

1. Barriers to local community participation in tourism development: Evidence from mountainous state Uttarakhand, India (2018)

(Devkant Kala / S. C. Bagri), Original scientific paper

Devkant Kala / S. C. Bagri

Vol. 66/ No. 3/ 2018/ 318 - 333

UDC: 338.481.2(540)

Abstract

Local community involvement, particularly in emerging and remote tourism destinations, is justified to accomplish sustainable tourism development, efforts. Despite the benefits that tourism development offer, participation of community in geographically disadvantaged mountainous destinations is accompanied with many challenges. This qualitative investigation has understood and given voice to local residents of two emerging destinations of Uttarakhand, India. Data were gathered through interviews and were thematically examined. Findings reveal four key barriers that affect community participation in tourism development: practical, socio-cultural, apprehension and institutional. The study emphasizes the need for both greater advocacy of community participation, better synchronization among concerned government authorities, education and training for locals, and the need to design particular strategies which can encourage local participation that are customized to emerging destination context.

Key words: community participation; tourism development; barriers; mountainous destination; India

2. Designing the strategy map for hotels with key performance indicators of balanced scorecard using DEMATEL technique

(Devkant Kala / S. C. Bagri), Int. J. Business Excellence, Vol. 10, No. 2, 2016

Abstract: Performance measurement has become a part of the necessary requirement for hotels to operate successfully and to create competitive advantages in the dynamic environment. Balanced scorecard (BSC), a system which enables organisations to measure and manage corporate performance, has attracted much attention by researchers and practitioners as a method of integrating financial and non-financial performance measures. The present study attempts to design the strategy map for hotels using key performance indicators from BSC perspective. The decision making trial and evaluation laboratory (DEMATEL) method is utilised to determine relationships between the performance indicators and to construct a strategy map with logical links to improve hotel performance. The constructed strategy map using DEMATEL technique would help hotel entrepreneurs and managers in investing valuable resources, prioritising performance indicators and making effective strategic initiatives to improve organisational performance. The present study also reveals that although financial indicators are important, the focus on non-financial indicators may offer greater opportunities for measuring the hotel effectiveness in the long term.

Keywords: strategy map; balanced scorecard; BSC; key performance indicators; KPIs; decision making trial and evaluation laboratory method; hotel.

3. Residents' Attitudes toward Tourism Development and Impacts in Koti -Kanasar, Indroli, Pattyr Tourism Circuit of Uttarakhand State, India
(Devkant Kala / S. C. Bagri) 2016, © PASOS. Revista de Turismoy Patrimonio Cultural.
ISSN 1695-7121 vol. 14

Abstract: Indian Himalaya is characterized by tourism potential which provides good opportunity for economic development in long run. Considering vast potential for tourism development, Koti -Kanasar, Indroli, Pattyr circuit of Uttarakhand has been identified as an area for rural tourism promotion by Indian Ministry of Tourism. Since the circuit is in involvement stage of development, it is important to ensure sustainable development of tourism for which understanding of residents' attitude is very essential. This study examined attitude of residents towards tourism impacts and influence of demographic attributes on their attitude. The study reveals that infrastructure facilities, design and package of rural tourism products, skill development programs for stakeholders and specific marketing campaigns are essential to tourism development. Findings indicate that residents understand the extent of tourism impacts in their mountainous region with respect to economic, social and environmental dimensions. Study also reveals that although locals want to increase tourism gains with corresponding effort to reduce consequences deprived, their perceived impacts of tourism vary across their demographic variables.

Keywords: Rural Tourism; Local Residents; Attitude; Tourism Impacts.

4. Tourists' Satisfaction at Trijuginarayan: An Emerging Spiritual and Adventure Tourist Destination in Garhwal Himalaya India

(S. C. Bagri/Devkant Kala),TURIZAM

Volume 19, Issue 4

165–182 (2015)

ORIGINAL

SCIENTIFIC PAPER 2015

Abstract

Tourists' satisfaction has been acknowledged as one of the most important elements of competitive advantage and formulating effective destination management strategies because it is a reliable standard to evaluate performance of tangible and intangible elements of tourism products and services. The purpose of this study is to investigate tourists' satisfaction by examining the relationship between destination attribute importance and performance in a tourist destination. Trijuginarayan, an emerging spiritual and adventure tourist destination located in Garhwal Himalaya in Uttarakhand state of India was selected as the study area for this research. Importance-Performance Analysis was employed to examine the relationship between importance and performance of various destination attributes. Results revealed that attributes related to tourism product of spiritual and cultural nature, atmosphere and climate, a variety of tourist activities, hospitality and safety are significant factors in determining tourist satisfaction, whereas basic facilities such as accommodation, transportation, tourism infrastructure and hygiene and sanitation at destination are of significant importance in satisfaction evaluation. Findings also reveal that tourists were satisfied with the core products, but were dissatisfied with basic tourist facilities offered at the destination. The findings alert concerned tourism stakeholders for outlining effective strategies for holistic development and improving performance of attributes in a given destination.

Keywords: Tourist Satisfaction, Importance-Performance Analysis, India.

5. TOURISTS' SATISFACTION AT TRIJUGINARAYAN, INDIA: AN IMPORTANCE-PERFORMANCE ANALYSIS (S. C. Bagri/Devkant Kala) 2015

Advances in Hospitality and Tourism Research (AHTR)

An International Journal of Akdeniz University Tourism Faculty

ISSN: 2147-9100 (Print), 2148-7316 (Online)

2015

Vol. 3 (2)

ABSTRACT

Satisfaction is an excellent predictor of tourist behaviour as it influences the choice of destination, consumption of products and services, the decision to return and maintain lasting relationships. This paper analyzes the level of tourist satisfaction with destination attributes using the Importance-Performance Analysis (IPA), based on the information obtained from 200 domestic tourists visiting Trijuginarayan, an emerging spiritual and adventure tourist destination located in Garhwal Himalaya in Uttarakhand state of India. The results obtained show that attributes related to tourism product of spiritual and cultural nature, atmosphere and climate, a variety of tourist activities, hospitality and safety are significant factors in determining tourist satisfaction, whereas basic facilities such as accommodation, transportation, tourism infrastructure and hygiene and sanitation at destination are of significant importance in satisfaction evaluation. Findings also reveal that tourists were satisfied with the core products, but were dissatisfied with basic tourist facilities offered at the destination. Based on the results, the paper concludes that tourism stakeholders must outline effective strategies for holistic development and improving performance of attributes in the given destination.

6. KEY PERFORMANCE INDICATORS FOR HOSPITALITY INDUSTRY: A STUDY FROM THE TOURIST STATE OF UTTARAKHAND, INDIA

(Devkant Kala / S. C. Bagri)

Int. J. Qualitative Research in Services, Vol. 1, No. 4, 2014

ABSTRACT

Hotel in developing economies must create effective competitive strategies for survival, since they exist in an environment where stakeholders are demanding more from every organization. Consequently, they should focus on reliable and critical performance indicators, absolutely important for the success of hotels and adopt a comprehensive performance measurement framework that meets the requirements of the dynamic environment. This research is undertaken to identify the key performance indicators in hospitality industry of Uttarakhand and to find out the influence of managerial characteristics on the choice of performance indicators. Data was collected from a sample of 143 hotel managers of two major tourist locations using questionnaire over a six weeks period. Results indicate that financial indicators are still prevalent and most preferred key performance indicators in the elite managerial segment of almost all hospitality organizations. The study suggests that hospitality managers need to rethink about the choice of their performance indicators.

Keywords: Hospitality Industry, Key Performance Indicators.

7. Balanced Scorecard Usage and Performance of Hotels: A Study from the Tourist State of Uttarakhand, India

(Devkant Kala / S. C. Bagri) 2014 Asia-Pacific Journal of Innovation in Hospitality and Tourism

APJIHT Vol. 3 No. 2 September 2014 pp. 153-173

ISSN 2289-1471

Abstract: Tourism is a major driver of economic growth and livelihood promotion in the Uttarakhand state of India. The contribution of tourism to the state gross domestic product (GDP) and employment generation is significant. The expansion of tourism inevitably brings about the development of the hotel industry. Hotels must create effective competitive strategies for survival and use a performance measurement system that meets the requirements of a changing environment. Several studies have been conducted to study the rich tourist potential of the state. However, no research studies are available regarding performance measurement practices adopted by hospitality managers in Uttarakhand for measuring the performance of their establishments. The present study examines existing performance measurement practices used by hotel managers that employ the balanced scorecard (BSC) – an innovative and comprehensive performance measurement framework for assessing the performance and progress of hotels in this mountainous state of India. The results indicate that in spite of using measures from different perspectives inherent to the original BSC, hospitality managers are not aware of the concept of BSC in a formal manner. The study reveals that hotels in Uttarakhand still focus on the use of financial measures as compared to non-financial measures for measuring performance. The study supports the link between hotel performance and BSC measures usage.

Key words: Balanced scorecard, performance measurement, hotel, Uttarakhand

8. Human Capital Decisions and Employee Satisfaction at Selected Hotels in India (SC Bagri, A. Suresh Babu, Mohit kureti, Scott Smith)

Volume 29

Issue 2 Hospitality Review Volume 29/Issue 2

Abstract

Understanding the role of human capital is one of the key considerations in delivering and sustaining competitiveness. Managing employees in the hospitality industry is particularly a challenging task as the industry is considered to be labor intensive. High turnover and increasing employee demands are among the problems that are identified as threats to maintaining a strong competitive position. Successful hotels attempt to retain their best employees in an effort to adapt to changing environments and increased competition. Effective hotel human resource systems can produce positive outcomes, through effective employee retention strategies that focus on work force motivation, attitudes and perception. The positive implementation of these strategies can influence and create employee satisfaction. This study aims to focus on the relationship between the mediating variables of motivation, attitudes, perception and their effect on employee satisfaction. These findings are based upon an extensive survey carried out between April 2009 and June 2009 in the small mountainous state of Uttarakhand, located within the Indian sub-continent. Although the area of study is confined to the Kumaon region of Uttarakhand, the authors contend that the findings and implications can be applied to other remote developing tourist destinations in other regions.

Keywords: Attitude, Human Resource, Lodging Industry, Motivation, Satisfaction, Turnover

9. Sustainable Coastal Tourism Promotion in West Bengal, India : An Analytical Study of Coastal Residents' Attitude of Digha & Shankarpur Sea Beaches (PralayGanguly, SC Bagri) 2014 , Journal of Tourism, Volume XV, No. 1 & 2, 2014

Abstract: The impacts of coastal tourism development on local community involve social, cultural, political and economic issues. Keeping in view the importance and relevance of the stakeholder involvement in sustainable coastal tourism development, and the local community/residents being the key stakeholders, the objective of the pertinent research is to study the local Residents' attitude in Coastal areas of Digha & Shankarpur sea of West Bengal, India- towards the impacts of coastal tourism as also to suggest the strategic interventions for current problems and future needs. In this process the researchers collected primary data from 255 respondents in the study area and further analysis has been undertaken through Mini Tab and SPSS using different statistical tools like- t test, co-relation, regression to come to the conclusion. The study findings suggest that the residents' participation and co-operation is necessary to make the development work more sustainable as it is important for responding to the current problems which is caused due to tourism development.

