

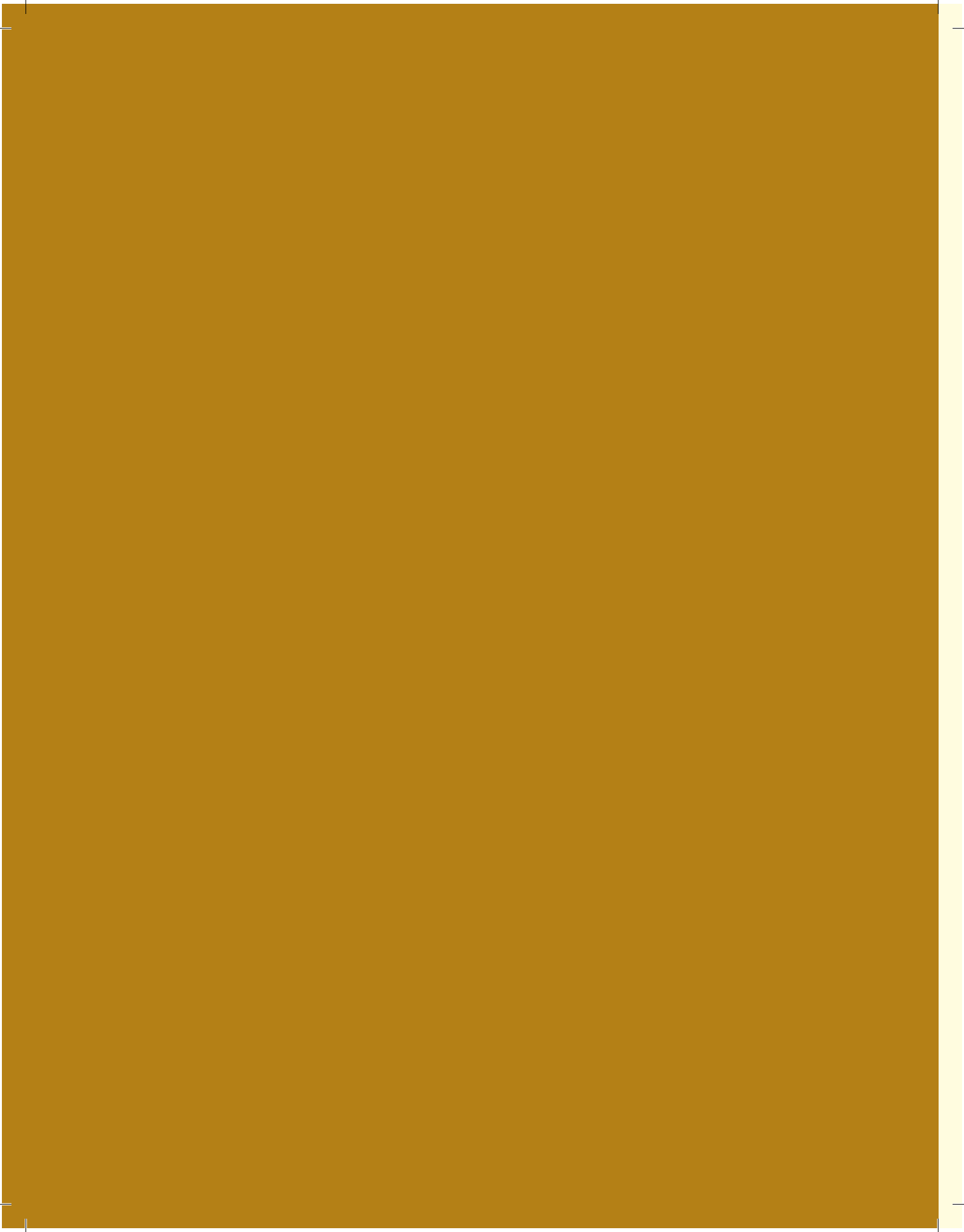
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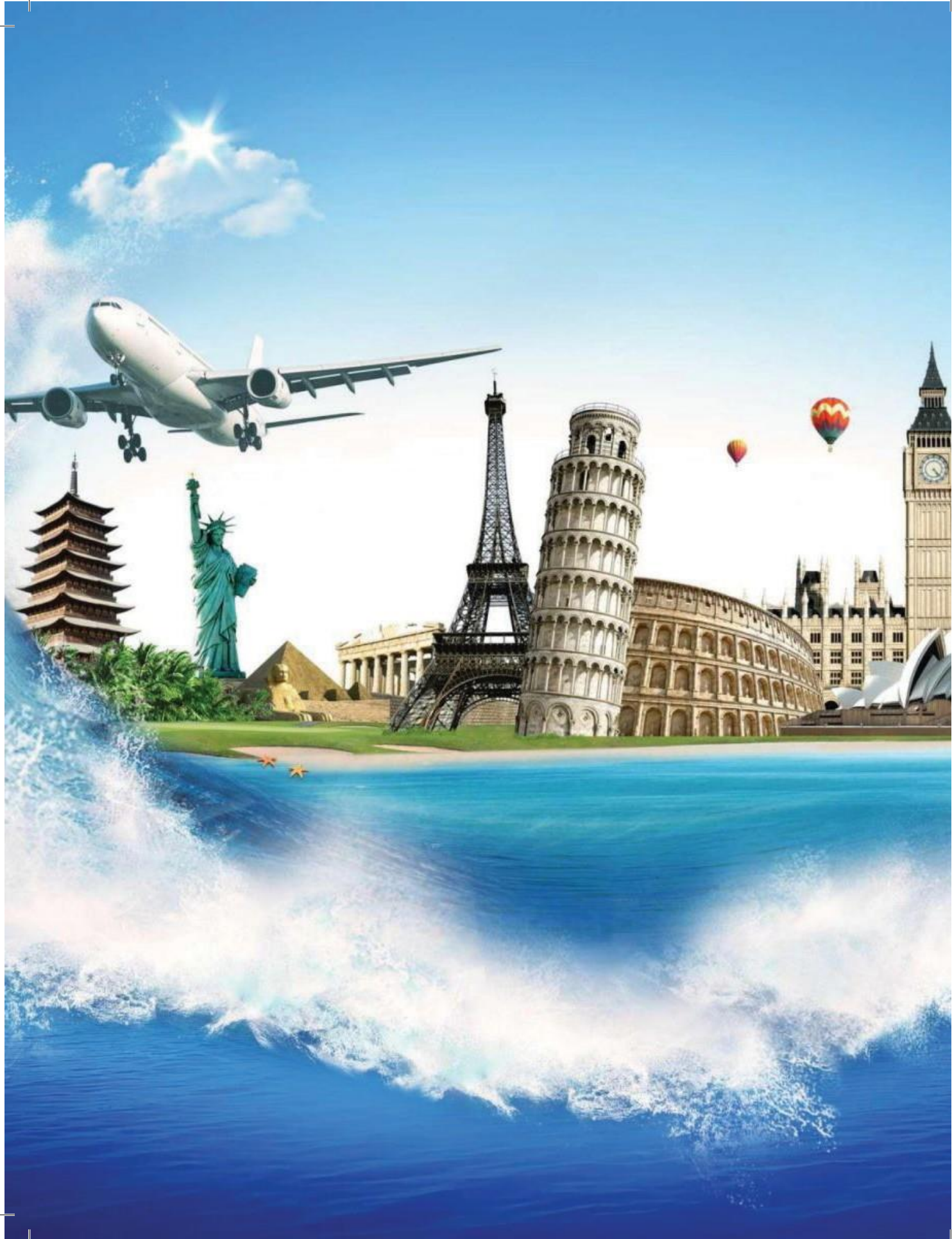
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Assessing the Significance of Foreign Tourists Arrival for Pilgrimage and Heritage Tourism in Tamil Nadu

Paper Code: CJ19/RP001

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ABSTRACT

Tourism is one of the fastest growing industry and Indian tourism is growing more than 10 % a year on average. India has been ranked at the third place in WTTC's new Power and Performance report, which looks at the performance of 185 countries over the last seven-year period (2011-2017). Tourism is the 3rd highest foreign exchange earner for India. **Pilgrimage tourism** is the type of tourism that entirely or powerfully motivates tourists for the achievement of religious attitude and practices. Heritage tourism is visiting ancient heritage sites with historic and architectural value. In India more foreign tourists and domestic tourists making regular visits to pilgrimage & heritage sites. Most of the old temples are also heritage sites and hence both types of tourism are inter related.

Foreign tourists visit these temples sites after knowing its importance and its architecture by reading through tourism books like lonely planet and also through websites. Most of the foreign tourist visits a place after reading and gaining some knowledge about the place only. Tamilnadu attracts more tourists in the pilgrimage and heritage tourism sector. The objective of this study is (i) to assess the major factors that motivates foreign tourists to visit Tamilnadu, (ii) to find out what attracts them more in Tamilnadu? It was done through primary research by issuing questionnaires to 150 foreign tourists visiting Tamilnadu in important pilgrim centers. Pearce tourism motivation model was used in this study to evaluate the influence factors of foreign tourists. Five hypotheses were framed and tested using smart PLS. The results showed that four factors influenced the tourist motivation namely relation, stimulation, esteem needs and self-realization. The findings and suggestions are presented.

Key words: Temple tourism, pilgrimage tourism, Inbound tourism, Tamilnadu tourism

INTRODUCTION: Tamilnadu is a state of numerous ancient Hindu temples and heritage sites, which attract large number of domestic and foreign tourists. Most of the popular temples in Tamilnadu are very old and hence they are also heritage sites. Hence temple tourism and heritage tourism are closely interrelated. The architecture of the temples and religious importance make it an attractive blend of tourism product. One of the four Dravidian states of India, it has had more than 4,000 years of continuous cultural history. Tamil Nadu has some of the most remarkable temple architecture in the country, and a living tradition of music, dance, folk arts and fine arts. From 2014 to 2017 Tamilnadu ranks No.1 in Foreign tourist arrivals and also in Domestic tourism. The state was ruled by Chera, Chola and Pandiya kings and besides numerous other kings who had contributed various temples n various parts of the state. It is interesting to see

these various temples and many of which have a unique story of origin which make sit quite interesting. Tamilnadu has been astonishing impressive in temple tourism and blessed with well known temples are spread out from Chennai in the north to kanyakumari and Rameshwaram in the south end. The recent Keeladi excavations by ASI through carbon dating in Tamilnadu have proved that Tamil Sangam Era history dates back to 2 Century BC.(Dennis, S.Jesudesan, 2017) Hence this findings has added more value to the heritage tourism in India and especially Tamilnadu.

Objective of this study: The main objective of this study is to assess the major factors that motivates foreign tourists to visit Tamilnadu, (ii) to find out what interests them very much to visit Tamilnadu?

Review of literature:

S.Vijayanand (2012) has explored the pilgrim tourism in Tamilnadu and found the great potential for pilgrim tourism in Tamilnadu and has suggested low cost accommodation facilities like dharmasalas for pilgrims. Some tourists will approach pilgrimage aspects from a recreational or diversionary point of view, whilst some will come with ideas of experimentation or will be seeking alternatives. Improving road and travel facilities are necessary for the growth of pilgrim tourism.

Kavitha has explored the importance of pilgrimage tourism in India and found that the ancient temples and the rich cultural heritage attached with it has attracted more number of foreign tourists to Tamilnadu.

Anu Chandran (2011) states that the temples of Tamilnadu reverberate with spirituality and music and is known for its excellent temple architecture which attracts large number of foreign and domestic tourists.

G.S.Chauhan (2010) has analyzed the potential of Tamilnadu with a tourist perception approach and he has found that more foreign tourists came from UK, followed by USA, Australia and other countries. It was found that most of them visited to see religious places. He has identified 18 potential places in Tamilnadu for developing tourism.

A.Ananda kumar et al (2014) hasve identified Tamilnadu as a wonderful tourist destination for reasons, being one of the oldest civilization and also called,” land of temples” with more than 30,000 temples. The finely hewn grandeur sculptures temples reflect artistic excellence and cultural splendor.

Gream Mac rae (2004) has identified that the temples share a common cultural and institutional model that the centre of which is the diety which is not a mere image but a person fully corporeal, sentient and intelligent.

Dr.E. Iniyana has found that The antiquity of ancient Tamil country was more glorious than any other community in the world. In this connection, it may also be called as the “largest living museum” in the world. The study on the Cultural/Heritage tourism leads to the result on the relationship between the cultural/heritage destination and the overall satisfaction of tourists. Because of people’s inclination to seek out authenticity, including that of traditional cultures, heritage tourism has become a major “new” area of tourism demand.

Importance of Conserving Heritages sites

ICOMOS- International Council of Monuments and sites head quartered in France. ICOMOS works for the conservation and protection of cultural heritage places. It is the only global non-government organization of this kind, which is dedicated to promoting the application of theory, methodology, and scientific techniques to the conservation of the architectural and archaeological heritage, which has members from 156 countries. UNESCO organization is also associated in identifying, certifying and protecting the heritage sites all over world. In India we have ASI (Archeological survey of India) which undertakes restoration of damaged heritage sites in India. Only if the heritage sites and temples are preserved the future generations will come to know about the importance of these sites and our ancient history.

Importance of the Hindu temples In Tamilnadu:

Though there are several temples in Tamilnadu, it is important to show case the important temples by means of religious importance and old and heritage status and above all wonderful architecture. We have pallava architecture (Mahabalipuram monuments), Chola architecture (Big temple), pandia architecture (Madurai meenakshi temple)besides chera architecture (Vadukkunathan temple, Tirunelveli). All these styles of Tamilnadu are called Dravidian style of architecture.

The five abodes of Lord shiva

There are five gods which denote the “pancha boothas” namely

- Land – Ekambareswarar temple, kancheepuram
- Water- Jambulingeswarar temple, thiruvanaikka, Trichy
- Sky – Nataraja temple, Chidambaram
- Fire – Arunachaleswarar temple, Tiruvannamalai
- Air – Kalastheswarar temple, Kalasthi, AP

In the above four temples are located in Tamilnadu and each temple has its own story and all are related to lord Shiva. Tiruvannamalai also has many ashrams and notable ones are Sri Bhagwan Ramanashram, Yogi Ram surat kumar ashram. Several devotees go by walk around the temple on every full moon day.

Great living chola temples : The brahadeswarar temple also called the big temple in Thanjavur built by king Raja Raja chola is more than 1000 years old and a marvel architecture in which the shadow of the temple do not fall on the ground. It has a big lingam and nandi and show cases the unique architecture of the cholas made to perfection with only black rock cut stones. It has the tallest vimanam 198 feet, which is tallest in the world.

Gangai konda cholapuram is a replica of the big temple built by his son Rajendra chola to denote his victory in the war. This is located just 20 kms from Thanjavur.

Ariviteeswarar temple. Darasuram is a wonderful piece of architecture especially the chariot and the musical pillars are great attraction which is also more than 1000 years old. Together these three temples form UNESCO site and are called the great living chola temples.

Group monuments of Mahabalipuram

Mahabalipuram has Anantha sayanar temple dedicated to lord Vishnu and shore temple and five rathas and Arjunas penance which were all built by pallava kings is another UNESCO site.

It should be noted that Arjunas penance is world's largest Bas air –relief and the five rathas were made out of single rock stones. It shows the pallava architecture which is also unique in its style. Even today tourists can see the next generations chiseling out beautiful gods and sculptures out of raw rock stones.

SriRangam Ranganathasamy temple located in Tiruchirapalli dedicated to lord Ranganathar (Narayana) found sleeping on a snake boasts of the largest temple gopuram in Asia with a height of 239 feet. It has a separate sanctum for saint Ramanujar who did great religious service in spreading the vaishnavite principles to hindu many people and dedicated his life in teachings in this temple and it is said that god himself gave his place to him to do his teachings.

The temple idol is said to be gifted to vibhishana brother of ravana for taking to sri lanka with a condition that it should not be kept on ground, but unfortunately vibhishana keeps it on the ground and then god refuses to come and gets grounded there on banks of river Cauvery.

Navagraha temples :

- Surya Navagrahastalam -- Sooriyanar Kovil
- Chandra Navagrahastalam -- Thingaloor
- Angaarakan Navagrahastalam -- Vaitheeswaran Kovil
- Budha Navagrahastalam -- Thiruvankadu
- Guru Navagrahastalam -- Alangudi
- Sukra Navagrahastalam -- Kanjanur
- Shani Navagrahastalam -- Thirunallar
- Raahu Navagrahastalam -- Thirunageswaram
- Ketu Navagrahastalam -- Keezhperumpallam

People who believe in astrology will be interested to visit these navagraha temples mainly to get rid of their doshamas i.e bad times. It is believed that every one's good and bad happenings in life are based on their planetary positions and movements which can influence every individual based on their star and rasi. All these temples are located around kumbakonam within 10 km radius except thirunallar which is located in puducherry. It seems all the nava graha planets had curse and prayed lord shiva to remove their curse and Lord shiva told them to stay in their place and bless their devotees who came and prayed then their curse will go.

Other important temples

Madurai – Meenakshi amman temple- famous for its wonderful gopurams on all four directions and 1000 pillar mandapam etc, kallalagar temple, thirumalai nayakkar mahal is a beautiful artifact. During the month of chithirai the temple festival is conducted which attracts lakhs of devotees all around.

Rameeswaram – Sri Ramanatha samy temple is very old temple which has shiva lingam as the presiding deity, the Lingam of Ramanathaswamy (Shiva), is believed to have been established and worshiped by Rama, an avatar of the god Vishnu, to absolve the sins created during the Ramayana war at Sri Lanka. It is also a place for doing ritual dharpanas for the died ones and those who go to kasha will bring the ganga holy water from there and pour on shivalinga at Rameshwaram and complete the darpanas here on sea side. It has 22 holy theerthas within the temple. It has two shiva lingams one is Ramalingam made by seetha and another is swarna lingam brought by Hanuman from Rishikesh. As per rama's advice first pooja is made only for hanuman lingam outside and only then to the main diety.

Kanyakumari – kumara amman temple is popular here and beside it has the tall thiruvalluvar statue and vivekanandar rock on the sea.

Kancheepuram is called a city of 1000 temples it was the capital city of the pallava kingdom those days. It is called saiva kanchi, vishnu kanchi, Buddha kanchi and jaina kanchi since it has all the four religious temples. It is one of the seven holy cities to attain moksha. The Garuda Purana enumerates seven cities as provider namely Ayodhya, Mathura, Haridwar, Varanasi, Avantikā, Dvārakā and Kānchipuram. The important being, varadharaja samay temple, Ekambareswarar temple, kamatchi temple, kailasa nathar temple, kumara kottam, Ulagalanda samy temple kanchi sankaracharya mutt etc. Now Athi varadhar darshan which is offered only once in 40 years in Varadharaja perumal temple, kanchi has attracted nearly 1 Crore pilgrims from All over India and has completed the 48 days public darshan and placed under water pond its original place.

Kumbakonam has many temples of which important temples are Kumbeswarar temple, kasi viswanathar temple, Sarangapani temple, Ramasamy temple, Uppiliappan temple etc.

Besides Velanganni shrine “God of good health” Virgin Mary in Tamilnadu attracts large number of foreign and domestic tourists throughout the year. Nagoor darga is also a popular pilgrimage site. Both the pilgrim centers attract people from all religions which makes these places unique.

Vadalur – Sri Ramalinga vallalar- a holy saint who established the sathaya gnana sabai and preached jeeva karunya olukkam, the good practice and path to reach god and wrote several poems and books the popular being ‘thiurvarutpa.’ He believed in jothi worship of god. He is believed to have done miracles during his life time.

Six abodes of Lord Muruga – Palani, thiruparan kundram, thiruthani, palamudhir cholai, swami malai & marudha malai. Lord muruga son of lord shiva is said to be the god of tamils and his temple are located on top of hills. Palani temple is very popular and the main diety is said to have been made of `nava pashanam` by Bogar sidhar. The panchamirtham Prasad is very famous. It has rope car on rail to travel to the temple. Amman temples : there are several amman temples in Taminadu and the famous ones are samayapuram mariamman temple near trichy, melmaruvathur Adhi parasakthi temple, mangadu amman temple, bhuvaneswari amman temple, pudukottai, badhrakali amman temple etc.

Similarly for Lord Ganesha many temples small to big are there mostly found under trees. Famous being uchi pillayar temple, Trichy, Eechanari vinayaga temple, Coimbatore, sidhi vinayakar , mylapore pillayar patti vinayakar are popular.

Srivilliputhur Andal temple is another important temple who is said to have married Lord venkateswara. This temple tower is only created as the Government symbol of Tamilnadu. Still there are so many ancient and new temples in Tamilnadu which could not be fully summarized in this paper. But these ancient heritage temples stand as a testimony for the great pilgrimage culture and a popular tourism product to attract several tourists all over.

Proposed Model and hypotheses:

We have used Pearce Model of Tourist motivation in this study.

Based on Maslow`s theory of motivation, pearce applied it to tourism and combined it with tourist experience.

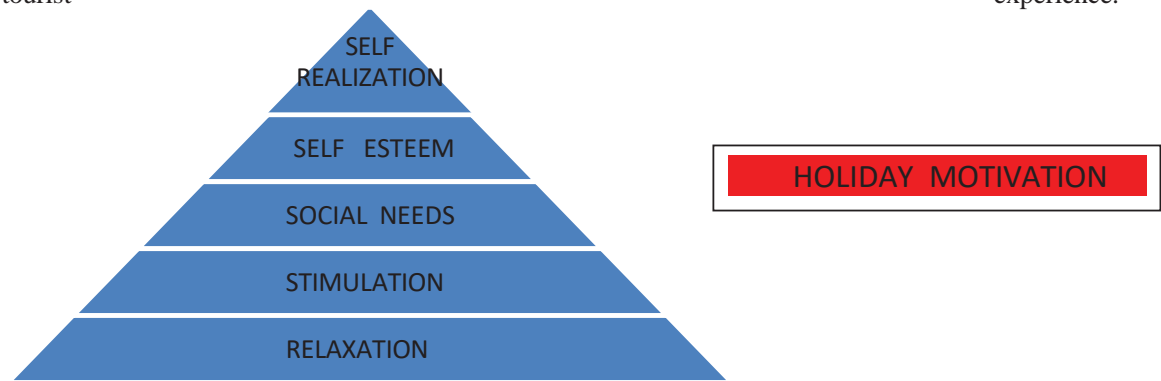


Figure.1 Pearce Holiday motivation Model

He proposed five layers of holiday motivations (from the bottom to the top of the pyramid):

relaxation (rest <> active)

stimulation (stronger emotions)

social needs (family, friends)

self esteem (self development through cultural, nature or other activities)

self-realization (search for happiness)

Relaxation : Its mainly a basic motive of tourist to find places to take rest with family and this will help them to be active when they go to work. Relaxation can be done at home also but people like to go to a different location away from home to relax themselves. These are related to stronger emotions on a particular place.

Motives and motivations

In the context of travel motives the concepts of push and pull factors are commonly used. There are external motives in tourism that can influence tourists and pull them towards a certain motivation and subsequent decision. Apart from the pull factors, there are also impulses stemming from the inner person that push an individual toward a certain direction: the push factors. The element of escape is one example. Push factors are normally related to a lack (and not so much a deficiency) and if this lack is not satisfied it may cause harmful effects. A lack of rest (over-fatigue) may lead to a need and subsequent travel motive.

Different layers of motivation can be distinguished. The motive to travel stems from the inner person (push factor), but the more specific motivation that fills in the general travel motive often draws on external influences or pull factors.

Escape, Search and Desire

Profound changes in the way that place and time are experienced as a result of accelerated globalization have led to a new questioning of identity, the self and the place people take in this world. Not only are ways of living leading to a sense of loss of identity, for many individuals computerized work conditions and everyday roles impose constraining and monotonous routines in which individuals find it difficult to pursue their self-realization.

It is in this context that the development of travel needs is mirrored with fast growing consumerism, increasing insecurity about one's own identity and the place people take in this world. The various motivations that (potential) tourists generate have a direct influence on the type of holiday they choose. Crompton based his theories of travel motives on two main lines: the need to escape (fleeing from the western stressful life or work environment) and the search for the new and the other.

Stimulation: The stimulation for tourists comes from reading information about a place through books or through internet which if of interest. It may be religious stimulation when they listen to some program on television or travel fairs. Escape, search and desire are three factors responsible for the stimulation of tourist. It is related to the individual tourist preferring bodily and spiritual wellness.

Escape

Tourism can offer freedom from work and other time obligations, an escape from traditional social roles and the liberty to spend one's time however one chooses. Indeed, tourism reflects the "anti-structure" of life, an escape from something, rather than a quest for something. The travel motives originate from a lack of things needed for survival: a person can feel strongly that he is lacking something and cannot continue without satisfying it. In tourism terms this may sound harsh, but the fact is that for many a holiday is seen as a necessity for survival and to be elsewhere is seen as the only solution.

Search

Travel needs and motives may also stem from an inner feeling of wanting to learn about new things, further fuelled by external pull factors that promise just that. This type of tourist has a

fairly clear idea where he wants to go and he is not travelling away from his home (such as it is the case with escape), he is travelling toward a fixed destination. His basic need springs from the feeling of a deficiency that he has encountered in his home environment. Once at a destination this tourist abdicates from his social status and indulges himself in the liminal practice of being a tourist. The elements of wanting to learn new religious things, experience different cultures, discover oneself and probe one's own body are all basic elements of this personal search.

