

# RECENT ADVANCES IN COMMERCE, MANAGEMENT, AND TOURISM

*Edited by*  
*Dr. Prem Kumar, Dr. Baby Niviya Feston,*  
*Dr. Swetha Appaji Parivara and Dr. Sumit Kumar Singh*



**B P International**

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AND TOURISM**



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**India ■ United Kingdom**



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This edited book is an output of international conference “Rethinking Commerce, Management, and Tourism- Post-Covid New Normal” organized by **School of Commerce and Management, Garden City University** in collaboration with **CINEC, Malabe, Sri Lanka** on **13-14 March 2023**.

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## **PREFACE**

A major paradigm shift has been witnessed by the different businesses during and after the COVID period. In the wake of this crisis, the need to adapt, innovate, and rethink established paradigms became abundantly clear. This edited book is a collective effort of scholars, practitioners, and thought leaders who have investigated this challenge. Authors from different institutions and domains had submitted their articles for the international conference "Rethinking Commerce, Management, and Tourism- Post-Covid New Normal" organized by School of Commerce and Management, Garden City University in collaboration with CINEC, Malabe, Sri Lanka on 13-14 March 2023. The articles were reviewed by a panel, corrected, and then selected for publication.

This edited volume gathers a diverse array of perspectives, encompassing multidisciplinary research, insightful reviews, and practical insights. As the world grapples with ongoing uncertainties, it is crucial to engage in thoughtful reflection and forward-thinking analysis. This book serves as a vital compass for those seeking to understand the evolving dynamics of commerce, management, and tourism in the aftermath of the pandemic.

As editors of this volume, we are immensely grateful to the authors who have contributed their expertise, dedication, and vision. Their work represents a commitment to add to the body of knowledge and bringing positive change in these pivotal sectors. We also extend our gratitude to the reviewers who meticulously evaluated each submission and provided invaluable feedback. We trust that "Rethinking Commerce, Management, and Tourism - Post-COVID New Normal" will inspire new ideas, encourage discussions, and help us all work together to rebuild and succeed in a world that has been forever changed by the pandemic.

Dr. Prem Kumar  
Editor-in-Chief

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# Recent Advances in Commerce, Management, and Tourism

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## ABSTRACT

The edited book, "Rethinking Commerce, Management, and Tourism - Post-COVID New Normal," presents a comprehensive exploration of the transformative impact of the COVID-19 pandemic on these critical sectors. As the world grappled with unprecedented challenges, businesses, policymakers, and scholars faced the imperative to adapt and innovate.

This volume assembles a diverse range of perspectives, offering multidisciplinary insights, real-world case studies, and practical guidance. Topics such as social media marketing, Caravan tourism, medical tourism, entrepreneurship, sustainability, consumer behaviour, human resource management, financial markets and instruments are a few among others.

With a commitment to advancing knowledge and fostering resilience, this book aims to inspire fresh ideas, stimulate discussions, managerial implications and contribute to the collective effort to revive and rebuild the business. It serves as a compass for navigating the evolving dynamics of commerce, management, and tourism in the aftermath of the pandemic.

*Keywords: Medical tourism; entrepreneurship; social media; stock market; consumer behaviour.*

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# Indian Stock Market Analysis - Nifty 50 Versus Bank Nifty

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## ABSTRACT

The COVID-19 pandemic had a notable effect on the Indian stock market, leading to a significant drop in stock prices, an economic downturn, and the withdrawal of foreign investors. Nevertheless, there were signs of recovery in the later part of 2020, driven by increased investor confidence and the announcement of successful vaccine development. Furthermore, the pandemic prompted a shift towards digital platforms in the stock market, with online trading becoming increasingly popular among retail investors. Although the pandemic still has an impact on the economy and the stock market, the market's resilience implies a potential for recovery in the future. The present study aims to assess the performance of Indian stock market during the period of Covid and how it has recovered post-covid. Nifty 50 and Bank Nifty are compared to draw the inferences and arrive on assessing the stock market performance through statistical tools. The study has revealed that even after having a huge negative impact on the market, the Nifty 50 and Bank Nifty have recovered creating new highs and maintained the momentum with a positive note.

*Keywords: Stock market; nifty 50; bank nifty; regression analysis; forecast.*

## 1.1 INTRODUCTION

The COVID-19 pandemic had a severe impact on the Indian stock market, with the Nifty 50 and Bank Nifty indices witnessing sharp declines in March 2020. However, since then, the market has recovered, and both indices have reached all-time highs in 2022. The recovery in the stock market has been driven by several factors, including government support, a shift towards digital adoption, and strong earnings from companies.

World stock market was also downturned during pandemic, this led to foreign investors withdrawing their investments, and the market experiencing unprecedented levels of volatility. However, despite these challenges, the Nifty

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50 and Bank Nifty indices demonstrated resilience and recovered to reach new highs in the latter part of 2020. In addition, the pandemic accelerated the shift towards digital platforms in the stock market, with online trading gaining popularity among retail investors.

The government of India had announced several measures to support the economy during the pandemic, including loan moratoriums and stimulus packages. These measures have provided some relief to the economy, and the stock market has responded positively. The shift towards digital adoption has also accelerated during the pandemic, with more consumers and businesses opting for online banking and payment options. This has created opportunities for companies in the digital space, and the market has responded positively.

## **1.2 REVIEW OF LITERATURE**

A research study on 'COVID-19 Impact on Nifty Banks: An Event Study Methodology' provides a compelling analysis of the impact of COVID-19 on the Indian banking sector. The authors highlight the crucial role banks play in government development initiatives and how the pandemic has put their sustainability at risk. The study's finding that the lockdown period significantly affected the returns of nifty banks is noteworthy, and the use of different models to calculate the impacts is commendable. However, the article could provide a more detailed discussion of the reasons behind the abnormal returns and their relation to the broader economic context. Furthermore, including a comparison with other sectors in the Indian economy or other countries' banking sectors would make the study more informative. Overall, the article provides valuable insights into the effects of COVID-19 on the Indian banking sector, but further analysis and contextualization would improve its effectiveness. (Dugal, Khatun, & Seet, 2021).

The financial sector has always been in the spotlight during economic difficulties due to its catalytic role in the economy. The COVID-19 pandemic has caused uncertainty in the stock market, leading to a 27% decline by April 2020. The bank nifty played a significant role in pushing the index down. The sustainability of banks globally, especially in developing economies, has become a significant threat due to the pandemic's central role in government development initiatives. However, the present study suggests that every downfall brings new opportunities for investors. The study analyzed both the negative and positive impacts of COVID-19 on the nifty banks' investors, focusing on abnormal returns in two different periods: the detection of the first case of COVID-19 in India and the lockdown periods. The study used various models, such as the Market and Risk Adjusted model, Market Adjusted Return model, and Mean Adjusted Return model, to calculate the impacts of both events. The study concluded that the impacts were insignificant during the first period and quite significant in the subsequent period. The nifty banks earned negative abnormal returns during the pre-lockdown period and positive abnormal returns during the post-lockdown period, indicating that the markets reacted positively as India implemented the first lockdown. (D & K. P, 2021).

The COVID-19 pandemic has not only caused a global health emergency but also an economic downturn, affecting both advanced and emerging economies. The pandemic has caused strict quarantine policies to be adopted by many countries, leading to the sudden shutdown of economic activities, limited transport, and abnormal market behavior. Due to the uncertainty and risk created by the pandemic, the financial market has responded with dramatic movements, affecting both stock and bond markets. Investors have suffered significant losses due to fear and uncertainty, and the global stock market has lost about \$6 trillion in a week. The impact of the pandemic on the financial market has been found to negatively affect the productivity of companies, revenue, operating costs, and cash flow challenges. The emerging economy has been worst hit by the pandemic, especially due to the collapse of oil prices. The financial market of India has also witnessed sharp volatility due to the disruption of the global market. The pandemic has caused a drop in the Sensex index to 13.2% on March 23, 2020, which was the highest single-day fall after the news of the Harshad Mehta Scam. (Bora & Basistha, 2020).

The article examines the impact of COVID-19 on market-wide uncertainty and tail risk in India using data from liquid Indian Nifty index options and futures contracts. The authors argue that while previous research has mostly focused on market-wide returns or sector-wise performance, using options prices allows for a forward-looking estimate of future uncertainty. The article analyzes changes in the daily volatility smiles, risk-neutral density of Nifty returns' distribution as COVID-19 spread in India after January 2020. The authors also use forward-looking measures of implied volatility and risk reversal to describe the evolution of uncertainty through the imposition and lifting of government lockdowns. The study finds that COVID-19 had a significant impact on market-wide uncertainty and risk in India, particularly during the imposition of government lockdowns. However, the authors note that options prices showed a gradual reduction in uncertainty and tail risk as lockdowns were lifted and the situation stabilized. Overall, the article adds to the existing research on COVID-19's impact on financial markets by examining market-wide uncertainty and tail risk using options prices. The findings suggest that options prices can provide a valuable source of information for forward-looking estimates of future uncertainty and tail risk. (Agarwalla, Varma, & Virmani, 2021).

The article discusses the Dow Theory and its three types of movements in the stock market: primary, secondary, and random wiggles. The interdependence of global markets has been on the rise due to increased integration, which can lead to ripple effects from events in one country impacting others. Various studies have analyzed volatility spill over in different markets, with some showing robust global contagion and others demonstrating country-specific impacts. The article aims to add to the literature on this topic by comparing the impact of two different global shocks on banking sectoral indices in Indian markets and analyzing the persistence of volatility. The article provides valuable insights for investors and portfolio managers. (Bhatia & Gupta, 2020).

One of the many measures used to assess the health and efficiency of an economy is the stock market. The effects of COVID-19 on the Indian and international stock markets were investigated by Alam, and Chavli (2020). By using event study technique to analyse stock markets during the lockdowns, it was discovered that the stock markets responded unfavourably before the lockdown and favourably after.

The research was done by Naidenova, Parshakov, and Shakina (2020), discovered that the initial report of a confirmed death had an insignificant influence, but subsequently social distancing had a detrimental effect on the financial sector.

According to Liu, Manzoor, Wang, Zhang, and Manzoor (2020), confirmed cases of COVID-19 merely increased investor fear, which could be the cause of such negative effects. Stock markets in Asian nations also responded to the outbreak more quickly.

The research intends to study and analyze the performance of the Nifty 50 and Bank Nifty indices pre-post-COVID, and provide crucial insights into the Nifty 50 and Bank Nifty indices' resilience and potential for future growth, and could be valuable to investors, policymakers, and other stakeholders in the stock market.

### **1.3 METHODOLOGY**

The present article has adopted a descriptive approach and applied statistical applications to examine the performance of the Indian stock market, during pre and post COVID-19. The data was collected from secondary sources which includes news articles, research reports, and stock market data from the National Stock Exchange (NSE) and the Bombay Stock Exchange (BSE). The study analyses the performance of the Nifty 50 and Bank Nifty indices, Statistical tools such as descriptive analysis, regressions and forecasting are used for better understanding of the performances of the Nifty 50 and Bank Nifty indices. The data collected are categorised to three periods, namely, Beginning of Covid period i.e., March 2020 & June 2020, Mid-period i.e., March 2021 & June 2021 and Post-covid March 2022 & June 2022.

### **1.4 DISCUSSION**

The performance of the Nifty 50 and Bank Nifty is analysed in three stages of statistical approaches, namely descriptive, regression analysis and also forecasted to check the performance.

Descriptive analysis is a method of studying past market data, such as price and volume, to identify patterns and trends that can be used to predict future market movements. It is commonly used in the stock market to analyze the performance of various indices and individual stocks. In the context of the Indian stock market, descriptive analysis was conducted for better understanding of the market's performance during the pre and post-COVID-19 era.

**Table 1.1. NIFTY 50 and BANKNIFTY Closing Prices**

	<b>Beginning Period</b>		<b>Mid Period</b>		<b>Post Period</b>	
	<b>Nifty 50</b>	<b>Bank Nifty</b>	<b>Nifty 50</b>	<b>Bank Nifty</b>	<b>Nifty 50</b>	<b>Bank Nifty</b>
Mean	9468.42	20652.87	15052.97	33971.69	16604.47	35141.21
Median	9282.30	20081.15	14919.10	34184.40	16584.43	35248.70
Minimum	7610.25	16917.65	14296.40	30792.00	15293.50	32617.10
Maximum	11303.30	29177.05	15869.25	36368.05	18053.40	38635.20
Standard Deviation	790.83	2765.78	477.30	1344.92	692.63	1450.80
Kurtosis	-0.01	2.82	-1.18	-0.89	-0.90	-0.64
Skewness	0.24	1.70	0.36	-0.41	0.07	0.18
Sum	748005.20	1631576.85	1219290.20	2751706.50	1361566.75	2881579.10
Count	79	79	81	81	82	82

*Source: Data from Nifty Indices - Historical Data*

Descriptive statistics helps us with the data frequency and its characteristics. From the above analysis it is observed that both the variables have fair levels of data frequency. However, with respect to Standard deviation, Kurtosis and skewness levels, Bank Nifty displays better data characteristics compared to Nifty 50.

Regression analysis is a statistical technique that is widely used in finance to examine the relationship between financial variables, such as stock prices or market indices. By using regression analysis, investors and analysts can gain insights into the factors that influence the performance of the stock market and make informed investment decisions. Regression analysis is conducted to understand the dependency of Bank Nifty on the Nifty 50 during the selected period, wherein the independent variable is Bank Nifty and dependent variable is Nifty 50. The following table provides the regression analysis in the Table 1.2.

**Table 1.2. Regression analysis**

	<b>2020</b>	<b>2021</b>	<b>2022</b>
Multiple R	0.794860816	0.774211361	0.962997126
R Square	0.631803717	0.599403231	0.927363464
Adjusted R Square	0.627021947	0.594332386	0.926455508
Standard Error	482.977492	856.606895184	187.834822
Observations	79	81	82

*Source- Regression analysis output using Excel Spreadsheet*

From the above table, it is observed that the relationship between the Nifty 50 index and the Bank Nifty index has become stronger over time. The coefficient of the regression analysis has increased from 0.794 in the Beginning period to 0.962 in post-covid period. This suggests that changes in the Bank Nifty index have a greater impact on the Nifty 50 index. Both R-squared and Adjusted R-squared values are above 75 percentage which shows that study is reliable and satisfies the predicting requirements.

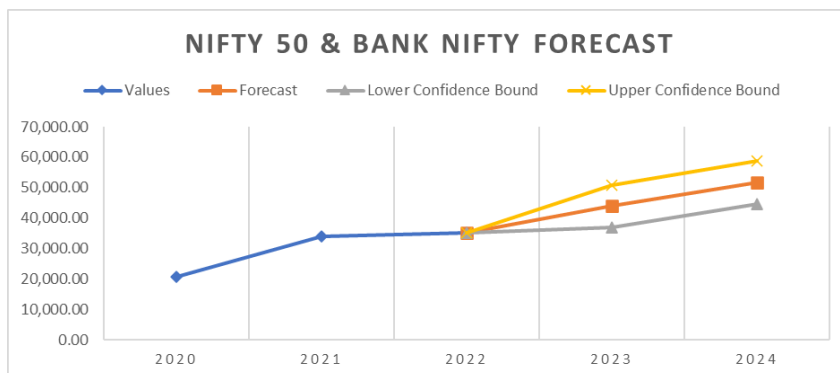
Moreover, the regression analysis implies that the Bank Nifty index is a good predictor of the performance of the Nifty 50 index. This information can be useful for investors and analysts who want to understand the factors that influence the stock market's performance. For instance, if the Bank Nifty index is performing well, investors might expect the Nifty 50 index to also perform well in the near future.

The Forecasting is used to check on the forthcoming performances. The given below the forecasted data and the graph in the Table 1.3.

**Table 1.3. Forecasting**

<b>Period</b>	<b>Nifty 50</b>	<b>Bank Nifty</b>
2020	9,468.42	20,652.87
2021	15,052.97	33,971.69
2022	16,604.47	35,141.21
2023	20,693.57	43,955.06
2024	23,186.01	47,959.10

*Source- Forecasting for the year 2023-2024 output using; Excel Spreadsheet*



**Fig. 1.1. Forecast 2023-2024**

Source- Forecasting and Predictions for the year 2023-2024 using Excel Spreadsheet

The predictions have shown a considerable increase in the upcoming years, indicating a total recovery after the covid era.

## 1.5 CONCLUSION

In conclusion, the COVID-19 pandemic had a severe impact on the Indian stock market, with the Nifty 50 and Bank Nifty indices witnessing sharp declines in March 2020. However, since then, the market has recovered, and both indices have reached all-time highs in 2022. The recovery in the stock market has been driven by several factors, including government support, a shift towards digital adoption, and strong earnings from companies. The Indian stock market has shown resilience during the pandemic, and the future looks promising, with opportunities for growth in the digital space and other sectors.

## COMPETING INTERESTS

Authors have declared that no competing interests exist.

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# **A Study on Sustainable Packaging and Its Impact on Consumer Behaviour**

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## **ABSTRACT**

This paper focuses on sustainable packaging as it introduces various opportunities in packaging industry and contributed towards its growth. This research aims to study more about the impact of sustainable packaging on consumer behaviour. It also focuses on various factors that affect consumer behaviour towards sustainable packaging. There has been increase in sustainable packaging as the consumers are shifting towards healthy lifestyle and concerned about the environmental security. As a result of the study sustainable packaging plays a positive role on consumer behaviour. However, various factors affect the consumer behaviour such as price of a product, income of the consumer and visual aspect created sentimental impact on consumer behaviour. Therefore, it is very important for the producers to focus on these factors to influence the consumers towards sustainable packaging. This study clearly states that sustainable packaging plays a very important role in protecting the environment and creating the eco-friendly society. This is possible only by using the eco-friendly products, recyclable materials. This study further identified various sustainability pillars such as use of energy, water, waste management and utilisation of available resources. The study found that different packaging innovation trends have produced a business climate that is sustainable. Because to consumer concerns about their health and their trend towards sustainable living, COVID has also helped to create a more sustainable environment.

*Keywords: Sustainable packaging; eco-friendly; consumer behaviour; recycling; e-commerce.*

## **2.1 INTRODUCTION**

Packaging is notably a vital component of edible and nonedible products as it attracts the consumer's attention and ensures safety of the product to the consumers. Packaging acts as a link between the producers and the end users. (Scott, & Vigar-Ellis, 2014). On the other hand, consequently it leads to a new

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direction of ecological safety where it not only focuses on protecting the product but also focuses on eco-friendly packaging. Packaging plays a vital role that contributes towards promotional activities that includes safety and hygiene. Further it leads to developing the standards of medicinal factors at hospitals. Innovative packaging designs leads towards creating positive impact towards culture of the society. This packaging designs furthers leads towards creating the awareness of safety and hygiene aspects of the products. (Azzi et al., 2012). In recent marketing trends it includes four various factors of packaging where it mainly focuses on protecting the products, promoting the products, providing the instructions to consumers to use the products and finally enable recycling and to reduce the environmental destruction. (Mehta, Saxena, & Purohit, 2020). Packaging plays an important role in creating awareness among consumer by providing ecological data and promoting the conduct of the consumers. Sustainable practices in the marketing communication sector creates welfare through packaging (Jerzyk, 2016).

In recent days, the idea of sustainability is considered to be an important aspect that is being mainly focused in the packaging sector. The manufacturing industries are mainly focusing on implementation of sustainable practices in their business activities. Sustainable principles such sustainable development of the society contributes towards the welfare of the society as it directly impacts towards safeguarding the basic needs for future generations. (Kapse et al., 2023) The sustainable packaging market size is estimated to increase at a CAGR of 27.5% for expected period of 2023-2029. The drivers who contribute in this growth majorly include consumer awareness regarding sustainable packaging and increase in shift of consumers towards healthy lifestyle and growing concern towards environmental safety. Consumers are aware about the recycling process and this in turn lead to increase in innovative and eco-friendly packaging solutions. (Nguyen et al., 2020).

Recycled content packaging, Reusable packaging and Degradable packaging types. The highest market share among the three packaging types is recycled content packaging. The most of the firms use these type of sustainable packaging solutions. Shrink wraps or light packaging and renewable materials are used by firms for packaging purposes. As consumers are shifting towards eco-friendly packaging they are adapting to flexible packaging. (Nguyen, et al., 2020).

As there is increase in focus towards innovative packaging and technological developments by the producers there is growth and extension of packaging industries in the developing countries. The two factors that led to growth of sustainable packaging market includes the innovative factor and personal biodegradable income factor. (Coelho, et al., 2020).

Sustainable development leads towards contribution to needs of the present without negotiating the needs of future generation. This further leads towards identifying three principles of sustainability that includes economic, social and environmental aspects and their contribution towards organisations decision

making. (Scott, & Vigar-Ellis, 2014). Therefore, this study mainly focuses on understanding sustainable packaging and its impact on consumer behaviour. Specific objectives of this study are: (a) to identify the effects of COVID on packaging industry, (b) to identify the changes post COVID on the consumer behaviour, and (c) to identify the sustainable innovations in packaging industry.

## **2.2 LITERATURE REVIEW**

### **A. To understanding sustainable packaging and its impact on consumer behaviour**

In recent packaging trends sustainability has turned out to be an important factor besides securing the quality and safety of the food, facilitating communication and transportation. (Nordin, et al., 2010). With introduction of sustainability in packaging along with other industries packaging industry has now become the link between the ecological safety, economic growth issues and social aspects. (Boz et al., 2022). It majorly contributes towards the minimisation of carbon emission and help the companies to save their available resources. (Sastre et al., 2022).

Sustainable packaging can be defined as emphasize the importance of advanced packaging and increase its use for minimizing the negative impact on environmental resources. (Afif et al., 2022). Sustainability can be mainly divided into three aspects such as environmental, human welfare and economy. (Ibrahim et al., 2022).

After the purpose is served these sustainable packaging materials are capable of recovering through recycling process. Additionally, various social and economic principles have to be followed in order to adhere to guidelines. (Morashti, An, Y. & Jang, 2022). Further various aspects such as market segmentation, consumer behaviour, trends in consumption often encounter with the sustainable development principles which further creates challenges in development of sustainable packaging. In response to these obstacles, the majority of discussions about how to achieve sustainability goals in packaging are concentrated on the fundamental ideas and principles, specific models and procedures used by the sector, and the efficiency and applicability of these procedures in balancing economic gains and environmental benefits. (Golgeci et al., 2021).

Sustainable packaging has impact on consumer's choices as packaging is considered as the important attribute in consumer preferences. As the trends changed consumer's attitude and behaviours changed with regards to choosing the product packed with eco-friendly packaging. They preferred sustainable packaging and non- recyclable packaging products created the negative impact on consumers (Afif et al., 2022). There are various pillars of sustainability which includes use of energy, use of water, biodiversity, reduction in pollution, waste minimisation, carbon emissions and resource utilisation (Golgeci et al., 2021).

### **B. To identify the effects of COVID on packaging industry.**

The changing trends in packaging industry and awareness of reducing the plastic waste has gained popularity due to the COVID -19 situations which directed towards use of single-use products and resulting in immoderate packaging waste. This situation influenced the industries to shift towards sustainable packaging ad focus more on waste management and increase in adding value to the product. The concept of spiritual intake and its relationship with consumer behaviour in time of crisis has made huge impact in consumer buying decisions (Mehta, Saxena, & Purohit, 2020). Sustainable practices considered 4R principles which includes Reuse, Reduce, Recycle and Renew. (Morashti, An, Y., & Jang, 2022). Sustainable packaging not only includes recovering and recycling but also provide competitive advantage and positively impact the consumer preferences. (James et al., 2021).

The emergence of COVID- 19 also led to demand for buying the products through e-commerce platform which directly impacted towards increase in packaging requirements. Therefore, to reduce the waste and increase the product value sustainable packaging trends were followed the packaging industries. (Ibrahim et al., 2022). Further the study states that 71% of e-customers prefer to shop online if they were provided with premium packaging. Therefore, it is important for the companies to focus more on the environmental impacts that are directly or indirectly affect the consumer behaviour. (Escursell et al., 2020).

### **C. To identify the changes post COVID on the consumer behaviour**

Introduction of sustainable packaging was considered as the conclusive strategy as the consumers were aware of environmental issues and were shifting towards the sustainable lifestyle. The visual designs created positive impact on consumers as the components of the designs such as colour, materials helped consumers to differentiate the sustainable packaging. .(Magnier, & Schoormans, 2015).

In previous study, it demonstrated how important it is to consider how the recession has affected consumer attitudes and patterns. The desire for include one of the crisis's most important tendencies simplicity, which shows that customers want straightforward, cost-effective goods and services that make their lives easier and concentrate on the establishment of a business where customers are upset by the illegal activity and unethical business practises. ( Magnier, & Schoormans, 2015).

In a report on the potential effects of COVID-19 on the Indian economy, KPMG (2020) noted that this economic elastic spending behaviour was also demonstrated during earlier epidemics, when consumers paid more attention to the price, the origin of the products, and utility-based consumption or reduced consumption. A spike in consumer anxiety during this COVID-19 outbreak has

resulted in a change in priorities, according to Accenture Consumer Research (2020), which was done between 2 and 6 April.

Consumers with the knowledge of value for nature would be expected to understand many aspects of the environmental impacts of businesses (Peterson et al., 2021). The direction towards implementing sustainability for product design includes four dimensions which includes establishing the sustainability factors, defining sustainability problems, assessing the problem and implementing and receiving the feedback. (Svanes et al., 2010).

As consumers are becoming more aware about ecological system there would be a drastic shift in purchasing patterns towards eco-friendly products. Consumers have positive perception when the brand or a product are following the eco-friendly or sustainable packaging (Afif et al., 2022). On the other hand, companies need to adapt sustainable practices in order to improve the reputation and building image of the company. This also in turn benefit the company in decreasing the carbon traces and protect the environmental resources. (James et al., 2021).

#### **D. To identify the sustainable innovations in packaging industry.**

Recent developments emphasise the importance of innovation in choosing the right production methods and packaging materials to preserve product quality and freshness during distribution and storage. The need for innovative sustainable packaging has increased as a result of packaging-related environmental issues. (Keränen et al., 2021).

There are now various plant-based materials used to manufacture non-biodegradable polymers like polyethylene (PE), polypropylene (PP), and polyethylene terephthalate (PET). This allows businesses the freedom to select plant-based or petroleum-based feedstock based on cost and availability. (Shogren et al., 2019). Hence, choosing the right edible packaging components mostly depends on the food product that needs to be packaged as well as the composition of the material used to create it, including how it was processed. (Magnier, & Schoormans, 2015). Plant-based ingredients are used in the manufacture of several personal care products. For absorbency, toilet paper, tissues, towels, incontinence pads, diapers, tampons, and many more products employ plant-derived cellulose fibres. Fatty acid soaps for personal bathing, as well as lotions, shampoos, cosmetics, and perfumes, are made from plant oils such coconut, palm, corn, and soy. Several industrial items, including paper, cardboard, ceiling tile, fibreglass insulation, charcoal briquettes, and medicinal tablets, use starches as adhesives. (Petkoska et al., 2019).

Change in packaging materials used from non-biodegradable to partially biodegradable or fully biodegradable packaging materials. (Petkoska et al., 2021). Increase in percent or recycled paper products used as packaging material content (Varadarajan, 2017).

There are various trends that have been introduced with regards to sustainability of reusable packaging that includes refillable facilities by bulk machines, patent packaging, return packaging and transit packaging. All these trends have led towards positive impact on environment safety which further lead towards increase in sustainable practice and decrease in carbon foot prints of businesses in the environment. (Coelho et al., 2020)

## **2.3 METHODOLOGY**

The present study is qualitative in nature and based on secondary data. The structure of article follows TAILMRDCR model (Kumar, 2023). The analysis was conducted using data from company websites, reports on published market research, and a variety of research articles from Google Scholar.