Keywords- Sustainable tourism, coastal tourism, residents' attitude

10. Environmental orientation and ecotourism awareness among pilgrims, adventure tourists, and leisure tourists

(Satish Bagri, Bharti Gupta, Babu George) 2009 PRELIMINARY COMMUNICATION S.

Bagri, B. Gupta and B. George

Vol. 57 No

1/ 2009/ 55-68

Abstract: For the sustainable development of tourism in destination areas, it is important to have responsible visitors with high pro-environmental orientation and a critical minimum knowledge of ecotourism. Most of the pilgrimage, adventurous, and leisure destinations in India are in ecologically sensitive locations with bountiful environmental resources. Thus, understanding tourists' environmental orientation is critical for destination management. In this context, the present study investigates the environmental orientation and ecotourism awareness of tourists visiting some of the key environmental hotspots of northern India. A comparative analysis of the environmental orientations of pilgrims, adventurers, and leisure tourists is presented. The findings generally reveal that there exist significant differences among these categories in terms of environmental orientation and awareness about ecotourism. Pilgrims and adventurers exhibit superior environmental orientation compared to leisure tourists. Yet, when it comes to the awareness of ecotourism, none of the groups under study show great awareness, except that adventurers stand better compared to the other two groups. Thus, the study implies that the transformation of general environmental orientation into awareness of ecotourism is not linear and is much more problematic than is expected. The paper is concluded with a discussion of the implications for future research and managerial practice.

Keywords:

Ecotourism; environmental orientation; pilgrims; adventurers; leisure tourists;

11. Human Resource Practices in Hotels: A Study from the Tourist State of Uttarakhand, India

(Satish Chandra Bagri, Mohit Kukreti) 2016

Journal of Human Resources in Hospitality & Tourism, 9:286–299, 2010

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ISSN: 1533-2845 print / 1533-2853 online

DOI: 10.1080/15332841003749227

Abstract: Human Resource Management, an integral part of an organization, often ensures the success of the shared relationship between employees and an organization by identifying and satisfying the needs of the employees beginning with recruitment and continuing throughout their career. This article aims to analyze the Human Resource practices in hotels in the mountainous state of Uttarakhand, India located in the Himalayas. This particular geographic location of India offers human resource challenges that are unique to this popular tourist destination. Results from this study show that employees are satisfied with their compensation packages but not with the working conditions, and the employee turnover rate is relatively high. Adequate training is not often provided by the hoteliers to develop employees' operational skills. Recruitment is mainly through internal referrals leading to high inbreeding and subsequent other human resource problems. There is a significant gap between what is expected from new employees and the skill levels of available talent pool.

KEYWORDS Employee expectations, human resources, motivation, tourism, turnover



Measurement of Tourists' Perception and Satisfaction towards Tourism Development in Pushkar, Rajasthan

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Abstract: Over the period of time, developmental priorities of tourism has been changed from mass tourism to responsible and sustainable tourism. Tourism and Hospitality industry has impact on society, culture, economy and environment of the destination which affect millions of lives directly and indirectly. In order to develop tourism in sustainable ways active participation of local communities, tourism planners, visitors and other stakeholders is essential in well-coordinated and responsible manner. Tourists are the core component and legitimate stakeholders of tourism system at any destination. Therefore it is important to develop the facilities and amenities in the destination that satisfy the tourists as per their expectations, needs and wants. This research paper has measured perception and satisfaction level of tourists on five point Likert Scale towards tourism development in the Pushkar region of Rajasthan, India. It is both quantitative as well as qualitative assessment based on survey research design. Sample of 200 respondents which include 100 domestic and 100 international tourists, has been collected through self-administered questionnaire namely "Tourist Perception and Satisfaction Measurement Scale" (TPSS) and analyzed with the help of Descriptive (Frequencies, Mean and Standard Deviations) and inferential (Paired sample t-test) statistics.

Keywords: Perception, Satisfaction, Tourism Development and Sustainable Tourism.

Article History

Received: 15/10/2020; Accepted: 15/11/2020

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INTRODUCTION

Tourism is one of the largest service industries and keep growing with greater pace along with benefiting millions of people across the World such as creating employment, generating foreign

18. Emerging Trends of Peer-To-Peer Services in India As A New Bussiness Concept of Collaborative Consumption in Transportation, Accommodation and Food Delivery

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Abstract

Technology disruption in tourism sector let to create innovations for using online services in booking rooms and seats of accommodation and transportation respectively. Peer-to-Peer services in collaborative tourism is the new forms of travelling and choosing a destination in which travelers are allowed to organize, customize their holiday and people can learn easily local culture, according to their preferences. This paper throws light on the segments of peer-to-peer services in tourism sector and the major players. Peer-to-peer accommodation is the basic business model having traditional Bed & Breakfast, and the practice of renting one's residence to number of tourists. Peer-to-Peer transportation is using various online platforms for booking seats in transportation services. Peer to Peer Services in transportation sector for urban Indians in major cities have become increasingly familiar with ride-sharing applications in recent years. People are used to Ola, Uber, UberEats or Blabla Car services to get them across town. Digitalization in tourism focuses to improve customer experience, increase more satisfactions, build strong loyalties and run businesses efficiently and users of technology in communication are growing at faster rate with respect to tourism technology. This has resulted in more employment in peer to peer services. This research article is basically done on conceptual study related to emergence of peer-to-peer services selected on the basis of business conceptual,

technology inference, analytical and innovative start-up for tourism sectors and contributes to the existing literature.

Keywords: travel & tourism, peer-to-peer services, sharing economy, collaborative consumption, accommodation & transportation services, online platforms, Airbnb

Introduction

Disruptive innovation of technology in tourism and Information communication technology provides easy access to explore many social media websites. The high-speed internet penetrates the business to focus segmented customer. Many companies worldwide have innovated internet-based business model which influenced the purchasing behavior of customer. Disruptive potential feature of technology in service industry has enhanced the customer experience of consumption. To approach potential customer in businesses, it is important to understand the impact of ICT and use of social media and mobile technologies (Leung & Law 2015 and Sotiriadis 2017). A new trend of collaborative services has been emerged among stakeholders, known as peer-to-peer services. Consumers do research before purchasing services and comment post purchase reviews online.

Background

Earlier hotels, rooms were booked through telephone or e-mail. Collaborative business disrupts traditional types of booking rooms and provide a business model in modern way of booking of rooms. It is providing an online marketplace that permits the large-scale rental of spaces from supplier to consumer. These services are part of larger growing segments in the 'sharing economy' (often also called 'collaborative consumption'). It allows individual renting access to the underused assets: e.g. living spaces, cars & power tools (Botsman & Rogers, 2010, Geron, 2013). Earlier establishing the needed trust between hosts and guests was a big challenge. Involvement of various tools such as technologies, web2.0, eWOM and digital platforms primarily have improved customer experience and increased satisfactions, build strong loyalties and ultimately helped to run businesses efficiently. Rachel Botsman and Roo Rogers (2011) in their book "What's Mine is Yours" has explained collaborative consumption. Internet online technology enables the users to reach the others for transactions. Airbnb, one of such company established a decade ago in year 2007, is now in full-fledged operation and selling many millions of room nights annually worldwide. Rise of Airbnb is a case of disruptive

Destination Evaluation and Tourism Economic Impact Assessment: A Case Study of Varanasi

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Abstract

Tourism has been recognized as an important instrument for development of the community, society and the destination region. A number of attractions and destinations around the world can be acknowledged for their development especially through tourism. Economic impact of tourism development is quite visible on the destination community through employment generation and infrastructure development in the region. There are multiple impacts occur when a place is developed as a tourism destination. Around the world, in many developing and developed countries, the impacts viz. environmental, socio-cultural and economic has been observed and analyzed in number of studies before. This study is for destination evaluation and assessment of economic impacts of tourism in the study area 'Varanasi'. Both primary and secondary data has been used to assess the objective. The analysis reveals that, the tourism development in the study area has made both positive and negative impacts. There is a significant increase in employment generation, quality of life of local community and significant tourism and basic infrastructure development in the region. While some negative economic impact has also been observed in the form of increase in land price and rented accommodation for the residents.

Keywords: *Tourism, economic impacts, Varanasi, destination evaluation.*

INTRODUCTION

The development of tourism as an industry has been playing key role in development of society, community and on a number of destinations of tourism importance across the world. It has been acknowledged as among the top economic contributors in many developed and developing countries including India. Continuous increase in number of domestic and international tourist arrivals and tourism receipts shows huge potential for destination development.

Community Based Tourism Development Amid Complex Mountain Issues: A Strategic Analysis of Chakrata Region of Uttarakhand

S.K. Gupta*, Prakash Chandra Rout**, Pankaj Tyagi***

Abstract *The hope of livelihood enhancement for the mountain dwellers has been a climacteric and novel effort by many international and national organizations lately. Community based tourism development in these rural hinterlands is one of those efforts by many organizations and agencies. However, these developmental initiatives in the name of tourism remain in black and white. The very work through this piece of research has highlighted the ongoing developmental discourse of tourism in Chakrata region of Uttarakhand in India. Issues pertaining to infrastructure, policy, and community preparedness are top in the fray. The research has synthesized the core constraints and challenges the Himalayan region has been confronting. In the same time the results have provided some feasible strategies to make tourism development ideal in the region.*

Keywords: *Community Based Tourism, Community Development, Tourism Development, Community Issues, Tourism Policy*

INTRODUCTION

The global significance of mountains is increasingly recognized with the inclusion of a specific chapter in 'Agenda 21' and the declaration of the year 2002 as the International Year of Mountains (Nordic Centre for Spatial Development (NORDREGIO), 2004). The individual safety and welfare of one sixth of the world's human population, and water supply of almost half of all people are directly or indirectly reliant on the functional integrity of mountain ecosystems. The two key components which make mountains so important and sensitive are (1) altitude and (2) slope (Korner, 2003). Mountain areas cover 24% of the planet earth's land surface (UNEP-WCMC, 2002) and are dwelling to 12% of the global human population (Huddleston & Ataman, 2003), with a further 14% living in their immediate vicinity (Mebeck, et. Al. 2001). All major

rivers of the world have originated in mountains and more than half of the world's mountain areas play a vital role in bringing water to downstream regions (Viviroli et al., 2007). Mountain regions are repositories of biological and cultural diversity and provide vital services with a tangible economic value-include water, power, minerals, medicinal plants, and fibers-to mountain communities and, even having greater significance to often heavily populated downstream areas. Mountains also impact the climates of their surrounding regions and serve as vital carbon sinks (ICIMOD, 2010). Mountains can be found on every continent include remarkable ranges such as the Himalayas, the Andes, the Alps and the Rockies, and less well-known highlands such as the Elburz Mountains in the Islamic Republic of Iran, the Cairngorms in Scotland and the Fouta Djallon Highlands in West Africa. They are characterized by immense global diversity – from tropical rain forests to permanent ice and snow, from climates with more than 12 m of annual rainfall