Desire

Desire to see places of religious importance arises out of the stimulation. The importance lies in the travelling and not in being a tourist. Desire as a main travel motive may also concern intangibles, such as certain emotions or deep spiritual experiences. Ecstasy and anguish are examples.

Social needs: Social needs involves meeting family and friends in places outside their normal residence. Meeting family and friends given one a feel of satisfaction when they discuss and enquire each other. It includes meeting during marriages, functions and religious festivals.

Self- esteem needs: This includes self development through cultural, nature and other needs.

This also implies the tourist like to learn about new spiritual practices like yoga, meditation etc. Visit to temples and know more about them.

Self-realization: This is the ultimate motive of a person to realize himself and go in search for happiness. Life seems to be faster and the resulting pressure is mostly felt on the level of the lack of self-realization and being oneself. Another consequence seems to be that rational factors have started to control the non-rational ones (emotion, bodily feelings or spontaneity) leaving too little space for the satisfaction of the latter. This has increasingly prompted a shift from the need to escape from it all to a need to search for one's true self, whereby a calm environment is the most suitable condition.

Based on the Pearce holiday motivation model five hypotheses have been framed as given below:

HYPOTHESES

H1 – Holiday motivation of foreign tourists are influenced by relaxation.

H2 – Holiday motivation of foreign tourists are influenced by stimulation on pilgrimage.

H3 – Holiday motivation of foreign tourists are influenced by social needs.

H4 – Holiday motivation of foreign tourists are influenced by self esteem needs.

H5 – Holiday motivation of foreign tourists are influenced by self realization with god.

DATA COLLECTION: Data was collected in person from 150 foreign and domestic tourists by using standard questionnaires containing 40 questions under 6 constructs, issued directly to

the tourist at places of stay and visit. The collected data was coded and feeded in SPSS software . Convenient sampling method was used due to lack of time to travel to all places of Tamilnadu. Here holiday motivation is the exogenous variable and path is created from the exogenous variable to all the other five constructs

Table No.1 Share of top ten states in Foreign tourist arrivals in 2015

Source: Ministry of tourism, Govt of India report for 2015

Rank	STATE	NUMBER	%
1	TAMILNADU	4684701	20.1 %
2	MAHARASHTRA	4408916	18.9 %
3	UTTARPRADESH	3104062	13.3 %
4	DELHI	2379169	10.2 %
5	WEST BENGAL	1489500	6.4 %
6	RAJASTHAN	1475311	6.3 %
7	KERALA	977479	4.2 %
8	BIHAR	823737	4.0 %
9	KARNATAKA	636502	2.7 %
10	GOA	541480	2.3 %

Tamil nadu ranks No.I in 2015 in FTA.

Table No.2 Share of top ten states in Foreign tourist arrivals in 2016

Rank	STATE	NUMBER	%
1	TAMILNADU	4684701	19.1 %
2	MAHARASHTRA	4408916	18.9 %
3	UTTARPRADESH	3104062	12.8 %
4	DELHI	2379169	10.2 %
5	WEST BENGAL	1489500	6.2 %

6	RAJASTHAN	1475311	6.1 %
7	KERALA	977479	4.2 %
8	BIHAR	823737	4.1 %
9	GOA	636502	2.8 %
10	PUNJAB	541480	2.7 %

Table No.3 Share of top ten states in Foreign tourist arrivals in 2017

Source: ministry of Tourism, Govt. of India report.

Rank	STATE	NUMBER	%
1	TAMILNADU	345061140	20.9 %
2	UTTARPRADESH	233977619	14.2 %
3	KARNATAKA	179980191	10.9 %
4	ANDHRA PRADESH	165433898	10.0 %
5	MAHARASHTRA	119191539	7.2 %
6	TELANGANA	85266596	5.2 %
7	WEST BENGAL	79687645	4.8 %
8	MADHYA PRADESH	78038522	4.7 %
9	GUJARAT	48343121	2.9 %
10	RAJASTHAN	45916573	2.8 %

In 2017 also TamilNadu ranks No.1 postion. 2018 full data is yet to be received.

Table No.4 Demographic data of Participants

Gender	Frequency	%
Male	75	50

Female	75	50	N - 150
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Nationality

USA	54	36 %
BANGLADESH	24	16 %
UK	26	17 %
FRANCE	20	14 %
OTHER COUNTRIES	26	17 %

AGE

Above 60	64	42 %
50 – 59	58	39 %
40-49	28	19 %
30-39	-	
below 30	-	

OCCUPATION

Business man	46	31 %
Self employed	24	15 %
Salaried class	22	15 %
Retired	58	39 %

and
(Lee
Table

Reliability Analysis

Reliability is a measure of how consistently similar measures produce similar results. Reliability of instruments has two dimensions namely repeatability internal consistency. Cronba, 1951).

No.5 Reliability Analysis

VARIABLE	No.of items	Cronbah`s Alpha
Holiday motivation	6	.856
Relaxation	5	.802
Stimulation	5	.834
Social needs	6	.842
Esteem needs	6	.812
Self realization	7	.918

Over all Cronbah`s Alpha value - .838

It is found that all the variables have obtained a value of above .8 which is above cut-off value of 7 and over all cronbah`s value is .831 for 35 items which is good. Hence the data satisfies the reliability of internal consistency.

Further the hypotheses was tested using boot strap technique. The hypothesis testing was carried out by examining the path coefficients (beta) between latent constructs and their significance. To test the significance of the path coefficients the boot strapping technique was utilized. The t-value shows the contribution of each variable to the model. On the other hand, p-value shows the significance of the relationship.

Table No.6 – Hypothesis testing

Hypothesis	Path	Beta	t-value	p –value	results
H1	HM – RE	-0.171	2.204	0.014	Accepted
H2	HM –ST	0.342	3.811	0.000	Accepted
H3	HM –SN	0.110	0.505	0.546	Rejected
H4	HM –EN	0.237	2.062	0.002	Accepted
H5	HM – SR	0.109	2.383	0.005	Accepted

Hence out of five hypotheses four has been accepted by the test.

FINDINGS & RESULTS

1. The findings prove that there is positive influence between holiday motivation of foreign tourists and relaxation needs.
2. The findings suggest that there is positive influence between holiday motivation between foreign tourists and stimulation for pilgrimage.
3. Holiday motivation influences the self esteem needs of foreign tourists through cultural, natural and religious activities.
4. Holiday motivation influences the self realization goal of the foreign tourists through pilgrimage tours.

By questionnaire we were able to find that,

5. Foreign tourists are more interested to see the various styles architecture of the temples.
6. Foreign tourists are interested to know the history of the temple formation.
7. Most of the tourists study about the temples they are going to visit through lonely planet book and through websites and come.
8. Majority of the Foreign tourists are very happy visiting the Tamilnadu temples due to its heritage value, and it facilitates to satisfy the self esteem and self realization goals.

SUGGESTION TO GOVERNMENT FOR PROMOTING TEMPLE TOURISM

1. Government should showcase the important temples in India to foreign tourists by showing videos in international tourism fairs like ITM.
2. Domestic tourism can be improved by marketing in national tourism fairs and through internet in tourism websites.
3. Packages can be offered at special rates covering various temple circuits.
4. Tamilnadu tourism is already conducting various temple tourism packages, which need to be marketed all over the country, especially north to attract domestic tourists.
5. More infrastructure and accessibility facilities need to be provided in all temple towns for easy access of tourists.

In the recent government budget kancheepuram city has been identified as one of the circuit for development which is a good news. Also PRASAD (Pilgrim rejuvenation and spiritual Augmentation scheme) will rejuvenate the pilgrim tourism in India and a good initiative by government to boost pilgrim tourism. Not only Tamilnadu but we have so many heritage temples more than 1000 years old in India in other states also which also need to be conserved to promote tourism in India.

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‘A Conceptual Study on Green Transportation in Bengaluru’

Paper Code: CJ19/RP004

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Abstract: This paper presents a conceptual approach for understanding and analysing sustainable transportation infrastructure that brings positive impacts on the environment, economic and social dimensions. Bengaluru is rigorously growing urban city, plays a major role for contributing the Indian economy. Due to the increased economy there are enormous employment opportunities leading to increases migration to the cities. This scenario has led the city from Green City to the most polluted city. Increased population and growing demand of the people has led to modification and expansion of the transportation infrastructure.

The main aim of the study is to understand the threats of the transportation sector can have on the three dimensions of the Sustainability- environment, social and economic, to identify the transportation infrastructure that is vulnerable to climatic change in Bengaluru and to examine the impact of climatic change on the transportation infrastructure. The paper provides an overview of the importance of green transportation and green mobility infrastructure which has become an epitome of Sustainable Development.

Keywords: Sustainable transportation, urbanization, dimensions of sustainability, carrying capacity, global warming, eco-friendly modes of transportation, green mobility transport technologies, and over-population.

Introduction

The promise of employment and well-being attracts the majority to the urban areas. With the rapid development and growing demand has brought a direct effect on the demand and supply of transportation industry. Carrying capacity of the area is exceeded leading to poor air and water quality, water scarcity, waste-disposal problems, and high energy consumption and degradation of the environment. In the over-populated countries like India, excess usage of vehicles and limited infrastructure is causing traffic congestion, pollution, accidents; commuting time has become a major issue. Transportation is the single largest source of air pollution and greenhouse emissions. Intensive urbanization has lead to poor management in providing services to the citizens.

Enormous environmental devastation and utilization have lead to realization of environmental conservation. Therefore, the concept of sustainability was introduced. Sustainable transportation means the transportation that is 'green' and has a low impact on the environment, social and economic. Some of the eco-friendly modes of transportation are cycling, car pooling, car sharing, automated cars and transit. The advantages of using green transportation will have a positive impact such as

- Environmental

Transportation is the second largest producer of harmful emission of gases apart from the industrial sector. Adopting of eco-friendly vehicles will help in the reduction of pollution and depletion of ozone layer.

- Economy

Eco-friendly vehicles saves money as it can be used with chargeable batteries rather than purchasing petrol. It helps in the creation of jobs as mass transit and energy efficient cars require people working in construction, design, technology, maintenance and manufacturing, among other fields.

- Social

Green transportation helps in improving the health issues faced by the people due to inhaling of harmful emission of gases produced by the transportation.

It is evident that adopting Green transportation will reduce the current issues faced by the city which will enhance healthier lifestyle and improve quality of human life.

Review of Literature

The rigorous developing countries like India, it is found that urbanization is resulting in mass migration of people into metropolitan cities like Delhi, Chennai, Mumbai, and Bengaluru. C.B., J., Naiklal, H. and Sitaram, N. (2015) said that Bengaluru in recent past started experiencing high human influence on the land usage and land cover patterns affecting environmental degradation. Understanding the dynamic prototype of urbanization has led the world to experience global change at various spatial levels (Verma, A., Rahul, T. and Dixit, M. 2015). In addition to that, Metropolitan transportation has a greater negative impact on the cities environment, social and economy (Shen, L., Du, L., Yang, X., et.al, 2018). Prominent authors commented that an increasing population bringing up high pressure in using more vehicles as there is limited transportation infrastructure and for personal convenience. Many studies and reports state that urban cities can enjoy the boom only for few more decades because of the unsustainable practices adoption of transportation systems. Shen, L., Du, L., Yang, X., et.al, in (2018) has given example of Seoul which was a developed city in the year 1980s, private car ownership per thousand people amplified more than ten times from 1980 to 2000. Considering the same example, one can predict the current scenario in Bengaluru. Though the local government has taken efforts to overcome infrastructural limitations through executing large-scale urban erection projects in Bengaluru have resulted in increased congestion because of the unrestrained production of private vehicles.

Exchange of goods and services and as well as human movement, transportation and mobility has crucial elements of global economy. Transportation has changed the global face of employment, life style, trade, and health care. Understanding the importance of the transportation infrastructure and its mobility it is become an essential need to be well organized and adopt sustainable transportation especially in developing countries said by Tahir, M., Khan, A. & A. Naqvi, H. (2011). Failure of adopting eco friendly transportation will bring cities and areas to suffer from pollution, environmental degradation, congestion in roads, increased cost in infrastructural costs, and fever availability of land for other purposes.

Wang, (2012), stated that people around the globe have started realizing and becoming aware of the importance of reducing their carbon footprints to protect the mother earth. However, the change in the climate and global warming have made the human being to take mitigate steps like adopting sustainability in order to overcome the challenges faced in environment, economy and social.

Considering the above issues there are many sustainable practices adopted globe wide. Adoption of green transportation will make difference in the situation and will support the economy, social activities and protect environment (C.B., J., Naiklal, H. and Sitaram, N. 2015). Realizing the threats for Bengaluru, Karnataka tourism policy for the year 2014 to 2019 has considered environmental friendly vehicles aiming zero pollution and having fewer impacts on the ecology. UNEP (2011), discussed on the role and importance of the sustainable transport in a green economy and identified the eco friendly transportation as the main sector which supports the main pillars of sustainability i.e., environmental, social and economy. Green transport has its own advantages such as reduction in green house emission, pollution, reduces poverty and strengthens economic growth. Bina, O. (2013) commented that solution for crisis faced by the world can be solved only by the adoption of green agenda for sustainable development.

Mobility is a primary requirement for the fulfilment of human desire to socially and economically engage in society (Shen, L., Du, L., Yang, X., et.al, 2018). However, most of prominent studies state that growing mobility demand is a crucial challenge which fails the people to realize on eco-friendly transportation development. Considering the ignorance of people it is urged to take strict measures and introduce standards in order to make people to follow and adopt sustainability practices. The authorities should also encourage the private and public organizations to adopt modal shift, rational land usage, and technological innovations towards green agenda for sustainable development around the world.

According to Lumsdon, (2000) & Sorupia, Eden (2005), transportation has a direct relationship with tourism. Many prominent studies states that sustainable transport and tourism is not integrated in the policy framework for sustainable development. The researches' suggest the stakeholders to consider green transportation in tourism related planning and policy so that it benefits not only the urban areas in respect to social, economy and environment but also bring new pathway to promote tourism in such regions.

The review of literature concludes that environmental issues are becoming a major threat to the world. Due to that, it is essential and mandate to every citizens to adopt the sustainable practices with respect to transportation in order to save the eco system which in turn reflects the progress in economy, social and environment for sustainability.

Conclusion

Transportation is the major user of energy and burns most of the world's petroleum creating pollution (air and water) and is significant contributor to global warming through emission of harmful gases. Therefore, it is essential to find an alternative mode of transportations which is sustainable and eco-friendly such as cycling, car pooling, car sharing, automated cars and transit. Bengaluru once a 'Green City' also known as a hub for start-up companies is now over-polluted. Currently the city experiences pollution, traffic congestion, expansion of transport infrastructure. This study has identified the sustainable or eco-friendly mode of transportations which can be beneficial for the environment, economy and the local people of Bengaluru. Hence, adopting Green transportation will reduce the current issues faced by the city which will enhance healthier lifestyle and improve quality of human life.

Based on secondary data the study suggests considering green transportation in tourism related planning and policy so that it benefits not only the urban areas in respect to social, economy and environment but also bring new pathway to promote tourism in such regions. A policy and research orientation could be implemented green/zero emission and safe transport including measures for transport have system dimensions (infrastructure, vehicles and operations) and land used patterns. Campaigns and awareness programmes should be implemented in administrative organisations like schools, college's through inputs in their curriculum and even public awareness in every nook and corner of over-populated cities. Prioritize for the construction of bicycle tracks and even introduce tracks ever transportation which can reduce traffic congestion. Introduction of green mobility transportation technologies will ensure safe, affordable, quick, comfortable and reliable access to the growing mass population.

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Climate Influenced Travel decisions among Hospitality Students

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Abstract

Since the Industrial revolution, the amount of Greenhouse Gas (GHG) in the atmosphere has reached to unprecedented levels primarily due to anthropogenic causes. According to UNWTO - UNEP - WMO (2008), the GHG emissions from tourism industry was estimated to be about 5% of total global emissions and predicted to increase by 2020. Since then, several climate change awareness campaigns were launched to inform about GHG emissions generated by tourists' activities. However, several studies indicated negligible change in tourists decision making and travel behavior. There existed an Awareness - Action Gap among travelers. The current growth, and predicted future growth, of international tourism is a major concern. With expanding numbers of international and domestic tourists forecasted for the coming years; international tourist arrivals, are forecasted to reach 1.6 billion by 2020 (UNWTO, 2009). Since college student are becoming the main tourism consumer population (Student and Youth Travel Association, 2014), it is vital to understand their awareness of climate change issues and their implementation in travel decisions. Therefore, the study aims to examine hospitality students' awareness of climate change and its link with travel-related decision-making both of which are critical for designing strategies to reduce the GHG emissions. A sample of 265 Hospitality students were selected for the study. A survey questionnaire was used for data collection followed by Bivariate Correlation analysis. The results of the study indicated that awareness of climate change existed among majority of travelers and it reflected in their decision making and choice of mitigation strategies. The study concludes by discussing demand focused strategies aimed at influencing youths to reduce their carbon foot print.

Key Words: Environment, Sustainability, Climate Change, Travel behaviour, Travel Decisions

1.1 Introduction

Climate change has a strong relationship with the tourism industry. The tourism industry is a victim as well as a contributor to Climate Change. According to United Nation's World Tourism Organization's Davos Declaration (2007) tourism industry contributes on an average about 5% of the global Carbon di Oxide emission in terms of radioactive forcing and about 4.6% of GHGs

emissions related to Global Warming. At the same time, weather and climate are important elements in many destinations as they influence the successful operations of tourism businesses (Becken, 2010). For Example, Ski Industry is a key example of weather-dependent tourist activity. According to Scott (2006), skiing activities can operate only when the snow depth is more than thirty centimeters when the temperature does not exceed ten degrees centigrade for more than two consecutive days accompanied by rain or when it does not rain for two days and over twenty millimeters. Any gap in tourist's expected weather and actual weather greatly influences tourist's decision making thus having a considerable impact on the destination (Becken, 2010). Travel decisions to a large extent are influenced by the destinations images of Sun, Sand, Sea, availability of snow and perceptions of other such climatic variables such as temperature, precipitation and humidity (De Freitas, 2001). Accordingly, several scholars are conducting research to study the impacts of climate change on tourism destinations, recreational activities and tourist behaviour as a result of changing climate and environmental conditions (Scott, et al., 2008; Hall et al., 2015).

1.2 Literature Review

Several tourist destinations in the world are sensitive to environmental change. Studying tourist's perceptions of these environmental changes are crucial in the tourism industry especially in these climate-sensitive regions (Gossling & Hall, 2006a). Certain studies indicate that tourists' perception of climate change is not entirely negative. For example, according to Scott et al (2007), annual visitation for nature-based tourism in the Rocky Mountains of Canada would increase under all climate change scenario, especially under a warmer scenario. This would increase tourism by 6-10% by 2020. According to these studies, tourists perception of climate change might vary based on different cases, since numerous variables will influence climate change perception among tourists. A study conducted in Zanzibar to understand tourists' perception of climate change indicate that some of the climate change associated variables such as temperatures were not perceived by tourists as a critical problem. Instead, they believed factors such as increased rainfall and humidity were significant and may have a negative influence on the choice of destination. The study also concluded that tourists showed little awareness and assumed little responsibility towards their behaviour which could influence climate change. Similar studies were conducted in other parts of the world. Becken (2010) conducted studies among tourists of New Zealand to explore their knowledge and awareness of their contributions to climate change made by air travel, their sense of responsibility and their attitude towards mitigation options. The results indicated a significant lack of knowledge and negligible willingness on the part of the tourists to change their tourism consumer habits, particularly with respect to transport. This could be because the value of freedom to travel is firmly established in the minds of those frequently global travelling tourists who participated in the research (Zhao, 2017). Other studies such as those of Dawson et al (2010) on long distance tourists travelling to Canada to watch polar bears, or by Cohen & Higham (2011) on tourists from the United Kingdom travelling to New Zealand, obtain similar results. In India, a number of research studies found that only about forty percent of the population say that they are aware of climate change and global warming (Revi, 2008; Dhiman et al, 2010; Lee et al., 2015). These studies also found limited awareness of global warming as a critical issue. About forty-one percent of the population said that they have either never heard of climate change or don't know about it (Leiserowitz & Thaker, 2012).

Cost and convenience is an important factor which inhibits tourists' willingness to change their behaviour. Higham et al (2014) found that all their research participants agreed to cost as the key driver for environmental behaviour towards climate change. Another obstacle for adapting 'pro-environmental behaviour' is the lack of convenient and efficient modes of transportation (Higham, 2014). According to Weber (2010), immediate financial concerns in the current financial climate might be a possible demotivator towards lack of responsible behaviour towards climate change and environment.

For the tourist's decision-making part, Gossling (2006) claims that in earlier studies, temperature and other climate variables are of great importance for the travel decisions of leisure tourists. Besides, climate change is a major factor influencing travel decision making. Hamilton and Lau (2006) also claim that number of rainy days and temperature are major components of climate information system which tourists want to be informed about while making decisions about their choice of destinations. According to these studies, the role of climate variables needs to be tested to understand the factors that may influence tourists' travel decision making.

In times of rapid development tourism, stakeholders must have a clear understanding of environmental issues to achieving competitive advantage. Over the years, awareness of these issues has increased among tourism stakeholders, yet the actions of the industry do not seem to have increased or developed at the same pace. The reason for this could be the lack of tourists' willingness to mitigate environmental issues. Marshall et al (2011) assessed awareness of and attitudes towards climate change among tourists who had chosen diving in the Red Sea (Egypt). In this case, the study found a disparity in the results. The tourists who were interviewed reported high awareness and proactive attitudes. On the other hand, tour operators reported that their clients demonstrated moderate awareness and little evidence of proactive attitudes.

1.3 Objectives of the study

From the literatures reviewed in this study, it is clear that most of these studies have focused on tourists and travelers. There is a lack of studies focusing on college student population. Since college student are becoming the main tourism consumer population (Student and Youth Travel Association, 2014), it is vital to understand their awareness and perceptions on environmental issues affecting the tourism industry and their attitude towards making environmental friendly travel decisions. In this study, hospitality students are the target population as they will become future decision makers and will have a significant role in promoting sustainability in the tourism and hospitality sector. Therefore, the study aims to examine the awareness level of hospitality students towards Climate change and analyze if their awareness has any impact on their travel behaviour.

2 Methods

2.1 Location Selection

The sample population for this study is taken from the city of Bangalore. Statistics show that students from all over India (and abroad) make a beeline for Bangalore to pursue their higher education after school. The most popular city for students besides Pune, Delhi and Mumbai is Bangalore. Bangalore has become synonymous with youthfulness based on the increased number of young crowd vying for interesting career choices in the Garden City. The growth of travel and

tourism worldwide has led to an increase in demand for hospitality management, travel, and aviation professionals. The wide range of career opportunities includes hotels, airlines, cruise ships, retail, travel, event management, spas, recreation centers, restaurants, cinemas, museum and galleries etc. Therefore, the city offers a large population of hospitality students in colleges affiliated to both private and public universities.

2.2 Sample Selection and Data Collection

Purposive sampling technique was used to collect the data. The sample for the study has been taken from various colleges in Bangalore offering Hotel management courses. The data was collected using a survey questionnaire containing two dimensions with seven items each. The two dimensions were awareness dimension and attitude dimension. The questionnaires were distributed using Google forms.

2.3 Measurement

A 5- point Likert scale questionnaire containing a total of 13 items differentiated between two dimensions were used for the study. The first dimension is "Climate Change awareness" had six items, second dimension is "consideration of climate change in travel decision-making process " had seven items. A Bivariate Pearson Correlation analysis was used to analyze if there are any relations or patterns between these variables. Bivariate Pearson Correlations measures the strength and direction of linear relationships between pairs of continuous variables and evaluates whether there is statistical evidence for a linear relationship among the variables in the population. Table1 presents a summary of the items within each dimension and Figure 1 presents the linear conceptual framework.

Table 1: Dimensions And Items In the study	
Dimensions	Items
Climate Change Awareness	Climate change refers to any long-term shifts in climate over many decades.
	Climate change is occurring due to the presence of Greenhouse gases in the atmosphere.
	Climate change is harming the natural environment.
	Activities in the tourism industry contributes to Climate change.
	Tourists' are aware of Climate change impacts.
	Sustainable tourism can help reduce climate change impacts.
	Do you think the following are the constitution of greenhouse gases: Carbon di Oxide, Methane, Oxygen, Water Vapour, Nitrogen, Chlorine
Consideration of climate change in travel decision-making process	I hardly consider climate change issues in my travel decision-making
	Climate change is too complex for me to deal with at a personal level
	Cost plays an important role in tourism decision making process rather than climate change.
	I cannot change my travel behavior at the cost of my convenience.

	I think most of the concerns about climate change issues in tourism sector is exaggerated.
	Tourism service providers are primarily responsible for GHG emissions

2.4 Reliability

Before distributing the questionnaire to the samples, a reliability test was performed. A pilot study comprising of data collected from 40 sample was tested for Cronbach's Alpha reliability value using SPSS 24. The result showed a Cronbach's Alpha value of 0.855, and 0.829 for the two dimensions as shown in Table 2. Cronbach's Alpha value of 0.7 and above is considered to be good as it satisfies the basic requirements for internal consistency (Hair et al, 1998; Oerlemans & Peeters, 2010; Awang & Hamid 2015; Pongsamart, 2014). A summary of Cronbach's Alpha reliability test is given in Table 2

Table 2: Reliability statistics	
Dimensions	Cronbach's Alpha value
Climate Change Awareness	0.855
Consideration of climate change in travel decision-making process	0.829

3 Results

3.1 Descriptive Analysis

A total of 320 Questionnaires were distributed to Hospitality students out of which only 265 of them were valid for analysis. Majority of the respondents were males (58% as against 42%). Most of the respondents belonged to age group between 21-25 (64%) followed by 25-30 (19%).

