RECENT TRENDS IN TOURISM AND HOSPITALITY

Prof.(Dr.) Swapna Patawari | Mahesh Kumar Bairwa

Recent Trends in Tourism and Hospitality

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Eureka Publications

Publisher Disclaimers

Prof. (Dr.) Kanhaiya Lal Shrivastava
Vice-Chancellor

MESSAGE

Global emerging economies and modern world has created strong path for tourism growth. Generation Z and youth millennial are looked upon as the voracious travelers. Indian government foresees great potential in tourism sector, that's why it has allocated and invested a huge amount of budget towards the upsurge and development of the industry.

As we look back to the Covid-19 pandemic crises, it becomes clear that main focus of the tourism is on how to bring safety and security to travelers/guest and the employees of any enterprise. Utmost precautionary measures are being taken care at both the side. Travelers are very specific about their travel destination, itinerary, self care and protocols etc, through the modern day technologies. Whereas tourism and hospitality entrepreneurs are adopting enforced protocols by the government agencies, formulating their own standard operating procedures to cater the each and every need of the modern day traveler. Last two years has been very crucial for travel and tourism industry as it has heavily impacted on tourism phenomenon.

Amid and after covid-19, this industry has followed various trends in terms of business environment, demand and supply pattern, facility and strategic planning and most importantly the adoption of technology in the day to day operations.

It gives me an immense pleasure to know that Prof. (Dr.) Swapna Patawari and her scholar Mr. Mahesh Kumar Bairwa has come up to highlight the deep insights on modern day trends in Tourism and Hospitality industry through an edited book on 'Recent Trends in Tourism and Hospitality'. I strongly believe that contribution of this quality work will not only enrich the knowledge house of the academia but will be a reference milestone for future studies. In connection with the same I am to remembering John Ruskin and his quote: *"Quality is never an accident. It is always the result of an intelligent effort"*.

I congratulate editors, authors and all the persons who are associated with this work.

(KANHAIYA LAL SHRIVASTAVA)

12th September, 2022

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The Tourism and Hospitality Industry in India is one of the largest service industries and have emerged as the key driver of growth among the service sectors. It has significant potential through rich cultural and historical heritage, varied range of ecological and biological sites with natural beauty and plethora of glamour. However, in the last few years industry has marked voracious changes due to changes in consumer behavior, diversifications and assorted choices in the products, shift in marketing strategies, new product developments, seasonal imbalance due to changes in ecosystems etc. furthermore, last two years has been very harsh and crucial for the industry due to covid-19 pandemic. It has affected all its stakeholders very badly but now reviving with steady pace. It is very old saying that, *"for every problem, there is an opportunity".* Similarly, the recent issues and challenges have brought number of opportunities especially for incorporating innovations and use of technology in the operations and process. Today, tourism and hospitality industry is very resilient to incorporate technological innovations in majority of task, right from booking of the trip to check out from hotel. These innovations not only provide easiness, time and cost savings but also providing the safety and security with the feel of comfort.

It gives me an immense pleasure to know that Prof. (Dr.) Swapna Patawari and Mr. Mahesh Kumar Bairwa has stringed together various eminent scholars and researchers of the domain to bring new ideas and thoughts to showcase the latest trends in the tourism and hospitality. I strongly believe that this book will create a milestone for researchers to refer and cite for future studies.

I convey my best regards and wishes to all the editors and authors for contributing their best efforts to strengthen the knowledge house of the academia.

(Krishna Gopal Dubey)

Preface

It is indeed a matter of great pleasure for us to bring this edition to you in the form edited book on **"Recent Trends in Tourism and Hospitality"** compiled from the thoughts and ideas of some of the foremost professionals from academia and industry. The articles, research studies, and case studies related to the tourism and hospitality industry in the contemporary world, where globalization, digitalization, artificial intelligence, etc. have changed the industry tremendously in the last two decades especially during and after the COVID-19 pandemic.

The authors are experts of the field and have an extensive experience working with tourism and hospitality businesses and academia around the globe. Their understanding of tourism and hospitality ensures that the end result is a book that clearly explains the theoretical and practical concepts which impact the day-to-day activities of the businesses. Simultaneously show the array of implications that may be beneficial for all the stakeholders of the industry viz. society, government, entrepreneurs, etc.

This book has an international approach, which is essentially important in this era of globalization. The tourism and hospitality businesses have become internationalized, where domestic companies are penetrating into global markets and vice versa, the international chain hotels and travel companies are making a presence in the domestic market as well. Therefore it is crucial for academia to add knowledge of the latest dimensions in the field of travel and hospitality business.

This book gives deep insights in to the various trends already emerged and popular amongst the industry as well as tourist, a lot more to emerge. This book will really help the peers to get acquainted about recent trends and create a framework in your mind accordingly.

Editors and contributing authors hoping that compilation will help you. Further new editions with the cutting-edge ideas and emerging topics will strengthen in creating the land mark knowledge house of the tourism and hospitality industry.

Dear readers and intellects, please feel free to share your thoughts and knowledge with us, so that we may be able to incorporate those in our future edition of the book with more insights into the relevant areas.

Prof. (Dr.) Swapna Patawari
Mahesh Kumar Bairwa

From the Editor's Pen

Tourism and hospitality is the never ending phenomenon of the society since the time immemorial. In the recent few years, the process and pattern of the tourism has changed the motives and behavior of travelers and entrepreneurs. For many regions of the globe, tourism is considered as a backbone of the economy. In India, tourism and hospitality has emerged as one of the key drivers of growth among service sector of the country. It has significant potential due to its rich culture, heritage, varied ecology, terrains and places of natural beauty spread across the country. Similar with many other countries, India is significantly dependent on the foreign exchange through tourism. As per WTTC, India ranked 10th among 185 countries in terms of travel and tourism's contribution in GDP in 2019.

As per the report by IBEF, Indian tourism sector accounted for 39 million jobs, which was 8% of total employment of the country. Each one of us has witnessed the tangible and intangible changes in the tourism and hospitality industry through the years. Especially in the last two decades, hospitality and tourism is shifting towards sustainability, adoption of new technologies viz. smart hotels, robotic staffs, use of virtual and augmented reality etc. Operations are in its most technological era with the standardization in the services, automation. Time, energy and cost saving techniques have made people to think in diverse dimensions. Digitalization and social media tools have led entrepreneurs to create and share unique brands with consumer. Travelers are seeking for latest and advanced experiences through recent growth and development for exploring the new type of travel and tourism.

Travel is everybody's life line, once travelled, the memories travel for a long. Memories, so added in the thoughts, keep person happy and fulfilled. With this thought in mind to facilitate and make travel easier and happier, we have come with this edition.

I congratulate and extend my heartfelt thanks and gratitude to all the reviewers, contributing authors for their best of best efforts for make this edition successful and bringing forward the knowledge to strengthen the academia.

Prof. (Dr.) Swapna Patawari

From the Editor's Pen

It is our pleasure to present to you the first edition of edited book on **"Recent Trends in Tourism and Hospitality"** in the form of research work of scholars from various parts of India. We are pleased to receive papers in different dimensions of trends in the tourism and hospitality, which have emerged in the recent years, particularly in developing countries like India. We received an overwhelming response of scholars from all the parts of the country, however, after going through the process of screening, reviewing etc. only 21 articles has been part of this book. As you know, this book provides an opportunity for authors to showcase contemporary trends of tourism and hospitality by conducting studies, disseminating thoughts and ideas in the form of conceptual articles, research papers, and case studies.

In this edition, various aspects of tourism and hospitality have been highlighted and provided the deep insights. Three to four articles are based on overall overview of tourism and hospitality, emphasizing on marketing trends and practices. While another few papers are based on emerging technologies such as digitalization, artificial intelligence, geo-fencing etc. this has not only impacted the businesses but also given advantages to travelers to fulfill their travel motives with lesser sophistication.

Furthermore, some other articles highlight the other emerging areas of tourism such as yoga tourism; rural tourism and neo tourism etc. along with the recent trends, responsibility of tourism stakeholders i.e. entrepreneurs, local or host population and tourist to act responsibly. Studies on preserving culture and marketing practices for home stays, e-commerce, medical tourism, resilience in tourism after COVID-19 etc. gives the blend of upcoming trends and events that are occurred in the recent time are also been the part of book.

Hence, we are assured that this book will be a good read for the managerial practitioners and academician. Once again I congratulate to each one of us and extend my heartfelt thanks to all the persons, organizations who has extended best efforts for make this edition successful.

Best regards!!!!

Mahesh Kumar Bairwa

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Neo Tourism: A Paradigm Shift in the Era of Tourism

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Abstract

World Bank asserted that implementing sustainable tourism practices could promote development through improved livelihoods, female empowerment, and the preservation of cultural heritage and natural habitats across India. Apart from governmental measures, non-governmental organizations (NGOs) and leading companies are implementing initiatives to use tourism to promote sustainable development. The integration of NGO activities with tour organizations is a need of the hour in developing countries like India. The present paper gives insight into Neo-tourism in India for future growth and development of the tourism sector. Neo Tourism brings together the concept of sustainable tourism and postmodernism social phenomenon. NGO and Tour Operators are seen joining hands to take tourists not just to tourist spots but also to nearby villages where tourists can volunteer for the social development of the village. The paper will also investigate how various NGOs collaborate with tour operators, hotels, and the local community, thereby working towards economic development and socio-economic development. A five-point Likert scale is used to measure economic and socio-economic development aspects. The data collected is analyzed by using a t-test and regression analysis. After a literature review of the concepts, the pillars of Neo tourism are built, and recommendations are proposed. Findings from this study help policymakers, NGOs, tour operators, and other stakeholders connected with the tourism ecosystem in making subtle changes to their activities and bring rewarding experiences to the tourists while keeping the tourism ecosystem sustainable.

