This Jaisalmer is evergreen in every tourist age.

Ajanta Caves (As a Tourist Place)

Ms. Ayushi Nagar
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ABSTRACT

Maharashtra is famous for its caves. The state has the largest number of caves in India. The caves in Maharashtra are so old, dating back to as early as 1st century B.C. Most of the caves were as the Viharas (hall) and chaitya (pillared religious caves) by Buddhist, Hindu and Jain priests. These caves show case fine arts and crafts of the historical past.

Ajanta Caves, Aurangabad Caves, Elephanta Caves, Ellora Caves, Kanheri Caves, Karla and Bhaja Caves, Pandavleni Caves, Pitalkhora Caves.

Ajanta Caves are at a distance of 99km from Maharashtra's Aurangabad district. It is believed that Ajanta Caves started carving from 2nd century BC and ended at 6th century AD. The entire course of the evolution of Buddhist architecture can be traced in Ajanta.

Everything including the contemporary people kings, slaves, women, men and children are seen in the Ajanta wall paintings interlaced with flowers, plant, fruits, birds and beasts. There are also the figures of yakshas, kinneas (half human and half bird) gandharvas (divine musicians), apsaras (heavenly dancers), which of were of concern to the people of that time....

The total number of Caves including the unfinished one is thirty of which five (9,10,19,26 and 29) are Chaitya- Grihas and the rest are Sangharamas or Viharas (monasteries).

The Caves 1,2,16 and 17 can be rated amongst the greatest artistic work of human art.

Places Near Ajanta Caves For Tourist

Ghatotkarch Caves

Vetalwadi Fort

Fardapur Resort

Vihara Restaurant

Places to see in Ajanta

The Ajanta and Ellora caves shrines cut out of rock, by hand, rank amongst the most outstanding historical tourist attraction in India. There are 30 caves in Ajanta of which 9, 10, 19, 26, and 29 are Chaitya - grihas and the rest are monasteries. These caves were discovered in AD 1819 and were built up in the earlier 2nd century BC-AD.

Cave number 1 houses some of the best preserved wall paintings here, which include two impressive Bodhisattvas, Padmapani and Avalokiteshare. Caves 2, 16, and 17 also contain amazing paintings, while caves 1, 4, 17, 19, 24 and 26 boast of some of the most divine sculptures. The flying apsara painting in cave 17 and the image of the Buddha preaching also in cave 17, are two unforgettable works of art in Ajanta. The Ajanta caves and the treasures they house are a landmark in the overall development of Buddhism in India and in general.

Tourist Destinations Near Ajanta

Excursions can be made to Aurangabad which is as famous for its medieval monuments as for its proximity to the famous world heritage sites of Ajanta and Ellora . Aurangabad was an important seat of the Mughal Empire during the Mughal rule in India. Situated on the banks of river Khan, the town holds a no of Mughal architectural marvels making it an important historical destination in Maharashtra.

Kailasa Temple

Although all of the caves at Ellora are stunning architectural feats, the Hindu Kailasa Temple in the jewel in the crown. Carved to represent Mt. Kailasa, the home of the god Shiva in the

Himalayas, it is the largest monolithic structure in the world, carved top-down from a single rock.

It contains the largest cantilevered rock ceiling in the world.

It consists of a gateway, assembly hall, sanctuary and tower. Virtually every surface is lavishly embellished with symbols and figures from the puranas. The temple is connected to the gallery wall by a bridge.

The Kailasa Temple is an illustration of one of those rare occasions when men's minds, heart and hands work in unison towards the consummation of a supreme ideal.

The sites are open daily from 9. am until 5:30 pm, with guides available for hire. Visitors pay a small admission fee to enter the Ajanta site and extra to attendants for lightning cave details. Entry is free to all caves at Ellora except the Kailasa Temple.

The city has a variety of accommodations, ranging from a youth hostel to five star hotels.

Atleast three night stay in Aurangabad is advised, because Ajanta (100 Kilometres northeast by road) requires a full-day excursion.

Present Situation and Features of Tourism in India

Today tourism is the largest service industry in India, with a contribution of 6.23% to the national GDP and providing 8.78% of the total employment. India witness more than 5 million annual foreign tourist arrivals and 562 million domestic tourism visit. The tourism industry in India generated about US\$ 100 billion in 2008 and that is expected to increase to US\$ 275.5 billion by 2018 at 9.4% annual growth rate. The ministry of Tourism is the nodal agency for the development and promotion of tourism in India and maintains the "Incredible India" campaign.