Table 3: Descriptive Statistics		
Variable	N = 265	%age
Gender		
Males	153	58
Females	112	42
Age		
Less than 20	45	17
21 to 25	170	64
25 to 30	50	19

3.2 Findings

A Bivariate Pearson Correlation analysis was used to analyze any relations or patterns between the two dimensions - Climate Change Awareness and Consideration of climate change in travel decision-making process. The mean scores of the items within each dimensions were calculated for analysis. The analysis indicated a strong positive relation between Climate Change Awareness and Consideration of climate change in travel decision-making process which was statistically significant ($r = 0.71$, $n = 265$, $p = 0.000$).

Table 4: Correlation Analysis				
Dimensions		Climate Change Awareness	Consideration of climate change in travel decision-making process	
Climate Change Awareness	Pearson Correlation	1	0.71	
	Sig.(2-tailed)		0.000	
	N	265	265	
Consideration of climate change in travel decision-making process	Pearson Correlation	0.71	1	
	Sig.(2-tailed)	0.000		
	N	265	265	
Correlation is significant at 0.05 level (2-tailed)				

4 Discussions

Based on the results obtained from the correlation analysis, we can see a statistically significant and positive relation between Climate Change Awareness and Consideration of climate change in travel decision-making process which was statistically significant ($r = 0.71$, $n = 265$, $p = 0.000$). Therefore, we can say that an increase in awareness influences pro environmental travel decisions. Hospitality students who are aware of environmental impacts due to climate change display a willingness to involve in activities which are environment friendly. Depending on their level of awareness, they tend to choose the most suitable mitigation strategies which can create a memorable tourism experience as well.

Tourists often become upset of the mitigation strategies clash with their touristic expectation. Therefore, tourists choose their mitigation action carefully. Increase in Climate change awareness also influences tourists to change or adapt their behavior during their travels. Tourists with high environmental awareness show a concern towards the environment and decide to take actions which help in preserving and conserving the natural environment of the destinations they visit (Steg & Vlek, 2009). Their decision making focuses on utilizing products which are environmental friendly and sustainable. Although this study involved hospitality students, the results supports similar findings in the past which emphasized that tourists demonstrate a strong environmental concern when their environment related awareness was high (Hungerford & Volk, 1990; Lyons & Breakwell, 1994).

5 Conclusion

With a view to understand hospitality students' travel decision making under a climate change scenario, this study explored the relationship between their Climate Change Awareness and Consideration of climate change in travel decision-making process Based on the results, we can

say that climate change awareness is an important factor influencing tourists decision making. With the impacts of climate change occurring in tourist destinations across the world, it is essential to develop strategies and action plans to adapt or mitigate these impacts. However, no mitigation strategy will be effective if hospitality students are not willing to support them. Hence, it has become essential to customize these strategies according the destinations environmental characteristics as well as individual preferences. Earlier studies also support the claim that tourists may not be willing to be a part of any mitigation activity at the cost of their leisure and enjoyment. Therefore it is essential to understand the hospitality students' before encouraging them to adopt mitigation strategies as they are highly budgeted. Tourism marketers, Destination management organizations and other stakeholders should create climate change awareness among hospitality students in order to create a sense of environmental responsibility which would reflect in their decision making and selection of mitigation strategies. Research surveys like this one can provide plenty of information to develop such programs.

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Research Oriented Course in Tourism: A Tool for Better Tourism and a Better Future for All

Paper Code: CJ19/RP010

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ABSTRACT: Tourism has become one of the most prominent industries with unpredictable exponential growth. This growth has raised environmental concern and the negative impacts of tourism protrude. Environmental issues, labor issues, drastic climate change has started questioning the sustainability of tourism. To control these negative impacts tourism has to be regulated with proper policy framework and sustainable strategies, this emphasizes the need for research activities in tourism.

India from 1991 has started offering tourism as a course to study. Many universities and institutions offer courses in tourism, they have certificate courses to doctoral degree courses in tourism. However, a research-oriented curriculum for tourism other than in doctoral degree is not yet much focused in India although it is very important to have a systematic investigation in tourism to decrease the negative impacts of tourism which are protruding in the society.

This paper studies on the issues of tourism which are protruding in the society, the importance and benefits of tourism research and the present status of tourism research activities in India, the data for these studies are collected from desk research on tourism research organization 'EQUATIONS' and other published research papers. A comparative study is done on the tourism course curriculum of 3 major universities of India, viz. IITM, IGNOU and UGC to analyze the importance given to research-based tourism curriculum. The study concludes by emphasizing the research-based curriculum for tourism education in India for developing better tourism and a better future for all in a sustainable and equitable manner.

Keywords: Tourism Education, Tourism Research, Negative Impacts of Tourism, Tourism Research Curriculum, Tourism Research Organizations.

INTRODUCTION: Tourism is a dynamic industry that can provide job to job seekers and entertainment, relaxation and jovial moment to customers hence for a reason this industry has grown rapidly over years and still by contributing immensely to national GDP. Along with this uncontrolled growth the negatives impacts were imparted widely and it is now protruding in the society. Drastic climate changes, natural disasters in unpredictable and unusual places, environmental degradation, unacceptable socio-cultural changes, economic inequality etc. had created concern and questions the sustainability of tourism for the long run.

To regulate tourism to foster in a sustainable and equitable manner without imparting any negative impacts on either environment or life proper research have to be done whereby the issues and problems can be addressed and studied in a systematic manner and craft policy framework and necessary strategies along with campaigns and advocacy if necessary to alter the negative impacts.

Tourism research is an area of study in tourism were academicians and research scholars study about different issues and impacts of tourism in all aspects from a different perspective and find alternative strategies to develop tourism sustainably. Since the negative impacts of tourism have protruded it is very necessary to have more research in tourism. One way is by having research-oriented courses on tourism. This paper studies the need for research in tourism and its potential to foster better tourism and a better future.

Three major universities of India which offer tourism courses are compared with their syllabus to analyze the status of research-oriented course in tourism. The selected 3 major universities are IITM, IGNOU and UGC. To study the job prospects and research activities of tourism in India, a research organization was selected to collect data 'EQUATIONS, a tourism research organization in Bangalore India'. From the desk researches and comparative studies done in this research, the need for research-oriented course in tourism is determined.

NEED FOR STUDY

Tourism is a dynamic industry that grows at an exponential rate. Due to the potential of tourism to generate huge income and other benefits it is mostly been exploited, the negative impacts of tourism are protruding. Tourism is growing unregulated and this creates concern to environment and mankind. For proper regulation and growth in a sustainable manner research is very essential. Tourism research studies about the issues of tourism which helps in finding solutions to the issues and puts forward or crafts laws and policies for sustainable development. The basic objective of tourism research is to collect and analyze data for decision making.

This study addresses the importance of research-oriented course in tourism which enhances the student's ability to understand researching and find solutions to the issues. Implementing proper research activities in tourism can foster sustainable development of tourism which become a tool for better tourism and a better future for all.

OBJECTIVES

- To study the importance of research activities
- To analyze tourism research activities in India
- To study the benefits of tourism research
- To determine the need for a research-oriented course in tourism

LITERATURE REVIEW

Tourism Research in India

As the life of mankind on earth tend to live in better ways the egocentricity rises, the inequalities and social conflicts have become alternative ways to meet the needs and aspirations. More than half of the humanity is left behind and the world has become trash to the protruding humans. The postmodern era is characterized by the crisis (Singh, Kulkarni, & Broome, 2018). The warnings were already published by the scientist group, they have formulated few planetary boundaries for the safe existence of life on earth and reports that mankind has already crossed many of them (Rockstorm, 2009). The human activities have brought drastic climate change and change in geological structure which makes earth less hospitable (Crutzen, The anthropocene, 2002). These changes are mainly due to industrialization and activities of the capitalist economy making the era termed as Capitalocene or Industrialocene (Moore, 2017). The whole world pays for the leisure activities of a small minority.

Tourism is one of the industries that has contributed to the massive destruction of the world, it creates impacts on socio-cultural, environment and economy. Due to the potential of the tourism industry to generate huge financial benefits the corporate world has taken control over the industry and focuses on both elite and normal class of people to have leisure activities by exploiting the nature. The industry has grown rapidly and had created millions of job opportunities and few good and massive bad development. Since tourism accounts for the increase in the nation's GDP the government supports and relaxes many rules and policies which makes tourism grow unregulated. This unregulated growth of tourism breaches and damages the world.

The ill effects of tourism had infected India as well. The hotel industry is a part of tourism and is highly depended on tourism for the growth, as tourist traffic increase more hotels are necessary for the accommodation. In the year 2018 India had 8.36 million foreign tourists (ibef, 2018), domestic tourism is not quantifiable. For these tourism activities, the Indian hotel industry had 128.16 thousand rooms (Statista, 2018). Many international hotel brands had started their chain in India (Sharma, Yadav, & Sharma, 2018) which made the competition so tight and it also brought innovation (Vestian, 2016). International standards are achieved in Indian hotels easily. This competition and potential to generate huge benefits in different forms to the corporate world and for the elite class of people, many hotels run with relaxed rules, norms and policies focusing on leisure activities and modern facilities to satisfy the guest. This trend rise concern to the environment. Many hotels are built in those areas which are close to nature, environmentally sensitive area or close to a destination to attract tourist and provide a sense of satisfaction, these hotels are mostly built by acquiring forest land (Chanchani, Viswanath, & Seshadri, 2011) or on sensitive location giving rise to environmental depletion. The environmental effects of building massive infrastructure for hotels are not considered (Chanchani, Viswanath, & Seshadri, 2011) neither by the corporate or by the government, the pollution and degradation natural resources comes along with the rise of massive hotel buildings. Socio-cultural issues are also another major impact of hotel industry, local communities are ignored, gender inequalities (Equations, 2017), lack of proper training and development (Peshave & Gujarathi, 2014), lack of proper occupational health and safety measures (AMBARDAR, 2013) etc. results in high employee turnover rate (Mohsin, Lengler, & Aguzzoli, 2016).

Tourism also accounts for breaching and destruction. Unregulated tourism causes issues like child labour (Equations, Walking the tight rope; Exploitation of migrant children in tourism in Goa, 2016), gender inequalities (Viswanath & Singh, 2011), land grabbing and tourism induced displacement (Equations, Seizing India through tourism, 2006), bypassing local government and ignoring local communities (Equations, Seizing India through tourism, 2006), exceeding carrying capacity, unregulated use of natural resources and unregulated infrastructural development.

These severe issues of tourism can be studied and solved only with research activities as researches are careful and systematic studies done to find solutions and alternatives to issues and/or for further development. It is a method to state the problem, develop the hypothesis, collecting and analyzing data and/or facts so as to reach certain conclusions (Venugopalan, 2016). There are basically three types of researches in tourism; Descriptive research, Explanatory research, Evaluative research (Veal, 2006).

Table 1: Features of Research

- 01 Discover new knowledge
- 02 Investigation
- 03 Finds solutions for problems
- 04 Develop theories and principals to predict future
- 05 The data collected are either based or by observation or experimental
- 06 It requires keen observation and experimentation
- 07 Collects data from primary and secondary sources
- 08 The collected data are used for new purposes
- 09 Skills are required to do research
- 10 Answering unsolved questions
- 11 Careful recording and reporting is necessary
- 12 Patience is adequate to do research

Researches can be done in different form and contexts;

- Position statements
- Market profiles
- Market research
- Market segmentation

- Feasibility studies
- Leisure or recreational need
- Tourism studies or tourism marketing
- Forecasting studies

Main aims of tourism researches are to make policies, develop proper planning and management process which are done by;

- Academics
- Students
- Government and commercial organization
- Consultants
- Managers

In India tourism research is in the infant stage, although it was started in the 1970s for a better and sustainable tourism development in India the government must play the role of policy making, planning, regulation, coordination, monitoring, protecting and strengthen local institutions and community capacities along with the role of promotion and facilitator. (Equations, 2010). The government and different organization must be involved in uplifting the tourism education. In 1990s IGNOU had included diploma course in tourism where students study about the negative effects of tourism and the role of NGO's in tourism, these syllabi can give an insight to the learners about how to foster tourism sustainably. Now, in the present scenario tourism courses are available in almost all universities and they provide undergraduate and postgraduate studies, some have PhD courses. There are specialized institutions offering courses in tourism alone like Indian Institute of Travel and Tourism Management (IITTM), National Institute of Tourism and Hospitality Management (NITHM) etc. these institutions offer different courses in tourism and are spread across the country. Many conferences and workshops are conducted every year by different institutions and organizations with many objectives addressing different topics and areas of tourism. However, an organization for tourism research is in scarcity, India has very few organizations working for tourism research. The aspiring tourism researchers of India due to lack of opportunities end up in foreign countries doing research for them or work as academicians in some universities or colleges.

Equations, is an organization in Bangalore, Karnataka who work for the research, campaigning and advocacy for tourism activities in the country and they aim for equality, justice and democracy in tourism with sustainable development. This is one among the very few organization in India who works for Tourism researches. These organizations study on different issues related to tourism and find solutions for the issues as well as supports the communities by providing campaigns and also work for advocacy in tourism. Such organizations must be supported and grown for proper and sustainable tourism practices in India which would decrease the negative impacts of tourism.

METHODOLOGY

This is a qualitative paper which studies on the importance of research-oriented course in tourism which can help in developing tourism in the country sustainable manner. Desk researches were done for collecting data for the study. 20 research papers on tourism and

hospitality issues were collected from different sources, each of the papers was studied to gain insight on the negative impacts of tourism and hospitality industry. 3 academic reference books were studied to understand the importance of research in the society and it was linked to tourism. Reference books and magazines from research organization like Equations and other internet media were referred to understand the works of tourism research activities in India. From these methods, it was clear that tourism had lots of negative impacts and it is necessary to have proper research in tourism which can detox the negative impacts and foster tourism in a sustainable and equitable manner.

As tourism research is an interesting yet complex field proper training and education are essential to craft quality researches. India has many universities and institutions which offer tourism course, a comparative study was done on 3 major national universities of India which offer tourism degree, viz., Indian Institute of Travel and Tourism Management (IITTM), Indira Gandhi National Open University (IGNOU) and University Grants Commission (UGC) to analyze the study curriculum.

FINDINGS

By studying the tourism course curriculum of different universities and institutions in India, I could find that there are mainly 8 types of courses offered in tourism to students, namely;

- Certificate courses
- Short courses
- Correspondence courses
- Diploma
- Undergraduate degree
- Postgraduate degree
- Doctoral degree

Tourism education in India is not mostly in favour of academic rather for the business and practical side. Most course curriculum on tourism focus to training students to work in travel agencies or tour operation, tour guiding, aviation, or hotel industry.

In 1983 Indian Institute of Travel and Tourism Management (IITTM) was established which specialized in providing tourism course alone to the students, in the initial stage they focused on training for tourism rather than education. It was in Kurukshetra University during 1991 the first tourism education got included as a course. Later many other institution and colleges were approved to have tourism as a course under University Grants Commission (UGC). Indira Gandhi National Open University (IGNOU) offered a distant course in tourism.

Table 2.1: Tourism courses offered by 3 different universities in India (UGC)

UGC	Postgraduate Degree	Year 1
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Tourism Administration and Management	<ul style="list-style-type: none"> • Understanding tourism • Fundamentals of tourism • Hotel industry • Transport sector • Travel agency
	Year 2
Duration: 2 year	<ul style="list-style-type: none"> • Tourism planning and policy perspective
Eligibility: Bachelor Degree	<ul style="list-style-type: none"> • Tourism marketing
Education: Regular	<ul style="list-style-type: none"> • Research methods • Management • Financial management and planning in tourism

Table 2.2: Tourism courses offered by 3 different universities in India (IITTM)
Postgraduate Degree

IITTM	P.G. Diploma in Tourism Management	Divided into 2 semesters with 6 months each and the course include
		<ul style="list-style-type: none"> • Travel and tourism
	Duration: 1 year	<ul style="list-style-type: none"> • Management
	Eligibility: Bachelor Degree	<ul style="list-style-type: none"> • Computer and information technology
	Education: Regular	

Table 2.3: Tourism courses offered by 3 different universities in India (IGNOU)
IGNOU Postgraduate Degree Year 1

Masters in Tourism Management

Duration: 2 year

Eligibility: Bachelor Degree

Education: Distance

- Management concept
- Planning and development of human resource
- Training for the tourism industry
- Information system in India
- Accounting or financial or working capital
- Marketing
- Sales and product management
- Entrepreneurship and small scale enterprises

Year 2

- Tourism marketing
- Tourism impacts
- Tourism planning and development
- Tourism product
- Tour and travel agency operation
- Transport system operation
- MICE
- Dissertation

On comparing these tables on different course program offered by major universities in India for tourism it is clear that research is not emphasized in any program. In UGC syllabus they have included a module on tourism research in the second year which is taught by practical assignments, they area of study include techniques, trends, methodologies, statistical analysis, probability, standard deviation, testing and sampling.

NEED FOR RESEARCH ORIENTED COURSE IN TOURISM

Tourism is an industry that created 313 million job opportunities in 2017 (World Travel and Tourism Council, 2018) and it is counting, as tourist traffic increases, 1.4 billion international tourism traffic in 2018 (UNWTO, 2019), more job opportunities are created. And due to high demand and competition, the industry is exploited. To reduce the negative impacts of tourism there must be proper research activities in tourism which would bring up effective policies, planning, campaign, advocacies, solution and sustainable and equitable model of development. To have effective and quality researches in tourism, it must be taught in colleges. From the comparative research done on 3 major national universities in India which offer the course in tourism it was clear that research-based curriculum isn't taught in India for tourism postgraduate degrees.

Research oriented courses in tourism are essential to equip students with deep knowledge of research methodologies and techniques. It teaches the students how to deal with the issues of tourism and arrive at proper strategies to foster tourism sustainably. More innovative ideas can be cultivated if students are taught how to do researches. The research education for tourism is now provided only in doctoral degree, where soon after completion of the course majority of the candidates take up academicians' role. Due to lack of tourism research organization in India people tend to migrate to other countries for better tourism profession or other fields of tourism other than researches.

CONCLUSION

Along with tourism the negative impacts of tourism growing exponentially. To determine the true potential of tourism to support environment and life there is a need for more credible and quality researches in tourism. Tourism researches address the issues and impacts of tourism and puts forward the solution, policies and guidelines. Researches must be done in all aspects of tourism to decrease the negative impacts and issues caused by tourism. Every tourism model should be implemented after sound researches which would help in determining how to develop the model sustainably without causing danger to both life and environment. Different entrepreneurship activities must be closely monitored and researches must be done to access the effectiveness

To have more quality researches in tourism there must be research-oriented courses in tourism in universities that offer tourism programs in India. Teaching students about researches can develop their thoughts and visions for sustainable tourism practices. More innovative ideas, practices and policies could be developed as students of the postmodern era have a good network and are updated with data from all around the globe via digital gadgets. Younger generation's involvement in research activities can in another way decrease the use of modern technology for illicit purpose as research activities need more of desk research and data collection which makes the researcher busy. Hence, the research-oriented course must be included in tourism programs.

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Understanding of Socio-Culture Impacts of Tourism: A Review

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Abstract: Tourism is a short term temporary kind of movement of people from one place to another place away from where they work and residence, for the reason of leisure, pleasure, recreation and business purposes etc. as primary purpose. The tourist will not involve in any remunerative activity at the destination. It is the natural phenomenon in which the host and guest will come interact with each other at the destination, which will influence mainly on host culture. At present tourism has become an area of social science analyses. Tourism is a multidisciplinary and now become complex phenomena, which has been investigated from a various perspectives of social science, including sociology. The sociological literature is mainly concerned with the range of different areas which have been approached mainly from applied customs, traditions, faith, ceremonies and way of living of a culture at a destination in the form social science. These are also concerned with the social roles of tourists; tourist impact on society, tourist behavior, and factors affects the society norms, beliefs, thoughts and traditions etc. at the destination. The present study investigates the socio-cultural and sociological effects of contact between tourists from developed nations on the host of a developing country. The study is mainly conceptual in nature, a review paper and based on available literature on tourism impacts.

KEYWORDS

Tourism, Socio cultural impacts, Cultural contacts, sociology.

INTRODUCTION

Tourism has been a major source of intercultural contact. Research on many touristic countries suggests that their socio cultural structures have changed considerably under the influence of tourism. These changes, both positive and negative, have varied from country to country. The reactions of the hosts in the face of these changes have been quite diverse, ranging from an active resistance to a complete adoption of Western culture. The choice of strategies to cope with changes wrought by tourism depends on the socio cultural characteristics of the host community and the level of change affected by tourism. It is proposed that a previously homogeneous community characterized by a particular response to tourism becomes diversified and groups exhibiting different responses to tourism emerge within the community as a result of touristic developments. The present study is mainly conceptual in nature, a review paper and based on available literature on tourism impacts. The primary objective of the study is to highlight the positive and negative impacts of tourism on the basis of findings and researches available in the

form of cultural impacts of tourism at a destination. To discuss how tourism development can be helpful for social and cultural development at a destination and how negative impacts can be minimize at the destination.

RESEARCH METHODOLOGY

The research methodology employed for this review paper is essentially an exploratory research, based on secondary data resources, available literature, books, information available on internet and personal observations.

TOURISM AND ITS SOCIO CULTURAL ASPECTS

A number of attempts have been made to define tourism and its role in a country's or region's development. Generally tourism's potential is seen in terms of its economic contribution. Tourism has often been described as an "invisible export" bringing fresh money into a country or region. This money stimulates further spending in the community both as tourists themselves and the tourist industry purchase local goods and services.

Tourism is, however, structurally different from any other traditional forms of development such as agriculture or manufacturing. These industries export their products to their consumers. On contrary, for tourism, tourists (the consumers) travel to local sites to experience the "product", at the places where it is produced.

A plan for tourism development must accept as one of its starting points the need to balance the wide economic impacts against the significant opportunities for social and environmental impacts brought about by the physical presence of tourists themselves.

The review of tourism literature reveals a range of impacts related to tourism development, the tourism-community interaction and resulting influences. The physical presence of tourists and their encounters with local residents, the development of tourism industry contributes to changes in the quality of life (Andereck & Vogt, 2000; Andriotis, 2005; Macbeth et al., 2004), social structure and social organization of local residents. (Wilshusen et al., 2002, Andriotis 2003, Kathleen L. Andereck, Karin M. Valentine, Christine A. Vogt & Ri-chard C. Knopf 2007, Joseph E. Mbaiwa and Amanda L. Stronza 2010). Other significant impacts of tourism development are changes in the size and demographic characteristics of the host population(Bill Faulkner & Carmen Tideswell 1997; Smith & Krannich, 1998; Petrzalka, Krannich, & Brehm, 2006; Robin Nunkoo, Dogan Gursoy & Thanika Devi Juwaheer 2010; Juan Gabriel Brida, Linda Osti and Andrea Barquet 2011), alteration of community structure (Erb, 2000; Williams and Lawson's 2001; McKercher 2001; Macbeth et al., 2004), increased mobility of wom-en and young adults(R.K. Blamey & V.A. Braithwaite 1997; Bill Faulkner & Carmen Tideswell 1997), infra-structural development in the destination (Swatuk, 2005; Blaikie, 2006; UNESCO, 2006), increased supply of services (Mbaiwa 1999; Evans, 2001; Marianne Bickle and Rich Harrill Sujie Wang 2010) and consequently improved quality of life for local residents.(Carson & Northcote 2004; Jones 2005; S. McCabe, T. Joldersma & C. Li 2010).

The main impacts affected by the tourist host relationship are the demonstration effect (Linnekin, 1997; Erb, 2000; Harrill 2004; Jackson and Inbakaran, 2006; Marianne C. Bickle and Rich Harrill 2010) when the host's behaviour is modified in order to imitate tourists, the change in language usage in the destination (Clifford, 1997; Erb, 2000), the growth of alcoholism (Andrew Lepp 2008), crime (Marianne Bickle and Rich Harrill Sujie Wang 2010), prostitution and gambling (Evans, 2001; Richards, 1996; UNESCO, 2006) and the transformation (revitalization or commoditization) of the material and non material forms of local culture (Erb, 2000; A.M. Ogaboh Agba, Moses U. Ikoh, Antigha O. Bassey and Ekwuore M. Ushie 2010). In other words, culture based on mega-structures inserted within a town leads to a revitalization of the city in terms of employment and cultural participation (Bob McKercher 2001; Marichela Sepe and Giovanni Di Trapani 2010).

The social and cultural characteristics of the host community are of course also continuously influenced by the political, economic, technological, social and cultural and natural aspects of the wider environment. The problem of separating tourism's impacts from these influences is unsolved yet, so this review paper deals with impacts perceived by residents as the impacts of tourism development. The results show that the community is divided on the issue of support for tourism development based.