## **2.4 RESULTS AND DISCUSSION**

This study mainly focused on the impact of sustainable packaging on the consumer behaviour. As a result it is clear that there is an significant impact of sustainable packaging on the consumer behaviour. The various factors that affected the consumer behaviour are identified as low consumer income as of the factors for consumer for not purchasing the products with sustainable packaging. In order to encourage consumers, companies can provide economic benefits to purchase sustainable packaging. (Orzan et al., 2014). Further depth analysis is required from companies, consumers and government institutions in order to maintain eco-friendly society with a minimum impact on the eco system and future generation. However, the involvement of government institution would lead to development of eco-certification which will help the consumer to identify the eco-friendly packaging and in building consumer loyalty towards eco-friendly packaging brands. (Scott, & Vigar-Ellis, 2014).

Future scope for this study would require depth research on product as this study was limited only towards sustainable packaging and the innovative materials used in packaging. In depth quantitative analysis with the help of consumer behaviour theories would help in understanding the pro-environmental behaviour of consumers and also identify the link between packaging and consumer behaviour. (Magnier, & Schoormans, 2015).

## **2.5 CONCLUSION**

According to a recent report by Capgemini, Sustainability and consumer behaviour are two major factors that directed towards increase in development of sustainable packaging product. The change in consumer behaviour and their preferences had shift of 79% due to various factors such as awareness of environmental safety and social responsibility. The visual aspect of marketing also made an huge emotional impact on consumers as they encountered large amount of carbon footprint in the environment. (Reichert et al., 2020). Consumers emotions have been affected by the emotional visuals of plastic waste that is being dumped around the ocean and sea which in turn made a way

for providing new direction in production process. Further the report stated that 70% of single use plastic resulted in negative contribution towards the ecological system as the used wrappers were found piled up near the oceans which led to carbon emission. (Fuller ,2021).

Furthermore , as the indian sustainability packaing sector is growing rapidly in the past decade they have been adapting to innovative technology and providing the alternative solutions(Martinho et al., 2015). To fulfill the demand of consumers related to suatainable packaging they have started using the various sustainable materials such as sugarcane waste, bamboo , maize starch and other plant based materials, innovative materials such as mashrooms, seaweeds and polylactic acids as the substitute for plastics (Sonneveld et al., 2014). To device sustainability in the company for long term basis the company should have updated technology and be capable to incorporate innovation for preventing pollution in order to maintain eco-friendly environment (Bhupendra & Sangle, 2015; Lara et al., 2016). Therefore, to have an upgraded sustainable innovation the stakeholders need to be provided with specific guidelines as to how these sustainable practices can be implimented by them int their business activities. (Sonneveld et al., 2014).

## **COMPETING INTERESTS**

Author has declared that no competing interests exist.

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# **Exploring the Scope of Caravan Tourism in Karnataka**

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## **ABSTRACT**

Caravan tourism is already popular in many foreign countries like USA movements European countries and in the recent years it has spread across many countries and people especially families prefer to travel in their own vehicle for privacy and comfort of movement and choose any good location on the way to stay over -night. Now this concept is becoming popular in India also and this study aims to study the present status and scope of caravan tourism in Karnataka. It has been existing since olden ages when people travelled long distances and camped on the way. Now this concept has become a tourism activity. The main objective of this study is to find the Caravan tourism potential in Karnataka state and to create awareness about Caravan tourism in India. It's based on primary research with data collected through structured interview with reputed tour operators, Tourism department officials in Karnataka, besides by questionnaire is also data is collected from tourists. This article covers all aspects of caravan tourism, its terminologies and latest government guidelines issued for caravan tourism promotion. The social implication of this study is people will come to know about caravan tourism and there is such option also and about facilities available in the state for such travel and also for entrepreneurs' opportunities available in promoting caravan parks supported by Government. The results are presented at the end of this article based on valid inputs received from various sources directly. Since there acute shortage of literature from India on Caravan tourism, this article will certainly initiate more research on this topic.

*Keywords: Caravan tourism; alternate tourism; camping; niche tourism; special interest tourism.*

## **3.1 INTRODUCTION**

Caravan tourism also called as drive tourism, is actually travel in their own car or vehicle carrying an attachment for camping like tent and other related

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equipment's. This kind of travel is preferred by people travelling with their own family. Environmental problems in the world, new developments in technology and subsequent changing living conditions and consumption habits of individuals have led people to turn to many different types of tourism in the field of recreation and entertainment (Zengin and Heper 2013). In this context we could find that people living in cities faced with over work, stress and city traffic congestion and pollution have created a push factor and they want to escape from the crowded city and go freely and enjoy with nature and this has led to the new concept of caravan tourism and camping.

**Objective of the study:**

- (i) To identify the Scope of Caravan Tourism in Karnataka state.
- (ii) To create awareness about Caravan tourism and government Schemes for promotion.

**Caravan:** It is a way of life that allows people to be in harmony with nature and environment with caravans. Caravan also means being in touch with nature, being open to innovations, respecting and sharing other individuals. Caravan lovers describe traveling with a caravan as taking their home along with them.

The caravan is the most important and necessary element for camping and caravan tourism. The so-called caravans are vehicles designed to meet the needs of individuals throughout their travels, such as food and drink shelter and so on (Senol 2011). The caravan, a word of French origin, is a vehicle with a closed top, which is attached to the back of a car and designed to be used both as a transport and accommodation area. Even in Film out door shootings they are using luxury caravan's with air -conditioning facility bed and toilet etc, and they charge rental fee of around Rs 3-4 lakhs per day. Even these caravans can be used for tourism purpose, but they need caravan parks for parking with all facilities if they stay overnight.

**Camper:** It is the name given to the individual who camped and set up a camp.

**Camping:** "It is an activity where people are alone with nature and interact one on one in social areas during the holiday" (Birdir et al. 2015). More appropriately, it can be defined as the activities of benefiting from the facilities that have promote camping and which are created to provide accommodation and parking facilities to individuals who participate in camping tourism with their caravan or make staying in tents addictive, and which require an operating license. These well-equipped facilities are described as Camping (Şenol 2011).

In Australia, this popular form of holidaying can be traced back to the 1920s (Prideaux and McClymont 2006). In the olden days when the first caravan took to the roads, a large infrastructure has grown to service the caravan industry, including caravan parks, caravan manufacturers, attractions, and the retail and repair sectors. The latest data reports say that caravan park accommodation accounted for 14.8 % of total domestic visitor accommodation nights in 2005

(ABS 2006). Given the size of the industry and its visibility both in Australia and in other nations, it is unfortunate that so little research has been undertaken into understanding this area of tourism activity, as highlighted by Prideaux and Mc Clymont (2006). Existing international literature is covering mainly the demand-side investigations only with supply-side issues little examined. Caravan tourism had started as earlier as 1930's in New Zealand, United Kingdom and South Africa Rogerson, C. M., & Rogerson, J. M. (2021) In countries like south Africa initially local governments were providing the infrastructure for caravan travelers and later it was surpassed by private players, who took it further to see more development in this sector.

In India, the middle-income group population has been growing in the recent years with rise in income in the corporate sectors. These people don't mind investing more money for a private caravan home vehicle. The corporate houses are exploring the marketability of Motorhomes /caravans. The Ministry of Road Transport and Highways is also working on norms to make this kind of tourism more user-friendly. Further, Ministry of Road Transport and Highways reported that caravans are clubbed under the trailer category and along with the prime mover are categorized underarticulated vehicles. The Society of Indian Automobile Manufacturers has already recommended to the ministry the standards required for caravans. In India, following are leading brands contributing in the development and growth of Motorhome industry as:

- Kalapuraparambil Automobiles
- Relax Caravans
- Space Tech
- Sigma Auto Craft Pvt. Ltd
- Basecamp
- Para Coat Products Ltd
- Jbcl Group
- Chintamani Motors
- Mahindra & Mahindra

Now vehicles have come with latest facilities, where a family can also stay inside vehicle with bath room and bed facilities. There are vehicles which carry a separate trailer attachment with camping tents which need to be fixed in place of camping.

**Historical Development of Camping Caravan Tourism:** The origin of the word camping, which is one of the outdoor activities in which people find activities and holidays together in nature and interact socially, goes back to the ancient Greek period (Birdir et al. 2015).

The first organized camping was held in America in 1861. The establishment of camps for holiday purposes dates back to 1874. In 1876, special camps were first organized and in 1985 YMCA camps (camps covering all age groups, serving people of all income and education levels) were organized. By 1908, the first book on camping was written by Thomas Hiram Holding, and two years later,

the American camp association was established. In 1941, the youth camps association for young people was established and in 1948 various regulations and standards were established and implemented with these standards. Since 1997, studies have been carried out examining the effects of campsites in the development of children (Topay and Koçan 2009). The desire of middle class and intellectuals living in megacities, educators, and students to get rid of the stifling and crowded atmosphere of the city and reach the nature played an important role in the formation of modern camping (Evlıyaođlu 1989). Today, camping activities, which are mostly carried out in rural areas, offer the opportunity to be in different places every holiday and to use the beauties and facilities of these places more efficiently. It has become an alternative in vacation planning as it is more affordable and accommodation is in more natural environments and places with social and cultural values (Ryan 1995).

### **Caravanning Terms Used in Camping Caravan Tourism:**

- **Moto Caravan:** In this type of caravan the case used with the vehicle is on the same chassis. Generally, this Caravan will be in the head and rear parts of the truck.
- **Trailer Caravan:** It is a type of caravan with the body pulled by the vehicle. The vehicle is in front and there is body attachment in the rear of the vehicle.
- **Alkovan (Alkoven):** It is the bed compartments in the upper parts of Moto caravans.
- **Life Battery:** it is the name of the generator that serves to operate electrical appliances in order to maintain daily life, if the caravan is not moving.
- **Atelage:** It is the type of vehicle that is created by connecting the car and the caravan.
- **Webasto:** Used for heating the caravans. Blowing is used in this model, so they provide the best temperature with a very small amount of diesel fuel.
- **Tow Bar:** It is the apparatus that allows the trailer to be attached to the caravan in caravans with trailers.
- **Campervan:** Its a type of moto caravan created different from towing caravan models. It is a caravan model that is made by decorating the interior of the minibus. It is called a campervan.
- **Recreational Vehicle (RV):** They are constructed entirely on a specially designed motor vehicle chassis. They are large, spacious and generally have kitchen, large living area with Tv and Wi-fi, separate bedroom and large bathroom. There are three types in this namely Class-A, Class B and Class-C Motor homes. Please find a picture of Class A Recreational Vehicle below:

### **3.2 REVIEW OF LITERATURE**

Abdurashidova (2022) in her study on Travel and tourism history has stated about caravan and caravanserai. According to the national encyclopedia of Uzbekistan: caravan is a Persian word and its 1st meaning is: animals

(camels, donkeys, mules, horses) traveling in a line that carry goods and people to distant places. a group of carts and persons driving them, a row. In order for the caravan not to be interrupted, a bell is hung on the first and last animal, -if it is said; They travelled in group for safety purpose. It is said that the caravan was led by the caravan leader. Caravanserai -a palace where caravans spend the night. Cities in the Middle East, Central Asia, and beyond the Caucasus were built on the trade route.



**Fig. 3.1. Recreation Vehicle Class A Motor home**

Alkan (2021) Camping and caravan tourism can increase its share among other tourism when the areas where camping can be made are included to tourism professionally. In addition to protecting nature, camping and caravan tourism will increase the well-being of the local community and contribute significantly to regional development.

Sachin (2021) in his study of Analysis of tourism policy of Karnataka 2015-2020, has observed the government plan of establishment of caravan parks in an area of 2 acres for parking a minimum of 5 caravans. These caravan parks must fulfill required basic amenity standards. Concessions and investment subsidies are provided for establishing caravan park. The policy also encourages way-side amenities.

Mishra & Ridhima (2018) have researched about a new concept proposed in North East India, i.e., Portable Pre-fabricated and Foldable space (PPF). The authors suggest that Parks at Various Locations Need to be Made Where People Can Park a PPF Space for the Resting Time. These can be Created Using Norms Made for Caravan Parks. This can reduce costs and promote tourism outing with families and friends and enjoy nature.

Lashley (2015) The demand for caravan-based holidays is driven by an array of push and pull factors that have varied impacts in different cultural settings. British Holiday & Home Parks Association estimate there are 4 000 holiday parks in Great Britain, providing approximately 530 000 pitches. would incorporate sites used for a variety of holiday types, that is, for fixed and temporary leases, and for tents and caravans.

The National Caravan Council (NCC,2014) is the over-arching industry trade body, involving the caravan supply chain in the UK. Membership includes the manufacturers of tourers, motorhomes and holiday and park homes; retail dealers of tourers and motorhomes; distributors of holiday homes; holiday and residential park operators; suppliers of components, appliances and accessories; and specialist service providers to the industry.

Brooker & Marian (2013), As noted earlier, outdoor hospitality has remained a popular activity amongst North Americans, Europeans, Australians and New Zealanders, and is beginning to emerge in Asia, including China and India.

Boscoboinik & Bourquard (2011) Glamping, a lexical blend of 'glamorous' and 'camping' has evolved from African safaris where demanding European and American travelers slept in luxurious canvas tents, supported by chefs, guides, porters and butlers. As such, this juxtaposition of sanctuary and wilderness represents hospitality's dualities, albeit outdoors. Glamping removes camping's negative attributes – leaky tents, smelly sleeping bags and improvised food, replaced with pre-set up, homelike accommodations.

As per Ontario Ministry of Tourism report, 2007 This preference is of importance, given the increased percentage of immigrants originating from Asia and Latin America where camping is not common. The future growth of the outdoor sector depends on meeting the needs of these potential new guests. The continued demand for comfort and luxury in OHP accommodations has spurred the growth of the glamping sub-sector.

### **3.3 METHODOLOGY**

The present study is an exploratory study and follows TAILMRDCR structure (Kumar, 2023). The primary data has been collected using a questionnaire circulated through google forms among the potential respondents. The qualitative data has also been collected through structured interviews with the main stakeholders of tourism namely Joint commissioner of Karnataka state tourism, Tour operators and Indian tourism officer.

**Sampling method:** Due to time constraints convenient sampling method has been used but it was ensured that all age groups of Karnataka were covered to get data from all age groups of the population.

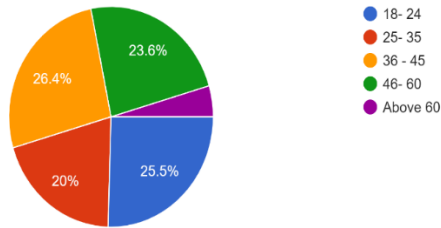
#### **1. Analysis**

**Demographic details:** Out of total 110 Respondents 67 (60.5%) were Male and 43 (39.5 %) were female.

**Table 3.1 Demographic details of respondents**

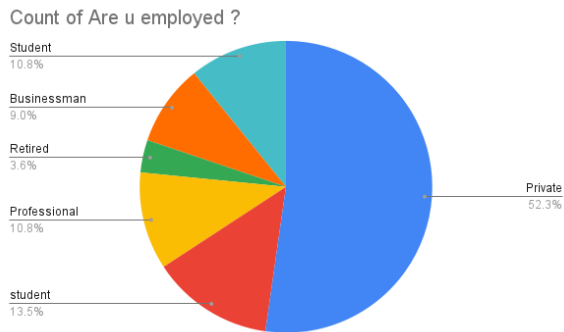
Details	Number	%
Male	67	60.5 %
Female	43	39.5 %
Age group:		
18 - 24	28	25.5 %
25 – 35	22	20.0 %
36 - 45	29	26.4 %
46 - 60	26	23.6 %
Above 60	5	4.5 %
<b>Total =</b>	<b>110</b>	

Age group:  
110 responses



**Fig. 3.2. Respondent Demographic details**

Respondents Employment status - 52.3% in Private, 10.8% Professional, 9% Businessmen 3.6% retired and 13.5% Students.



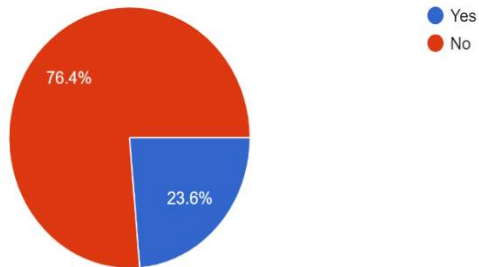
**Fig. 3.3. Employment Status of respondents**

### Have you gone on Caravan tour before?

For which 76.4% have responded no and 23.6% have gone on caravan tourism.

1. Have you gone on Caravan tour before ?

110 responses



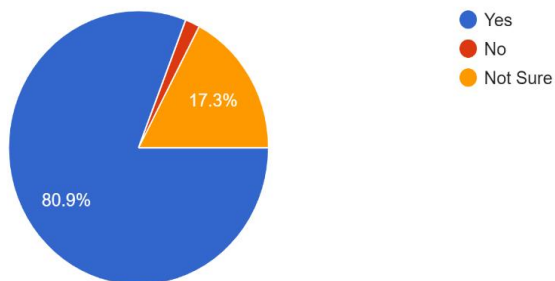
**Fig. 3.4. Caravan travel made**

### Are you interested to go on Caravan tour in future?

For which 80.9% respondents have said yes and 17.3% said not sure and 0.7% only said not interested.

2. Are you interested to go on Caravan tour in future ?

110 responses



**Fig. 3.5. Interest to go on caravan travel in future**

### What is your opinion about Caravan tour in Karnataka?

For this 51.8 % have responded it will be interesting and 44.5 % have said it will be good for family outing and only 3.7 % have said not suitable for our state.

3. What is your opinion about Caravan tour in karnataka?  
110 responses

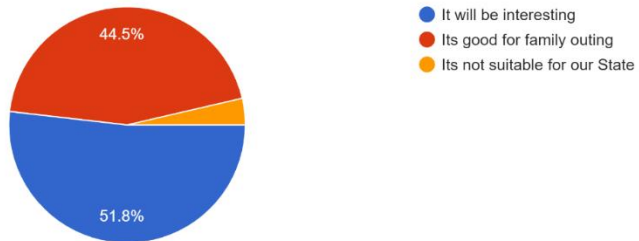


Fig. 3.6. Opinion about Caravan tourism in Karnataka

### According to you what are the advantages of Caravan tourism?

For which 49.1 % have said they can travel to remote places and enjoy natural beauty 33.6 % have said freedom of camping anywhere and 10 % have said less expenditure and 6.3 % have said privacy.

4. According to you what are the advantages of Caravan tourism ?  
110 responses

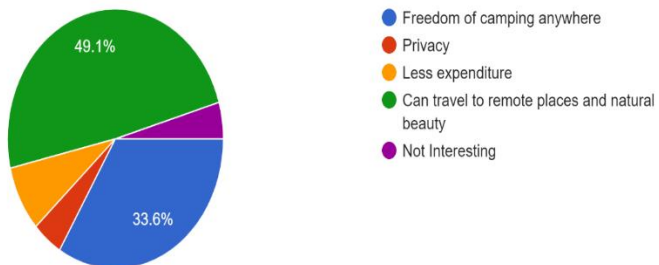


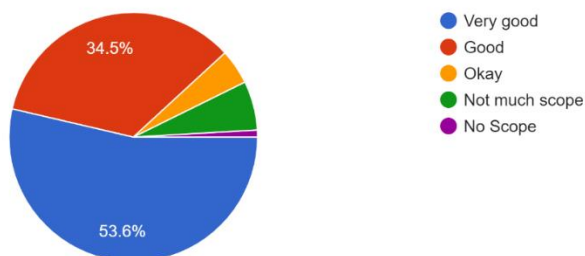
Fig. 3.7. Advantages of Caravan tourism

### **How do you see the Prospects of Caravan tourism in Karnataka in future?**

For which 53.6 % have said Very good and 34.5 % said Good and 6 % said not much scope and 5.4 % said okay and 0.5 % said no scope.

5. How do you see the Prospects of Caravan tourism in Karnataka in future ?

110 responses



**Fig. 3.8. Prospects of Caravan tourism in Karnataka**

As per the interview with Mr. Mahalingaiah, Director, Skyline International travels, he said there are lot of challenges in promoting Caravan tourism in India. The points he identified was first our roads are bad in rural areas and speed breakers in many places and also pot holes which will injure the passengers by falling inside caravan. Next he said there should be designated caravan parks with charging facility, water and toilet facilities and security. Maintenance of the Caravan park is important he added. Only if government improves the road and Caravan park infrastructure, Caravan tourism can be promoted in India he concluded. But there is good scope for Caravan tourism in Karnataka he said.

Interview was held with Mr. Jagadeesh, Director Big Travels who said Caravan tourism promotion depends on the infrastructure provided by the government and the service providers. Sufficient caravan parks should be available in tourist circuits with good maintenance, only then it can be promoted he said.

Next interview was conducted with Mr. Gopal, Tourism officer at India Tourism office, Bengaluru and he stated that Ministry of tourism has already issued guidelines for state tourism for promotion of caravan tourism. Accordingly, caravan parks will be promoted by Public private partnership (PPP) and also by private people. PPP is considered to be a source of economic benefit in tourism (Kumar, Tiwari, & Mishra, 2015). Caravan parks will be designated with consultation with state governments and space specification, infrastructure, toilet facility, water and tourism facility desk, security etc. all have been specified for promoting caravan tourism. Already some states like Kerala and Maharashtra have issued separate caravan tourism policy.

Interview was conducted with Mr. Chandra shekariah, Joint Commissioner of Karnataka tourism, who stated that Karnataka government has announced a scheme for promoting Caravan tourism in the state tourism policy 2020-2026, accordingly Karnataka tourism shall encourage the development of caravan tourism in Karnataka, shall provide Concessions and investment subsidies for establishing caravan park in tourist circuits as per the guidelines of ministry of tourism. The policy also encourages way-side amenities. This is a big boost for caravan tourism in Karnataka which will encourage tourists as well as create new entrepreneurs in Karnataka in tourism sector.

### **3.4 FINDINGS**

Based on the questionnaire findings from tourists of Karnataka its noted that majority of the tourists are found interested in caravan tourism. Its found that 76% have not travelled in a caravan before. 82% have said they are interested to go on Caravan tourism and 17 % not sure and just below 1 % said not interested. To a question on their opinion on promoting caravan tourism in Karnataka, 96.3 % have said its will be interesting and nice outing with family and only less than 3.7 % have said not suitable. To a question the advantages of caravan tourism 49.1 % have said they can travel to remote places and enjoy natural beauty 33.6 % have said freedom of camping anywhere and 10 % have said less expenditure and 6.3 % have said privacy. To a question on the future of Caravan tourism in Karnataka, 53.6 % have said Very good and 34.5 % said Good and 6 % said not much scope and 5.4 % said Okay and 0.5 % only said no scope.

Bengaluru city being a cosmopolitan city has many working couples and due to push and pull factors influenced by work stress, they would prefer to go out on caravan and enjoy nature. The new Karnataka tourism policy has extended good support for caravan tourism along with subsidy for new projects, which is going to increase the caravan tourism activities in the state. Tour Operators also have stated that caravan tourism has good potential in the state and in future luxury caravans may also be available for hire through tour operators. Hence based on this study, we can say that Caravan tourism has good potential for growth which can also support rural local people and create employment opportunities in caravan parks.

### **3.5 DISCUSSION**

As per CM Rogerson & JM Rogerson (2020), This rise in scholarly concern has been boosted both by the sustained popularity of camping tourism as a form of outdoor hospitality as well as by significant changes in the complexion of this tourism segment. In common with trends in international tourism scholarship as a whole the balance of academic research on camping tourism currently is dominated by studies conducted in the global North. This points to one knowledge gap about camping tourism, namely its manifestation and development in the global South. This study finds significance in the Indian context as very less literature has been published about caravan tourism in India and this study made in Karnataka findings supports the growth of caravan

tourism in India. It has been observed recently that camping and caravan parks are “a rather neglected element of the tourism and hospitality industry” (Mikulić et al., 2017: 226). Awareness needs to be created among people about caravan tourism, and government policies and support. Providing of proper Caravan infrastructure by government is essential for promotion of Caravan tourism in India. Digital and social media channels can be used for promoting the Caravan tourism by DMOs and private players (Kumar, 2021a, b).

### **3.6 CONCLUSION**

Based on this study we can strongly say that there is good interest among tourists to go on Caravan tourism and state government has issued caravan tourism promotion schemes in the tourism policy and tour operators could also venture into Caravan service and rentals which can boost caravan tourism very well in Karnataka and also whole India. Ministry of tourism has already issued guidelines for setting up of caravan parks on public private partnership and also private people. When all the stakeholders come together certainly Caravan tourism will take off in Karnataka and whole India to bring India in the Caravan tourism map of the world along with other popular countries like UK, Australia, New Zealand and South Africa. Maintenance of rural roads and caravan park infrastructure and facilities are important for the success of Caravan tourism.

### **3.7 SUGGESTIONS**

Some standards should be set by Ministry of tourism for Caravan tour operations by tour operators and also for Caravan parks and monitoring the same is essential. Specific Caravan tracks in rural areas should be designated and roads well maintained by government with less speed breakers and smooth for caravan vehicles. Charging points should be made available in highways every 100 kms. Since majority of people are interested to go on caravan tour if government takes the right initiative in consultation with the stakeholders, definitely we can expect Caravan tourism to become Popular in next 5 years in India.

### **COMPETING INTERESTS**

Authors have declared that no competing interests exist.

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# **Evaluating Social Media Communication Effectiveness on Travel Planning of Youths-Post Covid 19**

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## **ABSTRACT**

The present study focuses on social media trends in the current generation, due to the expansion of the internet and young people mostly use it for all of their activities. Social media refers to all applications and websites that foster interpersonal relationships between members of various communities, occupations, and geographic locations. Facebook, Instagram, Whatsapp, Twitter, and Snapchat are the most popular social media platforms for teen communication in all areas. Travel-related blogs, social media platforms, and websites are dominating the world by offering all the information required to make trip arrangements, including lodging, travel destinations, safety and security, and recreational amenities in tourist destinations. The study primarily focuses on determining the effective social media platform in order to provide youths with efficient communication regarding picking their travel destination, planning their tour. The research is being carried out using exploratory research and qualitative methods such as surveys, case studies, and focus group interviews with travelers. The study's sample would be identified as a convenient sampling in order to evaluate the various social media and their effectiveness in communicating the best plan for youths traveling - Post Covid-19.

*Keywords: Social media; communication; traveler; Covid-19.*

## **4.1 INTRODUCTION**

The Covid-19 outbreak, which began at the beginning of 2020, seems to have had a huge impact on every country in the world as well as numerous industries, including the tourism sector, which has notably suffered a broad socio-economic impact. Several measures to resurrect the tourism industry were supported through a variety of channels. So it's crucial to know in advance how the ongoing pandemic has affected tourists' interest in the locals.

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This is significant because it forms the basis for the policies and decisions made by the government regarding the management of tourist sites. Understanding how travellers use social media for travel planning requires acknowledging that it is an adaptive behaviour in response to the constantly changing technological environment. To put it another way, social media was designed to be used in a variety of daily activities, and this use "spills over" into the planning of travel, allowing users to adjust their behaviour to make the most of the new channels.

How different generations adjust to the new phenomena is one issue that is developing as mobile devices and social media services get more and more popularity. While baby boomers and other older generations struggle to catch up, Millennials' use of social media has been a topic of continuous research with significant implications. Millennials, or Generation Y, were likely the first generation to experience the social media boom when they were teenagers and young adults.

Social media is a global trend in the current generation, and young people mostly use it for all of their activities. Social media refers to all programmes and websites that foster interpersonal relationships between members of various communities, occupations, and geographic locations (Kumar, 2021). Facebook, Instagram, WhatsApp, Twitter, and Snapchat are the most popular social media platforms for teen communication in all areas.

Travel-related blogs, social media platforms, and websites are dominating the world by offering all the information needed to make trip arrangements, including lodging, travel destinations, safety and security, and recreational amenities in tourist destinations (Ramanujam, & Kumar, 2022). The study primarily focuses on identifying the best social media platform in order to provide youths with effective communication regarding the choice of their travel destination and the planning of their tour and comparing it between pre-COVID and post-COVID-19, as there are new policies and regulations implemented by the Government of India.

When used wisely, social media may be a valuable tool in a department's communications strategy. Given that many employees have expressed a desire to establish and maintain a social media presence in both a personal and professional capacity, the Office of University Communications and Marketing has developed the following introduction to social media.