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Status of Tourism and Hospitality Education in Garhwal Region of Uttarakhand State in India: A Critical Evaluation

S.K. Gupta, Vijay Prakash Bhatt

Abstract

The most valuable asset of any industry is its intellectual capital. For tourism and hospitality industry, long term success depends on the ability to nurture and develop this asset. Only educated and well-trained personnel in hospitality and tourism industry enable the development of new technologies, innovative products and services, aiming to increase competitiveness of the tourism product, company and country. It is becoming increasingly clear that tourism education must keep pace with a rapidly changing industry. That means, it must continue to embrace technology and it must also address other challenges such as social development and cultural and environmental preservation. The responsibility of developing human resources for Tourism and Hospitality management lies within the hospitality organizations and within the education system of the country. The current paper is an exploratory study and is an attempt to understand and evaluate the status of Tourism & Hospitality education in Garhwal region of Uttarakhand in both qualitative and quantitative term. This paper also highlights the fundamental problems persists in the tourism and hospitality education in the region.

Keywords: Tourism and Hospitality Education, Garhwal Region, Uttarakhand, Intellectual Capital

Introduction

Indian tourism and hospitality industry has seen an unprecedented growth in last couple of decades. According to the statistics published by India Brand Equity Foundation, tourism industry in India accounts for 7.5 percent of the GDP and is the third largest foreign exchange earner for the country which is expected to grow at 7.2 per cent per annum with the direct, indirect and induced economic contribution and is anticipated to reach US\$160.2 billion by 2026 (<http://www.ibef.org>). Apart from boosting the infrastructure development and improving the living standard of communities at tourist destinations, it has been a significant contributor in the economy of the nation by providing a large number of jobs requiring highly skilled and semi-skilled manpower to fulfill the diverse needs of visiting population. The tourism products are mixture of goods and services, hence required a set of skills to keep the consumers satisfied. In order to produce skilled manpower,

Geographia Technica
Technical Geography - an International Journal for the progress of Scientific Geography
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Vol. 13/2018 Issue No. 2

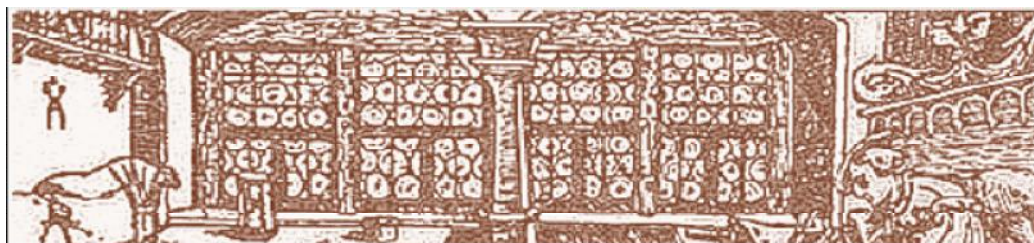
DOI: 10.21163

Indexed by CLARIVATE ANALYTICS, SCOPUS, GEOBASE, EBSCO, SJR, CABELL

Editor-in-chief: Ionel Haidu

Guest editor Dr. Jaromír KOLEJKA, Masaryk University, Brno, Czech Republic

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Publication frequency : twice a year, in March and October.

For further information and publishing use contact: editorialsecretary@technicalgeography.org.

© 2006 - Geographia Technica
ISSN 1842-5135 (Printed version)
ISSN 2065-4421 (Online version)
CLUJ UNIVERSITY PRESS

THE INDIAN HIMALAYA'S UNIQUE ATTRIBUTES: HEMKUND SAHIB AND THE VALLEY OF FLOWERS

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DOI: 10.21163/GT_2018.132.05

ABSTRACT:

The Indian Himalayan ranges with towering snowclad peaks and deep valley river rapids present a variety of common geographical features. The high mountain environments gained social values due to the influence of the human ancient cultures. The spiritual dimension of the geographical space generated its unique attributes. This research investigates some of the most intriguing mountain locus which are defined by a cumulus of special characteristics. We identified the uniqueness generating factors using the geomedia techniques. Furthermore, this study analyses the interconnection between Hemkund Sahib and Valley of Flowers Geosystems' different components. Our research findings present the functionality of two selected dynamic Himalayan geosystems in a significant equilibrium state. This result of this paper will contribute to the preservation of Hemkund Sahib and Valley of Flowers' unique features and future promotion using the new technical Geography advances.

Key-words: *Himalayas, attributes, Hemkund Sahib, geo-apps, Valley of Flowers.*

1. INTRODUCTION

The Indian Himalaya's unique attributes based on the Geosystems grounded theory approach, using the modern technical Geography tools in an attempt to provide innovative solutions for the increasingly visited mountain sites (Voda et al, 2014). This paper has analyzed geographical spaces that are characterized by special features, generated from the interaction between the environmental components and the central element of any geosystem: the human being.

The Valley of Flowers National Park lies in the main valleys of Alaknanda and Dhaulti Ganga in the Garhwal Himalayas in Chamoli district of Uttarakhand State in India. Valley of flowers also known in Hindu mythology as Nandan Kanan meaning "Garden of Indra in Paradise" has been declared as a National Park (VOFNP) as per Notification No. 4278/XIV-3-66-80 with effect from September 6, 1982, the intention having been declared under Notification No. 5795/XIV-3-66-80 of 1 January 1981. After notification of the Park, grazing and camping are not permitted.

Given the status of World Heritage site in 2005 VOFNP is one amongst the nine zones or part of the Nanda Devi Biosphere Reserve (NDBR) which is spread across an area of 5860.69 sq km. Located between the Latitude 30° 41' – 30° 48'N and Longitude 79° 33' – 79° 46'E VONP covers an area of 87.5 sq. km. The altitude of the valley ranges from 3200 m to 6700 m.

River Pushpawati flows through this valley which has its source in the Tipra Glacier which extends up to Ghori Parbat peak. It is a flat valley 5 km long and 2 km wide. The

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USER ACCEPTANCE BEHAVIOUR OF ONLINE TRAVELERS: AN ANALYTICAL STUDY

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Abstract

The current decade has witnessed an unprecedented growth in the online retail sector, especially, in the area of travel and hospitality. More and more people and entrepreneurs like to use this mode of sales and purchase because of the great deal of offers, ease of comparison, time saving and convenience. Various researches and organizations project this sector to replace significantly the traditional ways of retailing by 2050. The present study emphasize on the study of general patterns of user acceptance behavior towards online retail sector in general and that of Online Travel Agencies (OTA) in particular. The study further focuses on identifying the factor influencing the user acceptance towards OTA's and their modus operandi. The respondents are randomly selected from a pool of email id's and structured questionnaire based on 5 point Likert scale are used as survey instruments. The respondents include travel industry professionals, tourists and other acquaintances using online travel portals from time to time. The outcome of the study certainly play an important platform for the assimilation of the information regarding user acceptance toward OTA's and will enable the industry players to formulate the strategies towards retaining more satisfied users turning in repeated customers.

Key words: -*User acceptance behavior, online retail, Online Travel Agency.*

Introduction

“As our lives become more fractured and cluttered, it isn't surprising that consumers turn to the unrivalled convenience of the Internet when it comes to researching and buying products”(Jonathan Carson, President, International, Nielsen Online).

With the dawn of twenty first century, internet is progressively growing, which has paved the way for rapid growth of digital/electronic business phenomenon across the world. Internet has created a vigorous competitive revolution in the way consumer shops or buys today. With the advent of internet, e- commerce became widespread and the most preferred way of business transactions. So, online shopping or on-line retail is an arrangement of goods and services available online through electronic commerce medias mainly internet, intranet and worldwide web, which empowers the consumer to purchase directly from online shops at any

time without stepping away from their home/work place.

Tourism has influenced the world economy to a huge extent. Travel and tourism's contribution to world GDP grew for the sixth consecutive year in 2015, rising to a total of 9.8% of world GDP (US\$7.2 trillion). This sector now supports 284 million people in employment – i.e. 1 in 11 jobs (directly or indirectly),(WTTC Annual report, 2016).Internet has created revolution in the tourism industry. Online purchase of travel products has a substantial share in progressively increasing revenue generation from tourism industry. Online travel booking is the business-to-customer (B2C) transaction which contains online booking of airlines, hotel, travel packages, car rental and much more. Detailed product information, improved quality of services as well as the time saving convenience has made a call for buyers to choose more on-line travel services instead of traditional travel agencies. On-line travel booking provides earlier

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A Multidisciplinary Journal

Vol. XIII No.1, 2017

ISSN 2278-9022

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A STUDY OF EMPLOYEE RETENTION IN TOURISM & TRAVEL TRADE ENTERPRISES

Pankaj Kumar and S.K. Gupta***

ABSTRACT

Medium and small size enterprises are dominating the tourism and travel trade industry especially at developing tourism destinations in Himalayan state Uttarakhand, India. This study was done with the hypothesis that the industry is facing low employee retention and high employee turnover. Through this research paper, the researchers have examined the employees and employers attitudes towards the reasons of leaving or changing the job of employees working at various positions in these tourism and travel trade enterprises. The analysis reveals that seasonality of job, followed by inappropriate division of works; low salary and poor growth are the main reasons.

Keywords : Employee retention, Employee Turnover, Medium and small enterprises, Tourism and Travel trade industry, Uttarakhand

Introduction

Travel and tourism is one of the largest industries in India. Its total contribution to the country's economy is significant. Travel and tourism's contribution to world GDP has grown for the sixth consecutive year in 2015, rising to a total of 9.8% of world GDP (US\$7.2 trillion). This sector now supports 284 million people in employment i.e. 1 in 11 jobs (directly or indirectly), (WTTC Annual report, 2016). It is being driven by employment, economic-development, poverty alleviation, community development, heritage conservation and sustainable development and motivated by the further human demand for a variety of activities like religious, adventure, recreation, education, and entertainment. Tourism and travel trade organizations promote destinations, prepare tour packages and offer it as a product to the tourists. Travel agent helps travelers by providing them travel related information by which tourist opts the best possible destination and tour package as per interest and budget. They provide advice on demand and make arrangements for transportation, accommodation, ground handling, escorting, etc. for tourists at tourist generating region and tourist destination region.