Keywords: *sustainable tourism, ecotourism, special interest tourism, responsible tourism, local community, tour operators, destination management.*

Introduction

The tourism industry's role as a significant contributor to GDP generation and employment across the Asia Pacific region has significant implications for regional development. International organizations such as the World Bank asserted that implementing sustainable tourism practices could promote

development through improved livelihoods, female empowerment, and the preservation of cultural heritage and natural habitats across Asia. Apart from governmental measures, non-governmental organizations (NGOs) and leading companies are implementing initiatives to use tourism as a means of promoting sustainable development (Mukherji, 2018).

Isolation got created because of pandemics, and multiple lockdowns have left the youth longing for human interaction and a feeling of acceptance by the community. With the ease of a few restrictions, friends and family came together to try out new adventures. Travelers began to explore places that were not featured in 'must visit' pages, locations that were remote and not frequently visited by 'tourists' (Agrawal, 2022). Tourists today are getting bored of famous crowded places and are constantly looking for locations that are pristine, uncrowded, less known, close to nature, special interest-based; local cuisines; and special interest tourism.

The changing dynamics of society's social, economic, and cultural aspects forced the need for a newer form of travel and tourism. It is apparent that certain tourism-dependent economies will never go back to the old glory days and that they have to accept the "new normal" and adapt to the changing trends. Though existing before COVID, Neo Tourism is a significant step toward this. It encompasses two new emerging concepts. Firstly, it focuses on promoting sustainable tourism that does not harm the environment in the process and, secondly, to make tourism reflect postmodernism social phenomenon in the form of Special Interest Tourism (SIT). So, neotourism extends beyond the traditional scope of empowering the community and adding economic value. Promoting sustainable tourism will help build a sustainable economy because it takes care of the environment and takes care of the livelihoods of the communities and people who depend on it. Sustainable tourism development has four dimensions: environmental aspect, the economic aspect, socio-cultural aspect, and tourism management (Juandi et al., 2018).

The role of NGOs in the tourism sector is significant because they facilitate development. These NGOs create awareness among the people regarding resources and tourism assets concerning tourism development. They also show the right track on which the development should take place. These NGOs also help sustain culture and conserve the environment, land, and others due to tourism development. Therefore the industry needs to consider the suggestions and advice of the NGOs while designing new products (Ashutosh, 2016).

Neo-Tourism in India

India is a large market and has considerable scope for travel and tourism. It offers a diverse portfolio of niche tourism products-cruises, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural, spiritual and religious tourism. Tourism promoting countries like India are witnessing a change in recent times. Tourists arriving are stepping into the shoes of development activities apart from the routine activity of adventure holidaying. They are taking the help of Non-

Governmental Organizations (NGOs) and Tour Operators to reach out to tourist places where they can directly get associated with local development projects. These NGOs create awareness among the people regarding resources and tourism assets concerning tourism development. They also show how development should responsibly take place.

Some recent examples of this type of tourism activity are:

1. Gajner wildlife has connections with the water conservation project of the adjoining village.
2. Ranakpur Jain Tourism tries to showcase the old Rajasthani Havelis.
3. Osiyan (near Jodhpur and Jaisalmer), Rajasthan, where tourists interact with local craftspersons and buy crafts directly from them
4. Dharali (near Gangotri), where villagers have constructed a guest house for tourists to understand the life, culture, and local cuisine of the village
5. Corbett area where issues of wildlife are highlighted

Tour operations are seen opting for a road trip instead, even when air connectivity exists to make stopovers at some key places where tourists can see and interact with local people in villages that the tour operators and local NGOs adopt. Such subtle changes to the travel itinerary have yielded results. There are instances where some tourists returned to the village offering volunteering services or educating the local youth on vocational jobs like plumbing, writing, carpentry, and organic farming. Pemayangtse in Sikkim witnessed guests reaching out to the NGO to offer teaching programs at local schools. Language skills, particularly English language skills, and improving income levels of the local community are necessary for improving the knowledge and participation of communities because uplifting them will lead to improved sustainable tourism (Seviset et al., 2018). In the case of rural Ethiopia, tourism has led to a change in food availability, access, and utilization but food stability suffered because of the nature of tourism employment and poor linkages with agriculture. Studies showed that tourism needs to be better integrated with livelihood with communities for better food security (Degarege & Lovelock, 2021).

Neo tourism has helped local unemployed youth of Khonoma village in Nagaland to become tourist guides. Tour operators are seen educating the local people not to restore to hunting and switch to a sustainable form of living. They are seen sensitizing the local villagers about the basic rules of tourism (Ravi Teja, 2013). In some cases, the enterprises that provide assistance and support in Indigenous tourism are unaware of Sustainable Development Goals (SDGs). However, their activities align with many SDGs (Scheyvens et al., 2021).

Tourism plays a mediating role in empowering women and can fully mediate the relationship between social empowerment and sustainable tourism development (STD). They are psychologically and politically empowered but socially less empowered, and hence their involvement in planning and implementation

processes using tourism can act as a vehicle for encouraging gender parity (Elshaer et al., 2021).

Regulation & Policy

India attempted to bring in legislation to promote neo tourism through the Tourism Promotion Bill, 2002, and later the Tourism Promotion Corporation of India Bill, 2007 (Tyagi & Singh, 2008). However, the fate of the Bill is unknown. Past research has reinforced the need for specific, definite policy (say in the form of the tabling of strategic policy documents) to smoothly implement sustainable tourism development plans (Connelly & Sam, 2018). Countries lack supervision and control concerning the enforcement of existing laws and regulations. Researchers suggest that NGOs be used to give inputs for audit and environmental management (Özgit & Akanyeti, 2022).

Neo-Tourism in Post-Covid

A Mahidol University's Neo Tourism research penetrating travelers' insights has identified three emerging trends related to neo tourism in the post-COVID era for fully vaccinated tourists (Mgronline, 2021). They are:

1. Consumers will focus on tourism, following nature
2. Consumers will consider cleanliness as the main priority, and
3. Terms of service must be flexible

Objectives of the Study

The paper encompasses the following objectives:

1. Tourist awareness of Neo Tourism
2. To investigate tourist preferences across different demographic variables
3. To determine travel interest

Literature Review

The community-based tourism concept is becoming increasingly pertinent in developing countries, as it recommends strategies that favor more significant benefits for the control by local communities. It can take various forms, ranging from communally shared systems to individually owned village stays, and can be linked to entities outside the community, i.e., tour operators, hotels, or NGOs (Chaudhary and Lama, 2014). Community plays a significant role in developing the destination's regions and designing sustainable tourism products. Community participation helps develop, design, and manage the strategy for producing sustainable tourism products and will increase their responsibilities toward tourism growth (Gunarekha, 2017).

Role of collaborators in Neo Tourism

Placexplore Lab is a tourism incubator aimed at community-based tourism and experiential travel. The program was launched in collaboration with Urban Vision, Red Dot Foundation Global, Udupi Tourism and Mangaluru City Corporation, and

the Vital Voices Fortune Mentoring Program of the United States Department of State (Pinto, 2021). The tourism microenterprise initiatives include surfing schools, fishing tours, local artisans with coconut, pottery, bamboo weaving crafts, Yakshagana, and eco-tours to farm tours.

Indo Asia tours-It believes in responsible tourism and propagates the idea of sustainable and responsible dimensions in tourism. It preserves the wildlife at Gajner in the dry state of Rajasthan, old Havelis in villages road trip between Khajuraho in Madhya Pradesh to Varanasi in Uttar Pradesh.

India Insight-It works with local craft people in Osiyan village in Rajasthan. They encourage their guests to go and visit the village as well as buy crafts. In Sikkim, a school run by a British NGO is a part of its itinerary.

Ibex-It plays an essential role in humanitarian efforts, interacting with local communities, purchasing from Non-Governmental Organisations (NGOs), thus making a positive difference to the places we visit and the people we meet along the way. The result of this approach is real, immediate, and long-lasting. Our sustained efforts have benefited several hill communities with education, healthcare, environment, plantation of trees, and support during natural disasters. In Khonoma village in Nagaland, Ibex Expeditions has helped locals become guides for them.

SITA Destination Management-It works with the SOS Children's Village of India, which runs close to 40 villages (homes for the children) across the country. SITA's groups visit the SOS villages on their way and interact with the kids, visit their homes and their schools, and contribute to a child's education for a year sometimes. They also support an independent Paper Unit plant where women from the surrounding villages recycle paper. A Special Aluminium tater tumbler has been kept for all employees at their workstations for consuming water.

ActionAid is a leading international charity working with women and girls affected by poverty, violence, and natural disasters across 45 countries. The organization supports women with practical, hands-on guidance in developing solutions that will help them and their children in the future. The aim of ActionAid is to promote tourism in the region that is minimally disruptive to the local community and the environment.

Darap Eco Development Committee and Khedi Eco-Tourism and Eco-Development Promotion NGOs in Sikkim play an essential role in community-based tourism in Darap and Pastanga villages. These NGOs help the villagers to develop homestays for the tourists. A part of the revenue collected is utilized for village development, tourist amenities development, conservation activities, operation and maintenance of offices, and office and programs (Chaudhary and Lama, 2014).