**Objectives of the study:**

1. To identify the best and effective social media platform in travel planning post covid-19.
2. To understand the influence of social media on young minds in assisting travel destinations and planning.

## **4.2 LITERATURE REVIEW**

Amaro & Duarte (2017) the study focuses on influence of social media on tourism and travel of cross-cultural dimensions. The paper has been further focused on cultural dimensions on collectivism, masculinity and femininity, uncertainty avoidance. The method of collecting data through convenience sampling techniques from Portugal and the UK. The study has been identified on how to take advantage of cultural differences to maximize the impact and effectiveness of travel related social media websites would also be an interesting research path.

Yuan et.al (2022) this paper focus on travel planning process using information and communication technology (ICT) and also know about outbound tourist market through user generated content. the methods in this paper identifies the diversification of the demand and supply patterns of social media users in China with the sample size of 406. The researcher has identified the scope, behavior, and level of trust in ultimate travel decisions. research gap in this paper is tactics for specific segment should be carefully observed while promoting tourist products to Chinese tourists. The study is very limited to inbound tourism to New Zealand and convenience sampling has been used for data collection. The study has few limitations, the research can be done in domestic level.

Liu & Chong (2023) the study examined the impact of social media among international students through user and firm generated content and that leads to purchase intention. The study was extended to 12 international students through depth interview. Researcher has been used qualitative methodology for exploring and describing the participants social and personal experiences and capturing the meanings of specific social phenomena

Chang et al. (2023) have focused on how to understand how Generation Z uses social media to connect or stay updated. The study involved 172 students from Generation Z in China. The findings indicate that while family values do not significantly influence social media use, community values and materialistic values do. Customers that place a higher value on materialism are more likely to use social media for updating, one of two main social media purposes. Those who love their community more are more inclined to connect on social media.

## **4.3 RESEARCH METHODOLOGY**

The study is based on exploratory research and quantitative methods and follows TAILMRDCR structure (Kumar, 2023). The study was done through surveys, case studies, field observations, focus group unstructured interviews.

### **4.3.1 Data Collection**

The study is based on primary data and secondary data collection:

1. The primary data collection is done through sharing the survey forms to the respondents with a set of questionnaires, the survey was conducted through convenient sampling methods and the sample size is 62
2. The secondary sources of data were collected through social media platforms, online sources, blogs and many more.

#### **4.3.2 Statement of Problem**

The study is mainly focusing on the social media platforms and their impact on travelers in planning their excursion in a better way. Here the research is identifying which social media is being used regularly in providing information regarding the best places to visit, the accommodation facility and other conveniences required by the travelers. The difficulties faced by the travelers during covid 19 pandemic in making travelling decisions and how social media helped such travelers in selecting best place to visit with the safety measures.

#### **4.3.3 Analysis and Interpretation**

The questionnaire surveys were sent to the respondents and 62 respondents have given their inputs regarding the evaluation process of social media communication effectiveness on youths travel planning.

**Table 4.1. List of variables and category of responses**

<b>Variables</b>	<b>Category</b>	<b>No of Respondents</b>	<b>Percentage of Responses</b>
Age of the Respondents	15-20	19	30.6%
	21-25	27	43.5%
	25-30	16	25.8%
Gender	Male	32	51.6%
	Female	30	48.4%
Marital Status	Married	6	9.7%
	Unmarried	56	90.3%
Annual Income	0-5 lakhs	58	93.5%
	6-15 lakhs	4	6.5%
	Above 15 lakhs	0	0%
Educational Qualification	PhD	2	3.2%
	PG	27	43.5%
	UG	28	45.2%
	PU	5	8.1%
Occupation	Salaried	20	32.3%
	Entrepreneur	3	4.8%
	Researcher	1	1.6%
	Student	38	61.3%

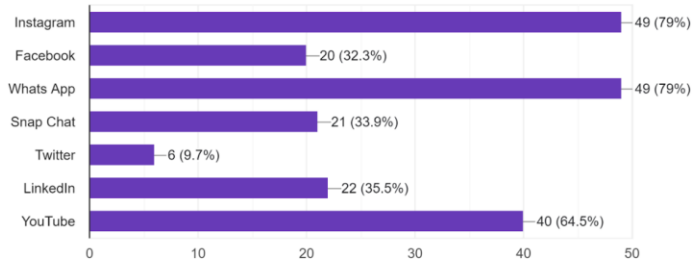
The regular users of the social media platforms are 82.3% of the respondents and 4.8% are occasional users of the social media, 12.9% may use based on the requirements of the respondents for various activities. The average duration of

using social media platforms by the young generation is around 1-3 hours per day (56.5%) of the respondents, and few respondents use it for 3-5 hours a day (22.6%). As social media is trending for the travel plan the respondents have used these platforms in taking their decision regarding travel spots, accommodation, recreational facilities (75.8%).

During the covid-19 period many travelers were unable to travel due to restrictions laid down by the government for the safety of the citizens. Many travel spots were under restrictions as per the respondents (61.33%) and these social media platforms have guided them with the insurance facilities provided in such travel spots and information was spread to the travelers regarding the restricted places as well and safety guidelines that were to be followed by the travelers. The respondents have neutrally accepted that the information provided by the various social media platforms were trustworthy (58.1%), and few respondents have agreed (35.5%) on the statement of trustworthy and effective communication spread across the social media platforms.

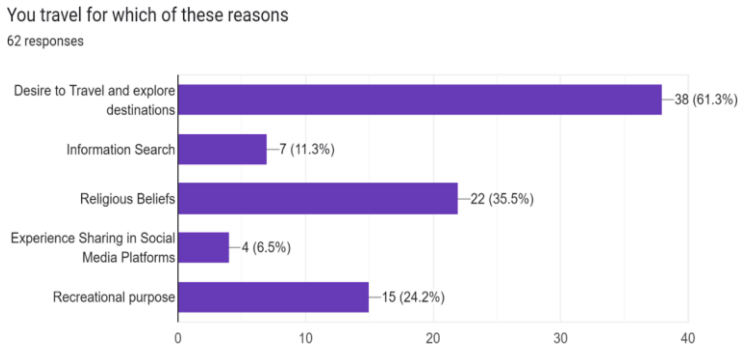
The rating provided by the young travelers regarding the various facilities (accommodation, recreational facilities, food and beverages, travel guides) are considered by the travelers while planning their travel destination. The best rated facilities are used by the travelers in planning their trip, 5-star rating means the best and 1 star review states not suitable for travelers based on their desire and comfort level.

which are your most preferred and used social media platforms?  
62 responses



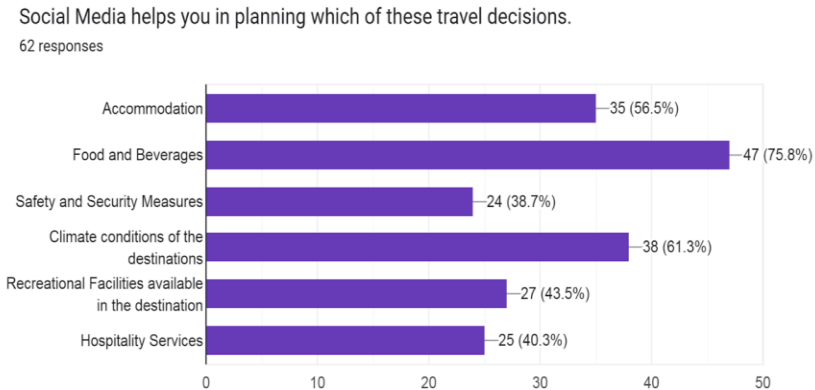
**Graph 4.1. Most preferred social media platform**

The most preferred social media platforms by the youngsters are Instagram (79%) and WhatsApp (79%), then the YouTube blogs (64.5%), LinkedIn (35.5%), snap chat (32.3%), Facebook (32.3%), Twitter (9.7%). It is been observed that most trending social media platforms for travel planning are Instagram Reels and WhatsApp status.



**Graph 4.2. Reasons for travel**

Travel planning is usually carried on for various reasons, according to the respondents the travelers travel because of the desire to explore the various destinations (61.3%), religious beliefs of various culture (35.5%), recreational purposes (24.2%).



**Graph 4.3. Social media in travel decision making**

Social media platforms help the travelers in providing detailed information regarding the travel decisions like Food and Beverages (75.8%), Climatic conditions of the destinations that are planned (61.3%), Accommodation (56.5%), recreational facilities (43.5%).

#### **4.4 FINDINGS**

1. Most of the youth respondents are of the age between 21-25 years old and both males and females have the habit of traveling to various destinations.
2. Youths use some of the social media platforms like Instagram and WhatsApp very frequently for a few hours regularly everyday and are influenced by the posts that are posted by the travelers regarding the various destinations and other facilities.
3. Social media platforms are providing trustworthy information to the travelers by sharing the live posts, pictures, videos and their personal experiences
4. Social media communication is effective for the travelers to make decisions regarding choosing the travel destinations, accommodations, recreational facilities, food and beverages.
5. Social media has provided details regarding the restricted area for travel spots during covid and also has given guidelines for traveling in such areas, information regarding insurance and health facility were also provided to the travelers
6. Most of the travelers travel to different spots for recreational facilities held in the destinations and desire to explore the places and also for religious purposes.

#### **4.5 SUGGESTIONS**

There were many suggestions provided by the respondents regarding the social media communication in travel planning and how these social media platforms can be more effective and efficient in communicating information to the travelers.

1. Travelers network to be expanded as they would be providing the exact and effective communication by feedback, reviews and suggestions required by the youths who would travel.
2. Social media bloggers provide the comparison between the tourist spots, accommodations and all the other facilities required by the travelers.
3. Youths are mostly attracted by the video shots, pictures and snaps that are posted on social media, so providing the information with all the details regarding travel plan would be more useful for further plans by tourists.
4. Few social media would be providing the paid content by the business, so the travelers must be cautious about such blogs or contents while selecting their destinations or any other facilities informed.
5. New updates regarding the tourist destinations, new accommodation facilities to be updated in social media platforms to provide accurate data and information to the youth travelers.
6. Best social media platform for the bloggers to be provided with the business opportunities by the companies to expand the employment as well as create a trustworthy platform for travel information.

7. Information regarding the personal guide in few tourist spot to be added in the contents of the bloggers and social media platforms for better experience
8. The social media platforms update the latest offers and discounts in the websites as many travel planners might be confused with old data and offers.

#### **4.6 CONCLUSION**

Social media in the current era is trending and most of the youths use various social media like Instagram, Whatsapp, Snapchat, facebook etc for spending their free time and also learn regarding various social aspects, one of them are travel planning (Kumar, 2018). Social media usage by the youths is increasing day by day. The study has identified that youths use social media for more than 3 hours a day in an average. Social media blogs, video clips, pictures help the youths in better travel planning to various destinations with guidance regarding accommodation, food and beverages, recreational facilities etc. The study has identified that there is social media communication effectiveness in travel planning by youths for identifying the best place for travelling, reasons for travel, best accommodation facility with food services, especially during the covid 19 period which guided the travelers regarding the travel restrictions and other guidelines to be followed.

The study also has identified the reasons for travel by the youth which majorly constitutes for desire to explore the travel destination spots and religious places. There are various categories of travelers, some of the travelers travel every week, a few once in 15 days or a month. Some of the travelers 3-6 months once. The trend for travelling never ends which has been proven even during the covid -19 period. There were few suggestions provided by the respondents regarding social media where the travel companies would provide the travelers the latest offers, and discounts for traveling across various destinations, New updates regarding the tourist destinations, new accommodation facilities to be updated in social media platforms to provide accurate data and information to the youth travelers. The social media platforms update the latest offers and discounts in the websites as many travel planners might be confused with old data and offers. Information regarding the personal guide in few tourist spot to be added in the contents of the bloggers and social media platforms for better experience. The limitations of the study were identifying the trustworthy social media bloggers and latest information which would be available to the travelers for better planning. To conclude, social media has been helping enormously in travel planning to youths.

#### **COMPETING INTERESTS**

Authors have declared that no competing interests exist.

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# Russia-Ukraine War Impact: India's International Trade

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## ABSTRACT

International trade is the most important source to increase national output and act as a growth indicator. Economic development of a nation vastly depends on international trade. Most economists agree that international trade creates more benefits to developing economies. But the world particularly Indian economy has been witnessing a great difficulty for the last few months due to Russia-Ukraine war. This has impacted exports, imports and investment pattern across the sectors. The war has created great uncertainty on India's foreign trade. Keeping in view the above objective the key motto of this study is to analyze the impact of war on India's international trade flows with world as well as Russia and Ukraine using monthly data for the time period 2021 to 2022 (February-June). The study is based on secondary sources. Paired t test is used to test the impact of Russia-Ukraine war on India's International trade. The result shows India's International trade differs significantly with world due to war, trade with Russia and Ukraine also differ significantly. The study limits to India's international trade from 2021-2022 (February-June). The findings will be valuable to the policy makers; exporters and importers to strengthen the India's international trade and promoting exports from the desirable sectors for fostering economic development.

*Keywords: Bilateral trade; current account; exports & imports; foreign reserves; inflation; international trade; russia-ukraine war.*

## 5.1 INTRODUCTION

International trade plays a pivotal role in the progress of any nation more particularly for developing nations like India. India has a huge market space and potential for international trade. Growth surges with exports and serves as an engine for revitalizing the Indian economy and increases foreign inflows and strengthens rupee value. Even after having vast natural and other resources, still

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India is dependent on imports for many products particularly for natural gas, crude oil, edible oils, gems and jewellery, etc., from other countries. More imports and fewer exports is a burden on Indian economy. To strike a balance between imports and exports is the solution for reducing current account deficit.

Disruptions in supply chain due to war have great negative impact on the both imports and exports for countries like India which largely involved in international trade. On one-side it cannot market its products to the war nations impacting its export potential and foreign cash inflows. On the other side it cannot procure raw materials and other essential things from those nations that slash manufacturing process within the country and further exports.

The war against Ukraine was announced by Russia on 24<sup>th</sup> February, 2022. India has bilateral trade with these nations for many of the products. The war impacted Indian economy in several ways. It has disrupted the supply chain for many key products, increased prices for essential imports, reduced exports, increased inflation and many other macro economic considerations. Immediately after announcement of the war, stock markets crashed by 4.7 percent, rupee value dropped to 75.75 against US dollar. There has been 2-3 percent fall back in foreign reserves from its peak (Outlook India, 01 March, 2022).

**Research Problem:** Russia's invasion against Ukraine in the last few months has traumatized the global economy. India also experienced the negative consequences like higher inflation, slow growth rate; weaken rupee value, pressure on foreign reserves and international trade. In this connection, the researcher wants to analyze the impact of Russia- Ukraine War on India's international trade.

**Objective:** The purpose of present research is to know the conceptual framework of India's International trade and examine the effect of Russia-Ukraine war on India's international trade flows with world as well as Russia and Ukraine for the time period 2021-2022 (February-June).

## **5.2 LITERATURE REVIEW**

The burden on India's import bills was expected to raise more than USD 600 billion this fiscal due to the Russia- Ukraine war. More dependence of India on these nations for import of essential things has witnessed hike in inflation, a falling rupee, current account deficit and geopolitical risk (Joseph, Jo, 2022). Increasing prices of commodities such as edible oils, food and energy has become a major reason for raise in inflation worldwide, more disruptions were found in purchasing power and supply chain in India (Nazeeruddin, M, 2022). The rise in crude oil price has significant impact on Indian economy that to when inflation is at 6 percent, which is above the upper limit of Reserve Bank of India standard (Manjusha Goel, 2022). The Ukraine war against Russia has not only impacted those two nations but rest of the world. It has given concern for global safety net and provisions to safeguard economies (Alfred Kammer, Jihad Azour et al. 2022).

### 5.3 METHODOLOGY

**Sources of data collection:** The data has been gathered from secondary sources which include reports of Government agencies, Ministry of external affairs, journals, magazines, News coverages and literature reviews.

**Techniques for data analysis:** Information collected from different sources was examined with statistical technique of paired t- test to test the impact of war on India's International trade, trade with Russia and Ukraine.

### 5.4 ANALYSIS AND RESULTS

**Table 5.1. India's Exports: 2020 to 2022 (February to June) (In US \$ Million)**

Month	2020	2021	Growth rate in %	2022	Growth rate in %
February	27742.34	27632.81	-0.39	37153.54	34.45
March	21490.25	35256.16	64.06	44573.26	26.43
April	10172.97	30750.14	202.27	39724.82	29.19
May	19246.16	32298.55	67.82	39068.55	20.96
June	22032.73	32492.56	47.47	42372.51	30.41

*Source: Secondary Source\**

**Table 5.2. India's Imports: 2020 to 2022 (February to June) (In US \$ Million)**

Month	2020	2021	Growth rate in %	2022	Growth rate in %
February	37904.08	40748.27	7.5	55898	37.18
March	31470.54	48898.47	55.38	63090.18	29.02
April	17085.45	46043.69	169.49	60292.15	30.95
May	22859.5	38834.26	69.88	63294.39	62.99
June	21323.18	42097.88	97.43	66333.63	57.57

*Source: Secondary Source\**

**Table 5.3. Growth rate of India's International trade: 2021 & 2022 (In %)**

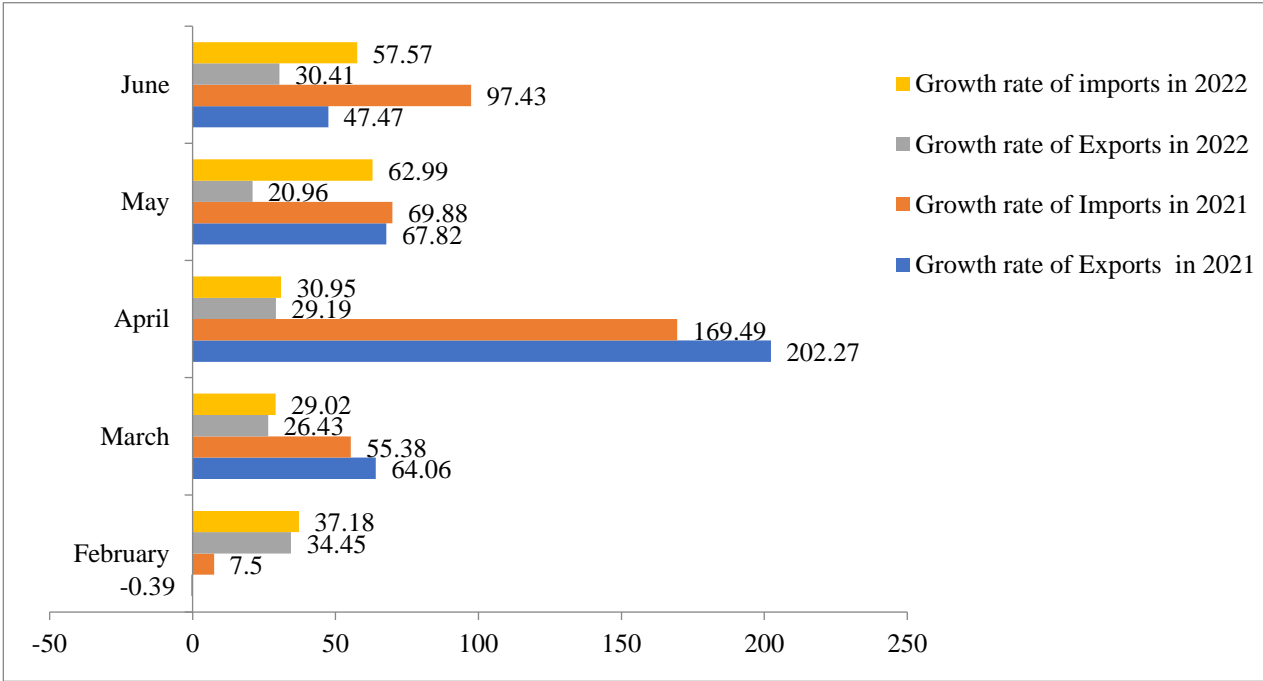
Month	Growth rate of Exports in 2021	Growth rate of Imports in 2021	Growth rate of Exports in 2022	Growth rate of imports in 2022
February	-0.39	7.5	34.45	37.18
March	64.06	55.38	26.43	29.02
April	202.27	169.49	29.19	30.95
May	67.82	69.88	20.96	62.99
June	47.47	97.43	30.41	57.57

*Source: Secondary Source\**

**Table 5.4. India's Exports to Russia (In US \$ Million)**

Year	Month					
	February	March	April	May	June	Total
2021	287.12	267.81	235.03	216.26	249.31	1255.53
2022	325.13	79.09	96.38	148.66	190.55	839.81
Growth rate in %	13.24	-70.47	-58.99	-31.26	-23.57	- 66.89

*Source: Secondary Source\**



**Fig. 5.1. Growth rate of India's International trade (In %)**

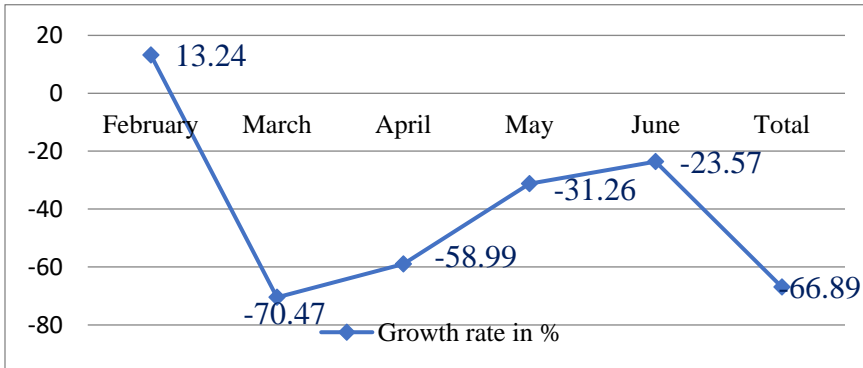


Fig. 5.2. Index of India's exports to Russia - 2021 to 2022 (February- June)

Table 5.5. India's Imports from Russia (In US \$ Million)

Year	Month					
	February	March	April	May	June	Total
2021	500.3	616.78	659.49	693.99	621.19	3091.75
2022	831.17	1328.91	2330.67	2702.32	4234.03	11427.1
Growth rate in %	66.14	115.46	253.41	289.39	581.6	369.6

Source: Secondary Source\*

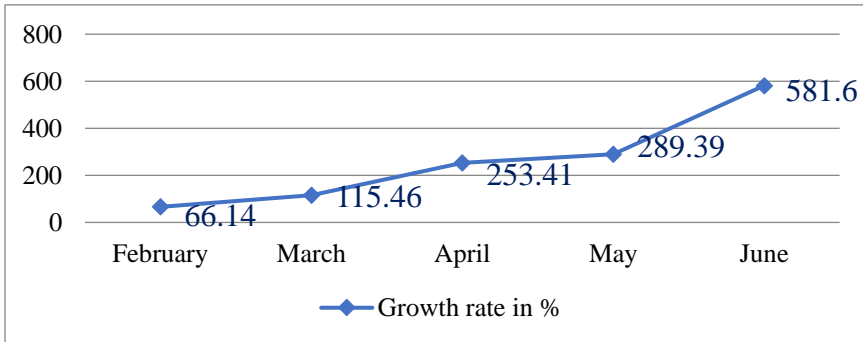
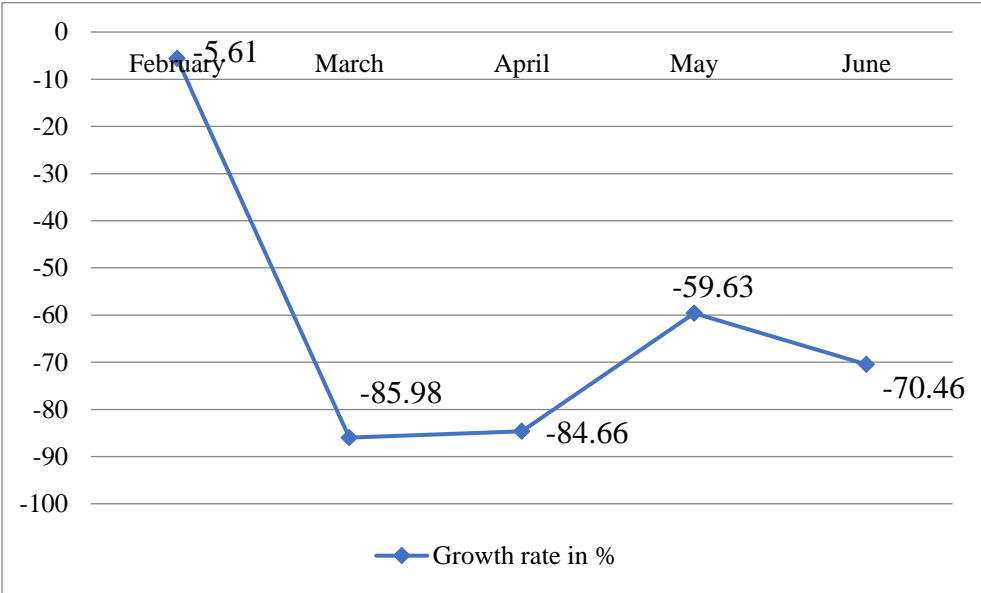


Fig. 5.3. Index of India's Imports from Russia 2021 to 2022 (February- June)

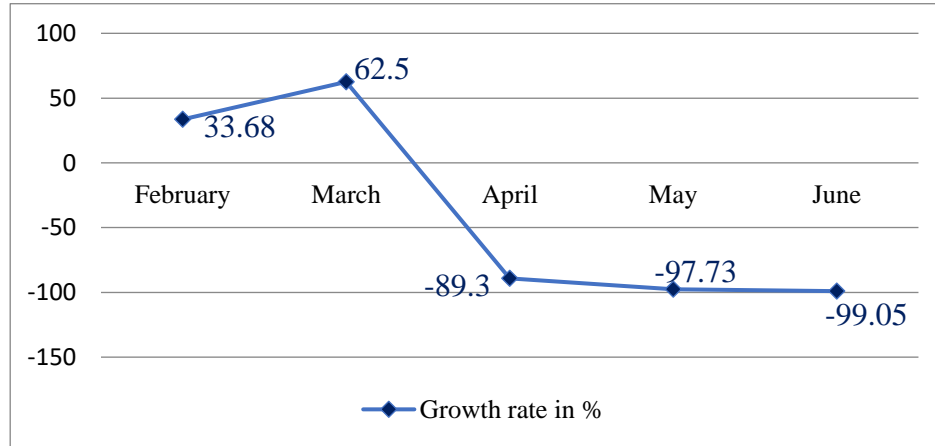
Table 5.6. India's Exports to Ukraine (In US \$ Million)

Year	Month					
	February	March	April	May	June	Total
2021	41.93	45.11	37.10	34.76	44.29	203.19
2022	39.58	6.32	5.69	14.03	13.08	78.70
Growth rate in %	-5.61	-85.98	-84.66	-59.63	-70.46	-38.73

Source: Secondary Source\*



**Fig. 5.4. Index of India's exports to Ukraine - 2021 to 2022 (February- June)**



**Fig. 5.5. Index of India's Imports from Ukraine 2021 to 2022 (February- June)**

*Note: Secondary Source\* Government of India, Ministry of Commerce & Industry -Department of Commerce*

**Table 5.7. India's Imports from Ukraine (In US \$ Million)**

Year	Month					Total
	February	March	April	May	June	
2021	134.23	177.99	170.29	241.66	256.99	981.16
2022	179.43	289.25	18.22	5.49	2.44	494.83
Growth rate in %	33.68	62.50	-89.30	-97.73	-99.05	-50.43

*Source: Secondary Source\**

**Table 5.8. Summary of Hypotheses formulated and Testing**

	Null Hypotheses (H <sub>0</sub> )	Alternative Hypotheses (H <sub>a</sub> )	Summary of Hypotheses testing
H1	Russia-Ukraine War does not impact India's exports	Russia-Ukraine War impacts India's exports	Rejected
H2	Russia-Ukraine War does not impact on India's imports	Russia-Ukraine War impacts India's imports	Rejected
H3	Russia-Ukraine War does not impact on India's exports to Russia	Russia-Ukraine War impacts on India's exports to Russia	Rejected
H4	Russia-Ukraine War does not impact on India's imports from Russia	Russia-Ukraine War impacts on India's imports from Russia	Rejected
H5	Russia-Ukraine War does not impact on India's exports to Ukraine	Russia-Ukraine War impacts on India's exports to Ukraine	Rejected
H6	Russia-Ukraine War does not impact on India's imports from Ukraine	Russia-Ukraine War impacts on India's imports from Ukraine	Rejected

## 5.5 DISCUSSION

The international trade among the countries made world global village. Many a times, the decisions taken by any one nation have impact on the socio-economic and political environment of other nations both in short and long term. The quantum of impact depends on the nature of decision, the interdependence of nations for trade, volatility in market, availability of resources in other nations, cost of manufacturing or procuring resources, currency value, inflation and so on. History revealed, war ended with lose- lose situation for the parties involved in the war. But, things have changed post internationalization, where the consequences of the war are not just seen among the participating nations, but impacted rest of the world more particularly with for those emerging nations which have their trade with war participating nations. This was revealed through the Russia-Ukraine war, where it impacted India's international trade.