Tourism and travel trade sector is diversified from larger organizations to medium or small enterprises. Even after huge share in terms of providing total employment and overall contribution to GDP, a multitude of small and medium sized, private or public owned and

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Asset based community development in mountain environs: a strategic application for sustainable community based tourism development in the Jaunsar-Bawar region of Uttarakhand, India

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Abstract

Asset based community development has been discussed a length for the last decade. It is considered to be a novel approach and has become instrumental for many communities to improve their socio-economic status. Communities subsist in the Himalayan uplands and are generally in search of innovate livelihood opportunities given their existing exceptional natural and heritage assets. Tourism development on a local scale can benefit the communities in the region if opportunities to do so are vigorously pursued. This research briefly explores the different dimensions of asset based community development by taking the notion of the local community as its core. Community based tourism has intersected with an asset based community development approach and now represent the potential benefits that can be gained by the entire region of Jaunsar-Bawar. A qualitative research paradigm based upon conceptual analysis was used in the paper and discusses the diverse phenomenon of Asset Based Community Development (ABCD) through inceptive and conceptual paradigms. The research suggests a way forward to support the development of mountain communities which possess a wide range of existing natural and cultural assets in the Himalayan landscape of Jaunsar-Bawar.

Keywords: Asset based community development, community based tourism, tourism development, community development, India.

Introduction

Lately, Asset-Based Community Development (ABCD) has grabbed the attention of community development practitioners around the world as an innovative strategy for community-driven development in urban and rural neighborhoods (Mathie & Cunningham, 2003). Over many decades, top-down development approaches have not been able to deliver real and sustainable development outcomes for the masses in the context of developing countries, thus providing an impetus and a need to search for alternative development approaches. The Asset-Based Community Development (ABCD) approach is one of the approaches that is not only a 'people centered' one, but also a 'citizen-driven' one (Fuimaono, 2012). The approach of Asset-Based Community Development was propounded by John L. McKnight and John P. Kretzmann as a challenge to traditional solutions to urban problems, which focus on the needs and deficiencies of neighborhoods (The ABCD Institute, 2008). The needs-based approach defines poverty as the absence or lack of the basic elements required for human survival (Booy, Sena & Arusha, 2000).

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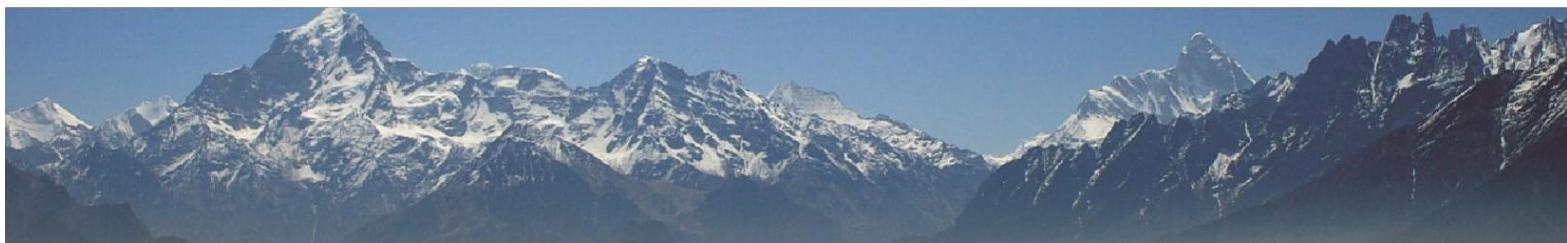


Volume: 5

Issue: 1

ISSN: 2347 - 4556

October 2017



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A PEER REVIEWED INTERNATIONAL JOURNAL OF HOSPITALITY & TOURISM RESEARCH

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A Study of Human Resource Management Practices with Reference to Employees' Recruitment and Selection in Travel Trade Enterprises in Garhwal Region of Uttarakhand

Pankaj Kumar*, S. K. Gupta**

Abstract

Tourism industry constitutes small and medium level enterprises at large which provides employment opportunities both directly and indirectly through its linkages with various other sectors of the economy. It employs people with skilled, semi-skilled and even professionally unskilled too. The combination of skills and characteristics hold an individual in much better instead than a formal academic qualification within lower paid roles, but as individuals look to progress up the management ladder a lack of education and understanding of academic and business principles are likely to considerably slow progression and promotional opportunities (Baum, 2006). Through this study the authors examine the employees and employers attitudes towards recruitment and selection of human resources at various positions in their enterprises. Structured questionnaires were collected from 70 employers or managers and 140 employees in order to study the employee recruitment and selection method in travel trade enterprises situated in Haridwar-Rishikesh-Dehradun in Uttarakhand. The findings suggest that these tourism and travel trade enterprises should consider about and follow the ethical globally accepted human resource management practices including recruitment and selection methods for employees in order to remain competitive in long run of business, which is missing in most of these enterprises.

In order to achieve the framed objectives, researcher has performed a wide review of the prevailing literature emphasizing on the human resource management in the tourism sector in general and focused to the travel businesses in the study area in particular. An attempt was made to prepare a profile of the tourism and travel

trade enterprises with the help of the primary data obtained from the empirical study carried out with the help of primary data sources including structured questionnaires, informal interviews and object observation methods. Further, the current research also incorporates the current practices of the human resource management adopted by these enterprises.

Keywords: Travel Trade Enterprise, Recruitment, Selection, Human Resource Management, Employees etc.

Introduction

Tourism industry provides employment to millions of people in India both directly and indirectly through its linkages with various other sectors of the economy. It employs people with skilled, semiskilled and even professionally unskilled too. Many roles in the travel sector require people with general sales and customer service skills and a positive disposition. This combination of skills and characteristics hold an individual in much better stead than a formal academic qualification within lower paid roles, but as individuals look to progress up the management ladder a lack of education and understanding of academic and business principles are likely to considerably slow progression and promotional opportunities (Baum, 2006).

Human resource plays a significant role in the development of any economy. No sector, including

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THE VALUE CHAIN APPROACH IN COMMUNITY BASED ECOTOURISM : A CONCEPTUAL FRAMEWORK ON SUSTAINABLE MOUNTAIN DEVELOPMENT IN THE JAUNSAR-BAWAR REGION OF UTTARAKHAND

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Prakash Chandra Rout

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Abstract

Communities around the globe are often on the look for a developmental approach whether the communities are part of urban societies or rural societies. Many sector specific thematic areas through various developmental approaches have tasted both success and abortive results recently. The discussion through this qualitative discourse is an attempt to bring a similar kind of approach in the name of community based ecotourism promotion in the mountainous region of the state Uttarakhand. This piece of research has highlighted the community potential and a need approach through community participation in the development process. The important concept of value chain in the mountain region has also brought into the limelight.

Keywords: Community Based Ecotourism, Community Participation, Value Chain, Community Development, Sustainable Development

“Farming here is enough for the stomach, but not for buying clothes or for educating our children. To achieve this, you have to add other businesses like trade or tourism.” - Farmer from the Annapurna region, Nepal (Mountain Agenda-2002).

Introduction

No matter how paradoxical it sounds, there is a truth in the claim that mountain areas are so rich and yet so poor. This claim comes from the fact that mountain tracts have abundance of diverse natural resources of regional and state significance, but these are not used completely (Madzevic & Toshevska, 2011). Mountains play a significant role for human survival but still considered as hinterlands in the context of development in most parts of the world (Mountain Agenda-2002).

At the global level from Agenda 21 (Rio-1992) Chapter 13 to World Summit on Sustainable Development (WSSD-2002),

International Tourism in India– Perception of Foreign Tourists

S. K. Gupta*, Pallavi Thakur**

Abstract Taking into consideration the unique, vast and varied tourist resource potential of India, there is tremendous scope for development of International Tourism. Aware of its rich treasure, India, in fact has consistently been trying to allure more and more world trotters, ever since its independence. Incidentally its performance has so far remained too marginal, especially in view of the existing potential, though there has been steady increase in the tourist influx over the years. Talking statistically, the Foreign Tourist Arrivals (FTAs) in India continued to grow from 1.28 million in 1981 to 1.68 million in 1991, 2.54 million in 2001, 6.31 million in 2011 and reached to 7.68 million in 2014. During the year 2014, India registered a positive growth of 10.2 %. The share of India in international tourist arrivals in 2014 was increased to 0.68%, from 0.61% in 2010, and the share of international tourism receipt was 1.58% in 2014 with Foreign Exchange Earnings (FEE) of US \$ 20.24 billion. However, India's rank in the world was 41 in 2014. India accounted for 2.92% of the tourist arrivals in Asia Pacific Region in 2014, occupying 12th ranks in the region, but none the less the fact remains that the country is desperately trying to make out its rightful place in global tourism. The present study examines India's performance in International tourism market over the years and a look into foreign tourists' perspective on various aspects of Tourism in India.

Keywords: Performance, Tourism, Resources, Inbound, Potential

INTRODUCTION

India is credited to pioneer the concept of tourism in the form of pilgrimages, as early as during Vedic Era. Accounts from Epics and *Puranas* reveal that the tradition of religious travels flourished all through the ancient times, and that, sincere efforts were made by the contemporary rulers to develop wayside facilities and amenities, especially at the sacred centers. In fact, aware of the paramount contributions of 'travel' in broadening the horizons of knowledge vis-à-vis fostering social integration, it was intelligent blend with religious dicta so as to make travelling a social movement. The principle of *Atithi Devo Bhav* (Guest is God) is still valued by the society through the rising materialism has considerably eroded it. Taking into consideration of the unique, vast and varied tourist resource potential of the country, there is tremendous scope for development of international tourism in India. Aware of its rich treasure, India in fact has consistently been trying to allure more and more

world trotters, ever since its independence. Incidentally its performance has so far remained too marginal, especially in view of the existing potential, though there has been steady increase in the tourist influx over the years.

India occupies a strategic location in the Asia- Oceania region and it has fabulous natural and cultural tourist resource wealth. It is now high time that the country prepares herself to the big tourist boom that is on the cards. This, in turn, would demand for a thoroughly professional attitude and efforts on part of the tourism players of the country at micro and macro regional perspectives. Appropriate strategies to penetrate the desired "niche markets", must be taken up on a priority basis. Accordingly, the facilities, amenities and services need to be shaped, but in the manner that the tourist plant doesn't act parasitically on the destination environment. It must also not lead to the dilution or distortion of the "local values", leave aside creating a negative image of the country. So far 'the practice has been to create the tourist supplies on the basis of perceived perceptions and not on authentic research on the actual and potential tourist demands, (Kandari, 1994).