Vetalwadi Fort

Is a property of the MTDC nestled with a backdrop of Ajanta ranges. It's a perfect retreat for the soul seeking some recreation from their daily routine. Most Travellers Tourists / Visitors to Ajanta take retreat here. The Fardapur Resort of reservation can be made at www.maharashtra.gov.in or in person at the MTDC office at New Delhi, Head Office at Mumbai, Regional Office at Aurangabad, Pune, Nashik, Nagpur and Ratnagiri.

Total No's of Rooms : 11

Deluxe Rooms A/C : 16

Deluxe Rooms Non A/C : 12

Dormitory : 01

Vihara Restaurant

The Fardapur Resort also has a multicuisine restaurant called the "Vihara" named after the residing places of monks in the Ajanta Caves. Its famous with the foreigners for it serves the food of their choice. Beer is also served here.

Getting There

The Ajanta Caves are not easily accessible to visitors but of course, that was the point. The drive from the nearest major town, Aurangabad takes between 2 and 3 hours.

By Air: According to Frommer's "the quickest, most sensible way "to get to Aurangabad is to fly Jet Airways (about 45 minutes and about \$75) from Mumbai to Aurangabad's airport.

By Rail: The nearest train station is Jalgaon , which connects to many cities in India. A n even more major station is Bhusaval, 28 km from Jalgaon. From Jalgaon you can take a taxi to Ajanta.

By Road: Taxis and auto rickshaws are widely available to Aurangabad airport and Lalgaon train station. A taxi from the airport into the city should cost about Rs 100. In the airports arrival area is the MTDC Holiday Resort, which provides brochures and tour bookings for the caves. Also located there in Classic Travel Related services, which will arrange any kind of transport for Aurangabad and surrounding areas, including the Ajanta and Ellora caves. A full day with car and driver costs about Rs. 1200 (\$26).

Khajuraho, The Biggest Tourism Attraction

Mr. Sunny Sharma

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ABSTRACT

Recognized by UNESCO as a world heritage site] the historical city is a symbol of medicinal art. Out of the 85 temples [22 still exists in all their grandeur. The temples next artistic sculptures and carvings depicting kamasutra the kandariya Mahadev Temple khajuraho Temples and Lakshmans Temple are a must visit for there are cheological essence.

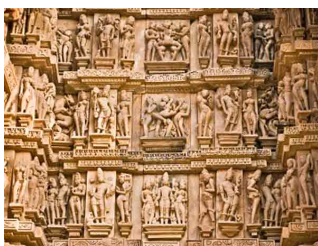
The biggest tourist attractions in Khajuraho are undoubtedly the erotic sculptures on the temples. Perfectly carved figurines depict the scenes and postures straight from kamasutra-the ancient Indian erotica. But the artists imagination and aesthetics reign supreme as the theme celebrates eroticism.



Sculptures on these temples are the biggest of all tourist attractions in Khajuraho. The temples of this group cluster near the left of the entrance. The Kandariya Mahadev temples are the largest and architecturally most perfect. He lie the ruins of Chausath Yogini Temple, which is believed to the oldest in khajuraho Matangeshwar Temple features a Huge Yoni Pierced by a 2.5 mtrs Lingam. This is the only temple, which is still worshipped.

Right an the hear of this country, which gives evidence of its disco part with expressions of love and intimacy everybody exit some of the most explicit and eloquent depictions of love making carved in stone In the midst of a North Indian rural stretch where Infrastructure and other parameters of progress have never quite found their way, stands an airport. Amid the surrounding forests and the dusty village thrives several expensive hotels, capes doling out pancakes and any amount of foreign to wrists all for one the more intriguing my steries of Indian history. What are some of the most acroabatic orgiastic scences anyone has ever seen doing on ancient Indian temple walls khajuraho village hosts a magnificent complex of 258th -9th century CE temples built by the chandeia dynasty of kings. Khajuraho was the first capital of the chandelas, who roseto rule the region in the 9th century CE and in the 10-14th centuries were the most powerful

In December 2013, india's LGBT community suffered a svere setback as country's supreme Court ruled homosexuality to be a criminal offence. More recently in August 2015, the Indian government imposed a ban, lifted conditionally a few days later, on more than 800 website deemed pornographic, in an ostensible bid to curb child pornography and sexual violence.