POSITIVE AND NEGATIVE IMPACTS OF TOURISM: THE SOCIOCULTURAL DIMENSION

Impacts arise when tourism brings changes in value systems / behavior, threatening indigenous identity. Changes often occur in community structure, family relationships, collective traditional life styles ceremonies and morality.

But tourism can also generate positive impacts as it can serve as a supportive force for peace, foster pride in cultural traditions and help avoid urban relocation by creating local jobs.

Socio-cultural impacts are ambiguous: the same objectively described impacts are seen as beneficial by some groups and as negative by others.

Because tourism involves movement of people to different geographical locations, and establishment of social relations between people who would otherwise not meet, cultural clashes can take place as a result of differences in cultures, ethnicity, religion, values, lifestyles, languages, and levels of prosperity. The result can be an overexploitation of the **social carrying capacity** (Limits of acceptable change in the social system of intra-activism inside or around the destination) and **cultural carrying capacity** (Limits of acceptable change in the culture of the host population) of the local community.

The attitude of local residents towards tourism development may unfold through the stages of euphoria, where visitors are very welcome, through apathy, irritation and potentially antagonism, when anti-tourist attitudes begin growing among local people.

Many tourists come from societies with different consumption patterns and lifestyles than what is current at the destination, seeking pleasure, spending large amounts of money and sometimes behaving in ways that even they would not accept at home. One effect is that local people that

come in contact with these tourists may develop a sort of copying behavior, as they want to live and behave in the same way.

Especially in less developed countries, there is likely to be a growing distinction between the 'haves' and 'have-nots', which may increase social and sometimes ethnic tensions.

CONCLUSION

This work has attempted to review the social impact of tourism development on host communities, the major finding of the work led to the following conclusion:

- Tourist attractions consist of both natural and cultural resources which are capable of attracting large number of tourists and as such creating impacts on the host communities.
- Tourism can contribute to social and cultural changes in host communities; this includes changes in standard of living and their social lives.
- Negative social impacts have been under-researched due to the fact that it is often difficult to measure and to a large extent are indirect. These impacts are capable of threatening the survival of tourism destinations if measures and policies are not developed to address the negative issues.

RECOMMENDATIONS

The following recommendations are drawn from the findings of the research work

- Tourism stakeholders should create awareness programs on the impacts of tourism especially the social impacts of tourism. This will help host communities to protect their traditional values and prevent the erosion of their cultural heritage.
- Policies and practices that ensure the sustainability of the destination and the social lives of the host communities should be developed at the early stage of tourism planning and development to avert the negative social impacts at the maturation of the tourism industry.
- Host community participation which is a pre-requisite for sustainable tourism development should be encouraged and facilitated in tourism development processes to give the host community a sense of ownership and control over the resources of the community.

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Understanding the alchemy of Wellness and Tourism:

A Literature Review

Paper Code: CJ19/RP015

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Abstract: Wellness tourism refers to traveling for health and well-being reasons. Wellness tourism is a fast-growing tourism segment that has been growing by 6.5% annually from 2015-2017 (more than twice the growth rate for general tourism). The wellness tourism industry has grown at a fast rate because of a boom in global interest in fitness, health, wellbeing, and consumer having more disposable income. The Global Wellness Institute's report titled "Global Wellness Tourism Economy" forecasts that wellness tourism will grow at an average annual rate of 7.5% through to 2022 – compared to 6.4% annual growth forecast for overall global tourism. Hulbert Dunn, an American doctor was the person who coined the term 'Wellness' in 1959, in the realm of health science. The body, spirit and mind of a human being are three main assets which enable him to enjoy the bliss of life on this beautiful planet. Ardell (1977, 1986) further expanded this concept, seeing wellness as a state of health featuring the harmony of body, mind, and spirit. Well-being is the desire of everyone. People do different activities for the attainment of well-being and tourism is one of the most effective ways to serve the purpose. Mueller and Kaufmann (2001) define wellness tourism as 'the sum of all the relationships and phenomena resulting from a journey and residence by people whose main motive is to preserve or promote their health'. Wellness tourism is one of the most promising niche markets within the tourism field, but it remains an area with few empirical studies. Thus, the fundamental aim of the research reported in this research paper is to advance the concept of wellness tourism.

Keywords: Alchemy; boom; disposable; realm; niche

Introduction: *"This world is the great gymnasium where we come to make ourselves strong."* - Swami Vivekananda (*His call to the nation*). Right from the very beginning of the 20th

century, a good grasp of “healthy mania”, is seen and felt all over the globe. People cannot be happy if they are not healthy was always a matter of common sense but, with our expanding understanding of “wellness”, it has become equally clear that people cannot be healthy if they are not happy. Wellness is the term we can find everywhere in present world. When thinking about tourism and health, most people think of becoming sick while on a trip. This is a sure way to ruin any vacation. However, for centuries people have traveled to enhance their health. The Greeks and Romans often traveled for health and greatly valued baths, in medieval time’s people traveled for spiritual health, and in the 18th and 19th century the European elite traveled to spas and the sea for health reasons. People still travel for religious enlightenment and to spas. A more recent phenomenon is people traveling to other countries for health related or wellness tourism. This paper tends to map the relationship between Wellness and Tourism and similarly to understand the concept and relationship of wellness and tourism. The rise of “wellness” concept can be attributed to two factors. First, the World Health organization has now long been pushing forward an integrated concept of <<well-being>> and <<Fitness>> into its global health policy. Second, the overall education of people has increased the human awareness of personal health. Tourism industry has also the fear of worldwide economy downfall and in that scenario tourism industry need the help of their niche products to save the industry from recession. Wellness and tourism makes a perfect blend that is wellness tourism. Nowadays people are increasingly looking forward to new ways of relaxation and rejuvenation. Wellness and tourism both are booming industry and together touching the new height comparison to other tourism industry product. Since sufficient data on the subject have not yet emerged. The paper basically discusses some conceptual aspects of wellness and tourism only.

What is Wellness?

Wellness can be defined as: an optimal state of health. It concerns a person’s individual health physically, mentally, emotionally and spiritually and also their role in society and fulfilling expectations in their family, community, place of worship, workplace and environment. Whether it is sought through nutritional supplements, fitness centers, spas or healthy hotels, an increasing number of individuals are striving to improve their health and prevent chronic illnesses that are so prevalent in our modern world. Wellness is already a trillion dollar industry and growing. Wellness has stronger ties with changing lifestyle or doing something healthy than

with curing a specific disease. People consuming wellness services tend to show higher health awareness than others. They are eager to do something for a healthier lifestyle, they are conscious about their nutrition and often the physical exercises. Wellness addresses human health in a holistic or comprehensive sense and assumes that each person will actively participate in protecting their health, in preventing diseases and will not leave all this to meditation.

Myers (2000) defines wellness as being “a way of life oriented towards optimal health and well-being in which the body, mind and spirit are integrated by the individual to live more fully within the human and natural community”.

GSS (2010) describes wellness using the following dimensions:

- *Wellness is multi-dimensional.*
- *Wellness is holistic*
- *Wellness changes over time and along a continuum*
- *Wellness is individual, but also influenced by the environment.*
- *Wellness is self-responsibility.*

It seems to be the case that the concept of health and wellness are increasingly being used inters changeably, but it should still be emphasized that health tourism includes medical or cure aspects, and that wellness is more preventative than curative. In recent years the term “medical wellness” has been used, especially in German-speaking environments. The Deutscher Verband (2008) suggests that the term “medical wellness” can be used to integrant the concept of health and wellness, in the sense that there is a medically supervised programme that enhances wellness for clients. This involves making specific changes to lifestyle which can help to achieve optimum wellness.

However, Nahrstedt (2008) argues that this does not meet the goal of complete well-being, whereas the concept of “cultural wellness” combined with “wellness education” takes us to a form of “high level wellness”. The US-based Medical Wellness Association defines medical wellness as “the practice of health and medical care relating to proven wellness outcomes”.

The first part of this literature review section analyses existing wellness models and definitions. It will be argued that recent advancements in the fields of positive psychology and health promotion have made it possible to meaningfully define and operationalise the concept of wellness. As a result of this argument, a working definition of wellness is provided, defining wellness as *a positive, psychological state of well-being which is the result of practicing a*

wellness lifestyle based on the belief in self-responsibility for one's own health and well feeling.

Definition of Wellness:-

Disagreement in the literature begins immediately, with ongoing discussions of the etymology of the term *wellness*. Several tourism researchers claim that the term *wellness* was a deliberately created combination of the words *well-being* and *fitness* (Kulczycki & Lück, 2009; Minghetti & Furlan, 2006; Nahrstedt, 2004; Schobersberger, Greie, & Humpeler, 2004; Sheldon & Bushell, 2009). Several of these authors refer to Halbert Dunn as the creator of the newly coined term. While Halbert Dunn undoubtedly had a key role in the emergence of the wellness movement, nothing in his work substantiates this claim (Dunn, 1959a, 1959b, 1973). Although the term *wellness* was not widely used in the English language until recently (Miller, 2005), according to The Oxford English Dictionary, the first written record of the word “wellness” stems from 1654 (Simpson & Weiner, 1989). The concept of wellness has been defined in many ways. Corbin and Pangrazi (2001) lament this diversity and point out that without a generally accepted wellness definition it is difficult to develop robust scientific knowledge related to the concept. The authors furthermore state that “at present, the measurement of wellness is in an infant stage” and that operationalisation of this concept is clearly needed (Corbin & Pangrazi, 2001:1). Similarly, Ragheb (1993:22) notes that there is a “strong and growing demand for a wellness measure, valid and reliable, to assist practitioners and scientists”. This section of the thesis moves toward a working definition of wellness. Firstly, existing definitions and models of wellness are reviewed and, despite the variety of its use, some similarities in the literature are highlighted, based on which six principles of wellness can be derived. Secondly, it is clarified whether wellness is a state of well being or synonymous with a certain lifestyle, which seems to be one major area of contention in the literature.

The Six Principles of Wellness

Despite considerable differences in the definition of wellness by researchers, a review of the literature showed six recurrent, shared themes:

- i. Wellness is an alternative understanding of health that is positive in nature.
- ii. Wellness is a multi-dimensional, holistic construct.
- iii. The notion of balance and harmony plays a central role.
- iv. Wellness is seen as actualization of human potential.

- v. Wellness is subjective, relative and perceptual.
- vi. Individual action and self responsibility of individuals play a fundamental role in achieving higher levels of wellness. Each of the six principles is explained in more detail as follows:

Different wellness models include varying numbers of wellness dimensions, ranging from five to twelve in number. Subsequently, these models will be critically analysed. Several authors (Fain & Lewis, 2002; Monague et al., 2002; National Wellness Institute, 2007; Payne & Hahn, 2002) refer to Hettler's (1980) six dimensional model of wellness, specifying wellness as being represented by:

- i. physical wellness (i.e., nutrition, physical activity, safety)
- ii. spiritual wellness (i.e., meaning and purpose of human existence)
- iii. intellectual wellness (i.e., curiosity, creativity, ongoing learning)
- iv. social wellness (i.e., maintenance of healthy relationships, pursuit of harmony in families and communities)
- v. emotional wellness (i.e. acceptance of one's feelings, optimism, self esteem, stress coping)
- vi. Occupational wellness (i.e. occupational satisfaction).

Some authors (Langille, Lyons, & Latta, 2001; NDSU Wellness Center, 2007) add a seventh dimension: environmental wellness (i.e., capability to live in a clean and safe environment).

According to Travis and Ryan (1981, 1988), wellness has 12 dimensions:

- i. Self responsibility and love
- ii. breathing
- iii. sensing
- iv. eating
- v. moving
- vi. feeling
- vii. thinking
- viii. playing and working
- ix. communicating
- x. sex
- xi. finding meaning
- xii. Transcending.

A few years before, Ardell (1977) had proposed five wellness areas:

- i. Self responsibility
- ii. environmental sensitivity
- iii. stress awareness and management
- iv. physical fitness
- v. Nutritional awareness.

The most extensive model of wellness has been proposed by Witmer and Sweeney (1992) and Myers, Sweeney and Witmer (2000). Their model is based on counseling theory and is intended for use in clinical treatment planning. Their Wheel of Wellness is based on what the researchers perceive to be five life tasks:

- i. spirituality
- ii. work and leisure
- iii. friendship
- iv. love
- v. self direction.

They divide self direction into twelve further subtasks which are: sense of worth; sense of control; realistic beliefs; emotional awareness and coping; problem solving and creativity; sense of humour; nutrition; exercise; self care; stress management; gender identity; and cultural identity. In the Wheel of Wellness model, the influence on wellness of contexts such as religion, education and media as well as global events like wars or floods has been recognized.

Halbert Dunn was one of the earliest campaigners emphasizing actualization of human potential in a definition of wellness. He defined high level wellness as “an integrated method of functioning which oriented towards maximizing [sic] the potential of which the individual is capable, within the environment where he is functioning” (Dunn, 1959b:447). The emphasis on self actualization is consistent with Maslow (1968, 1970) who argued over thirty years ago that striving towards self actualization and growth is a universal human tendency and an overarching life purpose. More recently, Ryff and Singer (1998a:8) have also posited that a healthy life is one that “involves setting and pursuing goals, finding out what one is good at, exercising such talents and hence, realizing one’s potential”.

It is believed that the term wellness has emerged from the WHO notion of ‘well-being’ and the concept of fitness. In the Central and Southeast European countries, there is an enhanced emphasis on sunshine, sea air, and the lassotherapy. Physical fitness is also seen as

an integral part of everyday wellness. In Asian countries, many spiritual activities such as yoga, meditation, and massages are considered important daily activities. Since the concept of wellness is of a relatively recent origin, the subject is not loaded with substantial scientific literature. A few books, reports and surveys are available around the world. Following is a selection of some recent available material we provide in this paper some insight on the subject matter that may facilitate the scholars to undertake some serious research on related issues of wellness.

(2002) **The Wellness Revolution: How to Make a Fortune in a Trillion Dollar Industry**, Paul Z Pilzer, (New York: Kindle Ed.), is an easy to read a book for mass readers. The author stresses the growing significance of wellness therapy in health tourism calling it a ‘revolution’ in the industry. The book explores varied possibilities for new entrepreneurs in the wellness and health care industry.

(2008) **Understanding the Global Spa Industry** (ed.), Marc Cohen & Gerard Bodekar (London: Butterworth-Heinemann) Examines the management practices in the spa industry and offers a groundbreaking and comprehensive approach to global management. He book examines the spa services and development of the spa business from its historical beginnings to the size of the market today: business development and planning, spa operations and business models; spa products and technologies and the application of branding and market strategies; infrastructure, design and environmental issues, including the sustainability and social and environmental benchmarking; human resources from education and training to professional and regulatory issues and professional and corporate ethics and values.

(2008) **Fitness and Wellness** is a short report prepared by the Research Group of (San Francisco/Boston: Merriman Curhan Ford). It focuses on the obesity problem in the US costing millions of dollars annually in lower productivity, higher absenteeism rates, as well as higher health care costs (estimated to be around 957 billion US\$ by 2030. As a result spa industry, along with Yoga and Pilates practices is striving to provide integrated services for mind, body and spirit with exercise. The study provides an insight as to how the consumers can lose weight, lower cholesterol, reduce weight and achieve overall well-being. The report also provides basic information on fitness equipment market, gym and spa industry in the US.

(2008) **Health & Wellness Tourism**, Caribbean Export Development Agency: Barbados) is a statement of ten point strategy of success of wellness tourism. It provides an insight in the CSME (Caribbean Single Market & Economy) tourism market in four segments (1) medical tourism; (2) wellness and spa; (3) nursing and elderly care; and (4) diagnostic service. It stresses upon identifying target market, overcoming potential barriers, knowing what the competitors are doing, and differentiation of product and employing promotion strategy.

(2009) **Health and Wellness Tourism** (ed), Melanie Smith and Laszlo Puczko, (London: Butterworth-Heinemann), takes an innovative look at this rapidly growing sector of today's thriving tourist industry. The book examines the range of motivations that drives this diverse sector of tourists, the products that are being developed to meet their needs and the management implications of these developments. A wide range of international case studies (e.g. Belgium, Finland, Italy, India, Japan, New Zealand, Russia, Slovenia, South Africa, The Netherlands, UK and the US) illustrate the multiple aspects of the industry and emerging trends including spas, medical wellness, meditation, festivals, pilgrimage and yoga retreats. The authors also evaluate marketing and promotional strategies and assess operational and management issues in the context of health and wellness tourism. Special attention is drawn to the motivations and profiles of the wellness tourist and segmentation and management of market demand and supply.

(2010) **Spas and the Global Wellness Market: Synergies and Opportunities**, Palo Alto, California: Stanford Research Institute) is an elaborate (104 page) market report on the spas and the global wellness market. It is not only a study of the wellness concept and methodology but also of the growing global wellness market, the wellness consumers and of opportunities for spas in the industry.

Muller and Kaufmann (2000) make a distinction between health and wellness. They regard wellness tourism as a subset of health tourism. According to Dunn (1959) wellness is a "state of health, which comprises an overall sense of well being and sees a person as consisting body, mind and spirit. Lifestyle and self-responsibility for health see paramount in the quest for a better quality of the life. In some countries like Germany, Austria and Switzerland, there is a considerable emphasis on 'medical well-ness'.

There is disagreement in the literature as to whether wellness is a lifestyle or a state of wellbeing. Several authors *equate* wellness with lifestyle. Ardell (1986:65) writes that "high level wellness is a lifestyle – a focused approach which you design for the purpose of pursuing the highest level of health within your capability". Conrad (1994:385) defines wellness lifestyle "in terms of changing one's lifestyle and adopting health promoting behaviors". In a more recent definition by Hattie, Myers and Sweeney (2004:252) wellness has been identified as "a way of life oriented toward optimal health and wellbeing" and Ritter (2005:83) states that "wellness stands for a personal, individual lifestyle". Conversely other researchers do not think that wellness is what you do but what you are and what you feel. Porter, Kraft and Claycomb (2003:191) define wellness as a "general psychological state".

According to this view, wellness is a state of being, more precisely *well-being*. Wellness reflects how one feels about life (Corbin et al., 2004) and thus was defined as “a multidimensional state of being describing the existence of positive health in an individual as exemplified by ... a sense of wellbeing” (Corbin & Pangrazi, 2001:1). **Payne and Hahn (2002:1391)** also define wellness as:
... the ability to use the intrinsic and extrinsic resources within each dimension of health in order to participate fully in the activities that contribute to growth and development ... with the goal of feeling a consistent sense of well-being throughout the course of ... life.

What is Wellness Tourism?

The new phrase in human evolution represents a culmination of thousands of years of human history during which many different cultures, philosophies, tradition and technologies have attempted to address the questions of life, ageing, illness and death. It seems that all people have tried to tackle with the question of: How to live well in the world? – Cohen, 2008:5. Wellness tourism is about to travelling for the primary purpose of achieving, promoting and monitoring maximum healthcare and a sense of wellbeing. Wellness tourism involves people who travel to a different place to proactively pursue activities that maintain to enhance their personal health and wellbeing, and who are seeking unique, authentic location-based experiences therapies not available at home.

Characterizing wellness tourism

- W** Wellness is about much more than just spas.
- E** Ecological and green products and services
- L** Local assets (e.g. natural assets, traditions, rituals)
- L** Lifestyle and wider access, i.e. democratization
- N** New, cross-over and fusion products and services
- E** Evidence-based wellness services
- S** Spirituality
- S** Segmentation and winning new segments

*Source: **Smith, M., Puczko, L. (2009): Health and Wellness Tourism***

Wellness tourist generally seeking integrated wellness and prevention approaches to improve their health and quality of life. Wellness evolved as early as 4000 BC when the Sumerians recuperated their health by bathing in mineral thermal springs and fountains located in temples. During the Bronze Age (circa 2000 BC), hill tribes which is now known as St. Mortiz, Switzerland recognized the health benefits in drinking and bathing in iron-rich mineral springs. Ancient Indian literatures like Upanishads, Bahamians and others strongly advocated the supremacy of medical treatment and medicines used were prepared mostly using herbs and shrubs collected from nature. It is important to note that there are major debates about the precise meaning of certain words or concepts, but the increasing research in the field has led to more focused definitions, especially those related to tourism. What is offered here are definitions based on a combination of academic theory and industry research, which are certainly not definitive or entirely comprehensive, but they provide a firm foundation for our discussions in this research in this field.

What is wellness tourism and what is not

<i>Wellness Tourism</i>	<i>NOT Wellness Tourism</i>
<ul style="list-style-type: none"> • To learn Yoga & meditation etc. with travel is a primary motivation • Wellness is a primary motivation for a trip (a conscious choice) • An active or pro-active approach to improving health • A long term commitment to one's health and wellness • Visiting a spa purely for wellness reasons • Travelling away from home to have wellness treatment • Visiting a thermal medical spa because it has special healing waters • Booking a spa or resort specializing in fitness 	<ul style="list-style-type: none"> • Going to the countryside on holiday • Wellness or well-being is a by-product of a holiday • A passive approach (e.g. sunbathing or relaxing in a destination) • A short-term desire to improve well-being or happiness • Staying in a spa and wellness hotel but with a different motivation than health (e.g. business, culture) • Having medical treatment in a destination because of illness or an accident • Visiting an historic thermal bath because it has beautiful architecture and it is nice to sit in warm waters! • Doing some sports or fitness activities while

- Choosing a retreat in a rural or natural landscape
- on holiday
- Visiting friends or relatives who are related to wellness services

Source: **Smith, M., Puczko, L.** (2009): *Health and Wellness Tourism*

The broad definition of the health by World Health Organization (WHO): The extent to which an individual or a group is able to realize aspirations and satisfy needs, and to change with the environment. Health is a resource for everyday life, not the objective of living; it is positive concept, emphasizing social and personal resources as well as physical capabilities.

In addition to freedom from the risk of disease and untimely death, the WTO also refers to people's abilities to perform family, work and community roles; their capability to cope with physical, biological, psychological and social stress; the extent to which they experience feelings of well-being; and their state of equilibrium with their environment.

Rehman (2005) include the domains of health, work and productivity, material well-being, feeling part of one's local community, personal safety, quality of environment, emotional well-being and relationship with family and friends.

Puczko and Smith (2012) apply Rehman's quality of life domains to tourism and they also add spiritual well-being and social and cultural well-being to this list. They argue that tourism can contribute to most of the domains, but in particular health, work and productivity, emotional and spiritual well-being and relationship with family and friends. Tourists may also feel part of a temporary community when they are travelling and may pay more attention to the environment, especially if they are ecotourists or travelling in beautiful or fragile locations.

Demand and Motivation of Tourists: Instead of an ecstatic high, people want meditate tranquility and spiritual experiences. People are exhausted by life in the experience society. Opportunities for relaxation will become more important than entertainment. (Schweder, 2008:171). It is generally easier to look at the motivations of tourists and patterns of behavior or type of activity than to identify specific segments which have been established, such as the large number of woman and baby boomers who engage in health and wellness activities and tourism.

Objectives of the Study

- To understand the concept of Wellness and Tourism.

- To understand the concept of Health or Wellness Tourism.
- To understand the difference between Wellness and Medical Tourism.

Research Methodology

Secondary data was accumulated through various sources like books, internet, reference materials, newspapers, magazines etc.

CONCLUSION

From the above contents of wellness activities and the growing popularity of the concept within the health activities as a symbol of future trends in the consciousness of the people throughout the world is fast becoming a part of life style. It has now well been recognized by most people that for the longevity of life and general happiness it is important to devote a considerable part of leisure-time in health, sport, and other wellness activities. Economists are anxiously observing this trend and trying to understand and establish a correlation between wellness and productivity. Some experts in tourism are looking decades ahead and are optimistic of the rising trend. Investment and employment in this segment of market are expected to grow rapidly.

Unfortunately, for the time-being, there is not enough statistical data is available at sectoral, national or WTO level and thus it is rather difficult to make any serious economic analysis of this emerging phenomenon. Nevertheless, a trend is being evidenced at the microeconomic level and the tourist sector is positively responding to this specific demand. There definitely is a need for further research and exploration of the subject.

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Human Resource Management among the Micro and Small Scale Organisations of Dakshina Kannada

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Abstract: Micro and Small Scale organisations play crucial role in the economic development of a region. These organisations are characterised by small investment and relatively small group of semi- skilled employees. Recruiting and retaining employees in micro and small scale industries is a difficult task. The organisational structure, functions and the employee – management relationship influences on the human resource management in micro and small scale organisations. As a result the organisations face number of problems and issues in the growth-process. The present study focuses on the various issues associated with the human resource management process in the micro and small scale organisations. The objective of this study is to identify the problems, prospects and the consequences of human resource management in the micro and small scale organisations. This empirical research focuses on the selected micro and small scale organisations of Dakshina Kannada district of Karnataka. The study also suggests various strategies to redress the high employee turnover in the micro, small scale organisations. The results of the study can be applied in redressing the human resource management issues which pulls the growth engine of this sector across the country.