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Evaluation of Guest Satisfaction about Hospitality Services: A Case of Accommodation Units in Nainital, Uttarakhand

S. K. Gupta*, Neha Sharma**

Abstract *Nainital, renowned as the Lake District of Uttarakhand, is a popular hill station in North India since the time of Britishers which attracts a large number of tourists, domestic as well as international, every year. In order to meet the need of overnight visitors, Nainital houses a plethora of accommodation units of all kinds, ranging from the budget to star category properties, as per the demand of the visitors. Satisfied and repeat customers play a key role in the success of any business. The present study was initiated with the primary purpose to evaluate customer satisfaction about the various products and services offered by the accommodation units in Nainital. The study also attempts to identify any significant broad category of determining factors of customer satisfaction specific to the accommodation industry at Nainital. Primary data, on various service attributes related to hospitality industry that can influence customer satisfaction, were collected from 200 tourists visited the study area for varied reasons through structured questionnaires by applying random sampling methods in order to achieve the framed objectives of the study. The results provide some insights on how customers rate the service quality and also highlight the broad factors determining the customer towards hospitality industry in Nainital. Thus, the result can be used as a guide for hotel managers to improve the essential quality attributes and enhance service quality as well as business performance.*

Keywords: *Customer Satisfaction, Service Quality, Hotels, Nainital*

INTRODUCTION

The world hotel industry has moved to a new phase in this era of economic development. Today's hoteliers have accepted that they can retain more profit through existing customer rather than to catch the attention from new customer (Garrido-Moreno and Padilla-Meléndez, 2011; Wang, 2007) and it overloads five times as much to magnetize new customers than keeping present ones (Ko et al., 2008; Abraham and Taylor, 1999). As a result, management of the hotels should focus that their employees shall always please the customers, because they are always right. In addition, the hotels can increase satisfaction level of the customer by adapting new and innovative technology. These days, technology is touching new heights every day and can afford businesses with systems that can maintain the interaction between the customer and the hotels. After this, the

organization can forward this information to the staff. Thus customer relationship management (CRM) has gain impetus in the hotel business field and it is an important concern for hotel managers. Today, hotel managers have to raise profits with restricted resources. Hence, to outstand the competitors, there should be enhancement in customer service (Daghfous and Barkhi, 2009). Altogether for gaining the competitive advantage from the market the managers commonly use two different strategies (Kandampully and Suhartanto, 2000). These two strategies are "low-cost leadership through price discounting, and mounting customer loyalty by providing incomparable benefits to customers" (Kandampully and Suhartanto, 2000). The business philosophy which tends to the customer satisfaction is to create the value for customer, predicting and supervising their expectation and representing ability and responsibility to satisfy their needs. Quality of service and customer satisfaction is critical factors for accomplishment of every business (Gronoos,

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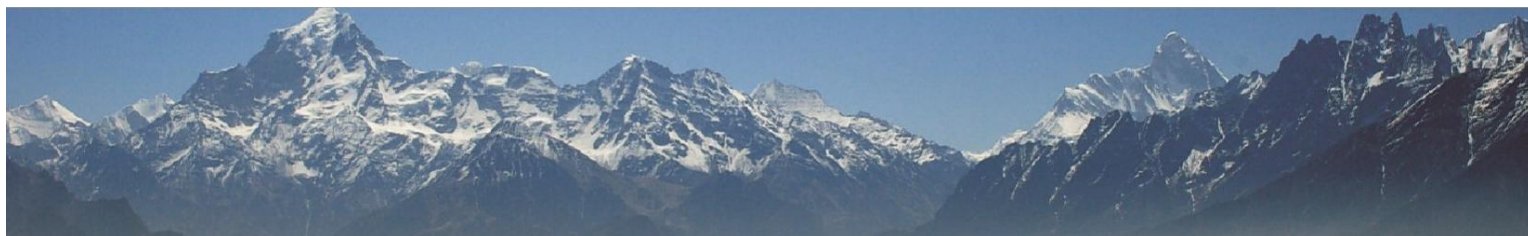


Volume: 4

Issue: 1

ISSN: 2347 - 4556

October 2016



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Assessment of Guest Satisfaction in Hotels of Nainital: A Study from Managers' Perspective

S.K. Gupta*, Neha Sharma**

Abstract

Hospitality Industry in India is facing one of the biggest contemporary challenges as guest satisfaction index. Service quality and measuring guest satisfaction in different departments in the hotels play important role in retaining the guests. The present study aims in examining the managers' viewpoints and perception of guest satisfaction and its importance in hotels of Nainital. The study has been done by collecting data from managers of 80 hotels regarding guest satisfaction practices in the study area. It aims to analyze their perspective for guests' satisfaction practices being adopted. The results revealed that guest comment cards filled by the guests are of utmost importance and there is a positive relationship between practices followed and guest satisfaction in sample hotels of study area.

Keywords: Hotels, Guest Satisfaction, Manager, Nainital

Introduction

Guest satisfaction is a pivotal factor in revenue management of any hotel enterprise as it is very important for customer retention. Today most of the hotels are focusing on guest satisfaction index depending on their size, budget and category. Guest Satisfaction is a psychological conception that revolves around well being and pleasure which guest expects and the kind of services he/she received. Guest satisfaction is a judgment based on post use of services (Gundersen, Heide and Olsson, 1996). In order to measure guest satisfaction index hotels use guest comment cards. The concept has seen a manifold change in the recent years with increase in importance being given to service quality and measuring guest satisfaction levels. Guest retention has been a major challenge being faced by hotels worldwide in the global market now a day. Due to increased competition in the industry hotels have focused

more on retaining the existing customer by evaluating the level of their satisfaction with the services at all levels.

Satisfaction level of guest is the outcome of parity between the expected and perceived services and services received (Oliver, 1980). Adoption of high service quality as normal practices for ensuring satisfaction of guest to get repeat business is of utmost importance in hospitality sector (Bowen and Chen, 2001). Various factors like cleanliness, security, value for money and courtesy of staff contribute to customer satisfaction (Atkinson, 1988). These factors can be used as parameters to be measured for guest satisfaction by the managers in hotels. Modern day hotel enterprises have various concerned departments, applications of information technology, property management systems to provide facilities expected by the guests staying there (Bhatnagar, 2007). Various departments like Accommodation, Front Desk, Guest relations are well supported by allied departments like sales, human resource stores etc. In hotels and hospitality related industry hotel rooms division and front desk are the most important area in ensuring guest satisfaction related to comfort in rooms, cleanliness in the hotel (Barsky, 2003).

Review Of Literature

Measuring and ensuring guest satisfaction safeguards that people are getting what they are expecting for the services they are paying for. Marketing strategies should be aligned to focus the demographic characteristics of the customer to target them (Le Blanc & Nguyen, 1996). The request and increase in demand for higher standard of services by the guests has created competition among hotels and also enlightened about the level and quality of services required. Hotels in this competitive world offer

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ASSESSMENT OF SATISFACTION OF HUMAN RESOURCE WORKING IN THE TRAVEL AGENCIES IN HARIDWAR-RISHIKESH-DEHRADUN

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Abstract: Tourism is one of the main sources of revenue and livelihood in the state Uttarakhand. It provides employment and entrepreneurial opportunities to the huge number of the population here. Travel agencies, including rafting companies, campsites and transporters play significant role in employment to the skilled, semiskilled and unskilled human force. In order to continue the business growing, it is necessary to retain the capable and competitive employees. Extrinsic reward factors like competitive salary, performance appraisal, annual bonus, medical coverage, insurance plan and retirement and pension plans plays significant role in retaining the employees. The focus of this paper is to assess the satisfaction through extrinsic reward factors of the human resource working in the travel agencies situated in the Haridwar-Rishikesh and Dehradun.

Keywords: Tourism, travel agency, extrinsic rewards, human-resource.

INTRODUCTION

Tourism is the major source of employment and economy in Uttarakhand. Haridwar, Rishikesh and Dehradun are "Gateway" for the tourists traveling to the Garhwal region of the state. These cities play a significant role in employment and economic development in the state. Along with its religious importance for day visitors, these cities are being developed as the tourism hub. There is a number of tourism enterprises can be found, which provide huge skilled, unskilled and semi-skilled employment. Haridwar is the gateway for the tourist travelling to different places in the state. It is favorite among domestic and inbound tourists. Rishikesh is known as city for Yoga and Meditation and heaven for adventure tourism activities. It attracts day visitors, domestic tourists and inbound tourists respectively. Dehradun, the capital of the state Uttarakhand have a good share in outbound tourism and domestic tourism in the region. The continuously increasing number of tourists in the region has attracted the reputed investors and stakeholders in the tourism industry in the region. The invention of new technologies and promotion of adventure tourism like water sports (river rafting, kayaking, etc.) trekking, Paragliding, rock climbing, rappelling, etc. the city is attracting thousands of tourists and day visitors every year. It has been found that, only in Rishikesh, there are more than 450 travel agencies, including rafting operators and campsite operators are there along the popular stretch of the Ganges from Kaudiala to Rishikesh (The Times of India, 2014, February). These establishments are a huge source of employment and revenue.

The tourism industry is significantly contributing to the economy and employment in the country. The number of international tourist arrivals worldwide is expected to rise by an average 3.3% a year over the period 2010 to 2030 and it is expected to touch 1.8 billion in 2030 and hence the growth of the tourism industry (WTTC, 2012). In the tourism industry, travel agencies sell intangible experience mainly. It is human resource working in these travel organizations, who market these intangible services in a combined or in the separate to the tourists. So the employees or human resource in the tourism organizations plays vital role in the business.

With the growing interests in leisure, recreation, adventure, other motivations and fast increasing purchasing power of the population, there is a huge potential for efficient and satisfied travel advisors and other

Assessment of rural destination residents' attitude toward tourism development in Uttarakhand, India: a research note

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Abstract: As an important component of tourism, the host community has been given increasing research attention to its role in tourism development. A supportive host environment is prerequisite in order to sustain the long-term and successful development of the tourism industry. Within the considerable body of knowledge, host community attitudes towards tourism have been extensively studied with the help of the costs and benefits of tourism perceived by community members. The impacts of tourism are exhibited in a wide range from the change of economic structure to social, cultural and environmental issues. The present study is an attempt to analyse the attitude of the community members towards tourism development in the Ukhimath, Sari and Makkumath villages in Rudraprayag District of Uttarakhand. The study area, due to its high altitudinal geography, healthy climate and enchanting scenic beauty is ideal for small scale community based tourism development. Since tourism in the area is in its nascent stage, it is quite important to ensure the sustainable development of tourism for which understanding of residents' attitude is very essential. To assess the attitude of the residents of identified villages, field surveys have been conducted in the study villages during March, May and October, 2011. Personal observations and unstructured interviews were used as the survey tools.