As a Bangladesh study finds, linkages with local communities and public education are important in heritage conservation and management (Hasan et al.,

2022). Implementing sustainable tourism practices is easier said than done. The Governing bodies should invite local communities (including tourism entrepreneurs and citizens) and engage them in decision-making and idea generation so that they can co-create value and handle conflicts (D'Arco et al., 2021).

Tour operators play a critical role in sustainable tourism. They can network with NGOs and prepare collective actions, thereby fostering coopetition (coexistence of cooperation with competition) as part of destination management, adding value to tourists, and promoting sustainable tourism practices (Nguyen et al., 2022). Destination management coupled with Sustainable tourism will ensure that the destinations will become available for future generations for use without disturbing the ecosystem. Sustainable tourism destinations can be built by considering sustainable destination policies, management structure, integrated approach, and monitoring. Policymakers should consider thematic investments in the form of Destination Social Responsibility (Khan et al., 2021).

Sustainable tourism

Sustainable tourism involves four stakeholders-past visitors, future visitors, present host community, and future host community (Byrd, 2007). Sustainable tourism could also mean nature area tourism, eco-tourism, and rural development/tourism. As a part of this, the tourism ecology naturally helps develop the tourism of rural areas based on local natural, social and cultural resources (Dávid, 2011). Eco-tourism packages can be built using analytical tools built using Ecological Footprint Accounting and other such frameworks to quantitatively analyze the environmental pressures associated with eco-tourism packages (Mancini et al., 2022). Existing research has already highlighted that NGOs can help revive the tourism industry and place social, cultural, and ecological value on local environments and economics (Wearing et al., 2005).

Sustainable tourism is not just related to land-based tourism. Even coastal, marine and cruise tourism are studied from a sustainability point of view. A mixed-method approach to investigate stakeholder perceptions was used in the research work (Dimitrovski et al., 2021). There has been increased academic focus on sustainable tourism in recent times. Several states have started drawing plans since 2015 to further the 2030 Agenda. Academic research on sustainable tourism is around three independent clusters-research regarding the impacts on society (Red Cluster), business models (Blue Cluster), and policy implications (Green Cluster) (Rosato et al., 2021).

Case studies on Neo Tourism

Pochampally is a 28-square km weavers' village on the outskirts of Hyderabad, which has been projected onto the global map after bagging the 'Best World Tourism Village' label awarded by United Nations World Tourism Organisation (UNWTO) (Nanisetti, 2021). The art of making Pochampally saree or Pochampally Ikat goes back to the 1950s in the town of Bhoodan Pochampally,

Telangana. At the time, the village head of Pochampally, with a group of people, was determined to create weaves of cotton along with silk to boost labor profits. The traditional Pochampally Ikat weaving technique was brought to the town from Chirala. Soon the wave spread across different *manuals* of Pochampally. The town became popular and capable enough to compete with other silk manufacturers across India and attracted tourism due to the unique and classic nature of the fabric produced. Even the flight attendants of the Air India airplanes (official Indian Government airlines) are seen flaunting mesmeric Pochampally Silk sarees as their on-duty uniform (Mandakini, 2020). The United Nations World Tourism Organisation selected Pochampally in Telangana as one of the best tourism villages in November 2021 (IBEF report, 2022).

Research Gap

It is evident from the existing literature that although tourists travel to the places maintained and developed by NGOs, tour operators, and the local community, they are not aware of Neo-tourism. Also, minimal literature exists in the field of Neo-tourism. The authors propose the below-mentioned model and pillars.

Source: Authors

Figure 1.Proposed Model of Neo-Tourism

The proposed model of Neo Tourism demonstrates how NGOs, the local community, tour operators, and the federation of hotels collaborate to develop and promote the concept of Neo Tourism. Neo Tourism plays an essential role in Developmental tourism that deals with maintaining and promoting heritage sites, village expedition, local cuisine, handicrafts, old haveli in villages, wildlife, and heritage temples.

Postmodernism & Social changes	Environmental sustainability
Neo Toursim	
Special interest Tourism	Digitalization

Figure 2.Pillars of Neo Tourism

The proposed pillars of tourism are postmodernism and social changes, environmental sustainability, special interest tourism, and digitalization. These four pillars promote sustainable tourism with the assistance of NGOs, tour operators, and the local community.

Research Methodology

Participants, sampling, and procedure

The data for this study is collected during April and May 2022 using a self-administered questionnaire based on a qualitative research design. The sample respondents are selected through the snowball sampling technique. The study population was the Indian citizens working professionals. The sample for the study is selected by the researcher from close contacts and further based on using the snowball sampling method to get the references. The study used a web survey through the Google Forms platform and distributed it through WhatsApp. The survey questionnaire for the study is designed in three sections consisting of a total of 22 questions:

1. Demographic information in the first section consists of 05 questions on information on age, gender, marital status, education, occupation, and income.
2. Travel Interest in the second section consists of 05 questions on frequency of traveling, companion during traveling, and travel booking assistance.
3. Tourist preferences in the third section consists of 09 questions on the type of tourist spots and purpose of travel. Travel itineraries decisions.
4. Awareness about Neo Tourism consists of 2 questions in the fourth section.

The tourist preferences construct items were designed using a five-point Likert scale, and all items of the construct ranked from 1 (strongly disagree) to strongly agree (5).

The items of tourist preferences were finalized after consulting existing literature (Singh & Dhankhar, 2021).

Sixty-one responses were finally received. The scrutiny of the questionnaire has revealed that two questionnaires were not usable as they were not filled up completely and hence were rejected for further analysis. Finally, a questionnaire of 59 professionals consisting of 40 male and 19 female were taken for analysis.

Hypothesis

1) H_{AD}: There are significant differences in tourist preferences across different demographic variables
2) H_{0C}: There is no significant difference in tourist preferences over selecting less crowded and well know tourist destination

Data Analysis

The information obtained from the study has been compiled in a database formed with SPSS 20 and Minitab 14 statistical package software. Descriptive statistics, including mean, percentage, and standard deviation, identified the sample's characteristics and their response to each item.

Results

Profile of respondents

Profile of survey respondents based on the tabular analysis, the study highlighted that men dominated respondents with 67.2% in contrast to their female counterparts. The age range of respondents at most was 41-60 years at 21.3%, followed by 21-30 years at 60.7%. In response to marital status, most of the respondents, i.e., 60.7%, belonged to the married group, followed by unmarried respondents of 39.3%. 59% of respondents were Graduates, 36.1% were postgraduate, and the high school equivalent is 1.6%. The respondents' occupations mainly were private sector employees with 67.2%, followed by Entrepreneurs & others with 26.2%, and the remaining response by Government organizations & PSU. Regarding the income level of the respondents, the study discovered that 32.3% belonged to an income group of Rs. 25001 - 50000 per month, followed by an almost similar percentage of 30.2% for less than Rs. 25,000 and high-income groups, i.e., more than Rs. 1 Lakh of 16.9%, as shown in Table 1.

Table 1.Demographic profile of respondents

S. No.	Demographic Feature	Option	Percentage (%)
1	Age	20 and below	0
		21-30	60.7
		31-40	18
		41-60	21.3
		Above 60	0
2	Gender	Male	67.2
		Female	32.8
		Others	0
3	Marital Status	Married	60.7
		Unmarried	39.3
		Others	0

4	Education	Higher Secondary	1.6
		Graduate	59
		Post Graduate	36.1
		Others	3.3
5	Occupation	Government Organisations/PSUs	6.6
		Private Sector	67.2
		Entrepreneurs/Self Employed	13.1
		Others	13.1
6	Income per month	Less than 25,000	30.4
		25,001-50,000	32.2
		50,001-75,000	13.5
		75,001-1,00,00	5
		More than 1,00,000	16.9

Travel Interest

26.2% of respondents prefer to travel more than two times a year, wherein 41% decide at random. Generally, 59% of respondents travel with their family and 21.3% with their friends. While deciding upon travel destination, 45.9% of respondents take the assistance from internet and social media, while 44.3 % of respondents take the assistance from friends/colleagues/friends. Only 3.3% of respondents take the assistance of the tour package. While deciding on the type of tourist places, 46.7% of respondents prefer to go to a hilly region followed by particular interest at 30 %, 54.2 % of respondents want to travel by their conveyance while 28 & by flight as depicted in table 2.

Table 2.Travel interests of respondents

S. No.	Travel Interest Questions	Option	Percentage
1.	How often do you travel in a year?	Once	13.1
		Twice	19.7
		More Than two times	26.2
		At random	41
2.	With whom do you generally travel?	Alone	14.8
		Family	59
		Friends	21.3
		Colleagues	3.3
		Others	1.6
3.	With whose assistance do you generally visit travel destinations?	Tour Package	3.3
		Internet and Social Media	45.9
		Information from family/ friends/colleagues	44.3
		Others	6.6
4.	Which places do you	Beaches	23.3

	generally prefer to travel to?	Desert	0
		Hilly Regions	46.7
		Special Interest	30
5.	How do you prefer to travel?	Own conveyance	54.2
		Flight	28.8
		Bus/Train	15.3
		Bike	1.7

Travel Preferences

Reliability Analysis is carried out to ensure the reliability and internal consistency of the survey instrument. The reliability indicator Cronbach's alpha was found to be 0.605. As suggested by existing studies, the alpha value reported is also more significant than the minimum acceptable value (Singh & Dhankhar, 2021). Cronbach's alpha of more than 0.60 is considered good, with the scale's internal consistency as adequate.