Except for the month of February (26<sup>th</sup> February, 2022 war declared), all the other month, India's international trade was affected. The exports growth rate was 26.43%, 29.19%, 20.96% and 30.41% during March- June 2022 as against the growth rate during the same months in 2021 which stood at 64.06%, 202.27%, 67.82% and 47.47% respectively exhibiting a drastic fall in export growth rate. The same tendency was found in imports. In 2022, import growth rate was 29.02%, 30.95%, 62.99% and 57.57% for the months March to June. In

2021, it was 55.38%, 169.49%, 69.88% and 97.43% representing a deep slow down in India import growth rate. There is a significant impact of war on India's international trade.

India and Russia have a long-term bilateral trade agreement. The Russia's war against Ukraine had significant impact on India's international trade. The growth rate of India exports to Russia drastically decreased by 70.47%, 58.99, 31.26%, and 23.57% from March- June, 2022 as against 2021. Imports from Russia increased by 66.14%, 115.46%, 253.41%, 289.39% and 581.6%. As a consequence, India witnessed decline in rupee value, higher inflation and foreign exchange reserves were affected.

India's trade with Ukraine almost stalled as most of the economic activities of the nation were stopped and their priority shifted to protecting their country and civilians. The growth rate of India's trade with Ukraine saw a steep down with -5.61%, -85.98%, -84.66%, -59.63% and -70.46% in terms of exports from February to June, 2022 and -89.3%, -97.73% and -99.05% in imports from April to June, 2022 as against 2021.

## **5.6 CONCLUSION**

Interrelated and interdependent nature of countries on each other for trade is greatly influenced by hassle-free and amicable trade atmosphere. Internal disturbances or unhealthy relationship with neighboring or trading nations have significant impact in this global village. It is evident through the ongoing Russia - Ukraine war. It has not only impacted the socio, economic and political conditions in these nations but also jeopardized the rest of the world. India has witnessed a significant impact on international trade, trade with Russia and Ukraine. Substantial impact was found in trade of essential goods, decline in rupee value, higher inflation and on foreign exchange reserves. Prolonged war between the nations will have much worst results world across, which are inconceivable for policy makers, governments or even economists. Hence, immediate measures must be initiated by international treaties and agencies to amicably and peacefully settle the war.

## **COMPETING INTERESTS**

Authors have declared that no competing interests exist.

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# **Restoring Indian Tourism with Digital Innovations in New Normal: Tourism Business Perspective**

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## **ABSTRACT**

India is one of Asia's emerging developing nations whose tourist industry has grown due to technological advancements over the past three decades. The pandemic was unquestionably an exceptional disaster that severely impacted tourism, resulting in massive losses on multiple fronts. As yet, players in the tourism industry are uncertain about the time required for a full recovery. Tourism is resuming rapidly in order to protect the massive investments and millions of jobs that are presently in risk. However, a number of anxieties and concerns are evident, indicating a notable consensus that tourism is marketed differently before and after COVID-19, as tourist products and services endure either temporary or permanent alterations. This study emphasizes the digital advancements of Technology in Rethinking Tourism in the new normal in India's economic growth. It seeks to discover inventive digital innovations regarding the ethical challenges that exist in India's tourism industries. According to the study, Results shows E-Passports, E-visa, online check-in, kiosks at airports, GPS, online travel agencies, VFR, chatbots, podcasts, and mobile check-in are the developing technologies in tourism that are proving the most effective services in ensuring customer satisfaction.

*Keywords: Rethinking tourism; digital innovation; tourism business perspective.*

## **6.1 INTRODUCTION**

Tourism is one of India's top foreign exchange contributors. Tourism activities have a positive economic impact on the community since the rural community is also involved in its growth. Tourism theory positions the community as the primary agent driving tourism growth. The pandemic outbreak and social distance events in the year 2020 have had a domino effect on the rural community's economic sector. The government seeks to adapt tourism to the

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new normal age, though. India's tourism development presents a variety of opportunities and challenges. A novel coronavirus disease has impacted several sectors of the community, When the number of positive cases increased daily across the globe and in India, In the New Normal, things should return to normal. The community must be prepared to coexist with the pathogen. During or after this epidemic, the Indians adopted a new way of life to protect themselves and their community from infectious diseases, and they have become accustomed to these changes. Some of major changes have happened in the tourism industry and people's way of life. COVID-19 has halted all public travel plans, and buses, trains, and flights, now all are again set to resume service with various restrictions to stimulate the economy. While traveling, travelers encounter new limits in order to form new habits. The travelers must wear masks and carry hand sanitizer to clean their hands after touching an unknown surface. Travelers' access to restrooms and excess baggage is restricted.

One definition of digitalization is the incorporation of digital technologies into business operations and growth. This includes everything from conducting business online to accumulating and analyzing large amounts of data that can be used to inform the creation of new endeavors or the refinement of existing ones. After COVID, businesses in the tourism industry that have included digitization have proven to be more flexible and robust. The dramatic increase in computing power over the past decade has been called the "Digital Revolution," and it has had a profound effect on the way in which organizations operate. Selling plane tickets and hotel rooms online, tourism is the first business to fully embrace digitalization. One of the most noticeable examples of the impact of digital transformation on tourism distribution channels is the meteoric rise of online travel agents. About 40 percent of the global travel business has been captured by tech-savvy e-commerce platforms including online travel agents. The most popular OTAs are actually aggregator websites that let you look at prices from multiple vendors and make reservations with one company (Kumar, 2021). The second growing sector is online travel agencies (OTAs) that focus on selling experiences like tours and excursions.

Digital services have seen a meteoric rise in popularity in the travel business. Over 90% of today's vacationers reportedly start their planning process online. Travelers under the age of 35 are more than twice as likely to use a mobile device to conduct an online search for a destination as are those over the age of 35. They look at a wide variety of resources such as official tourism sites, tour operator sites, influencer sites, social media, media outlets, and travel blogs. As mobile-friendly websites grow more prevalent, smartphone bookings are also on the rise. Digital innovation encourages creativity, improves visitor happiness, enables more personalization and consumer delight, and generates new business models, value chains, and business ecologies. It creates new responsibilities for consumers and manufacturers.

## **6.2 LITERATURE REVIEW**

Economic, social, and cultural transformations have occurred in communities dependent on tourism activity. The control of extensive social limitations limits the

movement of tourist transportation, including value chain operations in the village's industrial sector. A decline in the number of visitors visiting the village automatically decreases the village's income and the income of those in the village's tourism business circle. Micro and SMEs, as well as industrial and village-owned businesses, are attempting to overcome conditions where it is difficult to boost purchasing and selling transactions. In general, it is challenging for business actor groups to carry out manufacturing and product distribution. (Ap et al., 2020) Many technologies, such as artificial intelligence, robots, augmented reality, cashless payments, and virtual reality is already being utilized across the world.

As a result of technology-enhanced tourist experiences, travelers are increasingly able to co-create value at every stage of their journeys. (Neuhofer et al., 2014; Kumar, Mishra, & Rao, (2021) During the Internet networking and e-tourism age, travel companies are able to grow their presence through the development of websites and e-commerce. (Mcbride et al., 2011). The positive aspects of technology tend to get more attention, but there are drawbacks as well, such as invasions of privacy, inefficient and unreliable systems, digital exclusion, loss of knowledge and information, difficulties in maintaining cultural traditions, the elimination of human contact, and even threats to human survival. (Deb et al., 2022). As a result of the widespread adoption of IT in the tourism industry, the e-tourism sector is giving birth to novel brand names and a breathtaking vision for the future of the industry's change brought on by the widespread application of IT. In addition, it was discovered that, as a result of technological development, e-tourism provided promising potential, but that disintegrating payments, risks to data security, and a lack of enabling infrastructure are the most significant impediments to digitization in India.

In 2020, the travel and tourism industry contributed \$121.9 billion to the U.S. gross domestic product; by 2028, this number is projected to have climbed to US\$512 billion. Between 2019 and 2028, experts project that this industry in India will develop at a compound annual rate of 10.35%. In recent decades, technological progress has altered the travel industry (Buhalis, 2020). The tourism sector of the Indian economy has expanded dramatically over the past two decades. It is also the sector with the highest global growth rate. Tourism is the movement of people to locations where they temporarily live. (R. 2017). During the COVID-19 outbreak, After the pandemic, virtual tourism can serve as a viable and practical replacement for traditional mass travel. Tourists continue to be interested in virtual tourism despite the fact that it bears little resemblance to actually seeing a natural site. To keep visitors happy in the future, virtual locations will need to include additional features and functionality. (Akhtar et al., 2021). Tourism needs to be rethought to make it more sustainable and competitive, in addition to recovering demand. To achieve this goal, we must work to stop the rapid return of over-tourism and instead propose creative new regional routes and attractions. Businesses and locations must mobilize resources for a swift recovery. This depends greatly on the actions of governmental policies. On the supply side, it is essential to assist businesses in absorbing operating and managerial costs and resuming operations in a manner

that complies with health requirements but does not impose additional restrictions, such as on the occupation of new areas. It is also crucial to support demand through advertising and commercial offers (Bellini, 2021).

The well-being and health conditions of the destination will be at the forefront of the tourist's mind while making travel options. Various tourism businesses such as hotels and restaurants are updated to comply with new health regulations. Yet, travelers would likely avoid congested destinations, places, and attractions, which will increase the allure of remote locations.(H Afifi, 2021) Destination marketers are compelled to face the new, skewed reality and assist the global tourist industry in regaining its footing may find that initiatives centered on conveying hope and inspiration, the concept of human brotherhood, and healing experiences are a suitable option.(Ketter & Avraham, 2021).Despite being an early adopter of ICT, the tourism industry must reconsider the characteristics and benefits of various event technology. There may be a window of opportunity during the pandemic's relative quiet for the proactive creation of new business events that fully include ICT across the value chain. Technologies may be used to improve communication between parties involved in the tourism industry, to automate administrative tasks like booking and payment, and to include AI, robotics, and future research to pave the way for a whole new era of tourism.

New theoretical frameworks, fresh presentation formats, and scalable business strategies have enabled these new initiative aims to launch a broader research agenda with greater rigor, which may aid stakeholders in navigating the post-COVID-19 period. (Disimulacion, n.d.) As a developing trend, transformative travel and tourism appear to be significant means by which cultural innovators are agents of personal and societal transformation. The environment around you changes as you change from the inside out. New ways of being, knowing, and doing in the world are emerging as a result of the calls and actions of conscious citizens, producers, consumers, tourists, entrepreneurs, and leaders in communities toward the regenerative paradigm of regenerative economic systems. (Ateljevic, 2020) Tourism is an excellent testing ground for post-viral technologies from a technological standpoint for a number of reasons. Secondly, Large-scale testing of technologies and the generation of sufficient and precise data for evaluating their efficacy are made possible, for example, by a large number of visitors at airports, museums, and hotels. Second, because tourists and hospitality workers come from a wide range of cultural backgrounds, it's easier to put new technology through their faces in a variety of settings.

Thirdly, like all other service industries, tourism and hotel operations include monitoring-of-house activities with and without client involvement, allowing for the testing of innovations dedicated for use by employees only under strict use protocols, such as robots with UV light, or by employees and tourists, such as room service delivery robots, thermographic cameras to measure body temperature, mobile room keys. For this reason, it is important for the tourism industries and technology firms to work together to develop, test, and deploy the technical solutions needed by these sectors.(Seyitoğlu & Ivanov, 2022). Impact of blockchain technology on smart tourism, with an eye toward

helping Smart Tourism Destinations achieve their primary goals Blockchain technology, may provide a practical solution for improving the travel experience in light of the increasingly competitive and innovative trends influencing tourist hotspots, rewarding sustainable behavior, assuring community benefits, and reducing privacy concerns.(Tyan et al., 2020).

Gamification also plays an important role, A popular form of gamification in the tourist industry is the frequent-player program, which allows players to accrue points redeemable for bonuses or awards. It aims to enhance visitor and employee participation in behavioral changes such as product purchasing.(Pasca et al., 2021)Both the traveler and service provider prices are increasing proportionally to the exponential growth of international tourism. One of the most prosperous areas of the global economy is the tourism industry which has fostered jobs and links among people of different backgrounds and nations, eradicating distrust and fear. It is also projected that the construction of large hotels with, among other amenities, casinos, shops, theaters, and theme parks will boost the business. Moreover, boutique hotels and eco-friendly hotels are in increased demand as a result of sustainable development, as evidenced by current trends. Intelligent hotels employing cutting-edge technology use the guest's virtual fingerprint for all check-in and check-out procedures. Since digitalization aids in business expansion, the human element must not be neglected.

### **6.2.1 Objective**

- To comprehend various evolving innovative technologies in tourism
- To examine recent technological advancements in the tourism industry
- To Understand the digitization of the tourism business

## **6.3 RESEARCH METHODOLOGY**

The primary sources of information are tourists and travel agents. Using well-designed questionnaires, the information is acquired from the respondents. The secondary information is collected from online travel websites, journals, trip diaries, periodicals, and newspapers, as well as notable author's books. The survey is conducted using Google Forms-based surveys. academic journals and online research papers are also used to obtain data for the study. Used a five-point Likert scale and comprehensive data on digital innovation in Tourism in the New Normal is collected with the help of a purposive sampling technique. The article structure follows TAILMRDCR model (Kumar, 2023).

## **6.4 RESULTS AND DISCUSSION**

In tourism service ecosystems, technological advancements unite the entire spectrum of participants. Increasingly, technology-enabled tourism experiences enable travelers to co-create value during all phases of a trip. As a result of technological innovation, the findings show digitization is the new normal in India's tourism industry.

**Domestic and Smart Tourism:** Domestic tourism, also known as day-trip or excursion travel, has been on the rise since Covid 19 as people choose to stay closer to home. The term "smart tourism" refers to vacations in which the traveler, the attraction, or both make use of technological advances. Several businesses are already updating their procedures to make greater use of smart technology in all aspects of their operations, from payment methods to customer interactions, in order to keep up with the New Normal. The long-term goal of "smart tourism" is to apply technical innovations and practices that improve resource management, increase competitiveness, and promote sustainability. When visitors can use their smartphones to do things like pay for cab rides, place restaurant orders, check wait times, and learn more about their current location via a QR code, known as "smart tourism."

**Digitization and New Normal:** The introduction of digital technology is generating major changes in the socioeconomic culture of the world, particularly in the travel industry. The evolution of digital technology has fundamentally altered the operation of contemporary organizations. In the past, customers who wanted to purchase tickets were obliged to visit a travel agent. Currently, they can reserve their tickets online. Today, ridesharing applications are growing prevalent. Customers receive upfront pricing before boarding, and drivers can pick up multiple passengers along the same route, which is advantageous for passengers, drivers, and platform owners. Due to the increasing acceleration of the digitalization process and the widespread availability of new technology, all travel companies have abandoned the use of physical borders in favor of interacting with their customers digitally. Mobile reservations have skyrocketed as a result of digitization. Technologies like mobile technology and the Internet of Things make the digital transformation of the tourism industry possible. Companies can now actively promote highly customized and immersive client experiences. A two-way conversation can also be established and maintained with them.

**Electronic Passport & E-visa:** The e-Passport is a chip-enabled passport with a biometric identity card that improves the security and transparency of travel papers. It will contain the bearer's biometric information. The ten fingerprints of the bearer's fingers. Iris examines the carrier. With E-Visa, the entire visa application procedure is managed digitally. The internet is used for everything now. Everything from filling out the application to making the payment and checking on the status of your visa is handled digitally online. The development of technology has made this possible. In the new normal life that has emerged in the wake of the epidemic, this can make cross-border travel easier and safer.

**AI & Voice Search:** As smart speakers for the house and mobile assistants such as Alexa, Siri, and Google Assistant gain popularity, an increasing number of tourists are using voice search. For many organizations, travel information is an integral part of the client experience, and voice control and AI play a vital role in this regard. In addition, guests can use their voice to operate the lights, the TV, and other electronics in their hotel room thanks to the smart speakers that are standard in most modern hotels.

**Personalized Digitization:** Contemporary travelers believe that businesses should personalize their shopping experiences based on their behaviors, personal preferences, and past purchases. Moreover, customization is vital in terms of the actual trip or activity. By providing experiences that are adaptable to a traveler's preferences, you increase the likelihood of delighting them, which can lead to repeat visits. Hence, providing customer-centric services is essential. People believe vacation and tour recommendations can be made based on their Internet browsing history.

**Virtual Tours with Virtual Reality:** Using online virtual reality tours, users can investigate hotel and restaurant interiors, outdoor tourist destinations, and more without leaving their homes. This is quite possible during the decision-making phase of the buyer's voyage. The overwhelming majority of modern VR tours are also web-based, so they can be viewed with any standard web browser. By using VR headsets, the quality, and degree of immersion of a VR tour can be improved. Recognition technology is one of the fundamental travel and tourism technologies that is beginning to permeate a growing number of domains. Among frequent travelers, the collection of automatic gates at certain borders is one of the most well-known applications of recognition technology. Using a camera and facial recognition technology, the gates may scan the information on a traveler's passport and match it to their face. Voice recognition as a method of control in smart hotel rooms is gaining popularity, which is one of the most significant trends in tourism.

**Internet of Things (IOTs):** IoT is a further technological advancement in hospitality administration that involves extending internet connectivity to everyday objects, appliances, and devices. These previously dumb devices can then collect data and communicate or interact over the internet, converting them into frequently semi- or fully autonomous intelligent devices. In the hotel industry, Internet-connected thermostats that autonomously adjust room temperatures at check-in and check-out times in response to temperature fluctuations caused by the sun or opened windows are already in use. In order to increase energy efficiency, the same strategy is also being applied to the illumination by, for instance, reducing light intensity throughout daytime hours.

**Audio Odigos:** Tourism Ministry launched Audio Odigos, an audio tour system for twelve national historical monuments. The audio guide provides content validated by the Government of India, with images and voice-over support for the benefit of tourists. With Audio Odigos, Travellers will now have a more enriching experience and return home with historical insights into the history and legacy of India. Foreign tourists who wish to visit Indian heritage sites can enjoy this audio information in the new normal.

**New hygiene standards:** Now in New Normal hotels have started following new hygiene standards. Because tourists purchase experiences, every hotel has designed their spaces with the safety of their guests in mind. The standard cleaning criteria for lodging establishments are strictly regulated. After each use, elevator buttons, door handles, chairs, switches, remote controls, and other

regularly touched items are thoroughly cleaned and sanitized. Face masks, hand sanitizer, and other hygiene supplies are always accessible to guests who require them. Contact-free receptions are a new method to greet clients brought about by innovations in the front desk experience.

**Blockchain Technology & Gamification:** Blockchain is a disruptive new technology that can authenticate and record the transfer of assets across a network of interconnected users. A blockchain can be viewed as a distributed database that contains shared records of all past digital events. Blockchain technology enables a decentralized peer-to-peer network in which non-trusting users can connect verifiably and without the need for a central authority. Blockchain can be used for exchanges in the tourism industry to improve processes, reduce costs, and enhance the experience of consumers: reservation and ticketing, hotels, insurance, hotels & car rentals and managing traveler identity, personalization, and baggage monitoring; rewards programs discounts and incentives; electronic payment by digital currencies and business-to-business settlement; managing credentials and auth tokens. Gamification is the systematic endeavor to enhance services, organizations, systems, and operations by creating game-like experiences that inspire and intrigue users. Tourism gamification emphasizes both internal and external motivator aspects that can be used to improve the engagement of customers, loyalty to clients, brand recognition, and satisfaction in tourism sectors. Exemplary applications of this new concept of gamification in the travel sector are provided.

**Sustainability Development in Tourism:** Making a region more accessible to travelers and providing entertainment may result in environmental degradation. In addition, it is crucial to acknowledge that the economic impact of tourism is not always positive and that local businesses and residents may suffer if justice is not ensured. The growth of Eco-Friendly Tourism can also provide value to people in hospitality management, tourism management, and related professions. Sustainability can serve as a competitive differentiation if two tourism-related businesses offer comparable things at comparable prices. As social pressure develops and the demand for environmentally friendly travel products and services rises, businesses that accept the challenge are likely to reap further rewards.

## **6.5 CONCLUSION**

The Indian government enacted stringent rules and regulations to control the growth rate of rapidly increasing corona cases, in which a significant portion of economic activity was restricted for more than 70 days due to the partial or total closure of the manufacturing and service sectors. This nationwide closure has negatively affected the tourism and hospitality industries, and possibly the service sector the most. The tourism industry in India is one of the country's most significant economic sectors, providing a wide variety of employment opportunities and contributing approximately 10% to the country's gross domestic product. The modern consumer anticipates a more tailored offering. As a consequence of digitization in the tourism industry, improved travel search

engines and dynamic pricing engines can optimize seat occupancy while maintaining the proper cost-to-quality ratio. Hotels use IoT-based devices and mobile applications for voice control of air conditioning, etc. which aids in Rethinking tourism in this new normal. The tourism industry has been significantly impacted by technological progress.

To increase operational efficiency and customer pleasure, travel companies should employ a variety of technologies. The tourism industry makes extensive use of mobile applications, social media, chatbots, artificial intelligence, and virtual reality, among other tools and technologies. By providing customized services for each need, the industry is adjusting to clients' shifting travel attitudes and behaviors. When traveling, people everywhere want to save money and acquire more services. Hence effective marketing strategies should be used for attracting vacation planners. In today's rapidly evolving digital landscape, travel firms should strive to provide a perfect online experience with competitive pricing. By using digitization and well-trained staff travel agencies, and tourism suppliers can extend their companies in pursuit of profit. As technology has advantages, it has disadvantages too. The itinerary booked online lacks the personal touch a professional travel consultant would provide. When travel is booked online, after-sale services become significant. The tourism and hospitality industry must reorient itself toward sustainable tourism development. Chatbots are somewhat useful, but the human element should not be neglected. After the pandemic, investment and credibility in the hospitality and travel industries are crucial. Tourism policy for Crisis Management needs development. Technology has increased destination revenue, decreased operating expenses, and enhanced management. The dominance of digital service providers is growing, increasing the destination's dependence on their technology and expertise. This reliance has created a technical void in tourist destinations. People, businesses, communities, and the government are structurally reliant on innovative and strong digital platforms. so from the above, it can be concluded that After the pandemic and during the period of Rethinking tourism, Creative technology can help the travel industry adapt to the new norm by deploying appropriate technologies.

## **COMPETING INTERESTS**

Authors have declared that no competing interests exist.

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# **Efficacy of ChatGPT in Human Resource**

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## **ABSTRACT**

Human resources (HR) of any enterprise plays a substantial role in growth of the organisation by designating competent and skilled employees. For accomplishing its long-term goals, an organization must make human resource contented and pleased. In current scenario, HR services are been integrated through Information Technology (IT) in form of Human Resource Information system (HRIS), HR analytics, etc. Artificial Intelligence has developed an emerging technology in business practices which assists the enterprises to grow at a large scale. The invention of chatbots, a significant domain in AI and NLP, the enterprises have developed more AI centric. AI increasingly forms a vital context for the dispersal of power in workplaces. The technology resolves the complicated problems into simplified solutions. Chatbots facilitates an understanding of AI amongst the employees and influences enterprise decision making process. Therefore, the current study outlines how ChatGPT can redefine the way HR professionals engage with their workforce.

*Keywords: Chatbots; ChatGPT; artificial intelligence; human resource management.*

## **7.1 INTRODUCTION**

The term Artificial Intelligence originally coined by John McCarthy in 1956 at Dartmouth College thereby defining the term as “the science and engineering of making intelligent machines.” As defined by IBM “the use of computers and machines to mimic the problem solving and decision-making capabilities of human mind”. Artificial intelligence is stimulating human intellect in machines which are programmed to reflect like humans and imitate their actions. AI is uninterruptedly evolving to benefit various diverse industries. AI is widely used across many industries from healthcare industry for aiding in surgical operations to computers that play chess.

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Artificial Intelligence is used across various industries from healthcare to finance. AI is the capability of the machine to exhibit intelligent human behaviour. These algorithms or machines are trained on facts or information to resolve particular problems such as helping the financial institutions in detecting fake transactions or detection of cancer cells.

ChatGPT is an 'Artificial Intelligence Chatbot' introduced in November 2022 by Open AI, a laboratory that conducts study in the area of 'AI'. The GPT abbreviates for 'Generative Pre-trained Transformer', giving detailed answers to user questions. Its replies to all queries are human-like and through reinforcement learning, ChatGPT uses preceding queries and answers to state its next responses. It operates as a sophisticated, interactive search engine. Moreover, being an interactive bot, one can give simple instructions to gather in-depth responses. Combining with the dialogue nature of ChatGPT, it becomes easy for anybody to use it without expert training.

According to Rizaoglu, Gartner HR director ChatGPT can "in a self-supervised manner, adapt to solving your problems". Harshvendra Soin Tech Mahindra's global chief people officer states ChatGPT uses NLP to "master the extremely skill of social interaction". In a study conducted by Oxford University predicted 47% of jobs might be automated by 2033. Report in year 2016 by Organisation for Economic Cooperation and Development states 9% jobs in 21 countries that makes its membership may be automated.

### **Objectives:**

Given the context of the study, the research aims to achieve following objectives-

1. To gain clarity on the challenges in human resource management; and
2. How ChatGPT can industrialize the human resource process.

## **7.2 LITERATURE REVIEW**

Study published in International Journal of Advanced Computer Science and Applications by Nawaz, N and Gomes (2019) states the incorporation/amalgamation of AI in recruitment process is growing attention amid the researchers and chatbot aids in formulating recruitment strategy in the industry. Flanagan and M. Walker (2020) in their research paper "How can unions use Artificial Intelligence to build power? The use of AI chatbots for labour organising in the US and Australia," states the Chatbot turned as labour-saving tool by providing basic information in a way that strengthened union stories of power and employee solidarity, and factories to be mapped more competently.

In descriptive research by Gigi G and Gunaseeli (2020), "HR Recruitment Through Chatbot- An Innovative Approach," outlines chatbot can assist HR manager by saving their time in selecting top talent.

There are limited studies available on the efficacy of ChatGPT- based selection processes related to traditional methods. According to research published in year International Journal of speech Technology in the year 2021 outlines the use of bot for screening process led to higher level of applicant satisfaction as well as perceived fair-mindedness in comparison to old-style application procedure. A study issued in the Journal of Business and Psychology (2021) observed the use of virtual recruiter driven by natural language processing technology stated that it led to greater levels of candidate attraction as well as engagement comparatively to classic recruitment styles. Also, the study outlines that the virtual recruiter identified applicants with greater degree of job fit.

### **7.3 METHODOLOGY**

The present study has used descriptive research design to estimate the influence of ChatGPT on human resource management. The study is grounded on secondary data collection method. The data is composed from research journals, HR blogs and survey reports by various other companies, online sources, magazines and books. The article structure follows TAILMRDCR model (Kumar, 2023) proposed for writing the research articles.

### **7.4 FINDINGS**

**Challenges to HR:** In the recent years, challenges of HR professionals have grown with the growth of technology and remote working has made HR management more challenging. Few of the general issues HR managers come across are.

**Talent Sourcing and Retaining:** In highly competitive industries attracting and retaining appropriate talent involves vast investment of time and resources. It is challenge for most businesses, to understand employee voice and individual dissatisfaction with work life balance.