Keywords: residents' attitude; Garhwal Himalaya; host community; India.

Reference to this paper should be made as follows: Gupta, S.K. and Prakash, V. (2014) 'Assessment of rural destination residents' attitude toward tourism development in Uttarakhand, India: a research note', *Int. J. Qualitative Research in Services*, Vol. 1, No. 3, pp.192–200.

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Tourism Development Pattern along Badri-Kedar Pilgrimage Circuit in Uttarakhand, India: A Destination Development Approach in the Himalayan Tsunami affected Region

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Abstract

Renowned for its immense natural splendor scattered in the hills of mighty Himalaya and long stretched valleys of life giving rivers, Uttarakhand is known as Dev Bhoomi (a land of gods and goddesses). The distinguished sacred haunts of Badrinath and Kedarnath, located at the origin of Alaknanda and Mandakini rivers respectively, have been attracting nature lovers, wanderers, adventure enthusiasts and pilgrims since time immemorial. In ancient time the pilgrimage to these shrines was undertaken by foot as the road system was not present and mostly old age people in small numbers were visiting these holy places. With the provision of easy accessibility and other technological advances during the third quarter of twentieth century, the number of pilgrims and tourists have grown manifold and presently, more than two million tourists visit the circuit every year. This growth in tourist arrivals has subsequently resulted in the unplanned development of tourist plant facilities at major tourist places.

The Himalayan Tsunami caused by torrential rain, cloud bursts and flash floods during 16 and 17 June, 2013 had resulted in the severe damage to the tourism infrastructure and badly affected the livelihood of the local people. Hundreds of locals, tourists and pilgrims were swept away in this disaster. The worst intensity of Tsunami had been recorded in the Mandakini valley, where the towns of Kedarnath, Rambara and Gaurikund were washed away at a large extent. Although, a number of conflicting reasons, ranging from climate change to the wrath of Shiva for this disaster have appeared in different articles and reports but unplanned development and unorganized pattern of tourism industry had played a substantial role in triggering up the intensity of the disaster. The present paper is an attempt to propose a way forward for the revival of tourism industry and also focuses on to redefine the existing pattern of tourism in the Badri-Kedar Pilgrimage Circuit in a sustainable manner.

Keywords: *Himalayan tsunami, badri-kedar pilgrimage circuit, sustainable tourism, mandakini valley*

Introduction

Uttarakhand, owing to its unsurpassed natural beauty in the form of snow clad Himalayan mountain peaks, mighty rivers, plethora of floral and faunal wealth, rich culture and traditions of its inhabitants, is known as *Deobhoomi*. The present study area covers Badrinath and Kedarnath pilgrimage circuit situated in are situated almost at the sources of Alaknanda and Mandakini rivers respectively. Apart from pilgrims visit, Badri-Kedar pilgrimage circuit attracts a significant number of tourists for trekking, river rafting, snow skiing, mountaineering and nature tourism. The pilgrimage circuit can be accessed by road as there is no train or air connectivity. However, helicopter services are available from Dehradun, Guptkashi and Fata village to reach to Kedarnath. An airstrip has come-up at Gaucher in recent past, which normally function to visit Badrinath.

Management Convergence

(An International Journal of Management)

Vol. - 4

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June-2013

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India

Level and Scale of Community Participation in Rural Tourism Development

S. K. Gupta*
Pankaj Kumar**

Abstract

The rural/village community who are rich in tradition and culture, cuisines, folk arts-crafts etc. are about to leave their inheritance. We can say that they are forced to leave it in search of job, money and recognition, as they are not getting reward with their traditional uniqueness. Most of the younger members of the village community are leaving the village in search of employment and improved standard of life. In order to sustain and preserve the uniqueness like traditional painting work, handicrafts making, dances, and other folk cultures of rural and real India, Ministry of Tourism, Government of India, in association with United Nation Development Programme (UNDP) started the rural tourism development project in 2003. Nepura village is one among them. This study is an attempt to assess the level and scale of community participation in rural tourism development in "Nepura village" situated on Buddhist Circuit in Bihar in India.

The initiative by UNDP to develop rural areas as a tourism destination around the world has resulted in the growth of alternative tourism at the major traditional tourist destinations and attractions which have substantially benefited the rural areas in terms of improved infrastructure, employment, per capita income, revival of lost tradition and heritage etc. which eventually have improved the lifestyle of the community members. This study reveals that tourism promotion has positively benefited, specially to the "Tanti community", known for "Tussar Silk Weaving" and more or less to all the other communities in the village. In order to achieve the framed objectives of the study the opinion of the residents have been sought using structured questioners. Apart from the questionnaire method, informal personal interviews with the opinion leaders of the village were also carried out. The data collected from the field visits was analysed using statistical tools.

Keywords: - Nepura village, community based tourism, community participation, rural Tourism.

1. Introduction

Rural tourism include all those forms of tourism that showcase the rural life, art, culture and heritage at rural locations, subsequently benefiting the local community economically and socially as well as enabling interaction between the tourists and the host communities for more enriching tourism experience. Promotion of rural tourism helps in employment generation improves earning capacity, stop migration and provide better livelihood for the rural population. It also helps the inclusive development of remote and backward areas. The aims of rural tourism vary from the sustainability of environmental-social-cultural and economic to pro-poor tourism. The development of this form of sustainable form of tourism is always in the eyes of tourism organizations and tourism experts. During the first four years of the 11th Plan, almost half of the plan outlay of the Ministry of Tourism, Government of India was earmarked for rural tourism development and promotion. According to UNWTO, nearly 40% of international travelers are now considered cultural tourists, who visit destinations based on cultural heritage of a place – rural, ethnic and spiritual, factors. In India Ministry of Tourism, Government of India identified rural tourism as

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Journal of Tourism

Vol. XIV No. 1

ISSN No. 0972-7310

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Innovation and Competitiveness: What we can learn from Clayton Christensen

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Abstract: *This paper applies Christensen's models of innovation as a means to illustrate the competitive forces that shape the hospitality and tourism industry as well as the broader economy. Drawing from both historic and present-day examples, both disruptive and transformational innovations are described and illustrated in an effort to underscore how business can compete and why remaining dominant in a market is so difficult. It is our hope that we not only provide a useful framework for understanding the competitive environment in which we work, but to stimulate a dialog among academics as to the need to address models of competitive strategy in our curriculums.*

Keywords: Disruptive Innovation, Transformational Innovation, Clayton Christensen

Introduction

Innovation laid the foundation for the modern day hospitality and tourism industry. Consider for a moment Pan American Airlines. Founded in 1927, it is credited with ushering in luxury air travel, prior to the widespread investment in airport passenger terminals, through the use of seaplanes. Consider too Ellsworth Statler who lead the hotel industry in the modern age with his innovations in hotel engineering and design where a clean room with a private bath could be sold at a profit for a low US\$1.50 a day. Or then again, consider George Augustine Escoffer and César Ritz who in the late 1800s revolutionized the culinary industry by simplifying menus/recipes and organizing the staff into kitchen brigades that increased speed and efficiencies. Their innovations transformed the restaurant industry from one designed to serve the few at one-time to one that today can serve the many (Foucar-Szocki and Cereola (2007).

Performance And Challenges Of Air Cargo Industry : The Global View

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Abstract

The Air Cargo Industry acts as an engine of growth for the foreign trade and economic development of a country. Aircraft carry 2% of international trade by volume, but 40% by value. Overall, air cargo accounts for 34.6 percent of non-land international trade but only, 6 percent of the weight. The Air Cargo market has doubled in volume in the last ten years and is expected to grow at an average annual rate of 6.5 per cent over the next two decades. Indian Air freight market accounts for 4.74% of global air cargo market. The Indian Air Cargo market has registered the second fastest growth rate in the world after China, with Air transport sector contributes over 0.2% to the country's GDP at constant prices (1999-2000 prices).

This paper makes an assessment of the current scenario of the air cargo industry, its growth and trends and future challenges. It includes the geographical pattern of air freight and performance of major players of the industry and discusses various factors that drive the industry growth as well as the issues and challenges that affect the industry.

Key words: Air Cargo Industry, Freight forwarders, High value-to-weight products, Association for Asia Pacific Airlines (AAPA), Airport Council International, Ease of doing business index

Introduction

The Air Cargo Industry acts as an engine of growth for the foreign trade and economic development of a country. The growth of this industry is directly related to the GDP. Aircraft carry 2% of international trade by volume, but 40% by value. It is an integral part of Supply Chains of any manufacturer and retailer who operates in lean inventory environment. Earlier, air cargo services used to be by-products of scheduled passenger flights, with cargo carried through the unused baggage hold capacity. This is, however, no longer the case as an increasing proportion of high value commodities are transported by air. The global air cargo industry represents almost 100 billion revenue ton-miles of transportation, an

There is a continuing role for air freight on the leading edge of innovation as new industries, especially the broad bio-science sector,

Vol. 2 No.1

July 2009-June 2010

ISSN 0974-6250

International Journal of

**Hospitality
and
Tourism Systems**

Editor-in-Chief
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HOSPITALITY & TOURISM SYSTEMS

Community Based Tourism Development: A Case-study of Eco Village Sari in Kedarnath Sanctuary Region

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Abstract: The paradigm shift from conventional mass tourism towards the nature based tourism has provoked world countries to concentrate more on developing sustainable tourism practices especially in nature bound areas. India as part of accomplishing sustainable tourism has developed many strategies and framework which is highly recognized and executed by all states. Uttarakhand being a mountainous state and recognized for its rich untapped natural resources provides right space for developing community based tourism (CBT) as a tool for attaining sustainability in practicing tourism. The present paper attempts to find out the impact of tourism on socio-economic development of community members and review the opportunities and challenges for developing CBT in village Sari in the vicinity of Kedarnath Musk Deer Sanctuary. It is found that there is a positive local community development by having tourism as an important tool. The information was collected through structured questionnaire and direct interaction with the local community members.

Keywords: Community based tourism, Sustainability, Kedarnath sanctuary, Village Sari, Deorital.

Introduction

Tourism is now affecting the lives of rural people and is often seen as a tool for development (Ashley and Roe, 1998; Neto, 2002; Harrison, 2003) and is therefore viewed as a community and economic development tool that serves certain ends (McCool et. al., 2001; Davis and Morais, 2004). The concept of Community Based Tourism (CBT) has come up after ecotourism in particular has come under increasing criticism (Weaver, 2003; Barkin, 2003; and Cater, 2003). CBT is the other popular alternative offered to traditional tourism development style and it can be defined as “Tourism based on negotiation and participation with key stakeholders in the destination (Saarinen 2006). In CBT the hosts play a central role in determining the form and process of tourism development. (Timothy, 2002). Community members being the real custodian of any destination must get the central role in decision making process regarding tourism development in order to better handle the impacts. Community involvement in tourism has been receiving increasing attention because of the success and sustainability of the development, depends on the active support of the local population and higher levels of integration lead to socio-economic benefits for the community (Mitchell and Eagles, 2001). Further, through training it also enhance the skills of community members for better interpretation of local natural and cultural aspects to the tourists.