India has been a particularly conservative country for the last few hundred years. Infiuenced by the puritainism of several groups, including Islamic dynasties, British overlords are the country's own Brahmin priestly cast but india was not always like this. Sexual norms were far more liberal before the 13th century giving equal importance to the secular and the were far more liberal before the 13th century. Giving equal importance to the secular and the spiritual, Sex was taught as a subject in formal education, and kamasutra, the world's first sex treatise, was written in ancient india between the 4th Century BCE and the 2nd Century. More liberal times can be seen across the country. They're literally carved in stone in the form of erotic motifs on the lower walls. In fact if you look closely, reminders of these more liberal times can be seen across the

country, they're literally carved in stone in the form of erotic motifs on the lower walls of the 13th century Sun temple at Konark in the east India state of Orissa. Nudity is prominent in the paintings and sculptures of heavenly maidens at Maharashtra's Buddhist rock-cut Monastic Caves, Ajanta "2nd Century BCE" and Ellora 5th to 10th Centuries'

India's Most Graphic Example of Erotic Temple Art

However, the best-preserved and most graphic example of erotic temple art can be found in the small town of Khajuraho in the central India state of Madhya Pradesh, its elegantly carved Hindu temples were declared a UNESCO World Heritage site in 1986. Built by the Chandela dynasty between 950 and 1050, only 22 of the original temples remain. When I entered the 6sqkm site late one monsoon afternoon, the sandstone glowed a burnished gold, local women carried fresh flowers and incense sticks for their prayers, while visitors perambulated the outer corridors, gawking at the profuse and intricate sculptures that covered gods and goddesses, warriors and musicians, animals and birds, it could have been a scene. But on closer inspection, many of these carvings were of an intensely erotic nature, featuring women and animals. There were depictions of threesomes, orgies and bestiality. Although I knew what to expect, I was still taken aback by shapely maidens and virile men contorting their bodies in impossible sexual positions, right next to sculptures of divine beings smiling blissfully at the devout. Although a few stones were chipped and several limbs broken, the carvings were incredibly pristine, considering that the temples are more than 1000 years old. There are various theories about the existence of such graphic motifs. One of the more exotic ones propounds that since Chandela kings were followers of tantric principles, which dictate the balance between the male and female forces, they promoted their faith in the temples they created.

Other theories have to do with the role of temples themselves in those times: they were considered places of learning as well as worship—especially of the finer arts, including the art of lovemaking. In addition, some believe that the depiction of sexual activities in temples was considered a good omen because it represented new beginnings and new life.

That apart, Hinduism has traditionally considered sex an essential part of life, which could be why the carvings are casually interspersed between others that portray activities as varied as prayer and war. The fact that they are set in plain view and not tucked away in an obscure corner seems to suggest that their creators meant for them to be seen by all.

Isolation Helped these Graphic Motifs Survive

Bizarrely, there's no reason why these ornate temples were built at Khajuraho, since there's no clear record of whether there was even a kingdom in this location. The survival of these graphic motifs can likely be attributed to their isolation for hundreds of years in the region's once-thick forest, only rediscovered by Englishman Captain TS Burt in 1838. In fact, Burt himself had to be persuaded by his Indian attendants to make the journey: he didn't believe anything of interest would be found at the remote spot. These charmed temples have also managed to evade the wrath of India's moral police who in recent years banned or destroyed a range of cultural artifacts, ranging from Salman Rushdie's books to MF Hussain's paintings.

But what I found even more interesting than the explicit carvings and the history behind them was the fact that entire families were quietly engrossed in the guide's speech as he analyzed the spicier carvings high on the walls of the magnificent Kandariya Mahadeva temple. No eyebrows were raised, no embarrassed looks were exchanged, no giggles escaped young lips, perhaps the art is unobjectionable when viewed within a religious context – but I came away believing that Khajuraho holds within its walls a larger lesson on tolerance for India.

Khajuraho was the first capital of the Chandelas who rose to rule the region in the 9th century CE and in the 10-14th centuries were the most powerful rulers of this region from the onset; Khajuraho was envisaged as a city of pleasure, but the absence of any non-religious structures other than tanks and lakes is interesting. By the 16th century Khajuraho vanished into forested oblivion and is not even mentioned in the Mughal records.



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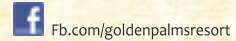
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