Findings from Table 3 reveal that tourists prefer to travel for leisure (m=4.24) and spend time with family/friends (m=4.20). Tourist plans their travel itineraries by themselves (m=4.14). The tabular data shows that tourists believe in conservation and preservation of tourist spots like arts, craft, music, dance, local cuisine, trekking, wildlife, fair, and festival, amongst others.. They believe that tourism helps NGOs/local community/Hotel/Resorts/Tour operators generate employment opportunities. An exciting trend observed these days is that tourists are not preferring to book travel itineraries as advised by tour operators and are seeking lot of personalization and customization.

Table 3.Tourist Preference of respondents

Tourist Preferences	Mean	Std. Deviation
I prefer to travel to less crowded places.	3.92	1.208
I prefer to travel to well-known places	3.53	1.223
I prefer to travel for leisure	4.24	.878
I prefer to travel for special interests like arts, music, prayers, local cuisine, trekking, wildlife, fairs, festivals, etc.	3.49	1.344
I prefer to travel to spend time with family/ friends	4.20	.979
I plan my travel itineraries by myself	4.14	.880
I plan my travel itineraries as advised by tour operators	2.12	1.084
I plan my travel itineraries as advised by family/friends	3.58	1.021
I believe that NGOs/local community/ Hotels/Resorts/Tour operators' conservation and preservation of tourist spots like arts, crafts, music,	4.20	.761

		dance, local cuisine, trekking, wildlife, fairs, festivals, etc., by NGOs/ local community/ Hotels/Resorts/Tour operators help generate employment opportunities.		

The result regarding variation in tourist preferences according to their demographic features was presented with the help of one-way ANOVA. The ANOVA table indicated a significant difference in various age groups regarding traveling to less crowded places and planning travel itineraries as advised by the tour operator.

Table 4.ANOVA table for a level of significance for tourist preference

			Sum of Squares	df	Mean Square	F	Sig.
I prefer to travel to less crowded places. * Age	Between Groups	(Combined)	8.940	2	4.470	3.310	.044
	Within Groups		75.636	56	1.351		
	Total		84.576	58			
I plan my travel itineraries as advised by tour operators * Age	Between Groups	(Combined)	7.290	2	3.645	3.353	.042
	Within Groups		60.880	56	1.087		
	Total		68.169	58			
I prefer to travel to less crowded places. * Gender	Between Groups	(Combined)	6.845	1	6.845	5.019	.029
	Within Groups		77.732	57	1.364		
	Total		**84.576**	**58**			

From the above analysis, the study found a significant difference in gender opinion regarding the selection of less crowded tourist spots.

Data in table 4 supports hypothesis H_{AD} in traveling to less crowded places by age and gender along with the planning of travel itinerary as advised by tour operators by age. Other factors do not support hypothesis $H_{AD.}$

A two-Sample T-Test was carried out for tourist preference for a less crowded and well-known tourist spot.

	N	Mean	St. Dev	SE Mean
Less crowded tourist spot	59	3.92	1.21	0.16
Well known tourist spot	59	3.53	1.22	0.16

Difference = mu (less crowded tourist spot) - mu (well known tourist spot)

Estimate for difference: 0.389831

95% CI for difference: (-0.053294, 0.832955)

T-Test of difference = 0 (vs not =): T-Value = 1.74 P-Value = 0.084 DF = 116

Both use Pooled St. Dev = 1.2152

As the p-value is less than 0.05, there is no significant evidence of a difference in tourist preferences over less crowded and well-known tourist spots.
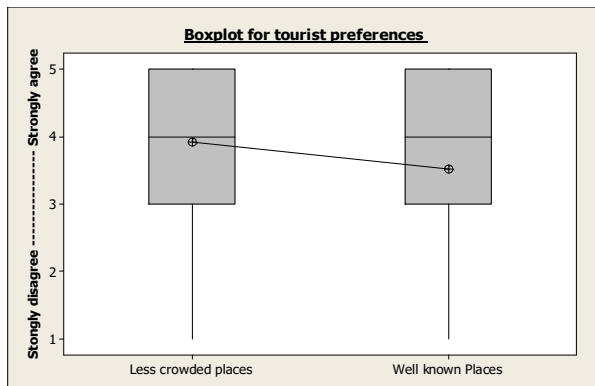
Figure 3.Box plot for tourist preferences

Hence, the data obtained 2 t sample test supports the null hypothesis of H_{OC}.

Awareness of Neo Tourism

Only 13% of respondents are aware of the concept of Neo Tourism, but 22% of respondents have visited a tourist spot developed/maintained by NGOs/ local people/ tour operators/ hotels/ resorts, which is a part of Neo Tourism.

Table 5.Awareness of Neo Tourism

Are you aware of the concept of Neo Tourism	Frequency	Percent (%)
NO	46	77.9
YES	13	22.1
Have you visited a tourist spot developed/maintained by NGOs/ local people/ tour operators/ hotels/ resorts		
Don't Know	15	25.4
NO	22	37.3
YES	22	37.3

Suggestions & Recommendations

➤ Tourism authorities should consider building benchmarking models to assign a score and ranks various tourism destinations under their jurisdiction. A sustainable tourism development index could be built to measure and track sustainable tourism practices. Survey data from tourists can be captured as a part of this so that their views also get incorporated.

➤ Sustainable tourism requires a different approach for preparing and grooming tourism professionals. There is a need to change tourism degree courses being taught in academics (Mínguez et al., 2021). Some countries have implemented Sustainable Tourism Pedagogy (STP) and such frameworks. However, as studies have pointed out, there are a few gaps that tourism course designers should consider. The courses need to address sustainable issues specifically. Gaps in the perception of teachers and students have to be reduced. More sustainable tourism pedagogy in Higher Education is necessary.

Conclusion

Neo tourism is an evolving concept in tourism circles. Most tourists are unaware of the concept, and it is NGOs, assisted with tour operators, who play an active role in creating awareness of the topic. Drawing experiences from India, this research reiterates that India is a country with more than 40% of tourists planning their tour activities randomly and with their families and seeking very little help from tour operators. More than 50% of travelers want to go to their destination by their conveyance, and they mostly visit hilly areas and have a particular interest in tourism. Tourist preferences towards travel destinations depend on age and gender and least on their annual income. Travelers are not aware of Neo tourism, but, as seen in the research of other destinations, they are actively involved in the process. They travel to the places developed and maintained by NGOs, local communities, and tour operators. Since most respondents prefer to visit hilly areas, India can be a potential area where it is inevitable to develop hilly areas for Neo Tourism.

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02

Emerging Technology Trends Adopted in Hotel Guest Cycle for Enhancing Guest Stay Experiences

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Abstract

Purpose: *The purpose of the present paper is to provide an overview of various technology applications adopted in various phases of guest cycle in order to enhance guest stay experiences.*

Design/ methodology/ approach: *Research explored secondary data sources such as journals; magazine and newspaper articles in order to get an overview of emerging technology trends were used in various phases of hotel guest cycle.*

Findings: *Highlighted that hospitality players which are involving AI & Robotics in their operations will be successful in future and definitely will threat and make them out of competitions to others players who are not using AI & robotics .As hospitality industry is a customer service orientation sector and due to usage of robotics in hotel operations definitely demands restructuring of SOP. Hoteliers now have understood the value of technology in extending outstanding guest experiences and also assist in reducing operational inefficiencies. Guest's requirements and expectations from a hotel room have been increased in terms services level and customized amenities. The services level and customized amenities definitely affect the quality of stay experiences and satisfaction level of the guests. Hospitality players are now days also encouraging their employees to track and record essential data regarding guest preferences and choices and reward the employees if the submitted data was found to be usable in personalizing the hotel products for the future stays of the guest. At present several institutions are still following manual or semi automated standard operating procedures in their course curriculum. The emerging technology trends as discussed require intra disciplinary subject options in the hospitality course curriculum.*

Keywords: *Tourism and Hospitality, Hotel Guest Cycle, Guest Stay Experiences, Emerging Technology, Trends.*