**Diversified and Inclusive workplace:** Most of the enterprises are struggling to form an inclusive culture with diversified workforce. Thus, recruiting a diverse workforce and creating a culture where everyone feels valued is challenging.

**Training and development:** For managing multigenerational personnel with variety learning styles HR managers needs to individualise development programs. Such training includes giving ongoing training and growth opportunities to keep in pace with changing corporate landscape.

**Employee work-life Balance:** In recent years, employee well-being is a major challenge for organisations. Increased work schedules and enhanced responsibilities leads to stress as well as weakens the immune system. Thus, moving away from the equilibrium which is important for physical as well as mental health.

**Flexible work:** The pandemic has augmented the adoption of remote work, and most of the businesses are struggling to manage a remote labour force effectively. The challenges include providing the required technology and

resources for personnel to work from remote places or home, along with managing efficiency and engagement.

**Compliance and Protocols:** In an environment of frequently changing employment laws and protocols ensuring your organisation employment practices demonstrates a detailed understanding of related regulations can be a challenge for HR experts. Failure to conform with these protocols can lead to legal consequences to the organisation.

**Industrializing ChatGPT in Human resource management:** A chat bot is considered as an efficient communication system which can be used amongst the employees and customers for carrying out some communication-oriented works within the enterprise without any human involvement. ChatGPT can be used in some scenarios to aid the Human resource division in fulfilling its duties.

**Recruitment and Retention:** Recruiting and retaining the top talent is one of the major challenges for any organisation. Artificial Intelligence tools enhances every phase of recruitment by providing data on industry trends and the best practices in retaining and hiring top talent. ChatGPT can provide information in what way various social media can be used for recruiting, it can provide information on how to generate an attractive candidate proposition, can automate preliminary screening as well as providing real-time applicant engagement through virtual assistants and chatbots.

**Diversity and Inclusion:** Creating a culture with diverse workforce is a greatest challenge to many organisations. ChatGPT provides insights on creating an inclusive culture where everyone feels respected and valued. Information on unconscious bias training such as personal awareness, employee resource groups which contributes to personal development in work place, and diversity metrics for pursuing multiplicity and inclusion performance goals are easily provided by Chatbot.

**Employee Engagement:** In present fast-paced and constantly changing job environment it is challenging to keep employees motivated. ChatGPT can provide information on using pulse surveys to calculate engagement, information on creating culture of appreciation and how to generate prospects for employee development and growth.

**Performance Management:** ChatGPT can analyse employees performance data to deliver real-time feedback to personnel, also identify areas for development, and suggest mentoring and coaching programs.

**Training and development:** To execute work effectively employees are been provided with essential training and skills. To meet such a challenge ChatGPT can give insights on using e-learning platforms, in what way we can form a culture of constant learning. Furthermore, can be used to develop personalized development programs for employees on basis of their individual needs and interests, as well as how to practice gamification to collaborate employees in training.

**Employee work-life balance:** Idyllic Work-Life Balance includes an effective management of work commitments and obligations towards the family and society. In order to meet such a challenge Chatbot provides an understanding on how to generate a culture of work-life balance and ways to use technology to encourage physical health.

**Flexible work:** Chat GPT can provide insights on how to engage a remote workforce efficiently. It can provide information on usage of technology to facilitate collaboration and communication, means to establish clear work performance expectations, and how to generate a culture of conviction and accountability.

**Compliance and Protocols:** To confirm compliance with procedures and policies, ChatGPT make sure that these are delivered your employees through vessels they are comfortable with. It can provide updates on changes to work employment laws and regulations, also can give guidance on how to comply with these protocols.

## **7.5 CONCLUSION**

The implementation of ChatGPT in an HR framework provides HR professionals an opportunity to be competitive in digital world. HR professionals have a chance of attaining similar level of service to workforces that the enterprises aim towards consumers. ChatGPT is a constantly developing technology, and enterprises should uninterruptedly adapt and expand the use of it, which includes integrating new data sources, apprising training and development materials, and implementing new features and functionalities. Overall, the studies suggest that personnel may have optimistic perceptions of ChatGPT-based mentoring and development programs, as these can be tailored to individual worker needs and deliver real-time feedback. Deploying a OpenAI's ChatGPT in an organisation enhances team's overall efficiency by engaging the employees effectively, ensuring devoted and dedicated workforce who enthusiastically strive to lead the organisation towards success. The most innovative publicly accessible bot, ChatGPT shall be perfect for supporting the HR professionals in taking care of the workforces.

## **COMPETING INTERESTS**

Authors have declared that no competing interests exist.

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# Analysis of Work-Related Stress and its Effect on Teachers' Commitment to their Job in Self-Financing Colleges in the Dharmapuri District

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## ABSTRACT

Teaching is a rewarding but challenging profession, especially in higher education. Most teachers are high achievers who enjoy working hard and are constantly seeking ways to get better. Yet, college teachers face numerous difficulties, such as job-related stress and burnout. College professors' dedication to their jobs will decline as a result of work-related burnout, which can cause much more than just a general sense of exhaustion or overwhelm. This study examines how work-related burnout affects the work commitment of college teachers employed by self-supporting colleges in the Dharmapuri District of Tamil Nadu State. Descriptive and inferential analyses are performed using a sample of 150 college teachers who work in self-financing colleges. The association between work-related burnout and college teachers' work commitment is examined using the Independent Sample "t" Test, One-way ANOVA, Correlation, and Multiple Regression. The study discovered that compared to their male counterparts, female college teachers felt increased work-related burnout. College teachers who work in self-financing colleges have highly positive associations between work-related burnout indicators and work commitment. Excessive Stress is the strongest component among the five elements that contribute to burnout at work.

*Keywords: College teachers; role conflict & ambiguity; unsupportive work environment; work related burnout; work related stress; work related commitment.*

## 8.1 INTRODUCTION

Teachers are always a benefit to any culture, and teaching is a very honourable career. They make an effort to develop the learner's intellect and aptitude as well

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as a well-rounded personality through their wisdom, patience, and patience. Burnout is defined as "a state of continuous stress that results in physical and emotional tiredness, cynicism, alienation, and feelings of ineffectiveness and lack of success," according to Psychology Today (2022). Stress that is sustained or recurrent can lead to burnout, which is a state of emotional, mental, and frequently physical weariness. Burnout is a protracted reaction to ongoing interpersonal and emotional pressures at work. Burnout, according to Maslach and Leiter (1999), happens when workload is paired with a loss of personal control, inadequate rewards, unfairness, and the disintegration of the working relationship.

Most teachers are high achievers who enjoy working hard and are constantly seeking methods to do better. These qualities are admirable, but they also put educators at risk for perfectionism and a lack of relaxation and recovery time. It is simple to get teacher burnout when working long hours and carrying a hefty burden. Without enough assistance, teachers run the risk of being overworked and neglecting their own requirements for physical and emotional health. Students are likely to experience the effects when teachers lose their sense of purpose, feel overworked, retreat from their profession, and lower their dedication to work. It should come as no surprise that research shows that teacher burnout has a negative influence on both instructors' dedication to their jobs and kids' academic performance. This study examines how work-related stress affects the work commitment of college teachers employed by self-supporting colleges in the Dharmapuri District of Tamil Nadu State.

### **8.1.1 Statement of Problem**

In higher education, especially, teaching is a rewarding yet demanding profession. Giving students opportunity, ideas, knowledge, and direction is the act of teaching. Yet, college teachers face numerous difficulties, such as job-related stress and burnout. They have to balance administrative tasks, handle changing educational policy, cater to kids with special needs, and modify courses to suit a variety of learning styles. The working conditions for college instructors in their educational institutions are not supportive, on top of all the other difficulties they currently face. College professors may understandably feel overwhelmed if their workplace does not provide them with the support they need to carry out this task. This would have a significant negative impact on their dedication to their jobs and to the institution.

Burnout among teachers has been linked to several work-related concerns, including high time pressure, poor relationships with co-workers, huge classrooms, a lack of resources, fear of violence, behavioural issues with students, role ambiguity and conflict, inadequate possibilities for promotion, lack of support, and a lack of involvement in decision-making (Abel & Sewell, 1999, Wolpin et al., 1991, etc.). College teachers who experience work-related burnout may experience much more than just fatigue or feeling overburdened; it may also result in serious feelings of anxiety and depression. College professors who are overworked might struggle to accomplish routine duties and struggle to

concentrate on their work, which would make them less dedicated to their jobs. Thus, this study is being conducted to comprehend and analyse the numerous elements that contribute to job-related burnout and its effects on the level of work commitment of college teachers employed by self-financing colleges in the Dharmapuri District of Tamil Nadu State.

### **8.1.2 Objectives of the Study**

The present study is conducted to address the following objectives:

- To identify and research the demographics and job descriptions of college teachers employed by self-financing colleges in Tamil Nadu's Dharmapuri District.
- To examine how college teachers at self-financing colleges in Tamil Nadu State perceive the various elements that contribute to work-related burnout.
- To investigate the effect of burnout on college teachers who work in self-financing colleges in the Dharmapuri District of Tamil Nadu State.

## **8.2 LITERATURE REVIEW**

In his research, Jackson (1993) discovered that there were substantial disparities in the levels of burnout among pharmacy school teachers depending on criteria such gender, age, marital status, tenure status, academic rank, and the main workload activity. Male engineering college lecturers showed a moderate level of burnout, according to Pandey and Tripathi's study from 2001. The most effective indicators of both emotional tiredness and personal performance were found to be role uncertainty, excessive group and political pressure, taxing working conditions, and inherent poverty.

The degrees of job burnout among 300 university teachers, including lecturers, readers, and professors, were examined by Syed Mohammad Azeem & Nazir A. Nazir (2008). The results of the Maslach Burnout Inventory-Survey Educators showed that lecturers have a high level of emotional tiredness and are notably different from professors and readers in this area. Also, it was discovered that readers displayed higher emotional weariness compared to professors but less emotional exhaustion compared to lecturers.

Han (2013) found that young women who teach English at colleges have high levels of self-efficacy and professional stress, but low levels of burnout and moderately high levels of Emotional Exhaustion (EE). According to Wu and Wang's (2018) study, male teachers have higher levels of self-efficacy than female teachers do, and women experience more job burnout than men do. Additionally, college English teachers with professional titles have higher levels of self-efficacy than college English teachers without such titles.

Zheng Yurong (2022) reviewed the literature and determined the key subjects for additional research, which included the extent of burnout among instructors and

the variables affecting it. The study found a correlation between burnout rates and individual factors such as age, gender, marital status, degree of education, job title, and number of years of teaching experience. The type and degree of a university, the overabundance of tasks linked with teaching, the stress caused by promotions in the sciences, the lack of job autonomy, etc. were all subjects explored in this study.

### 8.3 METHODOLOGY

The methodology followed for carrying out the present study comprises the description of the research design, questionnaire design, sampling design, methods of data collection, the application of statistical tools for analyzing the data, etc.

**Table 8.1. Methodology adopted in the study**

Type of Research conducted	Descriptive & Exploratory type of research
Approach of Research followed	Combination of Qualitative & Quantitative Approach of research
Population & Sampling Unit of research	College Teachers working in Self-financing Colleges in Dharmapuri District of Tamil Nadu State
Sample size	150 College Teachers of Self-financing Colleges
Study Area	Dharmapuri District
Method/Technique of Sampling	Purposive Sampling (Non-Probability Sampling)
Type of Data collected	Primary data (Majority) and Secondary Data
Sources of Primary Data	Questionnaire and Personal Interview
Sources of Secondary Data	Research Articles, Magazines, Reports, Newspapers, Journals, Books, Online Sources, etc.
Research instrument used	Structured Questionnaire
Data collection period	June 2022 to July 2022
Software employed for data feeding & analysis	Microsoft Word & Excel 2016 and SPSS (Ver. 20)

*(Source: Prepared by the Researcher)*

### 8.4 DATA ANALYSIS AND RESULTS

In order to analyze the primary data relating to the present study, descriptive as well as inferential statistical tools are applied.

#### 1. Analysis of demographic profile of the college teachers – descriptive analysis

The Table 8.2 provides information relating to the Demographic Profile of the College Teachers working in Self-financing Colleges in the Dharmapuri district of Tamil Nadu State. 52% of the college teachers are women and 57.33% of the college teachers are married. 71.50% of the college teachers belong to the age of 30-40 years. 43.33% of college teachers are getting salary up to Rs.25,000 monthly. 54% of them belong to Joint families.

**Table 8.2. Demographic profile of the college teachers  
 (Sample Size = 150)**

<b>Variables</b>	<b>Options</b>	<b>Frequencies</b>	<b>(%)</b>
Gender	Male	72	48.00
	Female	78	52.00
Marital Status	Married	86	57.33
	Unmarried	64	42.67
Age in years	30 – 40 Years	Open ended	71.50
	41 – 52 Years	Question	28.50
Monthly Salary (INR)	Upto Rs.25,000	65	43.33
	Rs.25,001 – Rs.50,000	56	37.33
	Above Rs.50,000	29	19.34
Type of Family	Joint Family	81	54.00
	Nuclear Family	69	46.00

*Primary Data Source*

## 2. Job profile of the college teachers – descriptive analysis

**Table 8.3. Job profile of the college teachers  
 (Sample Size = 150)**

<b>Variables</b>	<b>Options</b>	<b>Frequencies</b>	<b>(%)</b>
Designation of the College Teacher	Asst. Professor	89	59.33
	Associate Professor	32	21.33
	Professor	18	12.00
	Professor & Head/In-charge	11	7.34
Department/Faculty of study	Arts and Science	73	48.67
	Engineering/Technology	42	28.00
	Education	20	13.33
	Medical/Nursing/Pharma	15	10.00
Job Experience in teaching	3 – 10 Years	Open ended	62.20
	11 – 22 Years	Question	37.80
Average working days per week	5 Days	54	36.00
	6 Days	96	64.00
Average working hours per day	Upto 7 hours	52	34.67
	Above 7 hours	98	65.33

*Primary Data Source*

Table 8.3 provides information relating to the Job Profile of the College Teachers working in Self-financing Colleges in the Dharmapuri district of Tamil Nadu State. In terms of Designation of the college teachers, 59.33% of them are Assistant Professors and 48.67% of the college teachers belong to Arts & Science Department/College. 62.20% of college teachers have 3-10 years of job experience in teaching. The majority of the college teachers (64%) agreed that they are working 6 days a week on average and 65.33% of the college teachers are working more than 7 hours a day on average in their colleges.

## 3. Perceived work-related burnout of college teachers – mean analysis

Fifteen Questions of five factors (3 questions for each factor) relating to the Work-related Burnout experienced by the college teachers perceived in their colleges based on a 5-point Likert scale, (Strongly Disagree to Strongly Agree) were given in the questionnaire. College Teachers' perception of this Work-related Burnout is measured by using Mean Analysis using descriptive statistics.

**Table 8.4. Perceived work-related burnout of college teachers**

<b>FACTORS</b>	<b>Descriptive Statistics</b>		
	<b>N</b>	<b>Mean</b>	<b>SD</b>
Work overload	150	12.28	1.759
Role Conflict & Ambiguity	150	10.14	3.250
Lack of Recognition & Appreciation	150	11.43	2.365
Unsupportive Work Environment	150	10.65	2.879
Excessive Stress	150	12.64	1.598
<b>Perceived work-related burnout of college teachers</b>	<b>150</b>	<b>57.14</b>	<b>6.842</b>

*Source: Primary Data*

From Table 8.4, based on the mean score, it is inferred that College Teachers have perceived more 'Excessive Stress' (M = 12.64) and have perceived lesser Role Conflict & Ambiguity' (M = 10.14) which caused Work-related Burnout in the Self-financing Colleges when compared with other factors. It is also inferred that the College Teachers' perception of the various factors that cause Work-related Burnout is above the average level since all the Mean values are above 10 (two-thirds or 67%) out of 15. The Overall Mean Score of the College Teachers' perception of the various factors that cause Work-related Burnout is 57.14 which is 76.19% (57.14 / 75 x 100). This indicated that the College Teachers' perception of the various factors that cause Work-related Burnout in Self-financing Colleges in the Dharmapuri district of Tamil Nadu State is above 76%. It also pointed out that College Teachers have perceived considerable Work-related Burnout in Self-financing Colleges which is above the average level.

#### 4. Independent sample 't' test – analysis

Ho: There is no significant difference between Male and Female College Teachers with respect to Work-related Burnout in Self-financing Colleges.

An independent-samples t-test was conducted to compare the difference between Male and Female College Teachers with respect to Work-related Burnout in Self-financing Colleges.

**Table 8.5. Gender – work-related burnout**

<b>Factors</b>	<b>Gender – work-related burnout</b>						<b>t - value</b>	<b>p - value</b>
	<b>Male</b>			<b>Female</b>				
	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>		
Work overload	72	12.18	1.896	78	13.30	1.597	5.693	0.000**
Role Conflict & Ambiguity	72	10.35	2.865	78	11.05	2.689	2.196	0.044*
Lack of Recognition & Appreciation	72	11.52	2.310	78	12.18	2.365	4.611	0.000**
Unsupportive Work Environment	72	11.23	2.564	78	12.34	1.987	5.210	0.000**
Excessive Stress	72	12.16	1.587	78	13.35	1.365	5.633	0.000**
<b>Work-related burnout</b>	<b>72</b>	<b>57.44</b>	<b>5.563</b>	<b>78</b>	<b>62.22</b>	<b>3.589</b>	<b>9.652</b>	<b>0.000**</b>

*Source: Primary Data (\*\* 1% Level of Significance)*

As the *P* values are lesser than Sig. Value (0.01 and 0.05) in all the cases, the Null Hypotheses are rejected. Based on the mean scores, we can say that the Overall Mean Score of the Perception of college teachers on Work-related Burnout is more for Female college teachers (M = 62.22) than for Male college teachers (M = 57.44). This indicates that Female college teachers have perceived more Work-related Burnout than their counter-part. Hence, it is concluded that there is a statistically significant difference between Male and Female College Teachers with respect to Work-related Burnout in Self-financing Colleges.

**5. One-way ANOVA**

H<sub>0</sub>: There is no significant difference among the Department of College Teachers with respect to the perception of Work-related Burnout.

A one-way between-groups analysis of variance (ANOVA) was conducted to explore the significant difference among the Department of College Teachers with respect to the perception of Work-related Burnout.

**Table 8.6. Department of college teachers – work-related burnout**

Variable	Department of college teachers				F- value	p- value
	Arts & Science (73)	Engg/ Tech (42)	Education (20)	Med/Nurs/ Pharma (15)		
<b>Work-related burnout</b>	53.24 5.750	63.54 3.654	57.11 5.201	62.35 4.563	5.498	0.000**

*Source: Primary Data (\*\*1% Level of Significance)*

As the *P* value (0.000) is lesser than Sig. Value (0.01) in the above case, the Null Hypothesis is rejected. Apart from reaching statistical significance, the actual difference in the mean score among the Department of College Teachers groups is also large (M = 53.24 to 63.54). The Mean score of the Perception of college teachers who belong to Engineering/Technology Department Groups (M = 63.54) is more than others. Hence, it is inferred that the college teachers who belong to the 'Engineering/Technology Department' have perceived more Work-related Burnout than other college teachers working in other departments. Hence, there is a significant difference among the Department of College Teachers with respect to the perception of Work-related Burnout.

**6. Correlation analysis**

H<sub>0</sub>: There is no significant relationship between Work-related Burnout factors and the Work Commitment of College Teachers.

A Pearson product-moment correlation was run to determine the relationship between the Work-related Burnout factors and Work Commitment of College Teachers working in various Self-financing Colleges.

As the *P* values are lesser than Sig. Value (0.01) in all the above relationships, the Null Hypotheses are rejected. There are high positive correlations between Work-related Burnout factors and the Work Commitment of College Teachers

working in various Self-financing Colleges. The relationship between them is highly significant.

Out of five Work-related Burnout factors, the relationship between 'Excessive Stress' ( $r = 0.894$ ) and the Work Commitment of college teachers is higher than others. The relationship between 'Role Conflict & Ambiguity' ( $r = 0.648$ ) and the Work Commitment of college teachers is lesser than others. Overall, there is a strong and positive correlation ( $r = 0.795$ ) between Work-related Burnout factors and the Work Commitment of College Teachers working in various Self-financing Colleges. Hence, there is a significant relationship between Work-related Burnout factors and the Work Commitment of College Teachers working in various Self-financing Colleges.

### **7. Multiple regression analysis**

Multiple Regression was conducted to determine the best linear combination of Work-related Burnout factors (Work overload, Role Conflict & Ambiguity, Lack of Recognition & Appreciation, Unsupportive Work Environment and Excessive Stress) for predicting the Work Commitment of College Teachers working in various Self-financing Colleges.

The combination of all the five independent variables (Work-related Burnout factors) significantly predicts the dependent variable i.e., Work Commitment of College Teachers,  $F(5, 144) = 568.269$ ,  $p = .000$  which is lesser than .001 (Sig. Value 2-tailed) and Adjusted R Square = 0.74321 or 74% which is large effect according to Cohen. Out of five Work-related Burnout factors, 'Excessive Stress' (0.347) is the strongest impacting factor that predicts the dependent variable – The work Commitment of College Teachers. From the unstandardized coefficient, it is found that the one unit increase in the 'Excessive Stress' would affect the Work Commitment of College Teachers working in various Self-financing Colleges by 0.578 units.

Work Overload (0.305), Role Conflict & Ambiguity (0.189), Lack of Recognition & Appreciation (0.254) and Unsupportive Work Environment (0.268) are also affecting to Work Commitment of College Teachers but lesser than 'Excessive Stress'.

## **8.5 FINDINGS AND SUGGESTIONS**

According to the study, most college instructors agree that they work six days a week and, on average, more than seven hours every day in their self-financing institutions. The findings revealed that in comparison to their male counterparts, female college teachers felt greater work-related burnout. Compared to college teachers working in other departments, those who are part of the "Engineering/Technology Department" experience symptoms of more work-related burnout. The work-related burnout indicators and work commitment of college teachers employed by various self-financing colleges have strong positive connections. Out of the five factors associated with work-related burnout, "Excessive Stress" has the greatest influence, and "Role Conflict & Ambiguity" had the least influence on college teachers' willingness to work.

**Table 8.7. Work-related burnout factors – work commitment**

Variables	N	'r' value	P - value	Relationship	Remarks	
					Significant	Result
Work overload – Work Commitment	150	0.846**	0.000	Positive	Significant	Rejected
Role Conflict & Ambiguity – Work Commitment	150	0.648**	0.000	Positive	Significant	Rejected
Lack of Recognition & Appreciation – Work Commitment	150	0.759**	0.000	Positive	Significant	Rejected
Unsupportive Work Environment – Work Commitment	150	0.802**	0.000	Positive	Significant	Rejected
Excessive Stress – Work Commitment	150	0.894**	0.000	Positive	Significant	Rejected
<b>Work-related burnout –work commitment</b>	<b>150</b>	<b>0.795**</b>	<b>0.000</b>	<b>Positive</b>	<b>Significant</b>	<b>Rejected</b>

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

**Table 8.8 Regression analysis**

<b>Work-related burnout factors – work commitment of college teachers</b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.258	.487		5.632	.000
	Work overload	.467	.048	.305	4.311	.000
	Role Conflict & Ambiguity	.210	.065	.189	1.925	.042
	Lack of Recognition & Appreciation	.261	.057	.254	2.856	.012
	Unsupportive Work Environment	.224	.054	.268	3.417	.008
	<b>Excessive Stress</b>	<b>.389</b>	<b>.043</b>	<b>.347</b>	<b>6.548</b>	<b>.000</b>
<b>Dependent Variable: work performance</b>						

Therefore, the administration of Self-financing Colleges should develop appropriate human relations and teaching job-related policies to improve the stress-free, conducive, and employee-friendly work environment in order to reduce work-related burnout and improve work commitment. Periodic surveys and research on their staff members would be more useful for gaining a better understanding of the needs of college teachers. To avoid becoming a victim of teacher burnout, college administration must incorporate balance into their lives. Setting clear work boundaries and providing appropriate counselling is one way to accomplish this.

Administrators at colleges need to make sure that their teachers get good training on how to deal with stress and meaningful professional development that prepares them to deal with behaviour problems, new education policies, educational technology, and other challenges. The workload of teachers must be appropriate for their position and manageable. College teachers can avoid the hopelessness and emotional drain that often leads to burnout with the right support, guidance, and motivation.

## **8.6 CONCLUSION**

Teachers in college have an effect on how young minds and personalities grow, and they also get satisfaction from turning on the light of knowledge and removing the clouds of ignorance. If college teachers are stressed out or burned out, they will be less likely to have these qualities, which will hurt their students and society as a whole. These qualities are important for a bright future. Self-financing colleges and other higher education institutions must keep an eye on the things that could make teachers less effective due to stress or burnout and take steps to fix the problem. This will help students learn more and make teachers more committed to their job and the institution.

## **COMPETING INTERESTS**

Authors have declared that no competing interests exist.

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# **The Hindrances Faced by Women Employees in Gig Economy: A Study on How to Improve the Employment of Indian Women**

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and M. Nanthini <sup>at</sup>**

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## **ABSTRACT**

Freelance or gig economy has taken a new dimension with the emergence of digital platforms. Even though gig economy has always been given importance but, due to the lack for proper regulations and protocols, employees had hesitation to join this economy except out of compulsion. With the declining LFPR, India should take care of the situation or it might be too late to enthrall the fiscal opportunities which this niche economy has to offer. The study is all about the obstacles for these gig workers continuing in this sector and what can be done to improve the situation.

*Keywords: Gig workers; platform; LFPR; employment; regulations.*

## **9.1 INTRODUCTION**

Gig work also know as freelancing is the new buzz word which is a fresh enhancement of digital platform, which fond momentum with the rise of new technologies. It is often interchangeably entitled as independent work prospects that shows variance from traditionalist, employment-based work. Labour industry has undergone a reform in the services which eventually got replaced with sovereign or self-governing work also acknowledged as Gig work. Even though the pandemic thinned the fiscal opportunity for everyone but women employees suffered majorly despite of work from home flexibility options. Many lost their jobs which gave birth to a new term called “shecession” (Nain & Kasliwal, 2021).Indian has always witnessed a decline on a customary basis in female

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labour participation. According to World Bank data, India has onlooker decline from 30.27% in 1990 to 20.8% in 2019. (World, 2021), which is alarming.

The need for agile working condition arisen due to the Covid-19 pandemic and eventually the occurrence of lockdown where companies were forced to initiate work from home arrangements. With this new arrangement, gig economy got an opportunity to take up the front row wherein, it was presupposed that letting women employees take up part time job, will in term allow her to cater to the needs of both her paid and unpaid jobs both at her office and at work. Even though it was expected that surfacing gig economy would improve the participation of women employees' participation, but regrettably, no much improvement was seen.

**Objective of the study:** With this decline in work force participation, issues popped up about gig economy which might be the precise podium to aid women's participation and commitment in paid jobs and there aroused the need to understand the protocols to be enforced for the augmentation of gig economy.

1. To study the vital entry barriers for female participation in gig economy.
2. To suggest coping up strategies to enhance female participation in gig economy.
3. To comprehend fundamentals for employers to augment gig economy.

**Significance of the study:** The study emphasizes on the barriers of women entering into freelance working domain and also strategies which can be hammered by Government, various organizations to kick off and help in the progression of gig economy.