Keywords: Human Resource Management, Micro and Small Scale Industries, Employee Management, Organisational behaviour

Introduction

Micro and small enterprises are the major source of India's economic growth and have dominant role in the economic development of the country. (Monika, S., et. al., 2010) Small and medium scale organisations have become major source employment and income generation in India. The MSE's create employment potentials at very low cost and also they don't require high qualified and skilled work force (M. Madhavi and S. Prathibha). Thus MSE's creating high degree of employment opportunities both in rural and urban India. Human resource management aims at engaging the employable workforce in economic activities. Recruiting and management of employees in MSE's is a difficult task today. Urbanisation, global competitive market, high employee turnover are the major obstacles for the human resource development in MSE's in India. Though, rural India has 12.8 million MSE's which created employment opportunity to 31 million people. (M. Madhavi and S. Prathibha). Interestingly, MSE's don't have formal recruitment process, training and performance appraisal to keep track of employees. (R.Vettriselvan et al, 2014) Informal recruitment process prevailing in MSE's is the major threat for the employee engagement and performance in these organisations. Thus the above paper focuses on problems and the prospectus of human resource management in the MSE's.

Scope of the study

Karnataka is the leading investment hub of India. The state is famous for micro, small, medium and large scale industries. Dakshina Kannada, the coastal district of Karnataka is well known economic hub of Karnataka which is famous for industries and natural resource. Dakshina Kannada has wide variety of cottage, micro and small scale industries.

Research questions

Following research questions were framed based on the literature review.

- What is the role of MSE's in economic development of a region?
- What are the steps followed in human resource management by the MSE's?
- What are the challenges faced by the MSE's in recruiting, training and retaining employees?
- How to make the Human Resource Management more effective in MSE's?

Objectives of the study

The objectives of the study are,

- To identify the role of Human Resource Management in Micro and Small Scale Enterprises.
- To study the problems in implementation of human resource management in Micro, Small Scale industries.
- To suggest various measures for the effective implementation of human resource management in Micro and Small Scale industries

Limitations of study

This empirical study focuses on the problems and the process of Human Resource Management in Micro and Small scale industries of Coastal Karnataka. The study is confined to selected MSE's of this region. Only the Human Resource aspects of MSE's are considered here.

Literature Review

Human Resource Management

Human resource management is the process of managing people in organizations in a structured and thorough manner. According to Dunn and Stephens (1972) the HRM is the process of attracting, holding and motivating all manager line and staff. People's management in an organisation is a micro perspective of relationship between the management and the employees. Managing people in an organisation is a difficult and sensitive task because the human resource is the reason for all the problems and prospective of an organisations (Geet S.D., Deshpande A.D. & Mrs. Deshpande Asmita A, 2009). Thus an organisation cannot exist without human resource.

Micro and Small Scale Organisations (MSME's)

MSE's had a significant contribution to the industrial, economic and export growth of the economy. In the manufacturing sector, Micro enterprises are those business enterprises which have less than INR 5 lakh investment and the small enterprises must have more than INR 5 lakh rupees but does not exceed five crore rupees. For service sector micro enterprises can have maximum 10 lakh rupees investment where in small enterprises shall have More than ten lakh rupees but does not exceed two crore rupees investment. India has MSE's for wide variety of products and services. MSE's have a key role in promoting the balanced economic development (Sonu Garg and Parul Agarwal, 2017). In most of the economies worldwide, MSE's contribute 90% of the total industrial output. (Report of MSMEs in India, 2013). In the countries like India, MSE's are involved in wide range of economic activities. Today Indian MSE sector has more than 595 lakh employees in over 261 lakh enterprises throughout the country (Ministry of MSME, 2012).

Human Resource Management among Micro and Small Enterprises

Managing human resource is the tedious task in MSE's. MSMEs find it difficult to hire required number of people or manage them effectively (Problems Relating to MSMEs). Lack of skilled workers is the major problem of MSE's (J. Janardhana, 2014). Gurulal Singh Virk (2017) suggests six strategies for the effective management of human resource in MSE's. C. E. Virag and R. G. Albu (2014) discuss the existing situation of human resource in MSE's and also suggest how it should be achieved. MSE's are characterised by an informal approach because, on the one hand, the small organisations need to be able to adapt themselves to high levels of environmental uncertainty, and, on the other hand, to the lack of resources that leads to less use of formal human resource management practices (De Kok, 2002). Lack of certainty, small and local market size, financial exclusion and burden are the major issues hurdle the human resource management in SME's.

Findings

Human Resource has significant role in the micro and small enterprises. The human resource decides the present and the future of a business organisation. India has cheap supply of labour in rural area, which is the integrated part of MSE's. Unfortunately, this group of people are poor education qualification. Training and developing them is difficult ask. Eventually MSE's are economically unstable in training and developing this group of population. Most of the people are reluctant to change and not passionate of technology which is also a drawback to the effective human resource management in SME's. There is high job rotation in many MSE's of Dakshina Kannada.

MSE's have very low social and economic security. Government need to concentrate on the economic stability of these organisations. Lack of creativity and Lack of effective administrative system also hinders the human resource of the micro and small enterprises. Dakshina Kannada district has limited variety of micro and small scale industries which require both skilled and semi skilled labourers. High salary demand, influence of Mumbai and Muslim countries, dominance of sea-food production factories are the major threat to the human resource accumulation for MSE's in this region. Lacks of sound human resource policy, influence of modern education are the other reasons for human resource management in micro and small industries in Dakshina Kannada. Though many MSE's experimenting in terms of human resource management in MSE's.

Sudden job rotation, attitude barriers are the major threat to human resource management. Changing socio economic and cultural life has high influence on human resource

management among the MSE's. Limited scope for career and personal growth, job inferiority, lack of motivation, organisations disinterest in employee development are the major drivers of human resource management in MSE's of Dakshina Kannada.

Suggestions

Managing human resource in MSE's is a strategic job. As per a survey conducted by the Confederation of Indian Industries (CII), around 80% from the small enterprises and about 20% of the medium enterprises respondents indicated having no formal HR department. Dakshina Kannada comprises of well educated people who look for a dignified job. Attractive salary offer and timely salary revival, promotion and incentives can motivate the employees, which also reduces the high employee turnover. Since people of Dakshina Kannada are well educated and dignified, on-job and off-job training can be offered for the skill enhancement of the employees in MSE's. Financial inclusion through banks and other financial institutions can extend financial assistance to those MSE's to recruit and maintain the human resource effectively.

Increasing attention on human resource management in MSE's is a comparatively recent phenomenon. HR-researchers have largely ignored the SMEs, even though smaller companies could be fruitful subjects for empirical investigation because their numbers, the growth-rates and not least diversity in the qualitative aspects of management practices.

Continuous evaluation is the other possible way of retaining employees. A good salary makes the employee cherished. This can be achieved when the organisation achieves its economic sustainability. Through market share and expansion the organisation can achieve economic sustainability hence the higher level of management/owner must have a clear vision. Job security, timely incentives, descent management- employee relationship also redresses human resource management issue. To make human resource effective, MSE's require regional HR and industrial policy programmes.

Involvement of employees in decision making process, networking various stakeholders, employee promotional attributes of human resource management are the other means of employee development in MSE's.

Conclusion

Dakshina Kannada is the industrial hub of Karnataka. The district offers wide variety of business opportunities in MSE's. Effective utilisation of human resource, provision of various facilities and factors can involve more and more people into MSE's.

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Effect of Perceived Organizational Support on Employees' Work Life Balance: An Empirical Investigation in the Hospitality Sector.

Paper Code: CJ19/RP021

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Abstract: Employees' personal and social life plays a crucial role in individual's performance at workplace and employers are concerned about it. Due to growth of economy, employees' desire to career growth and advanced life style, they encounter various problems to maintain work life balance. The current investigation has been undertaken to find out the effect of employees' perceived organizational support on their work life balance. In order to investigate and examine the effect of employees' perceived organizational support on their work life balance, a cross sectional survey among the employees in the hospitality sector in and around Bangalore has been conducted with a sample size of 324 using a reliable and validated instruments. The result of the investigation revealed that there is significant positive correlation between employees' perceived organizational support and their work life balance. The details of the investigations are given in the full paper.

Key words: Work; employees; performance; hospitality; perception; support.

Introduction

Due to rapid change in life style of employees and the increased demand by employers for better performance of their employees, individuals are finding difficulty in coping up with personal and work life especially in hospitality sector. Employees are also facing problems to cope with the changing environments and family demands. The social changes and life style in the cities have led to the change in belief, perspectives, thinking & behavior of the employees at their work place and with family which influences their performance at the work place. In the era of vulnerability, uncertainty, complexity and adversity, there is no wonder that employees are not able to maintain balance with their work and personal life. These days, employees are not concerned about permanent employment and salary. They are more or less interested in maintaining a balance between work and family life rather than promotions and salary. Gone are the days where employees looking for permanent appointment and remaining with one employer till retirement. Millennium employees reflect on the purpose and goal of their life and expect their employers to support them in achieving a work life balance so that they can perform well at their workplace. Therefore, it has become a major challenge to organizations especially in the hospitality sector. An investigation prior to this study among hospitality sector employees revealed that they encounter problems due to interference of office work with their personal lives and indicated that they find it difficult

for balancing work and family life. Pilot study has revealed that the perceived organizational support has a major role in reducing interference between family life and work life (field source).

Literature Review and Hypotheses Development

Work-family balance is positively related to one's quality of life and to other markers of well-being. Balance goes beyond simply completing required tasks and chores and refers to the capacity of the worker to be meaningfully involved in multiples roles (McCarthy, Darcy, & Grady, 2010). Proper attention to people through recognition of their talents and effective utilization of their knowledge can contribute in maintaining work life balance (Geevarghese & Blessie P., 2018). Employees are holding family responsibilities, official duties/roles and responsibilities which influence their work - family interference and enhancement. Voydanoff (2006) described non- work role as family and community in her model of work, family, and community. Geevarghese et al (2018) in their study brought that older employees are more satisfied on their job and their retention rates are higher when they have a better work life balance. The importance of looking at non-work roles beyond family is underscored by Voydanoff and other sociologists, who have shown that participation and involvement in non-work activities (e.g., community activities) can enhance job performance and job attitudes as well as family related variables such as marital satisfaction (Voydanoff, 2005). Geevarghese & Shyjo (2018) brought out in their study that employees with better work life balance are more satisfied on their job.

Young (1999) also suggested that the research focus on work and family has resulted in a work/family backlash based on the perceptions of unfairness. She further suggested that practitioners and organizations already have shifted their focus from work/family programs to the more inclusive work/life programs.

New tools and technologies that improve the ergonomic quality are found to improve the work-life balance of Malaysian workers in the field of Information Technology (Gopinathan & Raman, 2015). Employees with balanced personal and social life have felt optimistic impact on their job satisfaction (Geevarghese & Devi K K S.; 2018). Organizations through human resource policies such as flexible work hours, telecommuting, part-time work, job sharing, compressed working hours enable their employees to achieve work-life balance (Parakandi & Behery, 2015). Students perceived the importance of achieving work-life balance when studying Thai curriculum as the university itself provides facility for carrying out recreational activities (Pookaiyaudom, 2015). Employees working with a pharmaceutical company indicated that work-life balance helped to bringing greater organizational pride and job satisfaction (Mas-Machuca et al, 2016).

Perceived organizational climate is found to mediate the relationship between values of hedonism, self- direction, power and achievement and work family conflict (Chernyak-Hai & Tziner, 2016).

The role theory (Kahn et al., 1964) is based on the premise that roles accumulate in a person's life, including roles at work (e.g., supervisor) and roles outside of work (e.g., spouse). Role interference occurs when two (or more) sets of pressures occur at the same time such that compliance with the demands of one set makes compliance with the other more difficult (Kahn et al., 1964). However, role accumulation can also have positive consequences. Sieber (1974) suggested that managing multiple roles could result in the strain of interference, but could also result in enhancement such that it affords the acquisition of beneficial resources. Second, conservation of resources theory (Hobfoll, 1989) purports that

stress is a reaction to an environment in which one is threatened by a potential loss of resources, experiences an actual loss of resources, or fails to gain expected resources. Under this model, work/non-work interference would occur when resources in one role, such as time or energy, are depleted or perceived to be depleted via meeting the demands of the other role. However, the theory also implies that resources are renewable. In this way, a resource, like energy, may be renewed or generated by completing the demands of one role that could then be helpful for successful engagement in another role (Greenhaus & Powell, 2006)

From the literature on work- life balance, it is evident that employees while carrying out their work activities, face interferences one over the other. Irrespective of many factors that help to achieve work- life balance, this study proposes to examine the role of perception organizational support. According to organizational support theory, perceived organizational support captures an employee perception on the degree to which an organization values his/her contributions and cares for his /her well-being (Eisenberger et al., 1986). Employees attribute human like characteristics to the organization viewing it, as a personality with benevolent or malevolent intentions towards them. They consider the organizations' treatment towards them, either as voluntary or being forced by external constraints such as government regulations, union contracts etc. The action taken by the agents of the organization are often viewed as the actions of the organization (Levinson, 1965). Such personification of the organization gives legal, moral and financial responsibility for the actions of the organization's agents. Employees view the treatment by the organization as influenced by the values and goals perpetuated by upper managers and enacted by their supervisors. As the employees personify the organization, they view the favourable or unfavourable treatment as an indication that the organization is treating them favourably or unfavourably. The treatment that affects the employees the most, is found to influence perceived organizational support (Coyle- Sharpire & Shore, 2007).

The meta-analytic assessment indicated that organizational support theory successfully explains the consequences of perceived organizational support such as employee's orientation towards the organization and work, employee performance and well-being (Kurtosis, et al., 2015). Perceived organizational support significantly predicted Nigerian bank employees' work-life balance (Amazue & Onyishi, 2016). When employees get preference for non-standard work status, schedule, shift and hours, they achieve work-life balance (Omar, 2013).

Based on the lines of organizational support theory, employees believe that their organization is involving in activities for their well- being. This positive image about the organization itself will make them to look at the good part of the organization. They would develop affective commitment towards the organization that they block any thoughts or feelings that may arise in contrast to organization's views. More the employees develop personal bonding with the organizations, either lower will be their preference to achieve the personal goals or their personal goals would be emerged with the organization goals. In such cases, employees with high perceived organizational support are found to achieve greater job satisfaction as they believe that the organization takes care of their well- being.

On the other side, employees' with high POS receive necessary resources and other forms of help to carry out their work activities that ultimately did not leave any room to enter into the personal sphere. In addition, the high POS employees possess high organizational based self-esteem that makes them believe their organizations' will meet their socio- emotional needs through participation in organizational role. The positive valuation about the organization increases the self-esteem of the employees thereby reducing the strain of the employees. Therefore, higher the employees feel support from the organization, less would be the interference of work into personal life.

H₁: Perceived organizational support will be negatively related to work life balance amongst employees in the hospitality sector.

According to social exchange theory, employees tend to reciprocate the benefits they receive from their organization, co-workers and supervisors. More specifically, the positive norm of reciprocity brings out the good part of oneself to benefit other party. Employees with high POS are tied to this positive reciprocity norm to extend work life by bringing the best of their personal life. These employees would devote their time, effort and energy of the personal sphere into work sphere.

Employees with high POS will show positive mood and they will have less emotional strain because of high self-esteem. This leaves them with more resources in personal life that enables transfer to work life. Therefore, employees with high POS will show personal life interference with work.

H₂: Perceived organizational support will be positively related with personal life interference with work.

Research Methodology

Sample Size and Data Collection

The researchers conducted the investigation among the employees in the hospitality sector personally at their work place. The need for this investigation and the method adopted to capture the data has been explained to them before distributing the questionnaire. Researchers personally collected the filled in responses from the employees on the same day.

A total of 324 questionnaires at various divisions were distributed among the employees who were willing to participate in the survey. The questionnaires were administered at a common place and they were asked to return the completed responses on the same day.

Measurement Instruments

Perceived organizational support is measured using 8 item scale (Eisenberger et al., 1986). Work-life balance is measured using Netemeyer et al. (1996), considering three dimensions of work-life balance such as work interference with personal life, personal life interference with work and enhancement of work and life. All the items in the scale are measured on a 5-point Likert scale. The reliability and the validity of the scales are established. The reliability is ensured through the Cronbach alpha values (refer Table 1). Through the expert opinion, the face validity of the scale is tested and found to be met.

Table 1. Reliability of the scale

Variable	Cronbach alpha	No. of items
Perceived organizational support	0.83	8
Work interference with personal life	0.86	5
Personal life interference with work	0.81	5

RESULTS AND DISCUSSION

Table 2 displays the means, standard deviations and the zero- order correlations among the study variables. As expected, perceived organizational support shows significant correlation with the dimensions of work-life balance.

Regression analysis is carried to examine the impact of human resource practices and supervisor support on perceived organizational support.

The results of regression analysis are shown in table 2. The models 1 to 2 are found to be significant indicating the relationship between perceived organizational support and dimensions of work-life balance.

Table 2 Mean value of work-life balance and difference in work-life balance

Demographic variables	Category	Mean	S.D.	F value/ Welch Statistic
Designation	Junior level	46.00	12.72	3.34*
	Middle level	41.12	6.44	
	Senior level	40.97	6.11	
Marital status	Married	41.62	6.99	6.31**
	Unmarried	39.21	4.89	
Work experience in the current organization	Less than 5 years	40.94	7.78	n.s.
	6 to 10 years	40.88	6.17	
	Above 10 years	42.33	6.33	

*p<0.05; **p<0.01 ; n.s.- non-significant

From the table, it can be inferred that there is positive and significant relationship between perceived organizational support and employees' work life balance.

Table 4. Impact of perceived organizational support on work-life balance dimensions

	Dependent Variable		
	Work interference with personal life	Personal life interference with work	
	Model 1	Model 2	
Independent variable	B	B	
Perceived organizational support	-0.19	0.14	
Adj. R ²	0.03	0.02	
F statistic	9.10**	5.32*	

β - beta value; **p<0.01, *p<0.05

The results of the investigation revealed that the perception of employees regarding organizational support is found to be an important predictor of work-life balance.

CONCLUSION

From the investigations, it can be inferred that employees' perceived organizational support and their work life balance are highly correlated. Therefore, management of hospitality sector organizations need to take necessary steps to create higher level of perceived organizational support in order to improve their performance. The present investigations can be extended further by considering other outcomes of perceived organizational support.

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McClelland's Theory of Needs and Organizational Citizenship Behavior - A Correlational Study of Hotel Employees

Paper Code: CJ19/RP022

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Abstract: There has been a plethora of researches that have shown a high correlation between employee's motivation and productivity as these have a great impact on the performance of the hotel. Employees have been significant contributor for the hotel they work for and exhibit high levels of professionalism. However, employees have different motives for applying for a hotel job. These motives may lead them to perceive the hotel job differently and behave differently in the work environment. This study explored employees' work motives based on McClelland's theory of needs, and explored the effect of work motives on work behaviors (e.g., organizational citizenship behaviors) and attitudes (e.g., job satisfaction). Data was collected from three FHRAI listed hotels of Kolkata and a total of 114 employees were selected. The data was recorded and analyzed using MS Excel and SPSS (ver.16.0). In-depth individual interviews were conducted to find the work motives of the hotel employees. A work motive measurement scale was developed. Data analysis showed that employee work motives have a strong positive relation on organizational citizenship behaviors. The study points out on the importance of work motives as they are strongly related to their work behaviors and attitudes. The study will further help HR Managers to understand applicants' work motives and make sure whether the applicant is a good fit to the organization. This will further help HR to understand whether positive job performance and productivity can be expected from them.

Key Words: Work Motives, Organizational Behavior, Job Satisfaction, Hotel, Commitment

17.0 Introduction

The Indian Hospitality industry has been a key driver for the economic growth of the services sector. The employees need to anticipate the needs of the guests and provide excellent services to induce them to buy their products and services more often. Hospitality jobs requires enthusiasm and positive attitude to satisfy the guests. However, jobs in this industry is characterized by insufficient pay, long working hours, stress among others (Biswakarma, 2018). The present situation in India shows a bleak picture and the industry is witnessing a huge crisis in retaining employees. The attrition rate has been high in this industry and the

Human Resource Department has been devising methods to escalate employees motivation level, thus increasing their satisfaction levels which will help in retaining key employees (Biswakarma, 2015) .

17.1 Statement of the Problem

There has been a lot of researches on understanding the ways of increasing employees' motivation and the work environment factors has been extensively investigated (Chiang, 2010) (Karatepe, 2009) (Lundberg, 2008) (Wildes, 2008). Despite of abundance of research, little is actually known about what initially motivates employees to take hospitality industry as their employment. Further, there is hardly any information about how those initial motives affect later job behaviors and attitudes (e.g., job satisfaction and organizational citizenship behavior). The research paper has referred "work motives" as those initial reasons for working in the hospitality industry.

17.2 Purpose of the Study

The purpose of this study was to investigate the effect of work motives on the work behaviors and attitudes of the hospitality industry. The study tries to contribute an enhanced theoretical understanding of employees' work motives, thereby utilizing scales that measure employees' work motives in the hospitality industry. The findings of the study will help HR team during recruitment process to select employees whose personal values and viewpoints are congruent with the hospitality culture.

17.3 Objectives of the Study

- a) To find out the employees' work motives based on McClelland's theory of needs
- b) To investigate the job satisfaction of the employees and to find the best hotel to work.
- c) To explore the relationship between employees' work motives and organizational citizenship behaviors

2.0 Review of Literature

Organizations have their objectives that they intend to achieve, though it can be done only through effective and successful management of its employees. There are ample activities within organization that should be part of the strategic and operational planning. This can be done by the management of human capital in every subject the hotel industry which seeks to apply modern methods and means of management objectives (Kotler, 2002). In order to manage the workforce, the managers need to anticipate and understand how to influence employee's behavior. It is evident that organizational behavior has been considered a main factor from which the overall activity in the organization rests on.

Work Motives, in this research work, refers to "an activated state within a person-consisting of drive urges, wishes, and desires-that leads to goal-directed behaviour" (Mowen, 1998). Work motivation can also be defined as, "is a set of energetic forces that originate both

within as well as beyond an individual's being to initiate work-related behaviour, and to determine its form, direction, intensity, and duration" (Pinder, 1998).

2.1 Motivational Theories

(Swanson, 2013) mentioned that theories are drawn up to explain, predict, and understand occurrence and, in many cases, to challenge and extend existing knowledge, within the limits of the critical assumptions. (Ruthankoon, 2003) stated that theories for estimating, explaining, and influencing a person's job motivation are abundant and are classified into Content Theories (identify factors associated with motivation and focus on "what" motivates the individual) and Process theories (theories view job motivation from a dynamic perspective and look for causal relationships focusing on "how" motivation occurs).

2.2 McClelland Theory of Needs

The theory was developed by McClelland and it mentioned that the needs theory contends that individuals are motivated by three basic drivers: achievement, affiliation, and power. (Winter, 1992) argued that these needs not only motivate people, but also include most important human goals and concerns. McClelland pointed out, three requirements which form the base for his theory of motivation. The three requirements were; need for achievement, need for power and need for affiliation. McClelland's theory proposes that people are motivated in varying degrees by their need for Achievement, need for Power and need for Affiliation and that these needs are acquired, or learned, during an individual's lifetime (Daft, 2008) (Lussier, 2007). In other words, most people possess and will exhibit a combination of three needs. (McClelland, 1958) defined the need for Achievement as "success in competition with some standard of excellence. Need for Power was defined by (McClelland, 1961) as a "concern 'with the control of the means of influencing a person'.(McClelland, 1961) stated, "Affiliation...establishing, maintaining, or restoring a positive affective relationship with another person and can be described as "the unconscious concern for developing, maintaining, and restoring close personal relationships".

2.3 Organizational Citizenship Behaviour

Organizational citizenship behaviour are the actions and behaviours of the employees that are not critical to the job, but benefit the team and encourage even greater organizational functioning and efficiency. OCB is a composite of various dimensions (LePine, Erez, & Johnson, 2002; Organ, 1988), table 2.1 gives the details. Other researchers identify individuals' OCB by the person or organization targeted. (Williams, 1991) proposed two OCB dimensions: they were individuals' OCB towards organization (OCB-O) and individuals' OCB toward internal customers (OCB-I), where internal customers refer to co-workers. OCB-O behaviours can be described as that which benefits the organization in general (e.g., advance notice when unable to come to work, obeys to informal rules devised to maintain order) and OCBI-behaviours that directly benefit specific individuals and indirectly through this means contribute to organization (e.g., helps others who have been absent, takes a personal interest in other employees).

As proposed OCB-O and OCB-I are categorized on the bases of the five dimensions of OCB. The OCB-O is composed of conscientiousness, sportsmanship and civic virtue, while the OCB-I is composed of altruism and courtesy. Teamwork is an important characteristic of hospitality jobs, where the employees need to cooperate well with co-workers and also follow the organization's policies to bring about excellent experience in terms of good service quality. Thus, it is evident that the two paradigms, OCB-I and OCB-O, are best suited for the hospitality jobs setting. The present study has adopted the scales of OCB-O and OCB-I to understand the behavior of the employees in the work environment.

This study explored employees' work motives based on McClelland's theory of needs, and investigated the effect of work motives on work behaviors (e.g., organizational citizenship behaviors) and attitudes (e.g., job satisfaction).