Introduction

Majority of business sectors are now days facing transformation in terms of technology driven forces and hospitality sector is not an exception. In today's competitive world, personalization is a major trend and key requirement of the luxury consumers in the tourism & hospitality sector. Guests expect

customized experiences starting from the moment they begin finding a hotel room for their stay to checking out of the hotel. Provision of Wi-Fi is now days considered to be a necessary and perquisite thing .Big luxury brands in order to have competitive edge incorporate new technological trends in order to extend Wow factor to their guests and tries to make their stay a memorable experiences. Guest's requirements and expectations from a hotel room have been increased in terms services level and customized amenities. The services level and customized amenities definitely affect the quality of stay experiences and satisfaction level of the guests. This demands management decisions to be taken regarding the type and different ways for technology application in hotel operational procedures. In the era of technological advancement tourists have the opportunity to know much in detail about his destination well in advance. Tourist's nowadays can get detailed information about various constituents of his travel products. Travelers in the online era is interested more in global and regional products in order to satisfy different needs such as personal socialization, thrilling emotional experiences, entertainment, specific hobbies and interests (Fyall, 2005). Bilgihan et al. (2011) highlighted that technological innovations are nowadays more and more widely used by hotel industry. As it is clear that I.T investment will increase hotel productivity, reduce their costs and at the same time add value to the service and products offered to their guests. Mangers are getting detailed data of their guests in terms of consumer behavior and how they can utilize data in extending personalized guest experiences. However Ko et al., (2016) stressed that there are certain barriers and difficulties such as employee willingness, ability and manager's support, customer attitude and expectation that may arise in the implementation of I.T in hotel organization. Similarly Bilgihan et al., (2015) also pointed that cost of innovation, resistance from owners, training issues, pace of advances, time and budget are other barriers to implement technological advancements in the hotel sector. Presently hospitality sector is facing challenges of COVID-19, due to that reduce number of travelers as well as dinners turning in hospitality units. Biggest challenge for the hospitality players is how to create and maintain trust factor of their guests. As current scenario demands offering contact less delivery, in this regard Artificial intelligence & Robotics is playing a vital role. Even earlier also due to shortage of suitable & competent manpower, several hospitality players were incorporating AI & robotics in their operational procedures. However today's scenario demands excessively usage of AI & robotics in various phases of hotel guest cycle to maintain guest safety & security as well as gaining guests trust factor in order to revive the hospitality industry. Usage of AI & robotics will add to the competitive edge of the hospitality players. Bown, John. & Morosan, Cristian. (2018) concluded that robots will be considered as an important asset in part due to labor shortages however introduction of robotics will be a disruption to the industry .This disruption will demand for redesign of the service delivery system in order to create better value. Artificial Intelligence as per Accenture (2018) as a

collection of several technologies that enables machines to sense, comprehends, act and learn. However AI, Robotics and Chatbots are not substituting employees however they are enhancing employees and their ability to perform efficiently. As these technologies applications cannot perform independently, require human intervention also .Guests who are not techno savvy prefer human interaction over machines. As per current scenario hospitality stakeholders will definitely prefer more involvements of machines than human in their service delivery mechanism .As hospitality sector has already adopting computerized systems such as property management systems, revenue management, and customer relationship management in order to manage their operations effectively. Several key players have installed internet of things (IOT) into hotel rooms to control air-conditioning temperature, curtains, lightening, and room service ordering and errand requests (Drexler & Lapre, 2019). Even few hospitality players are working on utilizing robotics and innovotative technology applications to run a low cost hotel with employing minimum number of manpower levels(Masuda & Nakamura,2018). Drexler & Lapre (2019) concluded that "instead of fearing the change, fearing the unknown, technological advancements should be embraced". Post COVID-19 hospitality education requires restructuring of current curriculum inputs. Most of the guests would prefer to receive no touch services in hospitality sector. In this case robotics, AI, IOT and innovative technologies would be required in hotel operational procedures. These innovative technological applications will definitely win the trust back from the guest point of view and will help to revive the industry back. Emma, Carter & Knol, Charlotte (2019) highlighted the benefits of Chatbots that it can be added to a website for the purpose of automatically answering questions as they operate on 24 x 7 basis. Chatbots will also be advantageous in understanding and responding to guests commands for internet of things using all languages and it will help to cater guests all over the world

Prevailing technology applications adopted in hospitality sector not only assisting in offering and delivering hospitality related products but also assisting in acquiring essential guest data in order to customize hotel stay experiences. Travel players will be able to deliver greater personalization to their buyers at greater speed (Euro monitor, 2016). Majority of the guests are nowadays planning and packaging their travel products by their own with the help of OTAs, CRS and GDS. Satisfied or delighted guest will definitely going to spread positive word of mouth and definitely will write positive and recommended reviews on several social media sites after their trips .Several researchers have highlighted the benefit of implementing new technologies and innovations in areas of sales, guest satisfaction, service quality.

Research Methodology: Present aim of the paper is to explore various emerging technology trends adopted in various stages of hotel guest cycle in enhancing hotel stay experiences. Data was collected using secondary sources such as textbooks, related literature, articles, journals and other online

resources. Technology is advancing at a faster pace than ever before, and this is changing both the expectations of patrons as well as the way in which the hospitality industry conducts its business. Some of the trends in industry are leading to great improvements and savings for hospitality industry companies; while some are changing how hotel developers plan their buildings, infrastructure, management structure and staffing requirements.

Emerging Trends in practice adopted in various stages of guest cycle as follows
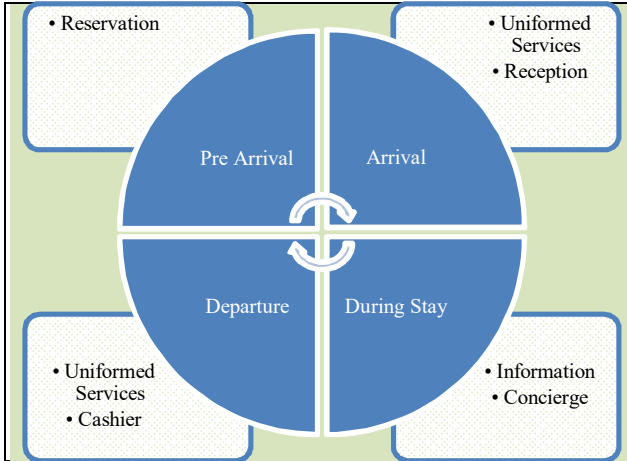
Figure 1.Emerging Trends in practice adopted in various stages of guest cycle

Pre Arrival Stage

Potential guest searches for room availability, affordable price of required accommodation unit on several online hotels booking portals. Basically in this stage guests looks for information gathering and room reservation. In the post COVID-19 scenario majority of the guest would prefer to search what safe practices are adopted by hotels in order to offer safe and sanitized stay environment to gain the trust factor. Virtual Reality: Technology through which one can create a non physical reality through information and communication systems. Hotels are showcasing a 360 degree video presentation of guest as well as public areas so that guest can virtually experience a hotel property before their arrival and accordingly make their booking decision. Several online travel agencies are nowadays showcasing a short video presentation on the site how they are sanitizing guest rooms and public areas to offer safe and healthy sanitized stay environment to their potential guests. This practice can adopted by hotel players irrespective of their size to gain guest trust factor. Major hospitality players have created their own mobile apps for the convenience of guests as they can book and mention their key preferences in order to customize their stay experiences. Through mobile apps for reservation, guests have the option to choose a particular

floor, view of the room, size as well as other in room amenities as per his /her key requirements. Chatbots basically used for instant messaging on hotel websites that can respond to guest text regarding room reservation issues and concerns .

Smart Guest Rooms

Hoteliers are nowadays trying their level best to extend a home away from home feeling to their guest's .In this aspect personalization is the key requirement. Now days hotel room is not limited to just a four wall room with a bed to sleep. Every guest is unique and has specific room preferences and requirements in terms of amenities and supplies. Guests are looking for customized requirements in terms of mattress type, pillow, amenities, room toiletries, room attributes, items to be kept in the mini bar ,room spray selection, baby cot, baby food, baby sitter, type of vehicle to sent for airport pick ,welcome drink choice, newspaper preferences, in room entertainment devices etc. All these key requirements guest can mention in the room reservation form and also special request to be taken care. One before the expected arrival of the guest hotel prepares special request list and forward to all other departments to place the required items before the arrival of the guest and all essential information in recorded and maintained in the guest profile in the form of guest history in order to serve better for the next arrival in future. Pillow Menu: Instead of carrying of favorite pillow into your suitcase, up market hotels are nowadays offering pillow menu to select your preferences at the time booking a room reservation by mentioning special requests .Even at the time of check in reception assistant brief the guest about the availability of pillow menu (Kate Barracosa 2018). Purpose is to increase the sleep experience of the guests.

Guest History Management

Hotels create and maintain guest history of each guest stayed in their hotel. Key information such as preferences, complaints, previous remarks, suggestions, grievances etc are recorded so that staff can refer them and serve the guest accordingly. Suppose this time a particular guest is arriving for a second visit and going to stay with his family and having 7 year old girl. Staff can anticipate the key requirements of a 7 year old girl child and try to keep the provision of the requirement amenities ,facilities etc in the room in order to make the stay more happier and memorable one.

Arrival Stage

This stage of the guest cycle involves receiving of the guest from the airports, welcoming of the guests, completing guest registration formalities and room allotment.

Arrival facial recognition

Hospitality players can install facial recognition apps at the front desk so that today's expected guest who stayed earlier will be identified and can be offered express check in by escorted straight to the assigned guest room. Robot at front desk with multilingual feature can interact with guest and offer quality customer services. Autonomous cars having robotic features could be used to send to the airport for the pickup purpose.

Automated Luggage Attendants

Luggage handling done by bell boys in few hotels have been replaced by automated robot attendants designed to collect and deliver guest belongings to hotel room after completing check in formalities. These automated gadgets attach auto tracking luggage tags and there is no scope of losing and misplacing of baggages.

Self check in

Now days no guest prefers to wait in line at the hotel lobby check in counter to complete the registration formalities. With reference of Starwood Aloft hotels are offering key card with radio frequency identification technology and a text message is sent to guest's mobile device with a room number. In several other hotels staff carrying iPads approaches guests to complete check in process while sitting in the lobby and offer welcome drinks or complete the process in the room itself. Even guests were allowed to use that tablet or iPad during stay for various purposes such as to order in room dinning and other entertainment services. Aloft & W Hotels are using guest mobile phones as room key to unlock hotel room door. Guest services such as provision of self check in and check out through apps or terminals, electronic keys/mobile can be act as a guest room keys and more advanced option such as facial recognition to unlock hotel guest room doors. Due to this hoteliers are recruiting limited manpower and only for extending guest experiences. Human resource is required for guest interaction in order to find and record their preferences so that technology gadgets can use that information in order to serve better for the next time or in future.