## **9.2 LITERATURE REVIEW**

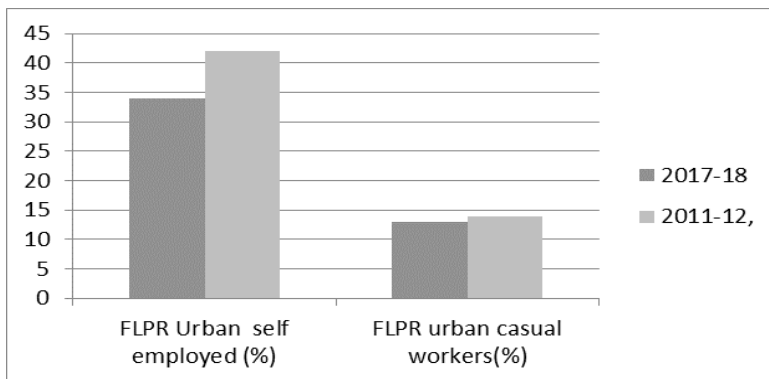
### **9.2.1 Barriers**

**Power dynamics:** Digital technology facilitated platform based gig tasks. Instead of using employees to tendering services to users and customers, platforms act as a connect by assisting business flanked by sellers and consumers, thus tumbling the transaction cost for both parties, this in turn helps them to reduce cost and save some amount by not hiring full time employees. Gig tasks are pigeonholed as high and low skilled, which can be tagged as blue collared. But there lies a colossal inconsistency in skills and also in the supply of people. Majorly the problem lies with low skilled or blue collar employees as when compared between high and low skilled employees, the former groups are lower in number than low skilled employees. (Kapoor, 2021). Since the supply of blue collared gig workers are more in numbers, hence the probability to bargain for compensation, freedom of option in work is nothing but a long lost dream or a fantasy for them. Following the pattern of the platforms gaining more popularity among gig workers, more number of workers join the pool which in turn without their knowledge has been driving down their own compensation due to more

number of available labour supply. Hence, in balancing the stipulated demand and supply apparatus, the gig workers constantly go down.

**Imbalance:** Women employees always face discrimination at work place and face indifferent incentive mechanism. Household and child care responsibilities often contribute to be an obstacle on the path to reap the benefits of career pinnacles, especially when demand of the job and remuneration are high. Gender bigotry, digital divide, and women’s engagement as a care giver has always been invisible and there has been a plentiful presence of gender pay gap. (Nain & Kasliwal, 2021). Reports have depicted that there has been a 8%-10% pay gap in men and women in India. Moreover, one among the main reasons of erosion of women employees in the workforce is the clump credence of concurrently carrying out the task both at home and at workplace. Even though gig economy gave lots of flexibility in working hours by establishing the dynamic working space converting the same into work from home system wherein there was reduction of the fixed physical space, but still the pre assumed notion of women’s improvement in work force participation was proved to be incorrect. (Kasliwal, 2020).

**Socio-cultural norms:** Flexibility. depends on the concept- if the job is a primary or supplementary source of earning. Even in Gig economy if its primary source of earning, there tends to exist less flexibility. Furthermore “platformisation” could not amplify Female Labour Force Participation Rate (FLPR) in India as it was clearly depicted from the data given by Word Bank. (WorldBank, 2020) . A major steep decline was seen in FLPR from 30% in 2000 s to 26% in 2018.FLPR in 2017–18, was 34 percent for the urban self-employed population and 13 percent for urban casual workers, contrast to 42 percent and 14 percent in 2011–12, respectively, depicting a decrease in participation rate for both categories where gig workers could be included. (Hunt, 2019), as shown in Fig. 9.1.



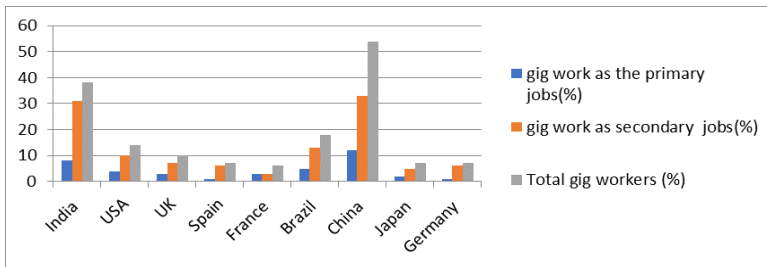
**Fig. 9.1. Decline in FLPRe for both groups where gig workers could be included**

Source: (Hunt, 2019)

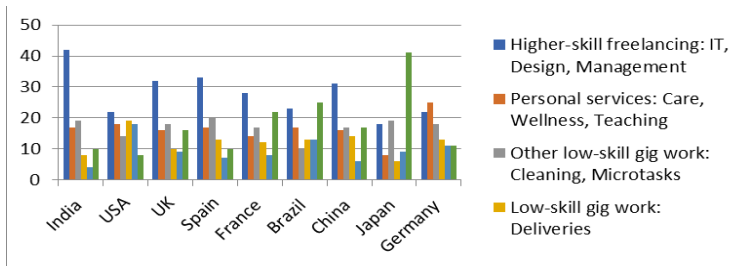
**Social security meagerness:** There were so proper social security arrangements until a petition was filed in Supreme Court seeking aid in term of social security measures for Gig workers (India, 2021). During the pandemic's second wave, where millions of workers had lost their jobs and the businesses were under pressure to keep their operations on the rolls, it was that time this niche segment of Gig workers, kept the economy on the move (Express, 2021). The Social Security Code which is recently being introduced but yet to come into force is the only social security measure available for platform or freelance gig workers (Janadri, 2022).

**Gig economy and India:** According to The Future of Work research project, gig participation is higher in developing countries. The tendency embraces the surfacing of new jobs and skills, widening gaps in available talent, changes in government laws, and embryonic attitudes toward work itself. (Group, The new Freelancers-Tapping talent in gig economy, 2019) as given in Fi. 9.2.

Some of the services in global gig markets are-delivery and ridesharing (primarily cabs), Freelance consulting, design, and shared services such as marketing and Information Technology (IT) are quite customary in the high-skilled services. According to BCG Future report India's gig workforce is dominated by lower skilled workers compared to global averages (Group, unlocking the potential of gig economy in India, 2021) as shown in Fig. 9.2 & Fig. 9.3.



**Fig. 9.2. Source: (Group, The new Freelancers-Tapping talent in gig economy, 2019)**

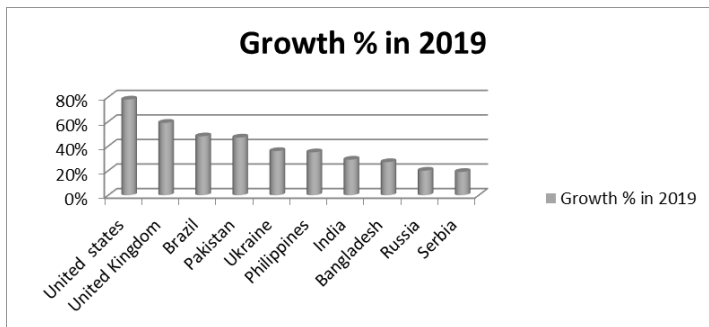


**Fig. 9.3. Source: BCG's Future of Work report shows that India's gig workforce is dominated by lower skilled workers compared to global averages**

**Women and Platform Economy:** From the year 1995 to 2005, India has witnessed a LFPR decline of around 2.8% (ILO, 2018). To mention here in 2018-19, LFPR was just 18.1% for women when compared with men that was 55.6%. (PLFS data, 2019). According to Economic Survey, 2017-18, India is among the lowest among South Asian countries. It is high time, women's role and her involvement in the economic curvature of the country is recognized. (Hirway, 2017). Covid -19 and consequent lockdowns had caused huge losses to women employees in India. Women's admittance to paid jobs, always been questioned so it's been observed women were 20% less probable of being employed than men, hence as always women employees faces lots of turbulence when seeking job which eventually enlarged during pandemic days.

Platforms which are location based as- Uber, Swiggy, Zomato, Ola were termed as men's job but with time they have started hiring women employees, which was a direct defy to socio- cultural barriers. (Ghosh, 2019). Balaram et. al found that 75% of Gig workers earn less than other workers and Team Lease Services found out that in India scenario is similar with women gig workers getting 10% less paid than their men counterparts. (Kasliwal, 2020; Balaram, 2017).

**Gig technology and Indian women employees:** India is home for almost 15 million of freelance professionals. In spite of this scenario, women still are skeptic to participate in gig work due to gender pay gaps and also due to the ill flexibility and vagueness in the status of service as evident in gig technology (Line, Business, 2020) as shown in Fig. 9.4.



**Fig. 9.4. Source: (Pathak & Jha, 2019) (Gilchrist, 2019)**

### 9.3 METHODOLOGY

This explorative study is based on secondary data. The researchers have collected the information from various online journals, websites etc. The articles have been collected from journals using various databases such as Google scholar, Scopus, and various publications. The manuscript has been drafted following the TAILMRDCR model (Kumar, 2023).

## 9.4 RESULTS AND SUGGESTIONS

### Key prerequisites for employers

- i) Lucidity and safety of the platforms and reasonable pricings: It is the duty of the employer to take care of the verification of platform gig workers ensuring safety, and sufficient lucidity in cost and efforts needed for the task including authenticating their credentials and references as applicable. It is also needed for the employers to make sure that workers are accessible on demand at affordable and reasonable price, and if feasible ensure customized services as well.
- ii) Vow on finishing the task: Replication of some explicit tasks and delivery of quality services are the responsibility of the employers and also to ensure possibility of recurrence of the service especially by the specific workers for tasks spanning for stretched period of time. (Group, 2021).
  - i. Government along with companies can make the workers profile accessible from various Talukas, Panchayat or blocks to understand the total count and understand the need of profile upgradation.
  - ii. Government along with various training centers should make arrangement to boost the skill improvement program which would permit more women employees to participate and fight more justifiably in order to evolve successfully in this new economy.
  - iii. Gig workers should be counted and recognized as contributors to the nations' economy. There should be more social codes which are in implementable form with regard to social security, welfare measures, remuneration and compensation. Redressal forums for grievance management and trade unions for Gig workers for both the gender should be formed where easy redressal can be provided.
  - iv. Gig workers be it platform or freelance non platform workers should be given the benefit of Bharat Pradhan Mantri Jan Arogya Yojana, Pradhan Mantri Suraksha Bima Yojana and Pradhan Mantri Jeevan Jyoti Bima Yojana; these can be put into effect by the respective companies and employers which would ensure social protection and finally would be able to pledge for a better gig economy environment.

## 9.5 CONCLUSION

During the lockdown it has been witnessed that Gig economy kept the economy rolling so, this niche sector should be counted as an evident part while counting the sectors contributing to the growth of the nations' economy and measures should be taken to enhance this sector well. Moreover, gig workers should be entitled to various social code and welfare measures and its is the responsibility of the government to ensure to more women participation in this alcove sector. India's declining women participation along with various sectors, even in gig economy should be taken seriously and along with various training institutes, and employing companies, government should act appropriately to make sure gig workers and gig economy can emerge as a prospective sector.

## COMPETING INTERESTS

Authors have declared that no competing interests exist.

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# **An Evaluative Study of System Model/Approach in Private University Education System in India for Quality and Effective Education System**

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## **ABSTRACT**

In India, the higher education system is comprised of both public and private universities. While public universities receive financial support from the government, whereas private universities are primarily getting financial support by various societies and organizations. Public universities adhere to the education system model established by either the central or state government, whereas private universities have their own unique education system models which vary by institution. The UGC or AICTE regulate higher education, so most functions and procedures are similar, but the quality and quantity differ. The primary difference between private and public universities is the funding arrangements for operating the institution. Public universities receive most of their funding from the central or state government, while private universities must arrange their own funding. Despite facing challenges in fundraising, private universities have more opportunities to experiment with their education system models. This paper aims to develop an effective education system model for private universities by evaluating related research papers & reports and presenting the results in form of a conceptual paper.

*Keywords: Higher education; private university; education system; system model; education quality.*

## **10.1 INTRODUCTION**

There are several types of universities in India, each with its own specific focus and mandate. Some of the different types of universities in India include:

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**Central universities:** These universities are established by the central government of India and are funded and administered by the University Grants Commission. Central universities have a national mandate and are typically focused on research and innovation.

**State universities:** These universities are established by the state governments and are funded and administered by the respective state governments. State universities typically have a regional mandate and offer a wide range of undergraduate and postgraduate programs.

**Deemed universities:** These universities are established by an act of Parliament and are granted the status of a "deemed university" by the University Grants Commission. Deemed universities typically have a specific focus, such as technology, medicine, or management.

**Private universities:** These universities are established by private organizations or individuals and are governed by their own statutes and regulations. Private universities are typically focused on providing quality education and meeting the specific needs of their students.

**Open universities:** These universities are focused on providing distance education and open learning opportunities to students who are unable to attend traditional universities. Open universities use a variety of multimedia technologies and instructional methods to deliver education to their students.

**Agricultural universities:** These universities are focused on research and education in the field of agriculture and related sciences. Agricultural universities typically offer undergraduate and postgraduate programs in agriculture, veterinary science, and related fields.

**Technical universities:** These universities are focused on research and education in the field of technology and engineering. Technical universities typically offer undergraduate and postgraduate programs in engineering, technology, and related fields.

Overall, these different types of universities in India provide students with a wide range of educational opportunities and help to promote the overall development of the higher education sector in India.

### **10.1.1 Private University Education System in India**

In India, private universities are institutions of higher education that are privately funded and operated. They are established under various state and central laws, such as the UGC Act, and are governed by bodies such as the University Grants Commission (UGC) and the All-India Council for Technical Education (AICTE).

Private universities in India offer a range of undergraduate, postgraduate, and doctoral programs in various fields such as engineering, management, law,

medicine, and social sciences. They also provide flexible learning options such as distance education and online courses.

One of the benefits of private universities is their ability to provide high-quality education with modern facilities, infrastructure, and teaching methodologies. Private universities can also attract top faculty members and researchers who may prefer to work in a more flexible and innovative environment.

However, private universities in India are often criticized for their high fees, which can make higher education inaccessible to many students from lower-income families. Some private universities have also been accused of providing substandard education and degrees that are not recognized by regulatory bodies.

To ensure that private universities in India maintain high academic standards, the UGC and AICTE have established strict regulations and accreditation processes. It is important for students to thoroughly research and evaluate private universities before enrolling to ensure that they are accredited and provide quality education.

### **10.1.2 Private University System Model**

The private university system model varies from country to country, but in general, private universities are institutions of higher education that are funded and operated by private entities, such as corporations, foundations, or individuals. Private universities are typically governed by a board of trustees or directors, and their revenue comes primarily from tuition fees, donations, and endowments.

Private universities may have more flexibility in terms of curriculum, admissions, and faculty hiring than public universities, but they are also subject to regulations and accreditation standards set by government bodies or accrediting agencies.

In some countries, such as the United States, private universities are often more expensive than public universities, and they may offer smaller class sizes, more specialized programs, and more personalized attention from faculty members. Private universities in the US are often ranked among the top universities in the world and have a reputation for academic excellence.

In other countries, such as India, private universities have been established more recently and are still developing their reputation and academic standards. Private universities in India often offer programs in emerging fields such as biotechnology, information technology, and management.

Overall, the private university system model offers an alternative to public universities and can provide greater diversity in higher education, but it also presents challenges in terms of affordability and quality assurance.

### **10.1.3 UGC Regulations Regarding Private University Education System**

The University Grants Commission (UGC) is the primary regulatory body for universities in India, including private universities. The UGC has established a set of regulations and guidelines that private universities must follow to maintain their accreditation and recognition.

**Some of the UGC regulations regarding private university education system in India include:**

- Private universities must be established by an Act of the state legislature or by a Central Act.
- Private universities must meet certain minimum standards regarding academic infrastructure, faculty qualifications, and student amenities.
- Private universities must submit regular reports and undergo periodic inspections to ensure compliance with UGC regulations.
- Private universities must adhere to UGC guidelines regarding admission policies, academic calendar, examination systems, and awarding of degrees.
- Private universities must provide quality education and maintain academic standards that are at par with those of public universities.
- Private universities must seek prior approval from the UGC before introducing new courses or programs.

Additionally, the UGC has established the Consortium for Educational Communication (CEC) to promote quality education in private universities through the development and use of educational technology. The CEC provides support to private universities in the areas of curriculum design, instructional design, multimedia production, and teacher training.

Overall, the UGC regulations are designed to promote quality, accountability, and transparency in the private university education system in India, ensuring that private universities meet high academic standards and provide quality education to their students. By complying with these regulations, private universities can maintain their accreditation and recognition, and contribute to the overall development of the higher education sector in India.

### **10.1.4 Background of the Study**

**Issues in private university education system in India:** The private university system in India has faced several issues over the years. Some of the major issues are:

**Affordability:** Private universities in India are often criticized for their high tuition fees, which make higher education inaccessible to many students from lower-income families.

**Quality:** Some private universities have been accused of providing substandard education and degrees that are not recognized by regulatory bodies. This is particularly concerning in fields such as medicine, engineering, and law where the quality of education can have a significant impact on public health and safety.

**Accreditation:** Accreditation standards for private universities in India can be lax and inconsistent. This can lead to a situation where some private universities may not meet the necessary academic standards and yet continue to operate.

**Profit orientation:** Private universities are businesses and are expected to generate profits. This can create conflicts of interest between the need to provide quality education and the need to generate revenue.

**Lack of transparency:** Private universities in India are often criticized for their lack of transparency in terms of admissions, fee structures, and decision-making processes.

To address these issues, the government of India has established regulatory bodies such as the University Grants Commission (UGC) and the All-India Council for Technical Education (AICTE) to oversee private universities and ensure that they meet the necessary academic standards. The UGC has also set up an accreditation process for private universities to ensure that they provide quality education. However, more needs to be done to ensure that private universities in India provide affordable and high-quality education to students.

### **10.1.5 Objectives of the Study**

- To evaluate the different existing parameters for the world class quality education system model.
- To develop an advance quality education system model for the Indian private universities.

## **10.2 LITERATURES REVIEW**

### **10.2.1 Review on Private Universities in India**

Umarani and Sankar (2014) examines the issues and challenges facing private universities in India. The authors discuss the importance of private universities in expanding access to higher education, but also highlight concerns around affordability, quality, accreditation, and transparency. They call for stronger regulatory oversight and greater accountability for private universities.

Tilak (2005) provides a comprehensive overview of private higher education in India, including the history, growth, and governance of private universities. The author also discusses the challenges facing private universities, such as regulatory issues, quality assurance, and funding constraints. The review

concludes by calling for greater collaboration between public and private universities to improve the overall quality of higher education in India.

Pushkar (2011) explores the emergence and growth of private universities in India, including the factors that have contributed to their development. The author also discusses the implications of private universities for education policy, including the need for stronger regulatory oversight and greater collaboration between public and private universities. The review concludes by emphasizing the importance of providing high-quality education to students, regardless of whether it is offered by a public or private institution.

Overall, these literatures highlight the importance of private universities in India's higher education landscape, but also raise concerns around issues such as affordability, quality, accreditation, and transparency. To address these issues, stronger regulatory oversight, greater collaboration between public and private universities, and a focus on providing high-quality education to students are all necessary.

### **10.2.2 Review on the Role of Private Universities in Higher Education**

Kinser (2015) argues that private universities play a critical role in the globalization of higher education, as they are often more flexible and able to respond to changing demands in the education market. He suggests that private universities can contribute to educational diversity, promote innovation, and increase access to higher education.

Salmi (2011) highlights the role of private universities in promoting economic growth and social progress through the provision of higher education. He suggests that private universities can contribute to the development of a knowledge-based economy, promote innovation, and enhance the quality of higher education.

Altbach (2002) argues that private universities have become increasingly important in developing countries, where they often fill gaps in the public education system. He suggests that private universities can contribute to expanding access to higher education, improving the quality of education, and promoting social mobility.

Lane and Massy (2006) examine the impact of private universities on the public higher education system in the United States. They suggest that private universities can provide healthy competition, promote innovation, and enhance the quality of education in the public sector.

Overall, these literatures suggest that private universities play a significant role in higher education, both in developed and developing countries. Private universities can contribute to educational diversity, promote innovation, expand access to higher education, and enhance the quality of education. However, the

role of private universities can also be controversial, as some argue that they contribute to the commodification of education and exacerbate inequalities in access to higher education.

### **10.2.3 Review on System Approach in Education**

Fullan (2002) argues that a systemic approach to educational reform is essential for achieving sustained and meaningful improvements in student learning outcomes. He proposes a model that focuses on creating a coherent and aligned educational system that is based on a shared vision, effective leadership, capacity-building, and a focus on results.

Hargreaves (1997) presents a systems model of educational change that emphasizes the interconnectedness of the various components of the educational system. He argues that change in one area of the system can have ripple effects throughout the entire system, and that successful educational change requires a holistic approach that takes into account the multiple factors that contribute to student learning outcomes.

Sweeney (2005) argues that systems thinking is a powerful tool for understanding and improving educational systems. She presents a model that focuses on the interrelationships between the various components of the educational system, and emphasizes the need for a holistic approach to educational reform that takes into account the complex interactions between the different components of the system.

Bryk, Lee, and Holland (1993) present a model of high-performing schools that emphasizes the systemic nature of educational success. They argue that high-performing schools are characterized by a combination of effective leadership, a supportive organizational culture, high-quality teaching and learning, and a focus on student outcomes. Their model highlights the interdependence of the various components of the educational system, and the need for a holistic approach to school improvement.

Overall, these literatures suggest that a systems approach to educational reform is essential for achieving sustained and meaningful improvements in student learning outcomes. System models that emphasize the interconnectedness of the various components of the educational system, and that take into account the complex interactions between these components, are likely to be most effective in guiding educational reform efforts.

### **10.3 RESEARCH METHODOLOGY**

This study is exploratory research. Both, Primary sources (Universities Officials & employees) and Secondary sources (Government Reports, News Papers, Research Papers, and Case Studies) of data have been used. Also, both Data Collection Methods, Primary (Observation, Interview) and Secondary (Literature Review, Content Analysis) have been used.

## **10.4 DATA ANALYSIS & INTERPRETATION**

As of 25 November 2022, there are 430 private universities in India, according to the University Grants Commission (UGC) website. However, this number is subject to change as new universities are established and existing universities may lose their accreditation or shut down. It is worth noting that the UGC is the primary regulatory body for universities in India, and only universities that are accredited by the UGC are considered legitimate and authorized to award degrees.

### **10.4.1 SWOC Analysis of Indian Private University Education System**

SWOC analysis is a tool used to evaluate the strengths, weaknesses, opportunities, and challenges of a system or organization. Here is a SWOC analysis of the Indian private university education system:

#### **Strengths:**

- Flexibility in course offerings and curriculum design.
- Increased access to higher education for students from diverse backgrounds.
- Investment in infrastructure and technology.
- Ability to respond to market demands and changing trends.
- Attracting high-quality faculty members and researchers.

#### **Weaknesses:**

- Lack of regulation and oversight, leading to concerns about quality and accountability.
- Higher tuition fees, making it less accessible for students from economically weaker backgrounds.
- Uneven distribution of private universities, with most being concentrated in urban areas.
- Limited research and innovation compared to public universities.
- Lack of established academic traditions and culture.

#### **Opportunities:**

- Collaboration with other universities and industry to promote research and innovation.
- Expansion to underserved areas to increase access to higher education.
- Development of specialized programs to meet market demands and address emerging challenges.
- Integration of technology to improve teaching and learning outcomes.
- Development of new models of education delivery.

### **Challenges:**

- Ensuring quality and accountability in the absence of robust regulatory oversight.
- Addressing the affordability issue to make education accessible to students from all backgrounds.
- Building trust and confidence among students and stakeholders.
- Developing strong academic traditions and culture that are comparable to those in public universities.
- Overcoming the negative perception of private universities as being focused solely on profit-making.

Overall, a SWOC analysis of the Indian private university education system reveals that while there are many strengths and opportunities, there are also significant weaknesses and challenges that need to be addressed to improve the system's effectiveness and impact. To address these challenges, it will be essential to focus on promoting quality, accountability, accessibility, and innovation, and to work collaboratively with stakeholders to develop solutions that benefit students and society as a whole.

## **10.5 FINDINGS OF THE STUDY**

### **10.5.1 Findings Related to the Private University Education System in India**

**Access to higher education:** Private universities have contributed significantly to expanding access to higher education in India, particularly for students from rural and low-income backgrounds. According to a report by the Ministry of Education, private universities accounted for approximately 60% of all higher education enrolments in India in 2018-19.

**Affordability:** Private universities in India are often criticized for their high tuition fees, which make higher education inaccessible to many students from lower-income families. However, some private universities have also taken steps to provide scholarships and financial assistance to students from disadvantaged backgrounds.

**Quality of education:** Quality of education is a major concern in the private university system in India, with some private universities being accused of providing substandard education and degrees that are not recognized by regulatory bodies. However, there are also many private universities in India that provide high-quality education and have established strong reputations.

**Accreditation:** Accreditation standards for private universities in India can be lax and inconsistent. This can lead to a situation where some private universities may not meet the necessary academic standards and yet continue to operate. However, the University Grants Commission (UGC) has established an

accreditation process for private universities to ensure that they meet the necessary academic standards.

**Governance:** Private universities in India are governed by a board of trustees or directors, who may have conflicts of interest between the need to provide quality education and the need to generate revenue. Some private universities have also been criticized for their lack of transparency in terms of admissions, fee structures, and decision-making processes.

Overall, while the private university system in India has contributed to expanding access to higher education, there are also concerns around affordability, quality, accreditation, and governance that need to be addressed to ensure that students receive high-quality education.

### **10.5.2 Findings Related to the System Model for private University Education in India**

In the context of education, a system model refers to a framework or diagram that illustrates the components and relationships involved in the educational process. It can be used to represent various educational systems, including individual classrooms, schools, districts, and even entire education systems at the national or global level.

**A system model in education typically includes the following components:**

**Input:** This refers to the resources, such as funding, curriculum, and students, that are necessary for the educational system to function.

**Process:** This includes the methods and techniques used to deliver education, such as teaching methods, learning strategies, and assessment approaches.

**Output:** This refers to the outcomes of the educational system, such as student achievement, graduation rates, and workforce readiness.

**Feedback:** This refers to the information collected through monitoring and evaluation processes to help improve the educational system.

Educational system models are useful for policymakers, educators, and researchers to identify areas for improvement, monitor progress, and make informed decisions. By understanding the components and relationships within the system, stakeholders can develop interventions and strategies to improve the educational process and outcomes.

**Based on literature review and discussion with universities official, following is the System model for private university education:**

**Inputs:** For Private University Education System:

**Funding:** Private universities receive funding from tuition fees, donations, endowments, and other sources.

**Students:** Students are the primary customers of private universities and provide the demand for education.

**Faculty:** Faculty members are responsible for teaching and research at private universities.

**Curriculum:** The curriculum is designed by the university and determines what courses and programs are offered to students.

### **Processes: For Private University Education System**

**Admissions:** Private universities use a variety of methods to attract and admit students, including marketing, outreach, and competitive admissions processes.

**Teaching:** Faculty members deliver courses to students using a variety of methods, such as lectures, seminars, and online learning.

**Research:** Private universities often conduct research in various fields and may receive funding from government agencies or private organizations.

**Administration:** Private universities are run by a board of trustees or directors who oversee the day-to-day operations of the university, including finances, personnel, and strategic planning.

### **Outputs: For Private University Education System**

**Graduates/Placement:** The primary output of private universities is graduates who have acquired knowledge and skills in their chosen field of study and are prepared to enter the workforce or pursue further education.

**Research findings:** Private universities may produce research findings that contribute to the advancement of knowledge and benefit society.

**Reputation:** Private universities build their reputation based on the quality of education they provide, the achievements of their faculty and graduates, and their impact on society.

**Accreditation:** Private universities must meet accreditation standards set by government bodies or accrediting agencies to ensure that they provide quality education.

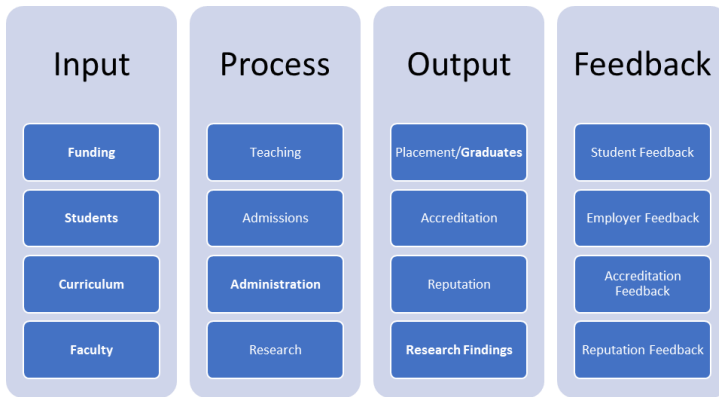
### **Feedback: For Private University Education System**

**Student feedback:** Private universities receive feedback from students on the quality of education and preparation for the placement.