Table 2.1: OCB Dimensions used by Previous Researchers

Researcher	Dimension	Description
(Organ, 1988)	Altruism	"Altruism includes all discretionary behaviours that have the effect of helping a specific other person with an organizationally relevant task or problem"
	Conscientiousness	"Conscientiousness is defined by actions that in their direct impact, are more impersonal"
	Sportsmanship	Participants who show sportsmanship avoid complaining, petty grievances, railing against real or imagined slights
	Civic Virtue	"Civic Virtue related to the involvement in what policies are adopted and which candidates are supported"
	Courtesy	"Courtesy includes such actions as "touching bases" with those parties whose work would be affected by one's decisions or commitment"
(Graham, 1991)	Organizational Loyalty	Identification with and trustworthiness to organizational leaders and the organization as a whole, exceeding the parochial interests of individuals, work groups, and departments.
	Organizational Obedience	Obedience may be established by a respect for policies/rules and instructions, punctuality in attendance and task completion.
	Organizational Participation	Interest in organizational affairs, sharing informed opinions and new ideas with others, and being willing to support eachother.
(Williams, 1991)	OCB – I	"Behaviors that immediately benefit specific individuals and indirectly through this means contribute to the organization (e.g., helps others who have been absent, takes a personal interest in other employees).
	OCB-O	" Behaviors that benefit the organization in general (e.g., gives advance notice when unable to come to

		work, adheres to informal rules devised to maintain order). .
(Moorman, 1995)	Personal Industry	"The performance of specific tasks above and beyond the call of duty"
	Individual Initiative	"Communications to others in the workplace to improve individual and group performance"
	Loyalty Boosterism	"The promotion of the organizational image to outsiders"
	Interpersonal Helping	"Focuses on helping co-workers in their jobs when such help was required"

3.0 Research Methodology

Research Methodology is the procedure by which researchers go about their work of describing, explaining and predicting phenomena. To obtain necessary data, the present research combines the use of both primary as well as secondary sources.

3.1 Secondary Research

A lot of research articles and research papers were examined with relevance to the research subject. This was done to understand the modalities of the segment both in Indian and Global context. As this research has been conducted in Eastern part of India, a number of select studies on the hotel industry has been reviewed. The research gaps were derived from the review of extensive literature and efforts taken to address the gaps so identified.

3.2 Primary research

For this research a questionnaire was administered to the employees of the selected hotels and their feedback was noted. Data collection was done by selecting 10% of the total employees by using stratified random sampling method. Three hotels (FHRAI classified) were taken for the study and a total of 114 employees were taken across all the four major department (Food production, food and beverage service, front office and housekeeping). The stratification of employees was done on two levels namely the category and appropriate representation of each hotel considered for the study. Further the researchers visited the hotels to gain firsthand knowledge of the visible evidence and some data was collected from the HR managers and Managers of these Hotels through interview.

- Section one of the questionnaires comprised of employees demographic features.
- Section two included a total of 22 work motive items developed for this study and included the four major themes. The items were job itself (six items), need for achievement (six items), need for affiliation (five items), and need for power (five items). The participant was asked the extent of the agreement using a five-point Likert-type scale (1 = strongly disagree to 5 = strongly agree).
- Section two was designed to collect hospitality employees' job satisfaction using JDI (Job Description Index).

- Section three has been designed to gather details about employees' organizational citizenship behaviors. Employees' citizenship behaviors were measured employing 13 items from Williams and Anderson (1991). These metrics included organizational citizenship behaviors toward an organization (six items) and organizational citizenship behaviors toward internal customers (seven items).

3.3 Research Procedure

A pretest of the questionnaire was performed to ensure content validity and reliability within the target context. Some minor modifications of the wording and the question item sequence were done based on the comments collected from the pilot study. Incomplete questionnaires such as missing values or double-checked items were excluded. The overall response rate (114 completed questionnaires) was 89%. The data was cleaned and MS Excel and SPSS (Version 16) was used to analyze the data.

4.0 Data Interpretation

Reliability analysis allows studying the properties of measurement scales and the items that compose the scales.

Table 4.1: Reliability Test

Factors	Cronbach's Alpha (α)	Number of Items
The Job itself	.818	6
Need for Achievement	.832	6
Need for Affiliation	.809	5
Need for power	.854	5
Job Satisfaction	.932	5
OCB-I	.833	7
OCB-O	.876	6

From the table 4.1, it can be seen that the Cronbach's alpha coefficient of the factors vary from 0.809 to 0.932. However, these values are above the generally agreed upon lower limit of 0.60 (Hair., et al, 2006) or $\alpha = 0.70$ (Field, 2009). This shows a good internal consistency of the factors and high reliability of the scale.

4.2 Descriptive Statistics

	N	Mean
The Job itself	114	4.414
Need for Achievement	114	4.234
Need for Affiliation	114	4.344
Need for power	114	4.376

The first objective was measured through interview conducted amongst the employees, four themes emerged from it namely: the job itself, need for affiliation, need for achievement, and need for power. The mean values depict a high level of agreement of the employees on the statements. However, some of the important areas that most of employees agreed were as follows:

The job itself: This theme was mainly discussed with the employees in the context of the advantages of doing a job in the hospitality industry. Most employees indicated they joined the job because it allowed them to develop their knowledge, skills and attitude.

Need for affiliation: There were several psychological factors that inspired employees to continue in their current job and organization: desire to keep good relations with co-workers and a healthy environment where employees are valued.

Need for achievement: Some of the factors under need of achievement were recognition of their efforts and opportunities to face job-related challenges. A majority of the employees feel that they were happy and felt a sense of accomplishment after they had successfully handled challenging job or situation.

Need for power: The elements mentioned by most of the employees were: leading or engaging with others and becoming empowered. Most of them confirmed that they enjoy solving problems and influencing others at the workplace.

4.2 Job Satisfaction Index

Employee Job Satisfaction was measured using the JDI (Job Description Index) using the five factors, namely, satisfaction with nature of work, pay, supervision, promotion and relation with co-workers. The responses were measured on a five point Likert Scale, where (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree). The objective was to find the best Job Satisfaction across the selected hotels.

Table 4.3: Ranking of Factors of Job Satisfaction for all Hotels

Hotel	Mean Scores of satisfaction (with)				
	Nature of Work	Pay	Promotion	Co-workers	Supervision
Hotel A	3.66	4.08	4.11	4.54	4.23
Hotel B	3.73	4.23	4.48	4.66	4.13
Hotel C	3.75	4.12	4.0	4.43	4.11
Mean Values	3.71	4.14	4.19	4.54	4.15
Ranking	5	4	2	1	3

Table 4.3 shows the mean scores of each of the factors that explain job satisfaction in the selected hotels. The ranking of the Job Satisfaction factors are as follows: Co-workers (4.54), Promotion (4.19), Supervision (4.15), Pay (4.14) and Nature of Work (3.71). From the above table Hotel B scores more on Pay, promotion and relation with co-workers and is the best hotel to work among the selected hotels for study.

Table 4.4: Job Satisfaction (Employment Condition)

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.859 ^a	.738	.736		.52396

a. Predictors: (Constant), Work Motives

The above table (Model Summary) depicts R, which is the Correlation of Variable and R^2 which is the proportion of variability in dependent variable that is explained by the dependent variable. The adjusted r square value as it takes into consideration the size of the sample. From the table we can see that about % of the movement of independent variable can be explained by the dependent variable.

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	87.500	1	87.500	318.724	.000 ^a
	Residual	31.022	113	.275		
	Total	118.522	114			

a. Predictors: (Constant), Work Motives_Avg

b. Dependent Variable: Organizational Citizenship_Avg Behaviour

The ANOVA table justifies that the model is quite fit and is quite significant at $p < 0.050$ and thus we can carry out the linear regression process. The F value is also quite significant at 318.724.

Coefficient

Model	t	Sig.
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1. (Constant)

Work Motives_Avg	17.853	.000
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a. Dependent Variable: Organizational Citizenship Behaviour

The coefficient table shows the regression coefficient. The “t” value of Work Motives_Avg from the table is 17.853, thus we see that Work Motive has significant positive impact on Organizational Citizenship Behaviour. We can say that a unit increase in Work Motive will result in increase in Organizational Citizenship Behaviour.

5.0 Results, Conclusion and Recommendations

- Reliability was tested and the internal consistency of all the variables was in the range .809 to .932, which is above the suggested value (.70)
- The percent of contractual employees across the hotels were around 35%.
- 45% of the workforce were employees between the age 18-24 years and most of them were operational/frontline employees
- The highest qualification was a Masters degree, however, only 12% of the total employees possessed it.
- The findings reveal a significance influence of work motives on work behaviors and attitudes. This suggests that work motive is a major cause of positive job behaviors and attitudes as reflected in the chosen hotels.
- The Job satisfaction levels also suggest that employees show a positive job behavior. Curtis and Upchurch (2010) suggested that when employees' needs are taken care and are content with the job, they are more enthusiastic to support the organization and their coworkers
- According to the findings, employees who have a strong desire for recognition of personal performance, facing challenges, and taking responsibility are likely to prefer a hospitality job.
- Hospitality jobs, for those employees with a high need for achievement, mainly revolve around social contact by delivering services to customers, satisfying customers' requests, or dealing with customers' complaints; in this way, the hospitality jobs differ from jobs in other industries, for example the manufacturing industry
- Based on the findings of this study, maintaining good and stable relations with managers or co-workers and a climate where employees are encouraged and valued are elements that attract individuals with a high need for affiliation to the hospitality industry
- The findings of this study could be used to focus attention on work motives when future researchers investigate organizational behaviours.

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Managing Tourism in Heritage Sites – A study on Accessible Tourist Management Perspective

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Abstract: Participating in tourism activities is the right of every human being irrespective of cast, creed, religion, nationality, physical disability etc. This study is concerned with issues faced by physically challenged people at tourism destinations, especially at heritage sites and monuments. Many heritage tourism destinations in India are inaccessible or inadequately facilitated to differently abled people. Along with concerns about heritage sustainability, we must constantly recall that the different segments of society are not yet able to equally enjoy tourism attractions, facilities and services. India there are about 2, 68,14, 994 (Census 2011) people with disabilities, which is a significant potential market for tourism industry. However people with limited mobility, have their special needs regarding participation in tourism, but also they have the same motivation of travelling. This still unexplored field of tourism for people with disabilities is a recent trend and many initiatives are taken in this direction. As an example it could be heritage sites of Karnataka which have recognised the potential destination for disabled tourists and took initiative for developing accessible tourism. A Tourism Management System for differentially abled people covers better accessibility to various services associated with tourism at the destination including accommodation, entertainments, sanitation facilities, banking and financial services, information and interpretations, safety and security services etc.. This paper is an attempt to explain the utility of Tourism Management System for physically disabled tourists at heritage sites. It aims to generate specific knowledge about the Tourism Management System which

aims on travel requirements and obstacles of tourist with disabilities, to access the present level of accessibility in Heritage areas especially services offered in heritage attractions.

Key Words: Tourism Management System, Accessible Tourism, Differently Abled Tourists

Introduction

UNWTO defines accessible tourism, as with any area of academic study, is an evolving field of academic research and industry practice, set within a dynamic social context. The field is interdisciplinary, multidisciplinary and trans disciplinary, and is influenced by geography, ageing and disability studies, economics, public policy, psychology, law, architecture, construction sciences, technology and marketing. The concept of accessibility has been steadily gaining importance. According to Alles (2010) and Kastenozi&Ladero (2009), accessible tourism can be understood as one that meets the needs of consumers who will enjoy the holiday and leisure without worrying about the physical, psychological or other barriers that limit, both in rural and urban areas. Luiza, (2010) tells about accessible tourism in a different perspective. He explains it as accessible tourism may provide a set of products, services and environments that should be respected in any tourist destination, especially: destinations without infrastructural barriers, equipment, transport, activities, exhibits attractions, accessible information and communication as well as the existence of highly specialized personnel. The accessible tourism is aimed at providing facilities for all segments of the tourism market to experience the tourism products without any physical or psychological barriers.

Most of the Indian destinations are physically inaccessible to physically challenged persons. This study is more concentrated on issues related to physically challenged people at the heritage destinations. This dimension of access tourism discussion provides a focus for enabling social participation through the provision of access requirements (e.g. ramps, tactile ground surface indicators, way finding signage). Heritage Tourism Destinations are greatly attracting many tourists throughout the world. Indian tourism scenario is not different from the global tourism trend. The largest segment of tourism industry in India is cultural and heritage tourism. This cultural and heritage tourism destinations tell about the legacy and history of the country. Every citizen of the country as well as every guest from foreign countries has the right to experience and enjoy this invaluable treasure. Physically challenged people are a small segment of the accessible tourism concept. The study covers only those

issues faced by the physically disabled people. There is a need to evaluate the accessibility issues prevailing at Heritage Monuments and Sites that limits the rights of physically challenged people.

Literature Review

Literature related to Accessible Tourism

The Convention of Rights of Persons with Disabilities and the Biwako Millennium Framework for Action and Biwako Plus Five (ESCAP 2003) reflects about a shift from a medical to social model of disability. In that medical model, individuals with certain physical, intellectual, psychological and mental conditions (impairment) are regarded as pathologic or abnormal; it is simply the abnormality conditions themselves that are the cause of all restrictions of activities.

Simon Darcy and Dimitros Buhali defining Accessible tourism as a form of tourism that involves collaborative processes between stakeholders that enables people with access requirements, including mobility, vision, hearing and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally designed tourism products, services and environments.

Burns N, Paterson K and Watson N in their article entitled, An inclusive outdoors? Disabled people's experiences of countryside leisure services describes about the concept of affordance and combining this with a social barrier approach to disability, they also explained about disabled people attitudes towards country side leisure.

Literature related to Tourism management

Mason (2005), Designing plans for Tourism attractions rarely describes guidelines on Tourisms let alone the use of management techniques and tools like pricing, Tourism impacts and sustainability. This may be attributed to the individual characteristics of attractions and sites, which inhibits the gap between use and knowledge on specific design of Tourism management tools.

Richards (2002) identify the importance of data available to Tourisms prior to their visit to a tourist attraction, nothing many decisions are taken in pre-visit. The role of the tourist attraction within the destination and participation in collaborative activities to communicate

their resource and Tourism experience becomes important in managing Tourisms needs and wants.

Research Gap

Previous studies made only on Accessible Tourism and utilization of the tourism resources for the betterment of the disable people and development of local, regional and national tourism accessibility. The studies are emphasizing on how to provide accessibility for the disabled people. But studies are not throwing light on the accessible Tourism management system in heritage sites. This study is emphasizing on the need of accessible Tourism management in Heritage destination to ensure that heritage destinations for all.

Statement of Problem

The glorious past of Karnataka has ensured that the present and subsequent generations have plenty of historical monuments to be proud of. As one turns the pages of history, the rich heritage of Karnataka comes alive with all its fragrance and colour which are still breathing in the Culture, tradition, handicrafts and historical monuments fringed in each and every corner of this multi facet state of Karnataka. The following researchable issues are identified after a thorough literature review.

1. What is the present position of heritage tourism in Karnataka?
2. Is there any sort of Accessible tourism System existing in Heritage Tourism Destinations of Karnataka?
3. What is the significance of Tourism Management System in Heritage Tourism destination for disabled tourists?

Objective of the study

The objectives of this study are the following:-

1. To assess the present status of heritage tourism development in Karnataka.
2. To analyse and evaluate the role of accessible tourism towards the development of heritage tourism.
3. To study the significance of Tourism Management System for enhancing the Heritage Tourism Destinations accessible for disabled tourists.

Research Design and Methodology

Research is designed on the basis of descriptive method and the study investigates accessible Tourism management system in heritage sites of Karnataka. Since the research area is very nascent, getting detailed information is a difficult task. So the study is more focused and based on available secondary data source. The researcher has collected chunk of information used for the research work through observation and site visit.

Tourism in Karnataka- an over view

Karnataka is a state known for its lavish treatment to all Tourisms, no matter where they come from. Its Tourism-friendly traditions, varied life styles and cultural heritage and colourful fairs and festivals held abiding attracts the tourists. The glorious past of *Karnataka* has ensured that the present and subsequent generations have plenty of natural and cultural heritages to be proud of. The fascinating monuments and heritage sites in the state stand quietly today to retell their story of joy, sorrow, courage and sacrifice before the Tourisms. Each of the attractions is so enchanting and singular that Tourisms will be left asking for more at the end of their visit to Karnataka. As one turns the pages of history, the rich heritage of Karnataka comes alive with all its fragrance and colour which are still breathing in the heritage temples, mosques, churches, and monuments fringed in each and every corner this multi facet state of Karnataka. The splendid architecture, minutely carved sculptures, embellished facades of the heritage monuments narrates the immense skill of the craftsmen of the yore which have been fascinating the world for many centuries.

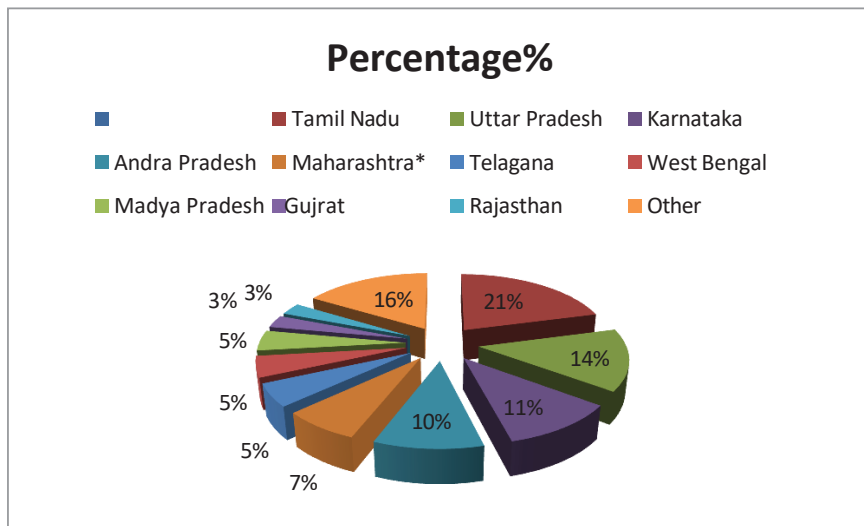
The following table shows the position of Karnataka in Domestic tourism.

Share of Top 10 States/UTs of India in Number of Domestic Tourist Visits in 2015

Rank	State/ UT	Domestic tourist visit 2017	
		Number	Percentage
1	Tamil Nadu	345061140	20.9
2	Uttar Pradesh	233977619	14.2
3	Karnataka	179980191	10.9

4	Andra Pradesh	165433898	10.0
5	Maharashtra*	119191539	7.2
6	Telagana	85266596	5.2
7	West Bengal	79687645	4.8
8	Madya Pradesh	78038522	4.7
9	Gujrat	48343121	2.9
10	Rajasthan	45916573	2.8
Total of top 10 States		1380896844	83.6
Others		271588513	16.4
Total		1652485357	100.0

Source: Annual Report of DOT, 2018



Source: Ministry of Tourism Annual Tourism report, 2018

Accessibility Tourism in Heritage sites of Karnataka

Karnataka is the land of diverse and rich in heritage, Karnataka is the destination of countless stories that are narrated through its forts, palaces, and ancient towns. Any known with the state can be started with a splendid tour to understand its history, culture and ideal through its archaeological monuments.

Number of Archaeological monuments of Karnataka

World Heritage Sites by UNESCO	ASI Protected Monuments	Under Dept. Of Archaeology, Museums, and Heritage, Karnataka
03	506	765
	Total	1274

The sources of ASI, State department of archaeology, Museum and Heritage and UNESCO world heritage list show the vast potential of tourism archaeological heritage of Karnataka. There are 1274 Archaeological heritage monuments which have universal value.

Karnataka is having several positive factors for developing accessible tourism which include:

Travel planning information

People with disabilities need to make a substantially greater amount of pre-planning to undertake travel than the non-disabled. Information providing about barrier-free tourism would lead to increased travel. However, poor information dissemination has been identified as a major weakness of tourism for people with disabilities.

The major prospectus about travel planning and information for people with disabilities towards heritage sites of Karnataka is the travel information they can access through the official web site of the karnatkatourism.org, karnatakaholidays.net, junglelodges.com and other district official websites.

Transportation accessibility

Karnataka has good access by air, rail and road transportation for disabled persons all the KSRTC buses will have reservation of seats for the disabled and Trains are having separate coaches with 75% concession and even airlines are providing concession for disabled persons at the major heritage destinations wheel chairs are also available for the site seeing.

Accommodation accessibility

Karnataka is having quality accommodation access to the Tourisms, accommodations varies from budget to high profiled services. Even supplementary accommodations are available to the tourists with several ancillary services like rental car, Multi linguistic guides, on request F&B service, etc.

Attraction Accessibility

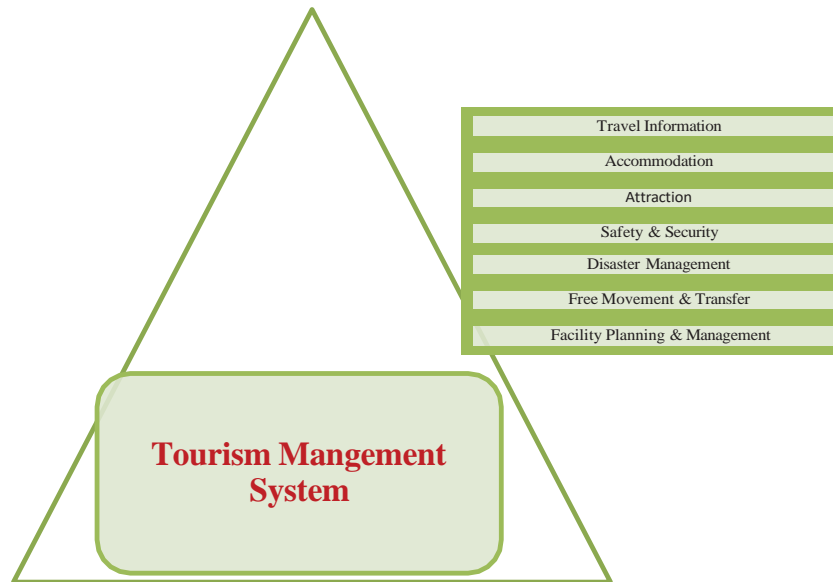
KSTDC provided guidelines to the local tourism bodies to facilitate the disabled persons such as wheel chairs in the Heritage monuments on request and also they exempted by standing in the Q for getting entry tickets for the attractions, separate path way etc.

Amenities Accessibility

State Government took initiative to providing access to all by facilitating pure drinking water, proper sign boards for attractions, audio visuals, multi linguistic guides, battery cars, guide map, safety and security etc.

Accessible Tourism Management system

Management plans for Tourism attractions is challenging task and hardly we are able to see certain guidelines to preserve the Tourism attractions and maintain a sustainable management system in different types of attractions. The growth of Tourism demands at the various levels created immense pressure on Tourism attractions. This resulted in loss of few attractions throughout the world. People with disabilities needs their own requirements to enjoy the attraction fullest in all possible way and stats are suggesting accessible tourism is having great potentiality in tourism business same time we should also realise the need of the Tourism management system to increase the satisfaction level of the accessible tourist and maintain the sustainability of the attraction. The following Tourism management model will gave an idea about need and benefits of accessible Tourism management system in heritage sites:



Accessible Travel information Tourism management System

Accessible people needs greater amount of preplanning to travel towards heritage destinations to secure their travel experience throughout their journey. VMS will provide an opportunity analyse their needs and wants to facilitate them for barrier free travel.

The system includes the major issues about travel information in initial stages for people with disabilities are:

- ❖ Identifying the various dynamics of access (physical; vision; hearing and cognitive);
- ❖ Getting accurate access information;
- ❖ Getting the right level of detail about the access information;
- ❖ Clarity of the availability of information;
- ❖ Proper format for the information;
- ❖ Appropriate presentation of the information;
- ❖ Identify distribution channels (mainstream and disability specific).
- ❖ Services to and from Bus stand, Railway station and Airports.
- ❖ Convenient drop-off points near main entrances of the monuments.
- ❖ Adequate auxiliary services within Bus Stands, Railway station and Airports (accessible toilets/change rooms, phones, etc.).
- ❖ Extra cost of travelling with an attendant;
- ❖ Staff training in the physical handling of people with mobility disabilities;
- ❖ Availability of seats with retractable arms;

- ❖ Health-related issues during journey and impairment differences;

If the above stated are taken in consideration while providing information about the heritage destination it will be easy for the disabled to travel towards the destination.

Accommodation Accessibility

Accommodation plays a vital role in selecting the destination and for people with disabilities accommodation is a critical factor to stay in the destination. If they cannot find proper accommodation at the destination it will impact on their travel decision.

The system describes major issues about accommodation for people with disabilities are:

- ❖ Accommodation should have sufficient number of rooms for the disable people which they can use without using the services of the companion.
- ❖ Emergency exits should be available.
- ❖ Wheel Chair track and rail facility
- ❖ Steps should not be there in the room
- ❖ Accessible toilet
- ❖ Height of the cupboard, working table & dining table should be accessible
- ❖ Width of the door should be adequate and should be comfortable for the accessible people (Movement of the wheel chair, stratus etc.)
- ❖ Menu should be flexible and it must contain additional option which can serve different needs like dietary meal.
- ❖ Audio induction loop facility for hearing impairment peoples.
- ❖ Doctor on Call
- ❖ MICE facilities for accessible people etc.

Attraction Accessibility

Heritage attraction experience involves multitude interactions and socio-cultural relationship at the site. Public transport, the environment, hospitality, sightseeing, full day/half day trips availability and tourist service attitude all plays crucial role to attract accessible tourist towards heritage destinations of Karnataka.

The system includes major attractions issues identified are:

- ❖ Separate path way.