Rocharungsat, (2008) has summarized the criteria to evaluate the success of CBT in terms of the following factors:

- Benefits gained from CBT should be distributed equally throughout the destination community.
- Good and careful management of tourism is significant.
- CBT should have strong Partnerships and support from within and outside a

Level of Expectation and Satisfaction of Tourist Visiting Vaisnodevi Shrine in Jammu

S.K. Gupta, Rajesh Raina and Poonam Gupta

Abstract

The form of Tourism development in a destination takes is directly related to the nature of tourism consumption in terms of both product demanded and actual behavior on site. Destination choice is to a great extent influenced by the knowledge; image and perceptions tourists have of particular places or experiences. While the level of expectation of the potential tourists act as deciding factor in decision making of visiting destination, the satisfaction level speaks about the quality of the composite tourist product experienced by the tourists. Over the span of 20 years after the formation of Shrine Board Shri Mata Vaisnodevi Shrine has become very popular destination among pilgrims not only all across the India, but among NRI. Every year around seven million tourists visit shrine. Based on the field survey this paper tries to analyze the expectation and satisfaction levels of tourists visiting Vaisnodevi pilgrimage with relation to services, attraction, activities and interactions experienced by them. It attempts to find out the tourist's reaction in the context of facilities and amenities.

Key Words: Mata Vaishno Devi Shrine, Shri Mata Vaishno Devi Shrine Board, Pilgrimage tourism, tourist satisfaction.

Introduction

Motivation is an important determinant of tourist behaviour and subsequent satisfaction derived from the travel experience. Satisfaction is seen as the congruence of need and performance and dissatisfaction can be perceived as the gap between expectation and experience (Bitner et al 1990). The performance of the service in tourism is not simply a physical environment, but rather an environment which is managed. Hence a service may be carefully conceived and performed, yet fail to generate satisfaction, because the managers or entrepreneurs failed to assess correctly the needs of the customers. In other situation, management may correctly identify customers' needs; but incorrectly perceived the ability of staff to implement specification (Lewis and Klein 1987). It implies that the analysis of client satisfaction has to be conducted within the service delivery process. Tourism provides lot of business opportunities in the form of hotel services, food and catering services, other related and inter-linked services to the people during their journey to a destination. At any destination accommodation, catering and other support services constitute the primary tourist services which are vital to tourists. For spiritual and pilgrimage purpose a large number of people in India desire to visit holy places and

different shrines, but still they require various services like comfortable accommodation, transportation, safety etc. The destination developer must put together an assemblage of facilities so that the tourists not only enjoy the visit but repeatedly visit the same place where they enjoy maximum satisfaction.

Scope of Work

Under an estimate, there are around 450 million domestic travelers out of which pilgrimage continues to have the lion's share in domestic tourism in India. Over a span of 20 years, Shri Mata Vaishno Devi Shrine in the Katra region of Jammu has become very popular destination among pilgrims all across the India. Pilgrimage Tourism to Vaishno Devi Shrine constitutes an important component of total tourism in Jammu and Kashmir. Mata Vaishno Devi Shrine is attracting nearly 07 million pilgrims every year with a roughly annual increase of 10-12% pilgrims at a daily average of 18,000 to 19,000 pilgrims every day. High levels of awareness of, and visitation to, the region have resulted from assertive marketing efforts by regional tourism organizations and hear-say among the pilgrims. Pilgrimage to Mata Vaishno Devi Shrine is an essential element of the regions' economy, but limited data exist regarding customer expectation and satisfaction thereof. There is a strong

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Pilgrimage Tourism in Vaishno Devi: An Evaluation of Socio-Cultural Impacts

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Abstract : Travel for the religious purposes is an age old phenomenon. The growth of pilgrimage tourism in India has been astonishingly impressive as India is blessed with plenty of well known religious destinations. The multiple beneficial aspects of domestic and international tourism have special relevance to the socio-cultural and economic development of Jammu and Kashmir region in India. Over a span of 15 years, Vaishno Devi Shrine has become very popular destination among pilgrims across the country. Pilgrimage tourism to Vaishno devi shrine constitutes an important component of total tourism in Jammu and Kashmir as the the shrine is visited by around seven million of pilgrims every year with an annual increase of 10-12%. The present paper focuses on the impact of Shrine related tourism on socio-cultural aspect. This paper is based on the survey adopted for studying the probable socio-cultural impacts of Vaishno Devi pilgrimage.

Keywords: Vaishno devi shrine, shrine board, pilgrimage tourism.

The tourist traffic both domestic and international have significantly increased manifold during recent past. Social and cultural impacts of tourism are the ways in which tourism contributes changes in value systems, individual behaviour, family relationships, collective lifestyles, moral conduct, creative expressions, traditional ceremonies and community organizations (Cohen, 1984; Pizam and Milman, 1984). Social impacts have brought more immediate changes in the social structure of the communities and adjustment to the destinations' economy and industry (Modi, 2001). The cultural impacts focus on the long term changes in a society's standards, which will gradually emerge in a community's social relationships and artifacts (Murphy, 1985).

Journal of Tourism, Volume X, No. 1, 2009

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PARK PEOPLE CONFLICTS: STUDY OF SELECTED VILLAGES OF CHAMOLI DISTRICT IN THE VICINITY OF NDBR

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ABSTRACT

Since the British Colonial time the surrounding area of India's second largest peak Mt. Nanda Devi, blessed with immense natural beauty and a rich plethora of floral and faunal wealth has witnessed local people's agitation towards the Government Policies which has become the reason d'être for the world famous Chipko Movement in 1970s to save the regions forest from commercial clean felling. With the creation of Nanda Devi National Park in 1982 and its up-gradation to Nanda Devi Biosphere Reserve (NDBR) in 1988, local Bhotia villagers living in the vicinity of the protected area have faced an uphill battle to recover their social, cultural and economic rights. The complete ban on harvesting, grazing, hunting, trekking and mountaineering in order to protect the reserve from further ecological degradation has an adverse impact on local economy, that has already suffered from a blow by the closure of Indo-China border in 1962 led to a struggle to regain communal rights over park land.

Even though the opening of the NDBR in 2003 to limited tourism activities for the first time in 20 years could not satisfied locals towards the Park Policies. The official 2003 plan of the government envisioned balancing biological conservation, economic development and sustainable eco-tourism practices. These include development of a cottage level wool industry, cultivation of medicinal plants, poultry, apiculture and promotion of Eco-friendly tourism. Active participation of locals is to be ensured at all levels of implementation. Research, interpretation and conservation education and infrastructure development have all remained only in the papers.

The present paper is based on the quantitative methods to evaluate the level of satisfaction of locals towards the park policies as well as to find out the local perception towards the co-management of the park in Reni, Lata, Tolma and Paing villages in the Niti Valley of NDBR.

ECONOMIC IMPACT OF VAISHNO DEVI PILGRIMAGE: AN ANALYTICAL STUDY

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Abstract:-

In recent years, Shri Mata Vaishno Devi Shrine has become very popular destination among pilgrims. Pilgrimage Tourism to Vaishno Devi Shrine constitutes an important component of total tourism in Jammu and Kashmir and has contributed effectively to the growth and development of the place. Every year around 7 million pilgrims visit the Shrine which is influencing the socio-economic environment of the region and the present paper is throwing light on the economic impact of the Shrine related tourism. This paper is based on the methodology adopted for estimation of economic impact of the Shrine related tourism on the economy of Katra town by estimating the income and employment generation. In the present paper, the methodology adopted for estimation of income and employment is based on extrapolation of the sample research findings. The figures for universe population with respect to the sample have been taken from the Municipality of Katra, Shrine Board and other Government as well as private agencies like various business associations. The income generated is taken from all the five basic component of industries or sets of people, primarily at Katra, which are directly and more or less totally dependent on the tourism viz. the Hotel Industry, Transport Industry, various commercial establishments including all types of shops operating at Katra, Pithoos and Ponywallas.

Key Words:, *Shri Mata Vaishno Devi Shrine, Shrine Board, Economic Impact, Hotel Industry, Transport Industry, Pithoos and Ponywallas.*

INTRODUCTION

Pilgrimage in India is almost as old as Indian civilization. Hindu pilgrimage has retained many common features through time and space, including the practice of traveling to bathe and pray at sacred places and it has some features that link it to folk traditions. Indian culture has emphasized the significance of pilgrimage for spiritual progress. Every Indian has an inner desire to go for

pilgrimage at least once in his lifetime. Many sacred places distributed in various parts of India attract a large number of pilgrims from within and outside the country (Gupta, 2002). The distribution of sacred places throughout India has created an essentially continuous religious space in which the otherwise great regional cultural diversity becomes less significant for the movement of pilgrims over long distances. Modern life and high placed living has drawn people more towards spiritual and pilgrim sojourns. The tourism traffic, both domestic and international, for various purposes like ethnic and socio-cultural understanding or for pleasure, environmental change and religious purpose has significantly increased manifolds during recent times. It is only the pilgrimage or **Tirathatna** or Travel for religious purpose which has caused people to travel for regeneration of spirit and quick cultural exchange. Pilgrimage traffic has a widespread reach in India from the North to the South to centres in Vaishno Devi, Rishikesh, Haridwar, Prayag, Badri-Kedar to Rameshwaram, Tirupati, Sabrimala and from the West to the East viz. Amba Devi & Kamakhya Devi, just to name a few. Modern pilgrimage has blended the ancient ethics with modern ideas and beliefs. It has extended the conventional concept from the limited aspect of an act of devotion and 'harder the journey, better the reward', to a wider concept of desire for a change, relief from dull life and enthusiasm for a common man ().

This has motivated the authors to undertake the study in the holy Shrine of Shri Mata Vaishno Devi. It is considered to be one of the holiest pilgrimages of our times. Popular the world over as '*Moonh Maaangi Muradein Poori Karne Wali Mata*', which means the Mother who fulfills whatever her children wish for, Shri Mata Vaishno Devi Ji resides in a Holy Cave located in the folds of the three peaked mountain named Trikuta (Pronounced as Trikoot). The Holy Shrine attracts lakhs of devotees owing to the unflinching faith of the people who throng the Shrine from all parts of India and abroad. Katra, a small but vibrant town, situated around 50 kilometers from Jammu, (the winter capital of the State of Jammu & Kashmir),

Role of food service outlets in Overall Tourists' Satisfaction in Rishikesh Uttarakhand, India.