Innovative Room keys

Such as biometric (finger /thumb impression scanning/ retina scanning devices) to unlock the hotel room doors. Advantage of this feature is guests do not have to bother to pick up keys while going out and there is no need to issue duplicate keys in case guests forget to collect their keys while going out of the hotel. Electronic keys which are also working as energy management system works on Technologies like NFC Near field communication, RFID-Radio frequency identification are in use.

During

Guest Area Access Control

Hotels usually faces issues on how to control the movement of guest visitors and how only authorized person (guest) should be allowed to go on guest floors. In this regard new elevators have been installed in hotels. Unique feature of this elevators are that these are operated through electronic room key card only. Guests are required to insert their room key card and elevator can read the magnetic strip and open the door and take the guest to the right floor of the assigned room number.

Accounting/ Charges posting to room account Gadgets Such as Bands/ Biometric Identifications

In house are allowed to sign food checks /bills and cashier post those charges into the room account of the respective guest. This process is manual however certain hotels are using PMS(Property Management System) to directly enter charges from POS(Point of Sale to room account).Still there is possibility of fraud and chances of wrong posting. In order to minimize wrong posting and fraud chances, embedded RFID chips such as magic bands are in use .Guest can buy drink, food at f& b outlets and posting can be done through these bands or finger or bio metric scanning instead of using cards. Bio metric data base is created at the time of check in.

Motion sensors/Footlights

Example of Hyatt Regency Huntington Beach Resort & Spa in California, imagine in the middle of the night you want to use the bathroom and do not want to switch on the room lights because it will disturb your partner sleep .To overcome this problem hotel has implemented motion foot sensors to illuminate floor level lights to assist to show direction to the bathroom.

Bath tub replaced by Bathroom cubicles

Especially in city hotels business traveller prefer shower. I tech shower cubicles which can anticipate your desired temperature, allows you to spray selection and display chlorine level to bacterial count. Even infusion of vitamin C Cartridges in the shower aims to balance the effect of chlorine treated water and to supplement the skin with vitamin C. **Interactive Mirrors:** Guest need to say hello mirror and it will display weather reports, headlines and vital body stats. **VR Headset:** Provision of VR Headset with preloaded videos for virtual mini tours. **Interactive Walls: Living** wall that can interact with guests and respond to their movement by using motion detectors, projectors and 3D Cameras

Energy Savers

Due to usage of electronic keys instead of traditional keys were able to cut down energy usage to great extent. As in room electricity will get on once

guest insert the room keys in the device and in the same way while going out ,guest has to take back electronic key from the device which switches off the in room power supply. Earlier many of the guests leave room AC and other gadgets on while going out. Leadership in Energy and Environmental Design (LEED) of hotel buildings in order to uses maximum daylight/ natural lightening also resulted in huge savings from power supply expenses.

Digital Concierge

Traditional concierge in few of the hotels nowadays has been replaced by digital ones. Guests can key in their queries for discovering city cultural attractions, find best food outlets, search direction to unfamiliar settings and other travel related inquiries.

Cloud Computing/SAAS

Earlier tracing guest details and profiles in the hotel PMS requires staff to go down their desktops but to emergence of cloud computing technology, staff can move around and walk along with guest simultaneously complete formalities in the system. Staff can access information through any mobile device and there is no need to go down to the desktop.

Scanners Infrared

Installing infrared scanners to detect body heat with in a room and display information or sign outside the room conveys to housekeeping staff that guest is available inside the room and later they can come and do the clean task instead of ringing the door bell which may disrupt the guest stay experience.

Air purifiers

Certain guests due to certain illness demand conditioning of indoor air quality .Few hotels nowadays putting up air purifiers in the hotel rooms as the key requirement of guest suffering from respiratory medical problems

Smart TV

In room television apart from entertainment, several hotel players are using it for in house advertisement platform to promote hotel amenities and services on offer such as in room dining, spa services, restaurant reservations. Even guest can view their outstanding balances of their room account on the television screen. Even in some hotels guest can complete their check out process from the in room television. In order to send customizes welcome messages; General Manager can send warm greetings and thanks for selecting their hotel for staying through video presentations especially to VIP, CIP and honey moon couples.

In room Ordering Devices

Gone are the days when hotels usually provide menu cards for ordering room service. Instead of that several hotels are placing tablets on the writing table or

coffee table in the room .Guests do get excited to explore the tablet and menu items with their photographs influences the in house guest to order through tablets. Ordered food item request immediately passes to kitchen and efficiently room service section serves the ordered items.

Mood Pad/Control

Now guests can control in room facilities such as A.C, room lightening, curtains, music etc through one touch point known as mood pad control.

Touch Points

Guests by giving voice commands can order room service and control in room touch points such as control curtains or blinds, lightening, in room entertainment services and air conditioning.

Complaint Management (Welcome Point)

Earlier hotels use to keep a tent card near telephone set for extension numbers in order to make their errand requests to laundry, housekeeping, room services and business centre etc. Now day's hotels are managing one call point to taking down errand requests as well as for noting complaints. Employee handling that centre passes the information to the concerned person via message. Time of task assigned and after the completion concerned person calls up the centre that task has been completed. In case concerned employee has taken more time/duration than the standard duration ,in that case he has to give the explanation and similarly completing the task in less time will be counted for performance appraisal.

Robotics

Robot as butler or Robtler and Clean maids such as Maid bots are in use for supplying and fulfilling errand requests such as supplying water bottles, extra towels and mail messages and similarly cleaning certain areas which are difficult to clean by staff as it requires stretching & bending in order to clean under bed and corners. Currently several vacuums are available to assist cleaners to clean dust and debris.

UV Wands

Sterilization wands are nowadays used by hotels to identify stains and to kill germs responsible for causing illness.

Text & Chat

For the purpose instant communication in order to overcome language barriers texting guests is more feasible. Guest requirements for example extra towels can be addressed in quick time by the concerned employee and fulfill errand request quickly. Even interdepartmental communication is achieved through text & chat apps.

Departure

Reviews/ Feedback

Delighted guests do write positive remarks on various social media sites. This positive word of mouth will be referred by potential guests .Guest engagement can be done by make simpler for the guest to rate the experienced services and highlight the key areas for the improvement

Conclusion

Efforts to make memorable & customized hotel stay: Hotel industry should focus on both human service element and technology because technology can assist humans within hotel industry. In the past, hotels built their business around employing highly attentive people. In the future, they will replace many of their staff with highly attentive buildings. Guests expect customized experiences starting from the moment they begin finding a hotel room for their stay to checking out of the hotel. Hoteliers now have understood the value of technology in extending outstanding guest experiences and also assist in reducing operational inefficiencies. As hotel industry is facing a revolution which is largely driven by information technology. Due to this highly sophisticated customers are demanding hi tech services .Several types of IT applications have been broadly implemented throughout the hospitality industry such as including self-service kiosks, online check-in, and internet and email applications (Chathoth 2007).

Role & Significance: Hoteliers now have understood the value of technology in extending outstanding guest experiences and also assist in reducing operational inefficiencies. Hotels have to keep on raising the standards and services due to changes in guest attitudes and expectations. Guest's requirements and expectations from a hotel room have been increased in terms services level and customized amenities. The services level and customized amenities definitely affect the quality of stay experiences and satisfaction level of the guests. This demands management decisions to be taken regarding the type and different ways for technology application in hotel operational procedures. Hospitality players are now days also encouraging their employees to track and record essential data regarding guest preferences and choices and reward the employees if the submitted data was found to be usable in personalizing the hotel products for the future stays of the guest. Hotels have adopted new ICT-based procedures that help will them improve their working efficiencies and ability to meet customers' needs (Agag & Masry, 2016). **Regardless of the rapid development, ICT innovations are still underutilized in the hotel industry (Deloitte, 2017)**

Curriculum Implications: At present several institutions are still following manual or semi automated standard operating procedures in their course curriculum. Very few universities are offering course curriculum as per the changing focus of the hotel industry in terms of SOP (Standard operating

Procedures) to POP (Personalized operation procedures). The emerging technology trends as discussed requires intra disciplinary subject options in the course curriculum. Apart from potential job prospects learn operational procedures of the hotel industry, there is also a need identified for certain ICT based elective options in the curriculum such as Hotel engineering, Cyber security, Saas, Cloud computing, RFID, NFC etc to be taught (elementary) at the undergraduate level. Now day's hotel industry demands IT Butlers who can connect guest gadgets and handle guest issues related to emerging technology usage in the industry for making guest stay happier and satisfying. **Lashley and Rowson (2005)** advocated that IT should be considered as a core skill in the hospitality and tourism industries, and that educators should teach computer literacy to improve students' study.

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03

Impact of Artificial Intelligence (AI) in Hospitality Industry Post COVID-19- An Exploratory Study

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Abstract

It is a well-established fact that covid-19 pandemic brought the hospitality sector to its knees. One of the world's oldest industries came to a screeching halt. The effects of the same are still being felt throughout the service sector. According to the NCAER report, about 14.5 million jobs were lost in the first quarter of 2020 alone in the hospitality sector, followed by 5.2 million in quarter two and 1.8 million in quarter three. (The Times of India, July 20, 2021). The human touch, which was previously the service industry's USP, has gradually made way for AI. This study paper aims to comprehend and address the use of artificial intelligence in the hotel business as a means of regaining guest's trust and increasing revenue.