- ❖ Hearing augmented system.
- ❖ Sign boards (including Brail Script for Visually challenged people).
- ❖ Accessible toilets, wash basin and maintenance of hygiene factors.
- ❖ Street crossing facilities and time for pedestrians.
- ❖ Stairs/ lack of lifts.
- ❖ Recreation Facilities like Spa, indoor games, safari's etc.
- ❖ Parking facility etc.

Safety and Security Accessible Management System

When making services available to the accessible people safety and security consideration for tourist will be the prior subject to facilitate them at the destination. Many of the accessible tourists are suffering from the safety and security issues and most of the heritage sites are not having the guidelines for the disabled tourists.

The system includes major safety and security issues identified are:

- ❖ Assistance for safety and comfortable tour.
- ❖ Policy Provision of service animals.
- ❖ GPRS Trackers
- ❖ Green Tourist police
- ❖ First aid box as a complimentary service, etc.

Disaster Accessible Management System

Disaster can be defined as an occurrence of causing widespread destructions and distress. Disaster management does not eliminate the treats, instead it focus on reducing the impact caused by the disasters.

The system includes major issues identified are:

- ❖ Proactive Planning on possible disasters at the attractions.
- ❖ Minimizing the loss via more effective preparedness.
- ❖ Training and development program
- ❖ Resolving technological crisis
- ❖ Tactical plans to handle malevolent persons.
- ❖ Rumours, gossip and grievance management.

Facility Planning and Management System

People with disabilities are requiring greater amount of facilities and services at the destination to get maximum satisfaction and novel experience at the site of attraction.

The system includes major issues identified are:

- ❖ Audio visuals representations
- ❖ Trained staff to handle people with special needs.
- ❖ 24/7 Help line exclusively for disabled people.
- ❖ Trained service animals.
- ❖ Concession in the service price.
- ❖ Audible and visual signals/ warning signals.
- ❖ Recreational facilities
- ❖ Destination information loaded tabs, smart phones etc.
- ❖ Free entry to the attractions
- ❖ Public utilities- gateways, checkout, mobile currency, cyber centre, ATM etc.

Free Movements and Transfers Management system

Accessible tourists always expect free movement in the destination to get pleasure of their trip. Free movements will help them to find their own way to get enjoyable movements which also helps in the development of their health condition.

The system includes major issues identified are:

- ❖ Separate/ direct entry to the monuments.
- ❖ Wheel chairs, stretcher, brail script and other essential equipment's.
- ❖ Separate path ways.

Conclusion

Accessible tourism can be enhanced by creating an inclusive society for all. To achieve the goal of Accessible tourism, persons with disabilities should recommend to the government, and those who are responsible for tourism promotion of Karnataka, to introduce accessible Tourism management as criteria in validating/ accrediting the Hospitality and Travel

Industry. The government can also consider providing economic and other types of incentives to promote accessible Tourism management system in Karnataka.

To conclude it will be right to say that the need for accessible tourism is growing. To gear for and tap business from travellers with special needs is an opportunity that all should try and avail whether it is at a national level where the country is mandating accessible tourism in their action plan, state level where regionally accessible tourism is encouraged or even at an individual level where individual service providers decide and ensure that their facility is accessible in Karnataka and it will be managed through a systematic way.

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WOMEN EMPOWERMENT AND TOURISM - A STUDY AT URAVU SCIENCE AND TECHNOLOGICAL CENTRE

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ABSTRACT: Empowering women to be economically stable, socially responsible and politically viable is an important factor in the recent society. So that the industry of tourism, is ensuring the development of women in all levels, to reflect the positive impact on the society. Tourism will help for the sustainable development and also to be responsible. As well as the empowerment of women helps to promote tourism in all the sense. Women empowerment helps to realize the importance of gender equality. Gender equality helps to consider the whole people to be in the same space of environment by considering equal in all the works. And tourism is one of the best industries to make the women empowered. They are considered equally and the employment opportunities that we find is also equal for them. This study reveals the significance of women empowerment in tourism industry as taking Uravu Science and Technology Centre as the destination. Uravu is a Non Profit and Non-Governmental Organisation which focuses on rural empowerment and sustainable development. The opportunities gained by the organisation to women also the socio-economic status of women in Uravu are discussed here. This empirical study deals with the primary sources as well as secondary sources.

Keywords: Women empowerment, Sustainable development, Tourism, Rural empowerment, Gender equality

INTRODUCTION

Tourism is often the movement of people towards the destinations for the period of more than 24 hours and less than one year and they should not have the intention of earning money from the place they visit. As the tourism is making its own identity in the world and creating various job opportunities for the peoples, here comes the relevance of women empowerment and tourism. It is empowering women in different areas connected to tourism, which help to develop and to increase the power to control their lives, gain skills, increase the knowledge and also to solve problems. Likewise women will become modern, liberal and empowered.

UWTO has introduced Forum on Women in Tourism, held on March 7th 2008 in conjunction with ITB Tourism Fair in Berlin, Germany saw the unveiling of an Action Plan to Empower Women through Tourism. It discuss the positive impacts of the tourism will

help the women empowerment which leads to poverty reduction and the enhancement of women's dignity and the role in the workplace. And also UNWTO Regional Seminar on Responsible Tourism: Opportunities for Women and Youth 2012, also implies the improvement of women through tourism. Although, tourism industry is raising opportunities in entrepreneurship, education, leadership etc. so that, the women can be stable economically, politically and also socially. Here the empowerment of women is structured mainly around five thematic areas: Employment, Education, Leadership, Community and Entrepreneurship. Wayanad as a tourism destination has variety of attractions in which a number of peoples are arriving to explore the destinations. Uravu has been a main attraction in Wayanad. In this study we deal with the women empowerment in Uravu. This small rural remote village is known today for its experimentation in bamboos identified and acclaimed across the globe as a bamboo village. It has helped tremendously to improve the social status of bamboo and helps women to develop economically. Promotion of bamboo handicrafts and other products as a sustainable alternative and means of employment for rural women, promotion and cultivation of bamboo for its environmental and economic benefits are the core activities of the organization.

LITERATURE REVIEW: Tourism is found to be an important means of empowering women in this present global economy. Empowering women makes to be developed in several fields so that they can achieve the goals by economically stable.

Women Empowerment: "Women's empowerment refers to the ability of women to transform economic and social development when empowered to fully participate in the decisions that affect their lives through leadership training, coaching, consulting, and the provision of enabling tools for women to lead within their communities, regions, and countries" (Wiser Earth, 2005). "Empowerment is a process to enable women to achieve goal in life such as earning more income on their own to cope with growing needs for income, health-care and education for their children" (van derCammen, 1997). As indicated by Ateljevic & Peeters (2009) "women empowerment is becoming more important now as it has gained political importance since being acknowledged by United Nation World Tourism Organisation (UNWTO)". UNWTO is committed to play a leading role in economic empowerment of women in tourism sector. The Action Plan has to be regarded as part of UNWTO's "triple commitment" objectives, in the framework of the 'Global Code of Ethics for Tourism' and in support of the MDGs: (i) Tourism should benefit the poor (ii) Protection of our environment and (iii) Empowerment of women

Tourism and Women Empowerment: Garcia-Ramon, Canoves and Valdovinos (1995) "indicate that tourism development seems to contribute to ideological shift in women where they become more integrated with 'outside world' and more concerned about conservation of their landscapes, both culture and physical, which have become important in their livelihood." Wilkinson and Pratiwi (1995) "indicate that the economic improvement brought by tourism has the potential to empower the local women to have more control over their own lives and their family's survival in a community where poverty predominates." Khajehshokouhi and colleagues (2013) in their study as the role of tourism in rural women's empowerment concluded that "Rural tourism on the economic empowerment is more effective than the of women empowerment culture." The results of this study have shown that, the development of rural tourism and the social empowerment of rural women, there was a significant relationship.

STATEMENT OF THE PROBLEM

Tourism helps in empowering women in an essential manner so that it helps to build a strong economic life, development and sustainability. It improves the quality of women through tourism sector. And it develops individually, at workplace, market place and community to empower women. Uravu as a tourism destination, it mainly concentrates on the responsibility of the environment and sustainability of the place, it works with peoples especially women, Govt, etc. which makes to develop women in all aspects. This study is trying to find answer for the following research questions:

1. How Uravu creates opportunities for empowering women?
2. What is the socio-economic status of empowered women in Uravu study centre?
3. Whether the empowered women in Uravu are satisfied or not?

OBJECTIVES OF THE STUDY

This study is related to identify the relevance of tourism industry in women empowerment especially in Uravu. And so the primary objective of the study reveals about the significance of tourism in the development and empowerment of women in Uravu and the sub objectives are as follows:

- ✓ To identify the opportunities to empower women in Uravu.
- ✓ To assess the socio-economic status of empowered women in Uravu.
- ✓ To determine the satisfaction level of women in Uravu study centre.

SCOPE AND SIGNIFICANCE OF THE STUDY

Uravu established in the year of 1996 has the main vision of 'Rural Empowerment through Sustainable Solutions' to develop the sustainability by eco-friendly aspects, to increase the use of bamboos and develop the rural community through various job opportunities. The main focus is to empower the women economically and socially, so that, empowering is the ability of women to be economically and socially stable to involve in the decision making process and all. Presently women are facing plenty of problems in the society. Uravu has the role for helping to overcome these issues. That is, the rural women especially the tribals are getting more opportunities to develop. The study gives the idea about the opportunities created by Uravu to empower women. Uravu helps to be responsible to work in a community for the better future. The study assesses the significance of Uravu in the empowerment of women and also suggests various ideas for the development of the destination and development of women.

RESEARCH METHODOLOGY

We have used both primary and secondary data for the study. The sample size taken was 50 women in Non-random convenient sampling.

Primary Data: The data for the study was collected from distributing questionnaires among the women through non-random convenient sampling, the data were recollected and assessed. And also the collection of data was through Observation method and Interview

method.

Secondary Data: It has been collected from various resources like Manuals and Records, Journals and Articles, News paper, Books like Rural Tourism and Tribal Development and Websites of Ministry of India and Tourism, Uravu etc. were used to gather the secondary data.

WOMEN EMPOWERMENT

Women empowerment that provides the economic, social and political strength of women is given equality which helps them to build a confidence. Women's empowerment in India is dependable on many variables which include urban or rural location, social and educational status, age and Govt. policies and procedures on women's empowerment exists at different levels (national, state and panchayat levels) in many sectors including tourism, education, health, entrepreneurship, participation in politics. Even though we can find significant gaps between policy advancements and participation at the community level. From the fifth 5 year plan (1974-

78) onwards has been a marked shift in the approach to women's issues from welfare to development. The National Commission for Women was set up by an Act of Parliament in 1990 to safeguard the rights of women. The 73rd and 74th Amendments have provided for reservation of seats in local bodies of Panchayaths and Municipalities for women. This helps to put a better foundation for their participation in decision making at the local levels.

EMPOWERING WOMEN THROUGH TOURISM

In India, tourism can play very important role in empowering women by ensuring their participation in tourism related activities either directly or indirectly. Hence, this gives ample of opportunities and good scope for ensuring the profitable running of home stays, resorts, cafeterias, restaurants, hotel as well as other tourism related activities like handicrafts, wine marketing, handlooms, agri tourism like apiculture, horticulture and fish farming. Women are natural caregivers and excellent homemakers and these skills come of great use in the hospitality sector. Through the support of community tourism project women can develop good homestays or cook tasty meals for the tourists for example, Homestays in Coorg, Chikmagalur and Wayanad in Kerala. Tourism opens several doors to women to get sustainable livelihood. When women become contributors to the family income they get more respect and become empowered and the major decision makers of family. At the same time, awareness among women needs to be increased so that they come forward and take opportunity which will come in their way.

STUDY AREA: URAVU INDIGENEOUS SCIENCE AND TECHNOLOGY STUDY CENTRE

Uravu is an eco-friendly sustainable tourism organization, established in 1996, by the natural lovers to develop the concept of sustainability, situated just outside the peaceful Thrikkaipetta Bamboo Village, it develop a sustainable eco friendly tourism venture by the involvement of local community especially women and helps to get benefited. It is just as a future model for other community such as waste and energy management to the

society. Uravu Eco Links Ltd. is a sister concern of Uravu. Its a public limited company promoted by Uravu trustees. It leads bamboo construction projects as well as bamboo trading. The Bamboo Grove Eco-friendly Community Tourism Project is a brainchild of Uravu Eco Links Ltd. Uravu Eco Links operates in three main areas: 'Development of the Bamboo Grove tourism project, construction with bamboo and sustainable materials, and bamboo trading.' Uravu Eco Links was incorporated under the Companies Act 1956 in the year 2004 with the main objective of carrying out the business of producing and marketing of handicraft products made of bamboo, reed, cane and other such natural materials. It operates as the marketing and implementation agency for Uravu's bamboo products and activities. Community involvement includes food, which is prepared by trained local women. This ensures the participation of women and also 'home-made' meals for both national and international visitors.

Uravu strives to make a difference to rural lives through healthy, reliant and ecologically oriented development activities. Uravu Indigenous Science and Technology Study Centre Commonly known as Uravu strives for rural empowerment through sustainable solutions. Uravu started as a collective of individuals by preserving traditional knowledge systems and technologies which are environment friendly and promoting it as an alternative source of livelihood. Uravu, Knowledge centre of Bamboo- spearheads the development of bamboo sector in the state and beyond.

The Bamboo Grove project also aims to develop community (solar energy, waste management, etc.). Recently the Resort has won the international CIPRA solidarity award for sustainable tourism underlying our efforts in this area. Uravu has partnered with several government missions, institutions, nongovernmental organizations, educational and research institutes and private players over the last 22 years of its journey. The women SHGs were set up as a part of SFURTI project of KVIC.

Uravu maintained: Bamboo Nursery, Bamboo Crafts, Bamboo Blinds, Fine Art and Trainings **Featured Products:** Script-o-premium pen, The Book of Spices, Blinds, Rainmaker (tribal product), Pineapple Lamp Shades, Bamboo rice products like pickles, *payasam* etc.

URAVU AND WOMEN EMPOWERMENT

Promotion of bamboo handicrafts and utility products as a sustainable alternative and means of employment for rural women are the core activities of the organization. Uravu's bamboo nursery is the largest in South India in terms of species diversity and hosts around 50 different species. Uravu has trained and established 16 SHGs that depend on bamboo handicrafts as their primary source of livelihood. Around 200 artisans- 90% women- work in these SHGs. These SHGs are organized in the form of a cluster. The common facility centre provides forward and backward linkages to the SHGs. Also hosts in house designers and trainers, art enthusiastic, student and designers across the globe who constantly engages in efforts and research to redefine bamboo. Several agencies like NABARD, KVIC, Bamboo Mission, AICCA etc have partnered in organizing training programs and workshops.

The women working here is to have a good working environment so that they are involving with full of commitment, dedication and responsibility for the organization to develop their concept on the sustainable development. Uravu is following the sustainable development

quotes which mention about the poverty deduction, gender equality etc which reflects the thought of empowering women. Uravu situated in Thrikkaipetta is the centre of the bamboo village and they have other units in various location like Kalpetta, Meppadi, Kakkavayal, Pozhuthana etc. in which the participation of women are more. Uravu has the units like Kudumbashree which allows the training and marketing program of forward and backward linkages which helps in the development of women. There are around 90 women who are the active workers in which they are working under the 'livelihood support programme' to make them empowered. There are skilled and unskilled women works over there but majority of them are unskilled and they are given special training programs to improve the skills and develop themselves. And they are of age between 20 and 60 in which they have selected Uravu as their primary source of income or others considering as secondary source based on the availability of the time. They are paying around Rupees 150 – 700 based on their work and quantity done in a day. As Uravu is functioning as like Kudumbashree for women, they are providing funding missions, Micro financing and also training and development programmes to improvise themselves to be a part of the society in a good manner in many ways. This is the main reason for improving the socio- economic status of women in the society. We can find the women working over there is to have a better socio-economic status which helps a women to stand up in the society, to make themselves proud, to help in the development of the families, children and so on. Therefore Uravu has been contributing for women to get a better life and also a recognized socio- economic status too.

Uravu is considering tribal community especially women to be part of the works, so that quality of life has improved. Here development is not in terms of economical development but also look upon an organized activity to satisfy certain basic needs, psychological aspects, develop new skills, lifestyle and attitudes to build up inner strength and also socio-cultural benefits to maUravu's major contribution lies in main streaming bamboo based economic activities in Kerala. It has helped tremendously to improve the social status of bamboo artisans by removing caste based perceptions in the occupation mainly for women. From 8 families in 1996, around 100 families depend on bamboo based actives as their primary income source in Thrikaipetta village, transforming the whole village economy. This small rural remote village is known today for its expertise in bamboo and is identified and acclaimed across the globe as a bamboo village. The state government has also acknowledged this growth by declaring Thrikapetta as the first and the only heritage village in Bamboo in Kerala. The women depending Uravu is completely satisfied by the factors they have provided for them. Now they are able to contribute to their family, children, society for the development. And they are not facing any harassment or threats in their working environment. So they are satisfied with all the aspects around Uravu.

DEVELOPMENT OF URAVU THROUGH WOMEN EMPOWERMENT

Uravu has been a main source of income for many of the women in the locality. Moreover they have been developed in all the levels where women can be empowered and help in the sustainability of the destination. In Kerala, mainly members of the Paraya (Sambhava) caste and the Indigenous People carried out bamboo work. Now Uravuis developing bamboo craft beyond caste barriers and make it applicable to all class of people. The concept of "livelihood support programme" was the main scheme from Uravu to empower women. They are getting opportunities to find their their own space in the environment. The scheme in Uravu gives the responsibility to produce 'bamboo lifestyle products', which is the main

attraction in Uravu. They are likely to make the crafts on bamboo and also different food items using bamboo rice. These all things so resembles the healthier environment, responsibility and also the sustainable development.

By the empowerment of women we can see a better development in the industry of Bamboo village in Uravu. In the homesteads in the village, small farmers cultivate several species of bamboo and reap substantial secondary income. There are a couple of innovative bamboo houses, bamboo bridges and even a bamboo bus shelter in the village. In one corner of the village there is community centre built entirely of bamboo where the villagers now hold their community meetings. The 22 year old journey of Uravu had a lasting impact on sustainability, responsibility and also mainly the women empowerment in the destination. It was impact through environmentally, socially and mainly economically. In fact all these facilities and all other programmes held in Uravu is the dedication of women to this industry. So that, the development of the bamboo industry in Uravu has a significant dependency on the empowerment of women. This NGO works with women to make them financially developed focusing on the socio- economic development of the rural women.

Environmental: Promotion of bamboo cultivation, developed around 650 different designs and products in bamboo and has promoted them as alternatives for plastic and wood. Also the application of bamboo in soil and water conservation made a model to promote “green building” using bamboo and other natural materials. Promoted community based eco-tourism model through empowering women, with the Responsible Tourism initiatives of the Department of Tourism of Kerala.

Social: Evolved micro enterprises wherein women from different caste, class and community groups work together. Also it helps to improve the social status of bamboo artisans by removing caste-based perceptions. Establishing enterprises has led to empowerment of women, especially those from Scheduled Castes and Scheduled Tribes background.

Economic: The bamboo based economic activities established a sustainable mode of livelihood. Organized women’s SHGs/Micro Enterprises/Cooperative Societies provides better life for the families. It helps to increase the income levels of bamboo artisans from around Rs. 30 per day (in 1990s) to a range between Rs. 250 – Rs. 1500 per day. It also built business development linkages at the local, regional and national levels to make rural life healthier and to be stable in all the terms.

FINDINGS

- ✓ Women have a significant role on the development of Uravu as a sustainable destination of bamboos.
- ✓ About 90% of the employees working over Uravu are women, it means a large proportion on the workforce.
- ✓ Most of the women at Uravu are having age between 20 and 60 in which majority of them are unskilled and rest are skilled ones.
- ✓ Tribal women are getting more opportunities to develop in various ways.
- ✓ Unskilled women are given proper training for updating and developing their skills which are required.
- ✓ Women are paid Rupees 150- 700 based on their work and quantity of work they have done.
- ✓ 99% of the women are having very good family support for the development through Uravu.
- ✓ Women are not at all facing any discrimination, or other harassments in the working

environment.

- ✓ Women are under the 'livelihood support program' scheme for the production of the bamboo lifestyle products, other food products of bamboo rice etc.
- ✓ There involves 16 working units under Uravu including one tribal unit for the sustainable development in which most of the members are women.
- ✓ Women working over Uravu are mostly to be financially stable for their contribution to the society.
- ✓ Empowered women are likely to have a better socio- economic status in the society.
- ✓ 90% women are completely satisfied by the aspects in Uravu and so they have been self empowered and help in the development of the society.

SUGGESTIONS

- ✓ Develop a means of finding opportunities for disabled women for their empowerment as per the requirements.
- ✓ Increase awareness of the importance of economic role that women play in the tourism industry for the empowerment.
- ✓ Implement maternity leave requirements, flexible hours, work-from-home options, and arrangements for childcare in working environment.
- ✓ Promote equal pay for women and the promotion of women to senior positions for their work.
- ✓ Develop awards and recognition to women for their contributions.
- ✓ Search opportunities based on new ideas and innovations, for the development of bamboos and productions, especially for women to get empowered.
- ✓ Implement more ideas of women to recognise the talents and creativity.
- ✓ Help to increase the quality of life in terms of education, health, children, economical, cultural and social aspects.
- ✓ Ensure improved housing conditions and family welfare services, resulting in more revenue by the bamboo village.
- ✓ Make more Government & Private sector collaboration and investment in the development of tourism activities in Bamboo Village focusing women.
- ✓ Supporting women's participation in tourism decisionmaking, assisting women to access to land and microloans for better economical development.
- ✓ Support women's tourism leadership at all levels: public sector, private sector, and community management by establishing leadership programmes at the national level and in large and small-scale enterprises to introduce bamboos and its products.
- ✓ Promote women's participation in training, development programs and improve the tourism educational level of women in Uravu.
- ✓ Protect women's rights in tourism and to monitor the progress in the empowerment of women through tourism and bamboo village in Uravu.

CONCLUSION

Tourism is one of the biggest industry which give the chance for women to be empowered.

Women empowerment and tourism are interrelated, and so Uravu is taken as the destination to know the significance of women empowerment in tourism. Uravu, the bamboo village situated in Thrikkaipetta, Wayanad has the importance of being responsible for the development of sustainability of the destination. Uravu is mainly focusing on protecting environment and so

introduced the concept of bamboo and its products for the conservation and preservation of the nature. Uravu is well known for the bamboo lifestyle products (crafts) and food products using bamboo rice. And also this bamboo village is supporting rural community mainly for the economical and social development. Therefore there exists the major role for the women to be empowered. The employees working in Uravu helps to make financially stable, especially for women to be developed in various levels. Women are empowered through a scheme named 'livelihood support programme' for producing bamboo lifestyle products and other crafts which help to find a space through Uravu for the improvement of the lifestyle and development in all the aspects. As the women are getting good opportunities to empower through Uravu, they are making their own identity to their growth as especially for the socio- economic status. They are providing forward and backward linkages to promote the development of the bamboo village, so that women are getting opportunities to get trained and well developed. Thus the socio-economic status of women has been developed. Although the women in Uravu are fully satisfied with the facilities and other aspects provided by the organisation. Without expecting profit, this Non- Governmental Organisation helps in the rural development through sustainability, which has a main significance in the empowerment of women through Uravu.

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Commercial prospects of Sustainable Ecotourism in Karnataka

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Abstract: Ecotourism encompasses close interaction between multiple stakeholders in fragile ecosystems. Ecotourism has become an emerging form of alternative tourism and it provides authentic experiences to the nature lovers and enthusiasts. Karnataka's ecotourism sector is emerging with rise in investments, large areas of undisturbed biodiversity hotspots, the Departments of Tourism and Forest willingness and leniency. This being attributed to the steady rise in tourist demand for nature based products. This study is intended to explore the commercial opportunities of Sustainable Ecotourism in Karnataka. Descriptive methodology will be adopted for the study. The reason for such an approach is to observe the phenomena in a completely natural and unchanged environment. The inferences determine that with knowledge and whereabouts of the pasts, the local communities play an inseparable role in ensuring the sustainability of ecotourism destinations.

Introduction

Tourism is a form of development that brings about radical changes in the socio-economic conditions of people in the host destination. Development is essentially important for tourism to grow with the purpose of revenue and employment generation. Gone are the days when attention was not given to the ecosystem and environment due to the lack of systematic planning and policy guidelines. Misunderstandings between environmental protection and tourism occurred when tourists were inclined to see the nature for the sake of enjoyment without considering the negative consequences leading to damage the level of links and interdependency between tourists and environment. It is common to see the unacceptable behaviour of tourists and tourism service providers towards environment.

The contemporary influence of tourism as an engine for economic growth is evident in the developing countries. With the trends in the industry evolving, niche segments have interested today's travellers. Ecotourism, a special interest tourism, validating on the principles of sustainability is one such unique offering. An increasing number of destinations and businesses are aggressively pursuing ecotourism as a specialized part of their sustainable tourism development strategies (Weaver, 2006). Ecotourism has gained swift momentum in the tourism sector, with a growth rate of 20 percent to 30 percent annually in the 1990s, has grown 3 times faster post 2004 than other forms of tourism (Yilmaz, 2008). The Oxford dictionary states ecotourism as "tourism directed toward exotic, often threatened, natural environments, especially to support conservation efforts and observe wildlife". Wood (1991),

defines ecotourism as ‘purposeful travel to natural areas to understand the cultural and natural history of the environment, taking care not to alter the integrity of the ecosystem while producing economic opportunities that make the conservation of natural resources financially beneficial to local citizens’.