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Abstract

Since, accommodation and food outlets are the core component of Tourism along with attractions at destinations, accessibility (Road, water and Air) towards the destinations, amenities throughout the tours and touristic activities over the destinations. Therefore it is very important to ensure the complete satisfaction of visitors towards food service outlets and accommodation units. (Kumar & Agarwal, 2020) suggested that while entertaining tourists thorough any for the tourism products, it is necessary to have well groomed soft skills in all the service providers who are directly or indirectly dealing with visitors. Along with the food and services quality, number of enough food and accommodation units are also equality significant to satisfy the needs, wants and desires of the visitors.

Therefore, this research paper primarily assesses and evaluate the role of food service outlets in overall tourist's satisfaction which are located at Rishikesh region of the Uttarakhand. It is a quantitative as well as qualitative assessment based on survey research design in study area. Data was collected through self-administered questionnaires from 350 visitors which includes both domestic and International and were analyzed by quantitative methods. Descriptive statistics (Frequencies, Percentages, Means, and Standard Deviations) and inferential statistics (one sample t-test, Independent t-test and correlation) were performed to assess and analysis visitors' satisfaction with reference to food service outlets in the study area.

Keywords: Perception, Satisfaction, Food- outlets, Regional cuisines, Service quality.

Introduction

Food and accommodation units play a significant role in the overall tourist's satisfaction towards food- tourism and local cuisines at any destination therefore there should be enough food services outlets with good service quality are at tourism destinations. As these outlets would enhance satisfaction level of tourists towards overall tourism development. In view of assessment and evaluation role of food service outlets in overall tourists' satisfaction towards overall tourism development in the Rishikesh region of Garhwal Himalaya, following objectives and hypotheses are formulated;

“To find out the level of tourists satisfaction towards food and beverage service outlets in the study area”.

H1 There is significant role of food service outlets in the overall tourists' satisfaction towards food and beverage services experiences in the study area.



MEASUREMENT OF VISITORS' SATISFACTION ALONG GANGOTRI AND YAMUNOTRI ROUTE

□ Dr. Avinash Chamoli*
Dr. Rakesh Kumar Dhodi**
Dr. Rashmi Dhodi***

ABSTRACT

The hospitality industry is one the core component for tourism growth and development along with other components such as destination attractiveness, accessibility, amenities and tourism activities over the destinations. However, accommodation sector keep growing with greater pace even at extent tourism places and catering needs and wants of visitors significantly. All kinds of tourist whether it could be adventurous, religious, explorer, and drifter etc. use to travel with specific travel and hospitality demands from the service providers. Therefore, it is much needed and most important to ensure fullest satisfaction to visitors' through better service and product quality. (Arora, Wadhwa, & Kumar, 2020) studied the visitors' satisfaction and suggested that in order to develop responsible and sustainable tourism at any destination, visitors' feedback and satisfaction play a significant role towards to make sure repeat visit, enhance travel propensity and economic, social, cultural and comprehensive development of destination and local communities. Therefore, this research paper has assessed and measured satisfaction of visitors along famous pilgrimage sites Gangotri and Yamunotri route in Uttarakhand state of India. Sample of 500 domestic tourists were collected through self-administered questionnaires and analyzed through descriptive (Frequencies, Percentages, Means, and Standard Deviations) and inferential statistics.

Keywords: Satisfaction, Pilgrimage, Service quality and Tourism Development.

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INTRODUCTION:

Tourist satisfaction is conceived as the resultant outcome of tourist motivations, their activities, expectation and perceptions of various product

elements available/consumed by the tourist during their journey to a destination area. The responses of tourist about their satisfaction regarding various destination attributes were recorded with



MEASUREMENT OF PERCEPTION AND SATISFACTION OF VISITORS' TOWARDS AMBIENCE OF RESTAURANT UNITS IN RISHIKESH UTTARAKHAND

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Dr. Rakesh Kumar Dhodi**
Dr. Rashmi Dodhi***

ABSTRACT

Over the years, visitors have been changing their needs, wants and desires along with development of new tourism trends, destinations and varieties of tourism products and sources. Food and culinary tourism are in Centre of focus and developing with faster pace over the period of time which lead to enhanced both gross and net travel propensity towards food tourism destinations. However, visitors are also so peculiar in view their food and services quality experiences with reference to ambience over the destinations and so much so they are very specific and particular in order to selection, experiences and satisfaction towards food and beverages in the hotels and restaurants. Uttarakhand is one of well-known and most popular state of India in context of adventure, religious, wellness and culinary tourism. (Kumar, 2019) studied the role played by these components such as visitors perception and satisfaction in overall development of responsible and sustainable tourism at any destination. Therefore, this research paper would measure the perception and satisfaction of visitors towards food and beverage services in Rishikesh region of the Uttarakhand. The sample of 350 visitors which includes both domestic and International was collected and analyzed statistically with the help of descriptive and inferential statistics.

Keywords: Ambience, Perception, Satisfaction, Food and Culinary Tourism

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Introduction

The ambience of restaurants and food service outlets play a significant role in overall tourism perception and satisfaction. Therefore, it is great sense of concerns for policy makers, tourism planners, Destination development organizations

(DMOs), Destination Management companies (DMCs), and hotel & restaurants stakeholders need to focus on ambience of food service outlets. In view of measurement of perception and satisfaction of visitors towards ambience of restaurants in the Rishikesh region of Garhwal

ANALYSIS OF TRAVEL PROFILES OF TOURISTS VISITING YAMUNOTRI AND GANGOTRI PILGRIMAGE SITES

□ Dr. Avinash Chamoli*
 Dr. Rakesh Kumar Dhodi**
 Dr. Rashmi Dhodi***

ABSTRACT

The dependence of tourism on the accommodation industry has already been cleared and specified earlier and hence it is true that the hotel industry is responsible to a great extent, for growth, development, strength and weakness of the tourism industry. This research paper is a sincere attempt to bring out the exact position of Gangotri and Yamunotri Pilgrimage Yatra route through analyzing travel profiles of visitors. To do so, primary and secondary data of 500 domestic tourists were collected and analyzed statistically in order to draw meaningful conclusions and achieve the framed objectives of the study. The travel profile of visitors includes demographic profile, purpose of travel, duration of stay, expenditure, source of information, travel group composition and travel arrangement etc. It is a quantitative as well as qualitative analytical study based on survey research design of study area. The appropriate proportion of total population has been collected in the form of data through self-administered questionnaires from 500 domestic. After making all the changes collected data has been analyzed with the help of descriptive (Frequencies, Percentages, Means, and Standard Deviations) and inferential statistics. Furthermore, based the findings, appropriate recommendations were also made for the tourism planners, policy makers and stakeholders.

Keywords: Travel Profile, Tourism Development, Visitors satisfaction, Pilgrimage Tourism

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INTRODUCTION

Tourists are the moral and legitimate stakeholders for growth and development of tourism at any destination through their active participation and support, we cannot even think about tourism and

hotel industry without them. Therefore, it is necessary to measure their travel profiles, requirements, demands and supply on a serious note. There are thousands of tourists visiting the Gangotri and Yamunotri pilgrim sites every year

ASSESSMENT OF SOFT SKILLS OF SERVICE PROVIDERS WITH REFERENCE TO TOURISTS SATISFACTION IN FOOD AND BEVERAGES OUTLETS

□ Mr. Vivek Singh Aswal*
 Dr. Rakesh Kumar Dhodi**
 Dr. Rashmi Dhodi***

ABSTRACT

The food and beverage outlets are the important component of tourists' satisfaction in tourism and hospitality industry as it is fulfill one the fundamental need of visitors. Over the period time food and beverages outlets are so niche and specialized as per the requirement of visitors. Therefore, there is need to have well qualified, knowledgeable and groomed service personnel in view to cater all kind of requirements and needs of visitors. Along with hard skills, soft skills are also equal important for food and beverages staffs in order to ensure the comprehensive and complete visitors satisfaction. (Kumar & Agarwal, 2020) worked on soft skills and how these skills help while providing services and dealing with customers. As these skills are based on intrinsic and extrinsic factors in the restaurants and hotels and can be developed and improved too through training and supervisor. The present research paper assesses and measure soft skills of service personnel working in restaurants in Rishikesh region of Uttarakhand towards perception and satisfaction of visitors. The study is both quantitative and qualitative in nature and conducted through focus group interview and based self-administered questionnaires. The collected data has been analyzed statistically via descriptive (Frequencies, Percentages, Means, and Standard Deviations) and inferential (one sample t-test) statistics. On the basis of results and findings appropriate recommendations were also suggested.

Keywords: Perception, Satisfaction, hard and soft skills, Food and Beverage Outlets.

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In order to ensure complete, comprehensive and highest level of perception and satisfaction to visitors towards food and beverage services in

restaurants, soft skills of service personnel play a significant and collective role. As these skills would reflect technical and non-technical qualities of working personnel related to tourism and



MEASUREMENT OF VISITORS' SATISFACTION ALONG GANGOTRI AND YAMUNOTRI ROUTE

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ABSTRACT

The hospitality industry is one the core component for tourism growth and development along with other components such as destination attractiveness, accessibility, amenities and tourism activities over the destinations. However, accommodation sector keep growing with greater pace even at extent tourism places and catering needs and wants of visitors significantly. All kinds of tourist whether it could be adventurous, religious, explorer, and drifter etc. use to travel with specific travel and hospitality demands from the service providers. Therefore, it is much needed and most important to ensure fullest satisfaction to visitors' through better service and product quality. (Arora, Wadhwa, & Kumar, 2020) studied the visitors' satisfaction and suggested that in order to develop responsible and sustainable tourism at any destination, visitors' feedback and satisfaction play a significant role towards to make sure repeat visit, enhance travel propensity and economic, social, cultural and comprehensive development of destination and local communities. Therefore, this research paper has assessed and measured satisfaction of visitors along famous pilgrimage sites Gangotri and Yamunotri route in Uttarakhand state of India. Sample of 500 domestic tourists were collected through self-administered questionnaires and analyzed through descriptive (Frequencies, Percentages, Means, and Standard Deviations) and inferential statistics.

Keywords: Satisfaction, Pilgrimage, Service quality and Tourism Development.

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Tourist satisfaction is conceived as the resultant outcome of tourist motivations, their activities, expectation and perceptions of various product

elements available/consumed by the tourist during their journey to a destination area. The responses of tourist about their satisfaction regarding various destination attributes were recorded with



MEASUREMENT OF PERCEPTION AND SATISFACTION OF VISITORS' TOWARDS AMBIENCE OF RESTAURANT UNITS IN RISHIKESH UTTARAKHAND

□ Mr. Vivek Singh Aswal*
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