**Employer feedback:** Private universities receive feedback from employers on the quality of education and preparation for the workforce.

**Accreditation feedback:** Private universities receive feedback from accrediting agencies on whether they are meeting accreditation standards.

**Reputation feedback:** Private universities receive feedback from various stakeholders, such as alumni, donors, and the media, on their reputation and impact.



**Fig. 10.1. Private university education system model**

The private university system model is complex and includes multiple stakeholders and processes (Singh, Mishra, & Rao, 2018; Singh, 2019). By understanding this system model, private universities can better identify and address the issues they face and work towards providing high-quality education to their students.

## 10.6 DISCUSSION

The private university education system approach to education is based on the idea that higher education should be driven by the needs and interests of students, rather than by the demands of the government or other external stakeholders. Private universities have the autonomy to develop their own educational models, which can lead to a greater emphasis on personalized learning experiences, academic rigor, and interdisciplinary approaches to education.

One of the advantages of the private university education system approach is its ability to provide a more personalized learning experience for students. Private universities can offer smaller class sizes, more individualized attention, and more opportunities for hands-on learning experiences. This can help students develop

a deeper understanding of the material and can lead to greater academic success.

Another advantage of the private university education system approach is its potential to foster innovation in education. Private universities often have the resources to invest in new technologies and teaching methodologies, which can enhance the learning experience for students. Private universities may also prioritize research and scholarship, which can contribute to the development of new knowledge and discoveries.

However, the private university education system approach can also have some drawbacks. Private universities are often more expensive than public institutions, which can limit access to higher education for low-income students. Additionally, there may be concerns about the quality of education offered by private universities, particularly those that are for-profit institutions that prioritize financial gain over educational outcomes.

In conclusion, the private university education system approach to education can offer advantages in terms of personalized learning experiences, academic rigor, and innovation. However, it is important for policymakers and educators to ensure that private universities are accessible to all students, regardless of their financial means, and that they prioritize academic excellence and student success over financial gain. Ultimately, the private university education system approach should be evaluated based on its ability to provide high-quality, affordable education that prepares students for success in their chosen careers.

## **10.7 RECOMMENDATIONS**

**Strengthen regulatory oversight:** The regulatory framework for private universities in India needs to be strengthened to ensure that they meet the necessary academic standards and are accountable to their students and stakeholders. The University Grants Commission (UGC) should have greater powers to monitor and regulate private universities, and there should be greater transparency in terms of accreditation processes and standards.

**Foster collaboration between public and private universities:** Collaboration between public and private universities can lead to better sharing of resources, expertise, and best practices. This can help to improve the overall quality of higher education in India and expand access to higher education for students from all backgrounds.

**Ensure affordability and accessibility:** Private universities in India should take steps to ensure that higher education is affordable and accessible to all students, regardless of their socio-economic background. This can include providing scholarships and financial assistance to students from disadvantaged backgrounds.

**Focus on quality of education:** Private universities should prioritize the quality of education they provide to their students, and ensure that their degrees are recognized by regulatory bodies. This can be achieved by investing in qualified faculty, modern infrastructure, and research programs.

**Promote transparency and good governance:** Private universities should adopt transparent and accountable governance practices to ensure that their decision-making processes are fair, and that they are accountable to their students and stakeholders. This can include greater transparency in admissions, fee structures, and decision-making processes, and ensuring that the board of trustees or directors have no conflicts of interest.

By implementing these suggestions, the Indian private university education system can become more effective, efficient, and inclusive, ensuring that all students have access to high-quality education and opportunities for success.

## **10.8 CONCLUSION**

The Indian private university education system has grown significantly in recent years and has played a key role in expanding access to higher education in the country. However, there are several challenges and issues that need to be addressed to ensure that these institutions provide high-quality education and are accountable to their students and stakeholders.

The literature suggests that some of the key issues with the Indian private university education system include inadequate regulatory oversight, high tuition fees, lack of transparency in governance, and a focus on profit over education. In addition, there are concerns about the quality of education being provided by some private universities, particularly those that lack proper accreditation or are not held to high academic standards.

To address these challenges, there is a need to strengthen the regulatory framework for private universities, promote collaboration between public and private universities, ensure affordability and accessibility of higher education, focus on the quality of education being provided, and promote transparency and good governance. By taking these steps, the Indian private university education system can become more effective, efficient, and inclusive, ensuring that all students have access to high-quality education and opportunities for success.

Overall, the Indian private university education system has the potential to play a significant role in shaping the future of higher education in the country, but it requires ongoing efforts to improve and address the challenges it faces.

## **COMPETING INTERESTS**

Authors have declared that no competing interests exist.

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# **A Study on Challenges and Prospects of Women Entrepreneurs in India**

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## **ABSTRACT**

Women entrepreneurs play a remarkable role within the global business environment contributing to continuous economic development and social advancement. Women entrepreneurs are the doubtless promising human resource within the 21<sup>st</sup> Century. Women stand tall to attain equal rights and positions within the society by venturing into innovative and lucrative entrepreneurial opportunities although are faced with multi-dimensional hurdles. In view of the above this paper aims to review literature studies on women entrepreneurs in India and investigates the prospects, challenges and problems faced by them. The findings of this study reveal enhanced educational opportunities, gender equality, shifting attitude of the society, spouse/family support, holistic development, and government initiatives as the reasons for women empowerment. This successively has reinforced the status of women by creating a desire for being self-reliant which has triggered and accelerated the process of women entrepreneurship.

*Keywords: Entrepreneurship; women entrepreneur; India; challenges and prospects.*

## **11.1 INTRODUCTION**

While the unemployment is on the rise globally. The unemployment rate is projected to increase by 2.5 million in 2020 (ILO,2020). It is becoming difficult to provide jobs in proportion to the population growth. Hence, 'entrepreneurship' is the solution to minimize the unemployment ratio. In today's society, gender equality is gaining momentum. Women are stepping out of their four walls in search of opportunities. Women have more role to play in economic development. Women entrepreneurs are escalating in numbers as employers,

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customers, suppliers, and competitors worldwide (Noruzi, Westover & Rahimi, 2010). It is well known that significant global instances like the World Wars, the women suffrage movement, and the dynamic political environment have greatly influenced Indian society. Such events have gradually led to the transition in the role of women worldwide from being housewives to business entrepreneurs over the last few decades (Sharma, 2020).

Entrepreneurship has gained importance as it is seen as instrumental in developing inspiration for business enterprises (Maden, 2015). Entrepreneurship is an attitude and individuals with this attitude are inclined to overcome all challenges setting up their own business by tapping opportunities, discovering new products/services, and combining various resources. Entrepreneurs are defined as “persons who are resourceful and creative in discovering new means to add to their wealth, power and reputation” (Stam, 2008). It is an undeniable fact that undertaking innovative business ideas brings a promising bright future.

Women entrepreneurship has been growing persistently within the last two decades owing to distinct characteristics like rational thinking, decision making, and problem-solving ability proving that they have the strength of imagination and possess the art of persuasion. (Gundry, Yoseph & Posig, 2002). A woman entrepreneur is “a person who is an enterprising individual looking for opportunities with an uncanny vision, having commercial acumen, tremendous perseverance and above all, a person who is willing to take risks with the unknown because of the adventurous spirit she possesses” (Vinze, 1987).

Women play a significant role within the entrepreneurship phenomenon, innovation, diversity, and economic development (Sarfraz, Faghih & Majd, 2014; Jamali 2009 and Verheul, Van, & Thurik, 2006) as they utilize local resources, know-how, and tacit knowledge to start up their venture. Although women entrepreneurship plays an instrumental role in improving the economic conditions of developing countries, women entrepreneurs are still considered as an untapped source (Minniti & Naudé, 2010). It is important for the stakeholders not to overlook the significant contribution of women entrepreneurs in the economic growth process. According to Bernard & Victor (2013), ‘financial independence, the desire to be their ‘own boss’ and ‘to exercise creativity’ are the driving forces behind women entrepreneurship. Present-day women have become business owners, functioning independently from husbands and providing for their family thus bring on a symbolic shift to societal norms (Kelley, Brush, Greene & Litovsky, 2011). They play a dual role balancing work and family which assist in family income (Goyal & Prakash 2011 and Johar, 2015). With the ability to sharpen their skills to manage, operate and promote their business enterprise, therefore contributing to the growth of the economy.

### **11.1.1 Women Entrepreneurship - Indian Scenario**

Asian developing countries are currently being recognized and acknowledged due to their contribution to Small and Medium Enterprises (SMEs) (Tambunan, 2009, Kumar, Tiwari, & Mishra, 2015). In the present century, women have

access to professional education in the fields of Information Technology, telecom, finance, marketing which has intensified and broadened the perspectives of entrepreneurial opportunities (Kollan & Parikh, 2005). Therefore, women being the vital gender of the population have great capacity and potential to contribute to economic development (Vijayakumar & Jayachitra, 2013). Women are gaining independence through enhanced education, therefore, making them more employable and initiating the culture of entrepreneurship. Government initiatives in the first decade of the 21<sup>st</sup> Century have fostered the positive change in entrepreneurship in India (Jangalwa & Mishra, 2012) thus paving the way towards sustainable monetary enlargement of the country (Lal & Clement, 2005).

Women entrepreneurship is a prime requisite for economic growth and is a successful strategy to develop the Indian economy (Lal & Badrinarayan, 2011). Women are engaging in entrepreneurial initiatives especially in Micro, Small, and Medium Enterprises (MSMEs), acting as specialists and also the soul of economic growth in India which results in higher self-belief and confidence (Singh & Raina, 2013; Jayan 2013; Dangi & Ritika 2014; Goyal & Prakash, 2011). Women entrepreneurs help in accelerating capital formation and have become a strong driving force in today's corporate world thus contributing to the economic progress of India in this era of globalization (Mehta, 2013).

There exists a plethora of flourishing entrepreneurs both in social and economic fields in India (Gali, 2016). So, it can be concluded that for establishing self-esteem and recognition in society, women are attracted towards entrepreneurship (Agarwal & Lenka 2015). Women who hail from family business backgrounds marry businessmen and flourish themselves as entrepreneurs (Panchanatham & Mathew 2011). However, middle-class women are not entrepreneurial in fear of social backlash (Kollan & Parikh 2005). Women entrepreneurs have ventured into industries like technology, finance, media, beauty and wellness, apparels, food – catering services, restaurants, home-made products, handicrafts, small retail shops, horticulture units, tailoring, etc.

Agarwal & Lenka (2018) categorize the spirit of entrepreneurship and enterprising as a nature that is irrespective of gender that exists in all human beings. The economic growth of the nation would be skewed towards one side without the presence of women in the entrepreneurial ventures, as women constitute approximately half of the population and the domain of entrepreneurship is not confined to any particular gender (Cabrera & Mauricio, 2017). Women-owned enterprises in India are largely single person operated characterized by low profits and employment (Global Entrepreneurship Monitor, 2020). Table 11.1 portrays a few parameters of women's employment and entrepreneurial activities in India. It reveals the presence of male-female gender disparity in entrepreneurial activities in contrast to the countries like Mexico, the United States (US), Brazil Qatar, and Saudi Arabia where there is almost equal or the participation of women have surpassed the number of male entrepreneurs (Global Entrepreneurship Monitor, 2020).

**Table 11.1. Parameters of women's employment and entrepreneurial activities in India**

<b>Parameter/Measure</b>	<b>Value (per cent)</b>
Female Total Early-Stage Entrepreneurial Activity (TEA)	12.7
Ratio of Female/Male (TEA)	0.75
Established female business ownership rate	9.1

*(Source: Global Entrepreneurship Monitor report on women entrepreneurship, 2019-2020)*

A few other striking findings show that the women labour force participation to be 25 per cent (Bain & Company and Google India Pvt Ltd., 2020). India ranks 120<sup>th</sup> among 130 countries (Mathew, 2019) indicating lower involvement of women in business. Women-owned business enterprises contribute 17 per cent to Gross Domestic Product (GDP) showing that India still lags when compared to the contribution to GDP as compared to male entrepreneurs. Shreds of evidence from mid-Asia, the US, and developed Asia show the significant contribution that adds to the GDP. On the other hand, few European countries have shown the equal contribution of women and men entrepreneurs to GDP.

### **11.1.2 Objectives of the Study**

The objectives of the paper are –

- To review the literature studies related to women entrepreneurship in India.
- To investigate the various prospects, challenges, and problems of women entrepreneurs in India.

## **11.2 RESEARCH METHODOLOGY**

To achieve the above-mentioned objectives, secondary data was collected from various research publications. Since this paper focuses on content analysis data was collected from relevant books, journals, magazines, newspapers, and online sources. The article has been prepared following TAILMRDCR model (Kumar, 2023) of article writing.

## **11.3 FINDLINGS**

### **11.3.1 Constraints and Challenges Faced by Women Entrepreneurs**

Women are faced with multi-dimensional hurdles inhibiting the expansion of women's entrepreneurship.

#### **11.3.1.1 Internal factors**

**Personal Attributes:** Low or lack of self-confidence, power, low risk-bearing capacity, lack of awareness of government schemes and opportunities, average personality profile, manufacturing and entrepreneurial skills, insecurity, lack of

experience due to low communication skills, lack of interaction with other entrepreneurs and lack of a network are key personal barriers that hinder women in entrepreneurship (Kumbhar, 2013; Saurabh, 2012; Singh, 2008). In Indian orthodox societies, it is unethical for a woman to step out of her house as it's the tradition that the male counterparts who meets the need of the family.

**Family support:** It is an inherent quality enforced on Indian women to give immense importance to family ties and relationships. Moreover, married women have to balance between work and home. Due to the obligation and responsibility of rearing children, looking after the elders and dependent family members, women find it difficult to devote themselves to their business (Putta, Satyanarayana & Kumar, 2014). Societal norms, early marriages, cultural differences, the conflict between work and domestic commitment also deprive them of entrepreneurial opportunities (ET Government, 2020). Family support is a major asset for women entrepreneurs. A finding by Rao (2011) found an absence of family and social support to be a major hindrance for women entrepreneurship. Women in India at large do not have any family support to set up their own business. The lack of assistance from the in-laws/family for child care causes obstacles to the development of their entrepreneurial skills.

**Lack of Awareness:** Women entrepreneurs especially in the rural areas are unaware of the various schemes, policies, funding, and business opportunities that are a major hindrance to their expansion of the business. Lack of awareness about vocational skills, market knowledge, and work experience affects sustainable entrepreneurship growth (ET Government, 2020).

**Job Satisfaction:** Women quit a salaried job to start their own business. Orhan & Scott (2001) claim that dissatisfaction from a salaried job could be because of lack of flexible schedule make them view entrepreneurship as a means that helps them to manage work and family roles simultaneously (Cromie, 1987). In addition to it, Brush (1992) have linked frustration and boredom at the workplace to be an important factor for women entrepreneurship. According to the report of Global Entrepreneurship Monitor (2020), 'creating a difference in the world better growth' were the important driving force among women entrepreneurs. It could be inferred that women entrepreneurs find better growth and satisfaction with their venture.

**Occupational mobility:** It refers to 'changes in individual operational status'. In such situations, very few women entrepreneurs sustain and perform well in a new business where they do not have prior experience and expertise. Other entrepreneurs choose to close their businesses as they are dominated by unexpected returns. According to Das (1999), lack of experience poses to be a major challenge. Other factors such as lack of confidence, trust, resources, and social pressure are popular reasons affecting women entrepreneurship.

### 11.3.1.2 External factors

**Uneven distribution of opportunities:** The female entrepreneurs in rural India do not have exposure to international associations that promote trade for women. Government opportunities are not equally distributed, only a limited section has benefitted especially the urban - middle-income families (Goyal & Prakash, 2011). There also seems to be the dissatisfaction of women about the 'glass ceiling' that prevents them to reach top positions from the executive level (Orhan & Scott, 2001).

**Training:** Many of the challenges faced are lack of entrepreneurial training, unawareness of the training facilities, distance from home to the training centers, transport, and timings. Adoption of technology through mobile applications and IT tools gives flexibility for women entrepreneurs. However, socio-cultural constraints, lack of awareness. The research work of Chaterjee, Gupta & Upadhyay (2020) mentions that rural women in India are not exposed to ICT training which hinders their opportunity and growth. The authors also bring out the perceived benefits of ICT training for rural women of India and its positive impact on changing the entrepreneurial orientation (Ramanujam, Kumar, & Rao, 2018).

**Practical Constraints:** Practical constraints may be imposed on any business setting such as raw material availability, high production costs, competition, location, non-availability of expert advice, lack of marketing facilities, lack of coordination, a sharp increase in the price of raw materials, red-tapism create obstacles to business (Vinze, 1987). Also many women find it difficult to undertake marketing activities as it would involve travel.

**Safety:** Women's safety is still a concern in India today. Crimes against women are on the rise. Because of work commitment staying late on occasions becomes unavoidable. As a woman entrepreneur, therefore, self-confidence, as well as the safety of employees, is highly regarded. Women are always seen as a weaker gender, so there is a high possibility of harassment, violence, and exploitation by middlemen. In this line, Sharma (2020) has rightly pointed out that the social problems and security threats for women's safety that prevent women from starting new business ventures and staying strong.

### 11.3.1.3 Other factors

**Educational Barriers:** Lack of education in rural areas, limited access to formal education, inadequate education, a gap in literacy rate at the National level is some of the deterrent factors which limit the involvement of women in entrepreneurship (Vijayakumar & Jayachitra 2013; Barwa, 2003). It is well established that poverty also deprives the girl child of education. Sharma (2020) suggests that access to education could increase the participation of rural women which would have a profound effect on increasing entrepreneurial functions.

**Social Barriers:** Social acceptability, lack of social support, conservative thinking, lack of family support for exposure to entrepreneurial opportunities, lack of infrastructural facilities, corruption, socio-cultural discrimination, inequality, low wages, and socio-economic constraints, reconciliation of work, family, role, overload, dependent care issues, quality of health, problems, time management, and work-life balance issues discourage women from venturing into entrepreneurship (Siddique, 2014; Adesua & Adebimpe 2012; Jamali, 2009; Brigit, 2004; Shivaloganathan, 2002 and Panchanatham & Mathew; 2011).

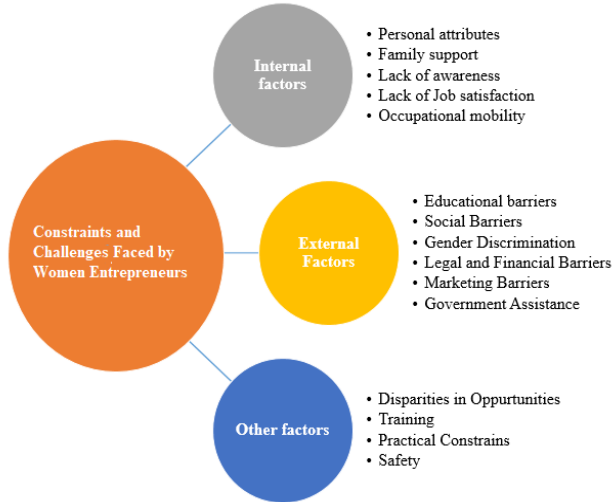
**Gender Discrimination:** Men are considered superior and successful in their business abilities while women-owned firms' outcomes and expectations are under diminished (Marlow & McAdam, 2013). From the early stages, the role of women is restrained to the house. Gender stereotyping has set rules of what women are supposed to do and behave. Men and women entrepreneurs are discriminated against on the grounds of perseverance, potential, ability to work hard, emotional intelligence, feminist perception, and gender (Choudhary & Rayalwar; 2011; Greene, Patricia, Myra, Candida, Carter & Nancy, 2003).

**Legal and Financial Barriers:** As well understood, finance is the lifeblood for every business. Start-up capital problems, the ability to raise capital, lack of financial resources have been hurdles and are still evidenced in the current scenario especially in the rural areas. Inadequacy of capital raising through loans due to lack of creditworthiness is another drawback (Kumbhar & Kumbhar 2011; Hookimsing & Essoo, 2003; Karim, 2001 and Lee & Grise 1990). The traditional Indian society undermines the capabilities and competencies of women stopping them from obtaining financial support (Chatterjee & Das, 2015). Discrimination against women has left them in a dilapidated state for generations. Since India is still a patriarchal society, women are not aware of their legal rights to family inheritance and thus restrict their access to credit from banks. Sharma (2020) argued the need for legal and political regulations to cover gender discrimination. Women seeking legal advice are also not very common in India. Fear of bank formalities, repayment of loans, intricacies of government schemes, and the overall lack of favorable environment shy women away from entrepreneurship.

**Marketing barriers:** Key entrepreneurial marketing functions include studying the market, understanding the environment, developing distribution channels, communicating with distributors, and obtaining feedback from customers. Other secondary functions include the formulation of long term and short term marketing strategies to promote and market the products and services. Women turned entrepreneurs initially face obstacles in marketing functions as there is a lack of experience and skill expertise at the initial stages of business development (Panadikar, 1985; Sharma & Chandra, 1991). In addition to it, Access to technology, lack of technical skills, and deficiency in managerial expertise (Azmat 2013; Prasad, Murthy, Doan & Kyle, 2013; Mulugeta 2010 and Umesh 1999) further add on to the barriers.

**Government assistance:** The union and the state governments have formulated policies and regulations to support women's entrepreneurship. However, lack of

communication, coordination, and support between the government agencies at different stages and lack of a proper mechanism to handle grievances affect the participation of women as business owners from the rural parts of India.



**Fig. 11.1. Constraints and Challenges Faced by Women Entrepreneurs**

## 11.4 DISCUSSION

**Prospects of Women Entrepreneurs:** Today's world is changing at a surprising pace with the advent of Liberalization, Privatization, and Globalization. These changes have created economic opportunities for women who want to own and operate into new business avenues (Masood 2011). Women business owners are making a significant contribution to global economic health, national competitiveness, and community commerce by bringing many assets to the global world (Jalbert, 2008).

Women empowerment is a 'tool' to bring bounty to plenty (Aravamudhan, 2012). Women empowerment and women entrepreneurship are considered a vital tool in eradicating poverty and unemployment (Sangolagi & Allagawadi 2018). Women have gained expertise in the field of digitalization, social networking, financial institutions and have tapped this opportunity by setting up a venture in the areas of their interest (Syed, 2015). Planning, information seeking, problem-solving, confidence, honesty, faithfulness, persuasiveness, perseverance, cash management technique, and winning tactics are the important determinants of the personality of successful women entrepreneurs. (Thayammal & Chettiar, 2012). The unexplored talents of young women should be identified, tapped, provided the required training, and utilized to increase productivity (Goyal & Prakash, 2011; Beena & Sushma, 2003). Job creation and reducing unemployment will serve to increase the social acceptance of women entrepreneurs (Tlaiss, 2014).

Entrepreneurship and education are co-related as it boosts self-confidence, self-esteem, stimulates learning through information, transfer and the exchange of experiences (Kuip, 2003). Training should be intensified to young women will reduce the gap of inefficiency and not subsidies (Suzanne & Robert, 2014). The government has played a major role as a catalyst by providing training initiatives, incentives, and entrepreneurship programs across India. Attempts have been made by the union and state governments to improve and motivate women entrepreneurship. Relaxation of government policies, granting various upliftment schemes for women are key factors that have facilitated women's empowerment (Deshpande & Sehthi, 2009). The Government of India has also set-up a Ministry for Skill Development which conducts various vocational education and training programs for women empowerment which eventually leads to entrepreneurship. The specialization that caters to market standards and fills in the labour gap is the need of the hour. Stand-up India scheme, Pradhan Mantri MUDRA yojana and NITI Aayog have also been introduced to encourage women entrepreneurship. Such government initiatives have to reach the rural women population that would encourage them to start their business ventures. Hence, private sectors and the government should make combined attempts to widen the base of women entrepreneurs. Their association with the government will have to be strengthened to eliminate the obstacles for women entrepreneurs.

Laws governing equal opportunities, changing societal attitudes towards women have brought about a paradigm shift in the thought process and attitude of the Indian mind-set (Ukonu & Tafamel, 2011). The difference in managing of business is that the male entrepreneurs are more likely to exhibit an autocratic management style while female entrepreneurs tend to show participative or consulting management style (Veena & Nagaraj, 2013). Women are bound to do well in business because of their inherent qualities of human relations, perseverance, money management skills, winning techniques (Anthony, 2007). With the spread of education and conducive environment, women are also observed taking up non-traditional multi-faceted business activities unlike in the '70s (Jeya & Lourdes, 2014, pp.232). Some women do have the emotional and financial backing of their spouses (Mathialagan, 2002).

In rural areas women, entrepreneurs can be channelized through Small Help Groups (SHGs) while the upper caste women with sound economic setting and fine status should be encouraged to venture into start-ups with family support (Muna & Lenka 2013). The strategy of SHGs is used to empower the vulnerable and powerless women (Vishwanathan, 2001). Exploring collaboration and building networks across transnational borders will foster the economic benefits and scope for more entrepreneurial opportunities (Yadav & Unni, 2016).

## **11.5 CONCLUSION**

From time immemorial entrepreneurship has gained momentum as it has played a major role in economic development and hence its relevance and contribution to society cannot be undiminished. The literature reviewed highlights that there is a steady increase in the participation of women in small business in India as by

nature they have the required potential, capacity, and possess the talent to endeavor into entrepreneurship. Setting up a venture has dual notable dimension, firstly intrinsic which relates to being independent, and secondly extrinsic focuses on the generation of employment. Both these dimensions have a remarkable contribution towards the upliftment of society.

Development and training programs will further help to imbibe and enhance the qualities and skills to venture into innovative businesses. India is a diverse country with varied cultures, traditions, social backgrounds, ethnic groups, and economic needs. Therefore, the policies, training, skill development, awareness programs should be tailor-made to exploit the entrepreneurial opportunities suitable for every region. To enlarge women participation in SMEs the government should take a keen interest in a stronger co-ordinated role and prompt initiatives to inspire women to be self-sufficient especially in rural areas is of utmost significance, accompanied with, financial assistance, simplified articulation in the policy statements, and skill development training with an integrated approach is the need of the hour. To conclude, expediting womens' entrepreneurship is pivotal for bridging the gap between employability and employment in India.

## **COMPETING INTERESTS**

Authors have declared that no competing interests exist.

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# Impact of International North-South Transport Corridor (INSTC) on Indian Economy

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## ABSTRACT

The International North-South Transport Corridor (INSTC) is a multi-modal transportation system that connects India, Russia, and Europe through a network of shipping, rail, and road routes. The INSTC aims to reduce the transit time and costs of transporting goods between these regions, and to increase connectivity and trade. In this study, we investigate the impact of the INSTC on international trade between India, Russia, and Europe. We analyzed trade data from the past decade to evaluate changes in the volume and value of trade between these regions before and after the establishment of the INSTC. Additionally, We have also surveyed the business community involved in the trade of these regions to get an insight on their experience with the INSTC and its impact on their trade activities. Our findings indicate that the INSTC has significantly reduced the transit time and costs of transporting goods between these regions, resulting in an increase in the volume and value of trade. Furthermore, the survey results show that the majority of the business community is satisfied with the INSTC and it has helped them to increase their trade activities. Overall, this study provides evidence that the INSTC has had a positive impact on international trade between India, Russia, and Europe, and has helped to promote economic growth and development in the region.

*Keywords: International transport corridors; transport infrastructure; international trade; EAEU; Eurasia.*

## 12.1 INTRODUCTION

The International North-South Transport Corridor (INSTC) is a multi-modal transportation system that connects India, Russia, and Europe through a network

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of shipping, rail, and road routes. The INSTC aims to reduce the transit time and costs of transporting goods between these regions, and to increase connectivity and trade. The corridor starts from the Indian west coast, goes through Iran and then reaches Russia and Europe via the Baltic Sea. The main goal of the INSTC is to create an efficient and reliable trade route for the movement of goods between the participating countries, which will ultimately lead to increased economic growth and development. The project was first proposed in 2000 by India, Iran and Russia and since then several other countries have also joined the initiative. The INSTC is considered as an important alternative to the traditional trade routes, which are often longer and more expensive. This transport corridor is expected to play a crucial role in the integration of the economies of the participating countries and the enhancement of trade and economic cooperation between them.