Despite the fact that all Covid lockdown measures have been lifted, there is still the looming threat of new variants derailing the entire game. With so much uncertainty surrounding, AI has undoubtedly played a significant role in combating this dynamic situation. AI has spread its wings in all domains, including customer service, data analysis, energy management, safety and security, food experience, and so on. The review of literature focuses on how AI has become an essential component of building an intelligent business. The study examines the compelling benefits of technological innovations that have been a lifesaver for the entire service sector. The study indicates how technological innovations such as AI and machine language-based tools have aided the hospitality sector in adapting to changing dynamics and emerging as a winner.

Keywords: *Artificial Intelligence, regaining guest's trust, technological innovations.*

Introduction

Since its inception the hospitality industry has rooted its unique selling point to be the human touch. The intangibility factor is imperative to this sector and no matter what it cannot be replaced by Artificial Intelligence. Travel, tourism, hotels, etc. are all about connections and experiences. Culture, cuisine, language, music, sports are few of the factors which enables one in curating the memories.

These experiences are just not possible without people's involvement. The entire crux of the hospitality sector is all about interaction and the personal attention.

We all also understand that man is a social animal. Isolation is not a choice for mankind. Living in a society is a imperative need for humans and co-dependency remains an after effect. Both these factors put together were reasons enough for the hospitality sector to flourish during pre-covid times.

There is no doubt that with the onset of the covid era one of the worst affected industries was hospitality. As per the statistics available to the government, NCAER (National Council of Applied Economic Research) 14.5 million jobs were lost during the first wave, 5.2 million jobs were lost during second wave and 1.8 million jobs were lost during the third wave. (Chaturvedi, 2022) The numbers are only indicative. If both direct and indirect jobs are accounted for the number shall be way higher.

Objectives

1. To determine the impact of coved-19 on Indian hospitality business.
2. To chart the path of rise of AI post covid-19 in hospitality business.
3. To understand the emergence of AI as an opportunity amidst crisis.

A brief rundown AI, Covid-19 & Hospitality

It definitely would not be an understatement that the hospitality sector has shifted its gear from being high touch to high tech. The industry which has thrived on its unique selling point being the personal touch suddenly found itself in doldrums with the advent of pandemic. It would not be wrong to state the entire industry is still grappling with the after effects of this global phenomenon. The Indian hospitality sector was all set to lose to the tune of $6-14 billion in revenue. (Maitra & Shukla, 2022) With such large losses being incurred and in spite of all the vaccinations and relaxations following the nearly 2 year disruptions the trade pundits were quick to realise that business will never go back to the way it was.

Covid or no-covid, today's guest is anyways more educated, aware and is a tough paymaster. Thanks to social media & internet, all the necessary information is available at a finger click. With the pandemic in picture; many saw it as the silver lining and propelled AI to be the best solution in overcoming the ever rising needs/ demands of the guests especially in terms of safety and other traditional products offered by hospitality industry.

Let's look at the use of AI pre-covid times. All stakeholders, be it guests, employees or business owners AI has had to offer everyone equally. The integration of AI was already there on a large scale into the hospitality & travel business, especially in all the backhand services, e.g. reservations, digital marketing, online, finances customer support, chatbots, payments, feedback, reviews. Therefore, it can be said that the mindset of all stakeholders was already adapting and integrating the AI during pre-covid times as well.
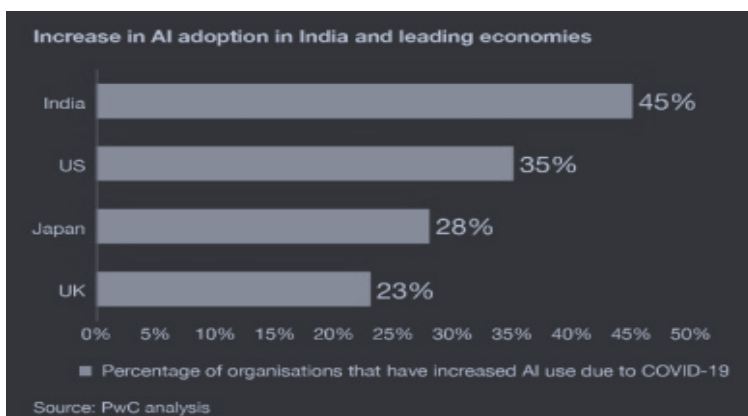
Source: www.pwc.in (Ghosh & Bhushan, 2020)
Figure 1.Increase in AI adoption in India and Leading economies

The covid 19's disruptive developments have also set in motion the use of AI from backhand to front of the house as well, the usage of which is seated to grow by enormous margins during the next decade or so. As per the study conducted by Sudipta Ghosh & Raman Bhushan at PWC India, (Ghosh & Bhushan, 2020) (Fig 1) during the global pandemic India has seen the greatest increase in the application of the AI as compare to other industries. Organizations in India are steadfast in the determination to overcome the obstacles caused due to covid.

Offshore investments, government's roadmap in this regard especially the 2018-19 budget, with Niti Aayog releasing the strategy forecasting of "AI for ALL" are hugely encouraging for both social & economic growth. (Tomar, 2021)

Impact & Application of AI

It has been established that AI already paved its way in much before the Covid. The pandemic only propelled the adoption rate, making its homogeneous across the hospitality industry. As they say "invention" is the mother of need, and the need for solutions was dire for the hospitality industry to get back on its feet. It's a known fact that many solutions/ tools/products which earlier did not exist are now a reality.

According to Software advice guest preferences for hotel technology use, 60% of the respondents would choose a hotel that allows guests to check-in & access doors over a smart phone. After Covid (AC as commonly referred now) automated technology will surely be in high demand, with automated technology being the broader spectrum, interactive technologies such as Artificial Intelligence (AI), Virtual Reality (VR), chat bots, Internet of Things (IOT) would be sub sections under it. All these options are nearly a mandate for every sector in hospitality in today's world. (Shukla, 2020) Smart business owners used the down times of the pandemic to their advantage to uncover solutions that help them prosper now. Let us now understand the application of the AI.

Since the hospitality industry caters majorly to the customer service segment, be it tourism, lodging, transport, event planning, theme parks and an array of industries which come under this sphere of hospitality. The scope of application of AI is immense.

Following are some definitive changes made by leading brands in India which are based on AI:

➢ The Marriott group has introduced AI powered facial recognition tech to perform real-time check-ins.
➢ The Park Inn by Radisson, IP Extention New Delhi, launched their voice assistant enabled intelligent rooms, virtual control over light fixtures & TV & complete automation service requests. (Daga, 2022)
➢ The Taj is cleaning the pool and polishing the marble in the foyer and other public areas with robotic equipment. I-ZEST: IHCL's Zero Touch Service Transformation is a digital suite of solutions for zero-touch check-ins and check-outs, digital invoicing, online payment, and QR codes to digital menus in restaurants. I-digital Zest's features enable social separation for both guests and employees while ensuring secure and seamless service at our Hyderabad properties." (Kalanidhi, 2022) They have also as identified 5 areas mobility, big data, cloud, social media & robotics. Along with a interactive website and a dedicated mobile app, they have a command centre called Taj Live. To get their AI progress in place, Taj acquired the Oracle sales automation to tie the various aspects of the hotel operations together. (www.cvent.com, 2020)
➢ Hilton worldwide new AI based concierge Connie is transforming the hotel guest experience. (Kalanidhi, 2022)
➢ In conjunction with Noida-based VR-Tech startup The Knotty Tales, Crowne Plaza Greater Noida, a business hotel in Noida, recently opened a Virtual Reality Experience Center. The Crowne Plaza Greater Noida's VR Experience Center is strategically positioned in the hotel lobby. Users may immerse themselves in a vivid 8K three-dimensional, computer-generated virtual environment that can be explored and engaged with as per the client's requirements. The technology was implemented to improve sales and distribution. They can now carry the hotel to clients and business partners with portable Oculus glasses. This increases the reach to a new customer base while also allowing clients to get a feel for the property from any location. Many hotels are embracing virtual reality for a variety of reasons. For example, the 8K VR services allow visitors to take a 360-degree tour of the hotel spaces from a single location within the lobby. It plays a crucial role in showcasing Crowne Plaza Greater Noida's large 51,000sq.ft. Banqueting space. It also allows guests to see and experience several décor options. The Knotty Tales has established WAVE, an instant messaging network that includes WhatsApp and Facebook Messenger, for the hotel. (Shukla, 2020)

- The Four Points by Sheraton Mahabalipuram Resort and Convention Center recently launched a new smartphone app that simplifies hotel and guest operations. The app was created to handle all types of requests and approvals, as well as guest complaints, experiences, profile updates, and even sign-ins. The new technical upgrade has made the operations smoother, personalised, and hassle-free. The app-based check-in solution, which is ideal for post-COVID opening, has simplified the process. The guests can check into their room without going through the Check in formalities at the desks. They can just give their name and receive their room keys. The hotel is also considering putting the keys to their rooms on their phones. (Shukla, 2020)
- Marriott Bonvoy members have special access to the Marriott Bonvoy app. Easy check-in and check-out, room keys, concierge requests, and other amenities are included in the app." (Shukla, 2020)
- The Accor Digital Card (ACDC) is a proprietary technology from Accor that collects data via Customer Relationship Management (CRM) to customise experiences depending on guest preferences. ACDC also assists teams in gathering information on their eating patterns, in-room amenity preferences, birthday/anniversary dates, and other such details. All Accor properties will be able to customise enjoyable customer experiences by using ACDC to tailor visitor preferences prior to their arrival. (Shukla, 2020)