The role of conservation of natural resources with economic and social development through tourism progressed in the mid 1990’s. Goodwin’s definition on ecotourism stressed on offering nature based components corresponding with economic and social empowerment of the stakeholders for a wholesome approach (Goodwin, 1996). Giampiccoli and Kalis (2012) states that ecotourism is an innovative approach for income generation to the local community while safe guarding their home land. Ecotourism can create avenues for entrepreneurial activities, and is a field ripe for alliances with social entrepreneurs (Wood, 2008). Ecotourism clings on the principles of sustainable development, which lays emphasis on symbiotic harmony between preservation of ecology and economic development (IUCN 1980). The crux of sustainable tourism lies is conservation. However, two other objectives are embedded conjointly in practice, namely community vision and economic theory (Swain, 2008). The role of engaging communities to sustain tourism in fragile eco-systems whilst ensuring prolonged economic benefits to the stake holders is inevitably undeniable. Tourism as industry is well positioned because its offerings are consumed at the point of intervention. With relaxed entry barriers, tourism creates opportunities for small-scale entrepreneurs and allows less advantaged social groups to establish new activities or formalize existing micro ventures. The Planning Commission Report (2011) throws light on strategies for sustainable growth and emphasizes the need to adopt ‘pro-poor tourism’ aimed at increasing economic, social, cultural and environmental benefits reaped by the communities in the vicinity of tourism destination to mitigate leakages in promoting sensitive attractions.

Review of Literature

Representing the tourism industry’s response to the Brundtland Report’s global call for sustainable development, ecotourism is seen as an alternative, sustainable development option (Stronza, 2007). Epler Wood (1991) defines ecotourism rightly as: “purposeful travel to natural areas to understand the cultural and natural history of the environment, taking care not to alter the integrity of the ecosystem while producing economic opportunities that make the conservation of natural resources financially beneficial to local citizens”.

Cater (1993) clarifies that the fundamental goal of ecotourism by attracting visitors to the natural settings lies in using the revenues to fund conservation and fuel economic development.

Guangming He et al. (2008) study shows that the sharing of economic benefits amongst different stake holders involved in ecotourism varied with manifest inequality. With most of the investments, laborers, goods sourced from external entities, the benefits flowing

to the rural residents were substantially minimal. These situations urges for immediate improvements.

Paul Robbins and Marcy West (2018) learnt that in the foray of conservation of interests, learning's from Kickapoo Valley Reserve have showcased that slow nonetheless mutually agreed developmental plans, rules and institutions have been the good signs of evolution of trust amongst communities and stakeholders. Social and biophysical are intertwined and complementary. Progress lies in working towards a plan than waiting, and solutions cannot be imposed but achieved through negotiations. This radical nature of soft heartedness has created unity. Van der Cammen (1997) states that, women have a close connection with the physical environment of their community. For example, the Maasai women in Kenya have a special knowledge of walking routes, craft production and useful plants, all of which can be related to the development of tourism products and services. Barry (2012) reflects that creating opportunities for women to earn hard cash through ecotourism projects, the gender roles can become a thing of the past and help ease the physical burden on women. Grootaert and Van Bastelaer (2001) emphasize the need for communities to 'bridge' with third parties, such as NGOs and the government, as an important indicator of effective social capital.

On the brighter side, higher levels of social capital and healthy social networks in communities increase the propensity to exhibit pro environmental behavior and trust sharing among specific population (Harpham et al. 2002). Favorably, tourist today are more interested towards exhibiting sustainable behavior on their vacation undermining the oxymoron that tourists are consumption oriented. More tourist today, in particular the millennials are more inclined towards nature based sustainable travel (Alessandro et al. 2017).

Objectives of the Study

The study is aimed to explore the commercial opportunities of Sustainable Ecotourism in Karnataka

1. To understand the importance of sustainable ecotourism
2. To identify the major ecotourism destination of Karnataka.
3. To study the interface between revenue generation and sustainability.

Research Methodology

Descriptive methodology will be adopted for the study. The reason for such an approach is to observe the phenomena in a completely natural and unchanged environment. The study has relied upon secondary sources of data to achieve the objectives of the study. Relevant data retrieved from secondary sources such as research papers published in journals, policy documents of the governments, news items from the print and electronic media were accessed to better understand the prevailing ground realities. The review and discussions have aided in determining the present understanding there by addressing the present research area which highlights the emphasis on understanding commercial prospects of sustainable ecotourism in Karnataka

Data Presentation

Karnataka with its scenic hills, forests with abundant wildlife and beautiful beaches, has a lot of potential for development as an ecotourism destination. Kodagu, Kabini, Nagarhole, Dandeli, Murudeshwar, Gokarna, Bandipur, Kudremukh, Devbagh, Kaup, chikmagalur, Ranganthithu, Kemmanagundi, Jog Falls and Shivanasamudram Falls are some of the destinations which have a potential to be developed as ecotourism destinations.

Table No. 1: Major Ecotourism Destinations in Karnataka

Eco Parks	Eco Places	Eco Destination	Eco Trivia	Eco Treks
1. Bheemeshwari Wildlife Sanctuary	1. Kedremukh	1. Nisargadhama	1. Western Ghats	1. Baba Budanagiri Hills
2. Bandipur National Park	2. Coorg	2. Karwar		
3. Nagarhole National Park				

Source: <http://www.ecotourisminindia.com/>

Community members play an inseparable role in ensuring conservation of fragile ecosystems which are turned into tourists destination. It is important to ensure their economic empowerment to safeguard their sustainable livelihood. The level of social prosperity is also to be understood in the light of their limits to tourism and willingness to accept tourism in their vicinity.

The entire concept should contribute to the revenue of the local community and raise their living standards by involving them in provision of various services related to this segment of tourism.

Following are the activities and facilities that are undertaken for promoting an area as an ecotourism destination within the State.

Sl, No.	Name of the activity
1.	Nature Camps
2.	Eco-friendly Accommodation
3.	Trekking and Nature Walks:
4.	Wildlife Viewing and River Cruise:
5.	Adventure Sports - Rock climbing, rappelling and parasailing along with water sports such as river rafting, boating and canoeing
6.	Angling
7.	Herbal Ecotourism
8.	Conservation Education:

Relevance and Outcomes

Ecotourism comes with price premium and austerity in resource consumption. The resources consumed are fragile and have a lasting impact on multiple stakeholders. Karnataka's ecotourism sector is emerging with rise in investments, large areas of undisturbed biodiversity hotspots, the Departments of Tourism and Forest willingness and leniency. This being attributed to the steady rise in tourist demand for nature based products.

The growth of the sensitive ecotourism sector lies in the culmination of multiple stakeholders interest. Active stakeholders participation for the welfare of tourism destinations attracts pro- environmental civic engagement. This in turn forms a collaborative approach to participatory civic governance for development of tourism infrastructure based on ecological sustenance endorsing sustainable livelihood of the community members.

Further Scope of research

There is a need to analyze that this emerging paradigm shift in ecotourism is adhered to the principles of sustainability. Research aims contributing towards assessment and to

derive outcomes in relation to the parameters of sustainable travel are to be focused upon, namely:

1. Carrying Capacity (CC) limitations of the ecotourism destinations
2. Sustainable Livelihood Approaches (SLA) understanding the Physical capital, Social capital and Cultural capital of the ecotourism destinations
3. Integrated tourism yield. The cost and benefits across a number of different (social, economic and environmental) impact dimensions.

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To Visit or Not to Visit

Destination Image and its Influence on Travel Decision

Paper Code: CJ19/RP031

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Abstract: The two major reasons for travel in the modern world are work and leisure. While a work related travel has its obvious reasons, for leisure travel the destination image plays a major factor in choosing one destination over the other. This study analysis the impact of destination image on tourist's travel decision to a particular destination. With numerous studies being done on destination images and tourist destination choice, the focus of this study is to evaluate and establish the influence of various perceptions, mental images, external stimuli and destination attributes on the final destination choices. The main aim of this study is to analyze the effect that destination images have on tourists' destination choices.

Keywords: Destination Image, Travel decision, Destination Choices

1. Introduction

According to the UNWTO, *Tourism comprises of activities where in people travel to different places outside the environment they usually live in, for not more than one consecutive year for the purpose of leisure or business. Travelers are temporary strangers who choose to deliberately venture into unknown territories to explore. This is by choice rather than by necessity* (Gagnon, 1983). While some make an attempt to differentiate tourists from travelers, it can be said that tourism can rarely be a source of serious knowledge whereas travel involves adventurers who document their journeys in specific literary genres. Tourists being spectators play a passive role in their experiences whereas travelers indulge and create their experiences (Koenker, 2003). Tourism being seasonal in character, it becomes necessary to identify tourism products and then work on developing the essence in order to utilize the tourism capacity to its maximum (Ukaj & Fatos, 2010).

Motivation and behavior of tourists are crucial factors that determine the way in which tourism developers portray their destinations to potential travelers (Eva Šimková & Jindřich Holzner, 2014). It is imperative for industry practitioners to understand the motivation behind tourists' travel decisions as it creates awareness about customer needs and expectations and facilitates a review of the current level of services thus promoting better customized services and much more memorable experiences (Huang & Hsu, 2009). Young travelers move around with bare necessities and make additional purchases on their way, thus in a way even adding to the local economies (Perrett, 2007). Travel decision making becomes a multifaceted process which takes into consideration all the factors like interest of family members, expense budget, ease of transport, activities to participate in, dining and shopping facilities (Hyde & Decrop, 2011). Tourists are loyal to the destinations that provide quality

services that provide a value for money. Using SERVQUAL as a tool, marketers can easily measure the level of service quality and use it as a tool to attract tourists and retain them (Akroush, Jraisat, Kurdieh, AL-Faouri, & Qatu, 2016)

2. Review of Literature

With extensive study been done in tourism by tourism researchers on the concept of destination image, there exists numerous definitions in the existing literature about destination image. In spite of the possibility that a person may not have visited a certain location they can still picture the place in their minds and create images about the destination based on information that they have received from various sources. Destination images are conceptual representations of places of interest subjective to each individual, which may have been developed through several external stimuli (Salmi & Lizana, 2014).

Destination image is multi-faceted in nature and there exists a vast diversity amongst the researchers who have a keen level of interest in it. Where previous researchers describe destination image as a static structure. Current literature describes destination image as having a dynamic and constantly evolving nature. Hence, Iordanova (2016) defines destination image as a paradigm consisting of various ideas, beliefs, impressions, expectations along with feelings assimilated towards a place that has been gathered over a period of time from a variety of information sources and is subjective to an individual's socio-demographic as well as psychological characteristics. Many theories have adopted this definition as it seemed to take into consideration most aspects that defined destination image (Iordanova, 2016). Like the general learning and advertising hypothesis on brands, destination brands show two vital capacities: identification and differentiation. In the marketing literature the significance of distinguishing evidence involves the clarification of the source of the item to the purchaser. While an item by and large speaks to a physical offering that can be effortlessly adjusted, destination as an item is a huge entity that contains various substantial and immaterial components (Lidija & Dvorski, 2010).

With global tourism developing rapidly, the destination image concept is gaining a prime position. A destination image is considered complex and of crucial importance in the destination selection process. Destination images are created through mental pictures in the minds of prospective tourists and practitioners work on developing a favorable position in the minds of the tourists in comparison to their competitors. Thus there exists a competition between similar destinations to achieve a better position in the minds of people. Developing a destination's perceived image requires the tourism marketers to realize the strengths and weaknesses in relation to their competitors (Konecnik, 2005).

Image occupies a very crucial factor in the process of destination selection as the perceptions and images in the minds of travelers heavily influence the ultimate destination choice. Destination images dominate the decisions of those who have little personal experience with the location and rely on external source and at times have past experiences with the location (Koji, 1982). It is important to establish the ways in which tourists perceive key dimensions that attract them to tourist destinations. It is also important to determine if there is any deviation in perception which may have been influenced by different demographic and behaviorist characteristics and factors of tourists (Vesna, Eldin, Amra, & Emina). Along with guiding the initial stage of the process of destination selection, destination image also has an influence on the ultimate location choice. It also influences consumer's behavior that follows in terms of loyalty towards the destination, satisfaction and the consumer's post-purchase behavior i.e., visiting the destination again or recommending the destination through word-of-mouth to friends, family or others (Al-Kwafi, 2015).

While destination image influences travel destination choice, theorists have made attempts to define destination choice and establish factors that impact the final destination choices with destination image being the prime and the initial factor. A type of travel decision in tourism research which receives special attention is the choice of destination. The reason is probably due to high importance for tourists compared to other elements of travel decision. Travel decisions have interdependent elements such as destination, type of accommodation, etc. The result of choosing a travel destination is visible in the form of tourist flows from a source market to a destination. Destination choice has several stages which need to be completed to be able to finally choose a destination. The reasons one destination is preferred over another during these steps are manifold, inter-related and depends on external and internal factors (Marion & Christine, 2016).

3. Research Design

3.1 Objectives of the study

With numerous studies being done on destination images and tourist destination choice, the focus of this study is to evaluate and establish the influence of various perceptions, mental images, external stimuli and destination attributes on the final destination choices. The main aim of this study is to analyze the effect that destination images have on tourists' destination choices. There is also a focus on the image building factors and factors that are considered by tourists before making travel decisions. Industry practitioners can use the results of this study as a tool for developing the factors of their destinations with the highest potential in order to maximize the tourist inflows. The two main objectives of this study are:

- To understand how the quality of tourism service influences destination image by comparing the actual service with the expected one.
- To study the influence of destination image on tourists' travel decisions.

3.2 Statement of the Problem

Tourism being the major revenue generator for many countries, serious considerations needs to be given for building the destination image of any location and marketing the favorable attributes of the destinations to maximize income through tourism inflow.

3.3 Scope of the Study

This study can be conducted in various parts of the world to identify the similarities in tourist decisions and the influence of destination image amongst a varied population. This study can further be elaborated to include other factors which have not been included in this study that influence tourists' destination choice. Findings from this study can be used as a tool by tourism developers to develop potential destinations on the grounds of destination image.

3.4 Hypotheses

Hypotheses 1: Quality of tourism service positively influences destination image.

Hypotheses 2: Destination image has a positive influence on tourists' destination choice.

3.5 Data Collection

The data collection was done through questionnaire method where 200 respondents participated through various different online platforms and a total of 158 responses were valid.

3.6 Questionnaire and Pilot Study

A self-administered questionnaire survey was developed and circulated through various platforms on the internet to people of various age groups, backgrounds and social statuses. The questionnaire was formed after thorough firsthand research to establish the items and measurement. The questionnaire was validated by three experts in the field of hospitality and tourism and a few items were deleted and modified due to low relevancy with the variables being studied.

3.7 Pilot Study

After the approval, a pilot study was conducted with 20 respondents to test the validity of the questionnaire, to check whether the questions were being understood and interpreted correctly by the respondents and to check the normality of the data being collected. A few questions were deleted due to abnormality in the data that was found after analyzing the responses collected.

3.8 Sampling Type

The method of snowball sampling was applied as the population was indefinite and any potential or future traveler could be considered as a respondent. The travelers could further be of any age group and may be a solo traveler or may prefer traveling in groups.

3.9 Limitations of the Study

The study was conducted within India only and thus considered only the viewpoints of Indians. Moreover, the population size being indefinite, the sample size of respondents is very small to capture opinions of a considerable amount of people. Judging an entire population on such a small sample produces a result that does not represent the views of the entire population. Moreover due to time constraints of respondents there could have been discrepancies in the intended responses vs. the actual responses. A number of unengaged responses were also recorded in the collected responses which lead to skewed data. These responses led to deviation in the expected results. These responses had to be discarded. Furthermore, the questionnaire contained of certain limited criteria that travelers consider while making travel decisions. There are a wide range of factors that people consider while making a travel decision. The exhaustive nature of these factors makes it impossible to consolidate all of these factors into a single sheet of paper for survey. Therefore, some factors dominating a person's decision may have been overlooked in the questionnaire.

4. Analysis and Interpretation

The responses that were collected through the online questionnaires were entered into Excel sheets in the form of rows and columns to organize the data. In order to subject the data to statistical testing, the collected data were then coded and analyzed using SPSS (originally Statistical Package for the Social Sciences) version 20 for Windows. Some of the data that were outliers and were leading to skewness were deleted. These were then imported to the SPSS software for analysis.

4.1 Reliability Analysis

The coded data were subjected to Alpha tests of reliability and they had acceptable (0.853) Cronbach's Alpha value which indicates a good level of internal consistency for the scale with the specific sample used for the study. This indicates that the data that has been collected for the study is reliable and can be used for further analysis.

Reliability Statistics

Cronbach's Alpha	N of Items
.853	29

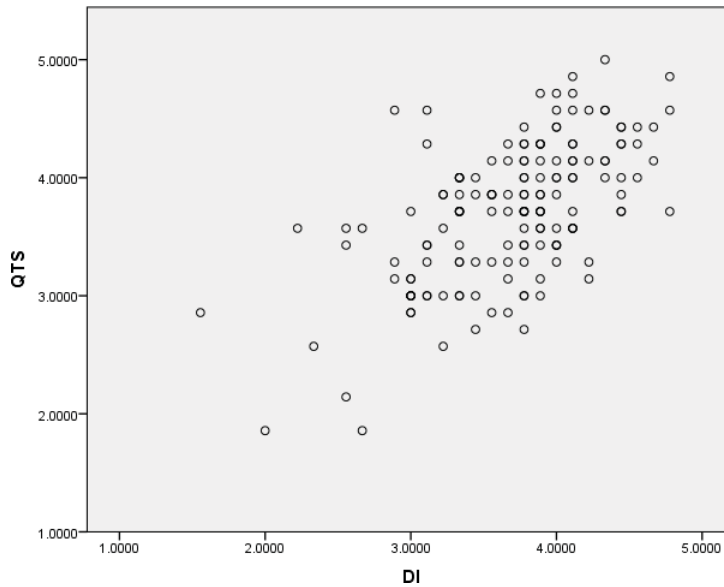
Correlations

		DI	QTS	DC
DI	Pearson Correlation	1	.596**	.670**
	Sig. (2-tailed)		.000	.000
	N	155	155	155
QTS	Pearson Correlation	.596**	1	.597**
	Sig. (2-tailed)	.000		.000
	N	155	155	155
DC	Pearson Correlation	.670**	.597**	1
	Sig. (2-tailed)	.000	.000	
	N	155	155	155

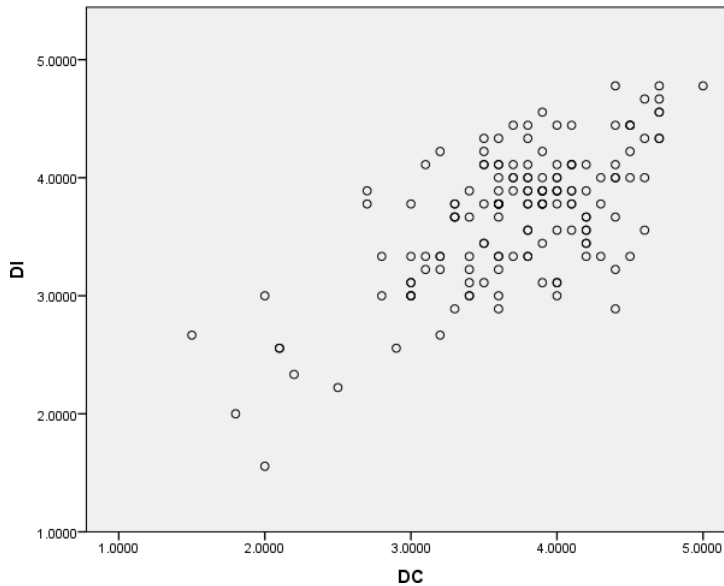
** . Correlation is significant at the 0.01 level (2-tailed).

The above table presents to us a result of Correlation Analysis. In the table, DI stands for Destination Image, QTS stands for Quality of Tourism Services and DC stands for Destination Choice. The two relationships that need to be considered for this study are between DI and QTS along with DI and DC. The analysis of the table shows that QTS and DI are correlated with each other and the strength of the association between both the variables is moderate ($r=0.596$). The second relationship describes the correlation between DI and DC with moderately strong association again ($r=.670$). The data proves that there exists a relationship between the variables intended to be studied.

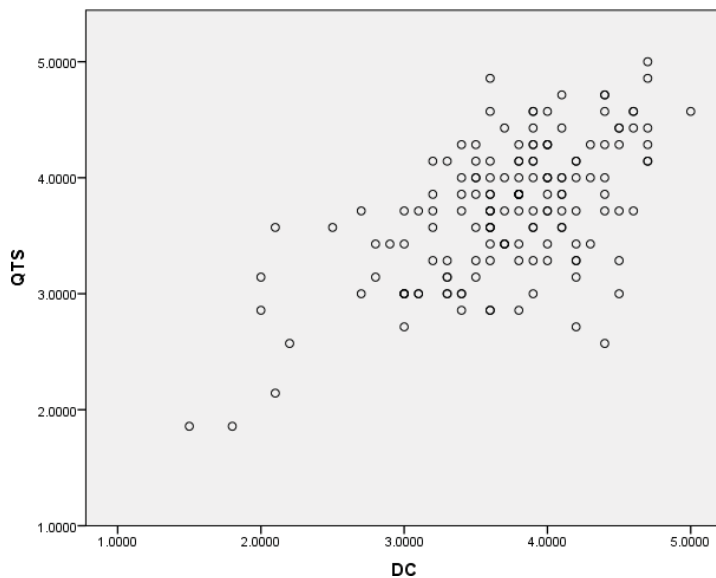
Further in the project Scatter plots have been applied to verify the positive correlation between the variables. The coded data is further used to plot Scatter plots to analyze the kind of relationship that exists between the variables. Since we have two hypothesis testing two relationships, two scatter plots have been used to explain each individually.



The Scatter Plot presented above examines the relationship between Quality of Tourism Services and Destination Image. Since the points form an upward slope towards the right it can be concluded that there exists a positive relationship between these two variables. The relationship could have been said to be negative if there existed a downward slope towards the left.



This Scatter Plot examines the relationship between Destination Image and Destination Choice. From this graph it can be said that a positive relationship exists between the two variables.



Similarly, if we consider the equation $a=b$, $b=c$ then $a=c$. From this study we can come to another conclusion that if Quality of Tourism Services has a positive influence on Destination Image, if Destination Image has a positive influence on Destination Choice, then automatically Quality of Tourism Services also has a positive influence on Destination Choice. Further now Regression has been used to verify the linear relationship between the variables and prove that the relationship holds true and positive even for the future.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.559	.235		6.630	.000
QTS	.572	.062	.596	9.170	.000

a. Dependent Variable: DI

Here, the dependent variable as can be seen is Destination Image and QTS is the independent variable. From the table it can be concluded that if QTS is increased by 1 unit there will be a significant improvement in DI. (DI will be increased by 0.596 units)

4.2 Analysis

The coded data was then analyzed using correlation initially to examine the extent to which the variables are related to each other and the degree of influence. After the Correlation Analysis, Scatter plots have been used to further stress on the positive influence of the independent variable on the dependent one. These two methods firstly prove the correlation between the variables and then the positive influence of the variables on each other. However, to analyze if this relationship exists even in the future and has some validity, Regression has also been further applied to the study.

When the destination image improves, the perceptions, mental representations and conceptions that travelers have in their mind undergo a revision and are replaced by better images. This change in image may happen through repeat personal experience, word-of-

mouth or through advertisements on social media or the news. If destination images undergo significant improvement then automatically a much favorable image is formed in the mind of travelers thus attracting them to the destination and influencing their travel decisions. Thus based it can be concluded that:-

- (a) Quality of Tourism Service does influence the Destination Image.
- (b) Destination Image does influence Tourists' Destination Choice.

5. Summary of Findings

- The quality of tourism services provided at a destination majorly influences the level of satisfaction that tourists derive from a visit. Quality of tourism services have an effect on the perceptions that travelers hold about a place. When tourism services improve in quality, the image that tourists hold also improves with time.
- When the perceptions about a destination improve in the minds of travelers, they are most likely to consider traveling to the destination and spread positive reviews about the place. Even though past perceptions can be negative, if industry practitioners manage to transform it into a positive image there is a direct influence on tourists' decision making process.
- Improvement of destination image, works in favor of destinations by improving footfall and thus results in revenue generation. This also creates job opportunities in the economy and brings in foreign currency. Besides, local heritage and culture is also preserved.
- Motivations, intentions and behavior of travel differ from person to person. A factor that maybe crucial in travel decision making for one person may not be as important to another person. The list of such factors is endless and further research can be done on factors that have not been considered.

6. Recommendations and Conclusions

Since this study was conducted only in India, further studies must be considered in different parts of the world to analyze how the views of tourists from all over the world differ or have similar patterns. Further, a qualitative study must be carried out to collect responses from respondents where they can also enlist what is crucial in their decision making process as there exists an infinite list of factors which cannot be captured in a single questionnaire. A study on how tourists finally arrive at the final choice from the pool of hypothetical decisions also needs to be done. From this study it can therefore be concluded that quality of tourism services influences the perceptions and destination images in the minds of travelers which in turn influences the tourists' destination choice.

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