Vinokurov, Ahunbaev, Shashkenov, and Zaboiev (2021) argue that the launch of the International North-South Transport Corridor (INSTC) and its connection to latitudinal transport corridors will enable the creation of a single Eurasian transport framework. Significantly shorter delivery time is the key advantage that the INSTC will have relative to the other transport routes. This report looks at potential INSTC freight traffic, which is estimated at 14.6–24.7 million tonnes per year. The gravity model points to a huge trade expansion potential, subject to achievement of “seamless” transport routes improving the quality of the transport infrastructure and digitisation of the international corridor. With a global drive for decarbonisation under way, the authors also assess the INSTC carbon footprint, which is comparable with that of deep-sea maritime transport. In the future, the transport corridor may become an economic development corridor for the EAEU member states, through expansion of production cooperation and build-up of logistical chains with the countries along the INSTC.

Chatterjee (2018) thriving experience from India’s Look East Policy, Indian policy makers initiated Connect Central Asia policy in 2012 to develop its relations with the energy rich region of Central Asia which would give boost to its foreign policy on various aspects. India’s growing concern for the development of International North South Transport Corridor as a part of Central Asia policy linking Iran with other Central Asian countries bypassing Pakistan is a major competition between china’s developments of China- Pakistan Economic Corridor (CPEC). India’s engagement to develop Chabahar port in Iran bypassing Pakistan to improve its relation with Central Asia is a very good alternative to improve economic engagement with the Central Asian countries which have a huge hydropower potential.

**Nature of the study:** The nature of this study on the International North-South Transport Corridor (INSTC) is exploratory and analytical. The study aims to explore the potential impact of the INSTC on international trade and economic growth between India, Russia, and Europe. The study will use a combination of quantitative and qualitative research methods to analyze data on trade and economic indicators before and after the establishment of the INSTC, as well as survey data from the business community involved in trade between these

regions. The quantitative aspect of the study will involve the collection and analysis of trade data from the past decade to evaluate changes in the volume and value of trade between these regions before and after the establishment of the INSTC. Econometric models will be used to analyze the data and identify any correlations or causal relationships between the INSTC and trade.

The qualitative aspect of the study will involve conducting surveys and interviews with the business community involved in trade between these regions, to gather their perspectives on the impact of the INSTC on their trade activities. The study will also include a review of literature on the INSTC and its potential impact on trade and economic growth, as well as on the feasibility of the project and the challenges that need to be addressed for its full implementation.

Overall, this study will provide an in-depth analysis of the potential impact of the INSTC on international trade and economic growth between India, Russia, and Europe, and will contribute to our understanding of the feasibility of the project and the challenges that need to be addressed for its full implementation.

**Research Gap:** There is limited research on the actual impact of the International North-South Transport Corridor (INSTC) on international trade and economic growth between India, Russia, and Europe.

Studies that have been conducted focus on the potential benefits of the INSTC, but do not provide a comprehensive analysis of its actual impact on trade and economic growth.

There is also a lack of research on the perspectives of the business community involved in trade between these regions on the impact of the INSTC on their trade activities.

**Research Questions:**

1. What is the impact of the International North-South Transport Corridor (INSTC) on international trade between India, Russia, and Europe?
2. How have the volume and value of trade between these regions changed before and after the establishment of the INSTC?
3. What are the potential cost savings and transit time reductions for businesses using the INSTC as a trade route?
4. What is the perspective of the business community involved in trade between these regions on the impact of the INSTC on their trade activities.

**Objectives of the study:**

1. To evaluate the impact of the International North-South Transport Corridor (INSTC) on international trade between India, Russia, and Europe.
2. To analyze the changes in the volume and value of trade between these regions before and after the establishment of the INSTC.

3. To investigate the potential cost savings and transit time reductions for businesses using the INSTC as a trade route.
4. To survey the business community involved in trade between these regions to gather their perspectives on the impact of the INSTC on their trade activities.
5. To review the literature on the INSTC and its potential impact on trade and economic growth, as well as on the feasibility of the project and the challenges that need to be addressed for its full implementation.

## **12.2 METHODOLOGY OF THE STUDY**

**Surveys:** Surveys has been conducted with the business community involved in trade between India, Russia, and Europe to gather their perspectives on the impact of the International North-South Transport Corridor (INSTC) on their trade activities.

**Interviews:** Interviews has been conducted with experts in the field of transportation and logistics, such as economists and transportation industry professionals, to gather their perspectives on the impact of the INSTC on trade and economic growth.

### **Secondary Data Collection:**

**Trade data:** Trade data has been collected from government sources, such as the Reserve Bank of India, the Ministry of Commerce and Industry, and the Federal Customs Service of Russia, as well as from private organizations, such as the World Bank and the International Monetary Fund, to evaluate changes in the volume and value of trade between India, Russia, and Europe before and after the establishment of the INSTC.

**Literature review:** A review of literature on the INSTC and its potential impact on trade and economic growth, as well as on the feasibility of the project and the challenges that need to be addressed for its full implementation, will be conducted.

**Reports and articles:** Reports and articles on the INSTC and its impact on trade and economic growth will be collected and analyzed to gather information and insights on the topic.

Overall, the data collection is a combination of both primary and secondary sources to gather a comprehensive understanding of the impact of the INSTC on international trade and economic growth between India, Russia, and Europe, as well as to understand the business community perspective and the challenges facing the project.

**Research Methods:** The research method that can be used for studying the International North-South Transport Corridor (INSTC) on international trade would be a combination of both quantitative and qualitative research methods.

Quantitative research methods, such as statistical analysis and econometric modelling, are used to analyse data on international trade between India, Russia, and Europe before and after the establishment of the INSTC. This data can be collected from government sources, such as the Reserve Bank of India, the Ministry of Commerce and Industry, and the Federal Customs Service of Russia, as well as from private organizations, such as the World Bank and the International Monetary Fund. The data will be used to evaluate changes in the volume and value of trade between these regions and to identify any correlations or causal relationships between the INSTC and trade.

In addition, a survey has been conducted with the business community involved in trade between India, Russia, and Europe to gather their perspectives on the impact of the INSTC on their trade activities. The survey data is analyzed to determine the level of satisfaction of the business community with the INSTC, as well as to identify any challenges they have faced while using the INSTC as a trade route. The article has been prepared following the TAILMRDCR model (Kumar, 2023).

### **12.3 FINDINGS**

The International North-South Transport Corridor (INSTC) is a multi-modal transportation network connecting India, Iran, and Russia, with the potential to extend to Central Asia, Caucasus, and Europe. It aims to reduce transportation costs, time, and distance between Asia and Europe, and increase trade and economic cooperation among member countries.

Over the last five years, INSTC has made significant progress in terms of infrastructure development, policy initiatives, and trade volumes. The following is an analysis of INSTC's impact on international trade in the last five years:

**Increased Trade Volumes:** The INSTC has facilitated the growth of trade volumes among member countries. According to the latest data, the INSTC's trade volume has increased from \$1 billion in 2016 to \$2.3 billion in 2021. The main commodities traded through INSTC are agricultural products, machinery, and chemicals.

**Reduced Transportation Costs:** The INSTC has helped reduce transportation costs by providing a faster, safer, and more efficient transportation network. For example, the transportation cost of a container from Mumbai to Moscow has reduced by 30% compared to traditional sea routes. This has made the INSTC a preferred choice for traders looking to reduce their transportation costs.

**Improved Infrastructure:** Member countries have invested in developing infrastructure to support the INSTC. For example, India has developed the Chabahar port in Iran, while Iran has developed the Bandar Abbas port. Russia has also developed the Astrakhan port and is investing in the development of rail networks. These infrastructure developments have improved connectivity and increased the efficiency of trade along the INSTC.

**Policy Initiatives:** Member countries have implemented policy initiatives to promote trade along the INSTC. For example, India has extended a \$150 million credit line to Iran to develop the Chabahar port. Russia has also provided financial support for the development of infrastructure along the INSTC. These policy initiatives have helped promote trade and economic cooperation among member countries.

**Potential for Future Growth:** The INSTC has the potential to grow in the future with the addition of more member countries and the development of new infrastructure. For example, Uzbekistan and Kazakhstan have expressed interest in joining the INSTC, which would further increase the trade volume. The development of new infrastructure, such as the North-South Transport Corridor connecting India and Russia, would also increase the efficiency of trade along the INSTC.

## **12.4 SUGGESTION**

The International North-South Transport Corridor (INSTC) is a multi-modal transportation network connecting India, Iran, and Russia, with the potential to extend to Central Asia, Caucasus, and Europe. The INSTC aims to reduce transportation costs, time, and distance between Asia and Europe, and increase trade and economic cooperation among member countries. In recent years, the INSTC has made significant progress in terms of infrastructure development, policy initiatives, and trade volumes.

The overall findings on the impact of INSTC on international trade suggest that it has increased trade volumes, reduced transportation costs, improved infrastructure, implemented policy initiatives, and has the potential for future growth. These findings demonstrate that the INSTC has become an important transportation network connecting Asia and Europe, and is expected to continue to play a significant role in facilitating trade and economic cooperation among member countries.

The INSTC's positive impact on international trade is evident from the increased trade volumes among member countries, which has helped boost economic growth and development. Additionally, the reduced transportation costs have provided a competitive advantage for traders, making the INSTC a preferred choice for traders looking to reduce their transportation costs. The improved infrastructure and policy initiatives have also contributed to the success of the INSTC, making it easier and more efficient for traders to transport their goods.

However, there are still challenges that need to be addressed to fully realize the potential of the INSTC. One of the major challenges is the lack of proper coordination among member countries, which has led to delays in the development of infrastructure and policy initiatives. Additionally, political tensions between member countries, such as the US sanctions on Iran, have also affected the success of the INSTC.

To address these challenges, it is suggested that member countries should strengthen their cooperation and coordination, develop clear policies and regulations, and work towards resolving political tensions. Additionally, it is important to focus on the development of infrastructure, including rail and road networks, to improve connectivity and increase the efficiency of trade along the INSTC. Finally, promoting awareness and encouraging private sector involvement can help ensure the long-term sustainability of the INSTC.

In conclusion, the International North-South Transport Corridor has the potential to become a key transportation network connecting Asia and Europe, and to facilitate trade and economic cooperation among member countries. Despite the challenges, the INSTC has made significant progress in recent years and has already had a positive impact on international trade. With continued support and cooperation among member countries, the INSTC can achieve its full potential and contribute to regional economic development and integration.

## **12.5 CONCLUSION**

The International North-South Transport Corridor has had a positive impact on international trade over the last five years. It has increased trade volumes, reduced transportation costs, improved infrastructure, implemented policy initiatives, and has the potential for future growth. The INSTC has become an important transportation network connecting Asia and Europe, and is expected to continue to play a significant role in facilitating trade and economic cooperation among member countries.

## **COMPETING INTERESTS**

Authors have declared that no competing interests exist.

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# **Physiotherapists' Perspectives on the Role of Physiotherapy in Medical Tourism in India**

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## **ABSTRACT**

Role of tourism in the economic growth of any country is evident. Medical tourism is one of the important segments in the tourism industry for country like India. Indian tourism industry has witnessed the rise in medical tourism in recent past. Medical tourism studies have focused on types of surgery, management, and guest facility but least attention has been given to the role of healthcare professionals. There is an ambiguity on to what extent various categories of healthcare professionals can play their role. Therefore, the current study focuses on exploring the awareness and role of physiotherapists in medical tourism in India. Using exploratory research design and convenient data collection method, it has collected 213 samples from physiotherapists across the India. The results indicate that most of the physiotherapists are not aware of medical tourism practices and very few are associated with any hospitals for such services. It also provides the managerial implications for the hospital managers.

*Keywords: Medical tourism; physiotherapy; tourism; physiotherapist; Indian tourism.*

## **13.1 INTRODUCTION**

Tourism is a widely recognized concept that involves the exploration of novel geographical locations and the pursuit of leisure activities in a tranquil setting. Medical tourism is a service which is being marketed as an appealing product of tourism industry of countries like India, Thailand, and Malaysia (Hira, & Kaur 2023; Gopalan, Mohamed Noor, & Salim Mohamed, 2021). Among all other class of tourism, medical tourism is a phenomenon for which India has become a preferred destination among the global citizens. It has been possible due to

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variety of medical services, quality professionals, and cost-effective medical services.

The concept of medical tourism is not a new one. Medical tourism has been documented to have existed for several millennia. The phenomenon of Medical Tourism is currently on the rise in developing nations due to factors such as affordability, cost-effectiveness, availability of facilities, and expertise in certain countries like India (Hira, & Kaur 2023; Chakra borty, & Poddar, 2018). Medical tourism refers to the practice of individuals traveling to other countries to receive medical care that would be unaffordable, of low quality, or just unavailable in their own countries. However, India is becoming one of the major hubs, for providing medical care to various categories of foreigners, visiting from all over the globe (Hira, & Kaur 2023; Chakraborty, & Poddar, 2018). Ministry of Tourism, India defines it as "Medical tourism (also called medical travel, health tourism or global healthcare) is a term used to describe the rapidly-growing practice of travelling across international borders to seek healthcare services" (M.o.T). The Indian medical tourism industry is estimated to surpass US dollars 42,237.47 Million by 2032 by growing at a rate of 19% CAGR (FMI, 2022).

Physiotherapists manage and treat the patient population in hospital and home settings. Some physiotherapists are hired to handle the health-related issues in hospitals, while others serve through their individual clinics. A hospital physiotherapist works in a multidisciplinary team with doctors and nurses to care for terminally ill patients. They provide basic rehabilitation techniques, integration of a rehabilitation skill into a medical team, deep patient communication, and functional needs recognition to this team. The physiotherapist should always be able to explain rehabilitation goals, which should be informed to the patient and multidisciplinary team. Their role in serving the medical tourists can be seen in areas of recovery from injury, pain reduction and stiffness, seeking mobility and movement and maximising the muscle function.

Evidence describes medical tourism in various ways and supports physiotherapists' patient rehabilitation role. Early research on medical tourism has focused on guest services, hotel services, marketing, and management related to medical tourism (Campra, Riva, Oricchio, & Brescia, 2022).

However, physiotherapists' views on medical tourism are unknown and evidence is lacking. Given the context the study aims to achieve the following objectives:

- a) To explore the physiotherapeutic medical professionals' awareness about medical tourism.
- b) To find out the scope of the physiotherapists' participation in medical tourism in India.

### **13.2 LITERATURE REVIEW**

The term "medical tourism" has garnered significant attention in recent years. Medical tourism refers to the practice of traveling to foreign countries in order to

receive medical, dental, or surgical treatment that is both convenient and affordable for the traveller (Mishra, & Sharma, 2021). The phenomenon of Medical Tourism (MT) has experienced significant growth over the course of recent decades. The phenomenon of cross-border travel for healthcare purposes has been particularly advantageous for numerous developing nations, particularly in the Asian region. This is due to the movement of individuals between countries with higher income levels and those with lower and middle-income levels seeking medical treatment. (Badwe, & Giri, 2012).

Several research studies are currently investigating the creation of the Medical Tourism Index (MTI), which comprises four distinct dimensions. These dimensions include the country's environment, tourism destination, medical tourism costs, and medical facilities and services. Several research endeavours are currently investigating the creation of the Medical Tourism Index (MTI), which comprises four distinct dimensions. These dimensions encompass the country's environment, tourism destination, medical tourism costs, and medical facilities and services. (Mishra, & Sharma, 2021). Health tourism, defined by Carrera and Bridges as "the organized travel outside one's local environment or restoration of an individual's well-being in mind and body," includes medical tourism. In many cases of the medical tourism, patients seek services of rehabilitation or they visit India for physiotherapy services keeping in mind the health and wellness.

As per the Ministry of Tourism (M.o.T.) medical tourism and wellness tourism are two separate phenomena but often associated with each other in general sense. Medical interventions under medical tourism are kept under three categories such as (M.o.T. 2022):

1. Medical Treatment: Treatment for curative purposes may include cardiac surgery, organ transplant, hip and knee replacement etc.
2. Wellness & Rejuvenation: Offerings focused on rejuvenation or for aesthetic reasons such as cosmetic surgery, stress relief, spas etc.
3. Cures through Traditional Systems of Medicine: Access to traditional systems of medicines such to as India's offering of AYUSH. (Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homeopathy).

India has secured 10<sup>th</sup> rank in Medical Tourism Index (MTI) for 2020-21 out of 46 destinations across the globe by Medical Tourism Association (M.o.T., 2022). Although the neighbouring countries like Malaysia, Thailand and Singapore are strong competitors for medical tourism.

### **13.3 METHODOLOGY**

This study is a survey-based explorative study. A Google form was developed and it was circulated across the physiotherapists using all the social platforms such as What Sapp, Email, and Facebook. Informed consent was taken from all the participants before they attempted to fill out the Google form. At first, the Google form collected the demographic information such as gender, age group, nature of work, qualification, and years of experience. Later parts of the survey

questionnaire focused on awareness of medical tourism among physiotherapists. They were also questioned about the collaboration with tourism agencies and any previous experience of treating any medical tourists. Further detailed questionnaires focused on enquiring questions about the frequent prevalence of conditions among foreign patients and the impact of physiotherapists on medical tourism were also enquired. Total 213 responses were received during the period of 25-2-2023 to 02-03-2023. Later on, the responses were analysed for descriptive statistics. The article has been prepared following the TAILMRDCR guidelines (Kumar, 2023).

### 13.4 FINDINGS

The data analysis has been done using SPSS software. The output has been presented in different sections.

- a. Descriptive analysis of demographic variables:** The descriptive analysis gives an idea of the distribution of descriptive variables across the sample. These variables are gender, age group, qualification, and state of domicile of the respondents.

**Table 13.1. Demographic distribution**

SI. No.	Variable	Category	Frequency	Percentage
1	Gender	Female	112	52.6
		Male	101	47.4
2	Age-Group	Under 30 years	98	46
		31 - 40	81	38
		41 - 50	33	15.5
		Above 50	1	0.5
3	Highest qualification of the respondents	PDF	1	0.5
		PhD	5	2.3
		MPT	101	47.4
		BPT	99	46.5
		Others	7	3.3

It is evident that the given sample consists of more female practitioners and academicians of physiotherapy and most of the respondents are from the age group of below 40 years. Among all, 47.4 % are postgraduates and 46.5% are undergraduates.

According to the findings of the study, the majority of respondents come from Tamilnadu, with 82 participants, accounting for 38.50% followed by graduates from Maharashtra, the second-highest number of respondents with 22 participants, accounting for 10.50% of the total respondents. Karnataka had 17 participants (8.0%), Uttar Pradesh had 16 participants (7.50%), and Kerala and Jammu & Kashmir each had 12 participants, accounting for 5.60% of the total respondents. These five states/UTs had the highest representation in the survey. The survey data also included information about respondents from other states and union territories in India. Gujarat, with a total of 9 people, followed by

Telangana with 8 people and Andhra Pradesh with 6 people. West Bengal and Delhi, Puducherry, Haryana, and Rajasthan had five, three, three, and three responses, respectively. Bihar, Goa, and Odisha had two responses each, while Assam, Jharkhand, Uttarakhand, and Madhya Pradesh each had one response.

**Table 13.2. State wise demography**

	<b>Name of State/UTs</b>	<b>Frequency of each State/UT</b>	<b>Percentage</b>
<b>Top Five State/UTs respondents</b>	Tamil Nadu	82	38.50
	Maharashtra	22	10.50
	Karnataka	17	08.0
	Uttar Pradesh	16	07.50
	Kerala, Jammu & Kashmir	12	05.60
<b>Respondents from other State/UTs</b>	Gujarat	9	4.2
	Telangana	8	3.8
	Andhra Pradesh	6	2.8
	West Bengal and Delhi	5	2.3
	Pondicherry, Haryana and Rajasthan	3	1.4
	Bihar, Goa, Odisha	2	0.9
	Assam, Jharkhand, Uttarakhand and Madhya Pradesh	1	0.5

**b. Descriptive analysis of variables related to experience**

As Table 13.3 suggests, the study involved a majority of clinical practitioners (85.9%), with a smaller proportion of participants being academicians (12.7%), and a minority (1.4%) engaging in both clinical and academic work.

The sample comprises 95 members who possess a range of 0-5 years of professional experience, making up 44.6% of the total. A total of 35 participants had a work history between 5-10 years, which is 16.4% of the group. Forty-four individuals have professional backgrounds between 10-15 years, accounting for 20.7% of the group. The group comprises 35 individuals who possess 15 or more years of experience, which is 18.3% of the group.

Among all of the people who took part in the study, 133 individuals accounting for 62.4% of the sample have awareness about medical tourism, whereas 80 respondents constituting 37.6% of the sample lacked such awareness. Out of the total participants, 167 or 78.4% of them are involved in medical tourism. On the other hand, 46 participants, or 21.6% of them are not involved in medical tourism. Only 3.3% of the respondents reported collaborating with the government for medical tourism. A mere 1.9% of the participants mentioned collaborating with universities for medical tourism. A small percentage of respondents (1.4%) reported collaborating with tourist operators for medical tourism. On the other hand, 13.6% of the respondents reported collaborating with medical professionals for medical tourism.

Also, 10.8% of the participants reported collaborating with local or community organizations for medical tourism. This study also reveals that out of the total respondents, 46.5% had treated medical tourists, while 53.5% had not. Further, the data indicate that 32.9% of the respondents worked in hospitals where medical tourists visit, while 67.1% did not.

**Table 13.3. Variables related to experience**

SL No	Variable	Category	Frequency	Percentage
1	Nature of Work	Academician	27	12.7
		Clinical Practitioner	183	85.9
		Both	3	1.4
2	Years of Experience	0-5 years	95	44.6
		05 years – 10 years	35	16.4
		10 years – 15 years	44	20.7
		15 years and above	39	18.3
3	Medical Tourism Awareness	Yes	133	62.4
		No	80	37.6
4	Involved in Medical Tourism	Yes	167	78.4
		No	46	21.6
5	Collaboration	Government	7	3.3
		Universities	4	1.9
		Tourist Operators	3	1.4
		Medical professionals	29	13.6
		Local/Community organizations	23	10.8
		No Collaboration	147	69
6	Treated Medical Tourists	Yes	99	46.5
		No	114	53.5
7	Working at medical tourism hospital	Yes	70	32.9
		No	143	67.1

**c. Descriptive analysis of variables on Medical tourism practices**

**Table 13.4. Variables on Medical tourism practices**

SL No	Variable	Category	Frequency	Percentage
1	Medical tourist's requirement in the physiotherapy management	Neurological conditions	45	21.1
		Musculoskeletal conditions	107	50.2
		Cardio-pulmonary conditions	16	7.5
		Sports injuries	26	12.2
		Paediatric conditions	7	3.3
		All of the above	7	3.3
		Others	5	2.4
2	Most demanding physiotherapy approach/treatment by medical tourists	Musculoskeletal rehabilitation	43	20.2
		Neurological rehabilitation	35	16.4
		Mobilization and manipulation	54	25.4
		Osteopath and Chiropractic	9	4.2

SL No	Variable	Category	Frequency	Percentage
		Sports Rehab	5	2.3
		Kinetic Chain Rehabilitation	1	0.5
		Dry Needling	9	4.2
		Cupping	4	1.9
		Pilates	2	0.9
		Tapping	8	3.8
		Robotic Usage in Rehab	2	0.9
		I don't know	16	7.6
3	Impact of Consultation on Medical Tourism	Yes	160	75.1
		No	6	2.8
		Maybe	47	22.1
4	Other allied treatments in demand	Yoga	83	39
		Ayurveda	56	26.3
		Allopathy	54	25.4
		Homeopathy	8	3.7
		Unani,	2	0.9
		Varma,	2	0.9
		Physiotherapy,	2	0.9
		Naturopathy	2	0.9
		Chiropractic,	1	0.4
		Osteopathy,	1	0.4
		All of the above	2	0.9
		None of the above	1	0.4
5	Role of physiotherapy in medical tourism in the post-Covid era	Yes	167	78.4
		No	2	0.9
		Maybe	44	20.7

Regarding medical tourist's requirements in physiotherapy management, the data reveals that musculoskeletal conditions were the most prevalent, with 50.2% of the respondents stating that they treated medical tourists with such conditions. Neurological conditions accounted for 21.1%, sports injuries accounted for 12.2%, and paediatric conditions accounted for 3.3%. Additionally, 7.5% of the respondents stated that they treated medical tourists with cardio-pulmonary conditions. Seven respondents (3.3%) mentioned that they treated medical tourists with all of the above conditions, while five respondents (2.4%) mentioned that they treated medical tourists with other conditions not mentioned.

The majority of medical tourists (25.4%) demand mobilization and manipulation treatment. The second most demanded treatment is musculoskeletal rehabilitation (20.2%), followed by neurological rehabilitation (16.4%). Osteopath and chiropractic treatments are demanded by only 4.2% of medical tourists, while sports rehab, kinetic chain rehabilitation, dry needling, cupping, Pilates, and robotic usage in rehab are demanded by a very small percentage of medical tourists. Some medical tourists (7.6%) do not know which physiotherapy approach/treatment they need. The high demand for mobilization and manipulation may be due to the fact that it is a non-invasive treatment approach and provides quick relief.

The majority of the participants in the study (75.1%) reported that physiotherapy consultation has a major impact on medical tourism. Additionally, 22.1% of participants were unsure whether physiotherapy consultation has a major impact on medical tourism, suggesting a need for more information and research on the topic. Only a small percentage (2.8%) reported that physiotherapy consultation has no impact on medical tourism.

Medical tourists have a diverse range of interests when it comes to treatments. Yoga appears to be the most in-demand, with 39% of respondents expressing an interest in it. Ayurveda and allopathy are also popular, with 26.3% and 25.4% of respondents showing an interest in them, respectively. Homeopathy, Unani, Varma, naturopathy, chiropractic, osteopathy, and physiotherapy all received minimal interest, with only 0.4-3.7% of respondents expressing a desire for these treatments. Interestingly, 0.9% of respondents expressed an interest in all of the above treatments, while only one respondent selected none of the above. The data suggests that medical tourists are open to a variety of allied treatments, but have clear preferences for certain types of treatments over others.

The findings indicate that a considerable proportion of participants (78.4%) expressed a positive response towards the significance of physiotherapy in medical tourism during the post-Covid era, implying that there exists a notable requirement for physiotherapy services despite the on-going pandemic. The 0.9% of respondents who answered "No" suggests that few people think physiotherapy has no role in the current situation. The 20.7% who answered "Maybe" indicate that some are still uncertain about medical tourism and how physiotherapy will fit into it. Despite this uncertainty, many believe that medical tourism will still require physiotherapy after COVID-19.

### **13.5 DISCUSSION**

The results indicate that there is a potential for growth in treating medical tourists, and it is essential to develop specialized programs for medical tourists to ensure that they receive the best care possible. The demand for musculoskeletal and neurological rehabilitation may be due to the fact that they are the most common conditions that require physiotherapy management. It is also clear that there is lack of awareness and opportunities for physiotherapists to join hospitals for medical tourism services. Limited number of registered hospitals in various cities and states under medical tourism initiatives may be the reason for not having more opportunities. Physiotherapists can focus on areas which are more in demand such as mobilisation, manipulation and musculoskeletal rehabilitation.

### **13.6 CONCLUSION**

Medical tourism is a growing phenomenon in tourism industry across the globe and hence the role of various service providers and experts of medical tourism. In this context, the role of physiotherapists will increase witnessing the size and growth of the medical tourism market. The literature suggests that medical tourists have diverse needs for physiotherapy treatment for wellness and post-operative cases. Hence, it is important for physiotherapists to be knowledgeable

and skilled in a range of approaches and technique applications in medical tourism services. In India, each state government should also take interest in developing the awareness and the local medical tourism facilities to impart the economic growth and health management system both. The recent phenomenon on COVID-19 has attracted much attention towards improving the medical facilities and creating a network of health professionals across the states of India.

## **COMPETING INTERESTS**

Authors have declared that no competing interests exist.

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