Internet penetration rate in India is nearly about 45% in 2021. (Basuroy, 2022) That's nearly 50% of the population. Since today's guest is an aware digital user, switching to a comprehensive AI based operations is just not keeping up with competitive business but is now a necessity post Covid. Let us now, categorize the above example and give it a structure. (Fig 2)
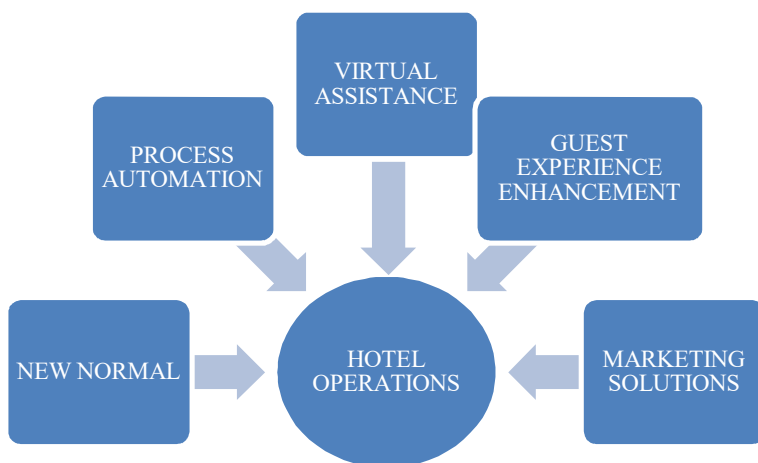
Source: Authors

Figure 1.Use of Artificial inteligence

Process Automation

- PMS integration
- Streamlining internal process
- Hiring & recruitment automation
- Automate the on boarding and induction of new employees
- Engage guest in local tongues
- Up skill & train in accordance to SOP
- Employee satisfaction surveys & more.
- Automatic data processing (machine learning)
- Revenue management staff dashboard access control

New normal

- Contactless check-in/checkout
- Making reviews actionable
- Health declaration form
- Virtual room finder
- Guest hygiene awareness-health declaration emails.

Virtual assistance

- Voice automated rooms
- AI concierges
- Voice activated services
- Robotic butlers
- 24 hrs support
- Pre-arrival procedure
- Virtual room tour

Guest Experience Enhancement

- Predict utility usage
- Digital menu & food ordering/tracking
- 24X7 customer care/chatbots
- Pre-arrival/arrival request & queries
- Support guest in their preferred language
- Chatbot translators
- Adopt group booing software
- Make review actionable
- Personalized offered
- Guest request management
- Room selection
- Preference collection
- Complaint tracking

Marketing Solutions

- Room up sell

- ➢ Service promotion
- ➢ Notify of offers/discounts
- ➢ Lead generation
- ➢ Nurturing leads
- ➢ Online reputation/goodwill
- ➢ Branded guest experiences
- ➢ Feature smart event sale diagramming
- ➢ Switch to hyper dynamic pricing
- ➢ Business experience enhances
- ➢ Ticketing & collaboration

AI or Humans

Almost every aspect of life is undergoing transformation. Artificial intelligence and automation are being accepted by industries in order to improve product and service quality and eliminate errors in procedures. Hospitality sector employs a huge number of people and is based on the concept of human touch, also known as the essence of hospitality; however, with the introduction of artificial intelligence, the concern of losing human resources and the human touch in the industry has grown.

The hotel business is modernizing with technological improvements in light of the current corona virus pandemic, where no touch points and contactless services have become a need. The use of technology, artificial intelligence, machines, and automation to replace or enhance the human workforce necessitates a thorough understanding. Before jumping to any conclusions, we must first understand the role of artificial intelligence in the hotel business, how it improves customer service and experiences, whether it is emerging as a threat to human personnel, and the concept of human touch in hospitality.

Irrespective the human touch, empathy, and response cannot be replicated by AI. AI should not be viewed as a threat, but rather as an instrument that complements the hospitality sector in many ways. It should be ideal to infuse an element of fun, excitement, and convenience for the guests.

Conclusion

People's attitude toward accepting technology has improved dramatically during the covid period, thanks to significant improvements in innovation. AI approaches, in particular, have proven to be worthwhile in the hospitality business for the benefit of guests. With AI, the possibilities are endless. By merging AI with advanced analytics concepts, the entire industry is moving away from rules-based automated solutions and toward intelligent cognitive agents that handle unstructured data, engage in more human-like interactions, and constantly learn. Greater service, rapid response, and better security, as well as the cleanliness of the property, are now deemed essential. Due to factors such as budgetary capacity and organisational estimates, implementing AI-based technologies in the hospitality industry may be difficult. However, it is extremely

feasible for small to medium-sized hospitality business owners to start with a relatively basic AI system, such as Chatbot, for example. Undoubtedly, some firms have been implementing and using AI-based systems, while others are gradually embracing it in its entirety. The hotel business may provide personalised service to guests, resulting in a more valuable and memorable experience. We are entering a new era in which technological advancements are offering exciting new opportunities to the hospitality industry. Every year, new opportunities emerge that were previously unimaginable, making the future of hospitality tremendously exciting.

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04

Scope, Prospectus and Challenges of Yoga Tourism in Rajasthan: A Conceptual Framework

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Abstract

India is among the top five countries having the highest about 1178 number of yoga retreats. Yoga plays a greater role in the management of physical and mental health. Even yoga contributes as a financially viable element in the travel, hospitality and wellness industry.

Yoga tourism is considered as a new niche tourism product. Yoga tourism as a product which means tourist can enjoy their tourist itinerary with yoga. This research article focuses on quest to understand Yoga as a tourism product with exploring the scope & prospectus of yoga tourism in Rajasthan and also to explore the various challenges for yoga tourism in State of Rajasthan. This study tries suggests that yoga tourism have a vast scope & prospectus in Rajasthan State because of price packages, service, diversity, availability and best quality in yoga centers. However limited studies have been done on Yoga tourism in reference to Rajasthan. The implication of the study would help tourism & hospitality sector, niche tourism wellness & yoga sector, Government, policy maker managers and researcher to understand the scope, prospectus & challenges faced by yoga tourism in Rajasthan state. It also recommends policy makers to create awareness about the benefits of yoga with economic benefits.

Keywords: *Yoga tourism, wellness tourism, niche tourism, Recent trends of tourism, Tourism Product development, Rajasthan Tourism.*

Background

As per the India Tourism Statistics (2021), 2.74 millions of foreign tourist arrived in India. Around 182945 number of foreign tourist arrived in India for medical purpose (India Tourism Statistics at a glance , 2021). This shows that India is having a potential to attract the tourist for medical purpose. To grasp this opportunity government of India promoted medical and wellness tourism of country through framing robust strategies like M.VISA (Medical VISA), one stop solution, multiple channels to maximize sales, promotion of domestic tourism, Online travel operators, by providing training and education etc (Tourism and Hospitality, 2021). Tourism product is intangible with bundles of needs and wants (Faridi, 2020).

Yoga has been part of human life from ancient time that directed towards higher spiritual achievements in India. India is among the top five countries that is having the highest total number of yoga retreats that is 1178 followed by, Indonesia 542, Spain 459, Thailand 300, United States 252 / Portugal 250 (McCartney, 2021). Since the old practices, Swami Vivekananda was not a yoga teacher but he took the attention of the entire world in 1983 by delivered a lecture on Yoga and he also correlates yoga with the theory of evolution in a Parliament of Religions Chicago (Killingley, 2014). As per the history of Yoga, it's divided into five categories: (i) Vedic period (ii) Pre-classical period (iii) Classical period (iv) Yoga in Medieval Times and (v) Yoga in Modern Times (Singh, 2018). India proposed to United Nations to create "a day for yoga", ultimately United Nations recognized 21st June 2015 as a first International yoga day (Economics Times, 2005). Various definitions of yoga given by different renowned personalities:

"Yoga is an art and science to live a healthy life" -Dr. Ishwar V. Basavaraddi,

"I just try to get the physical body in the line with the mental body, the mental body in line with the intellectual body and the intellectual body with the spiritually body so they are balanced"- B.K.S.Iyengar" Also in Bhagvat Gita

"Yoga as Samatyam Yoga Uchyate"-Lord Krishna,

Yoga is an ancient tradition originated from India. It is derived from Sanskrit word "Yuj" Means "to yoke" or "to unite" or "to join (Melissa M. A. Buttner).

"Yoga is not an old myth repressed in extinction. It is the most exposed heritage. It is requirement of today and culture of tomorrow" -Swami Satyananda Saraswati.

Need of Yoga

Yoga plays a greater role in the management of physical & mental health (Chen, 2010). Even yoga contributes as a financially viable element in the travel, hospitality and wellness industry (Bowers, 2017). Yoga is helpful in managing common disorder, improves cardio-respiratory efficiency, balances autonomic nervous system, it have various health benefits too (Sharma, et al., 2018). Yoga have different benefits in Improving flexibility, increased blood flow, perfects posture, improves bone health, builds muscular strength, boosting immunity, helping in focusing, improving balance ,gives perfect shape to the body, increases concentration, helps in building confidence, getting rid of depression, helps in curing many diseases , helps to relax our breathing etc (Sukumar, 2018).

Furthermore, Evans. S., & et al.(2009) suggest motives of yoga and wellness through models mentioned in figure no 1.
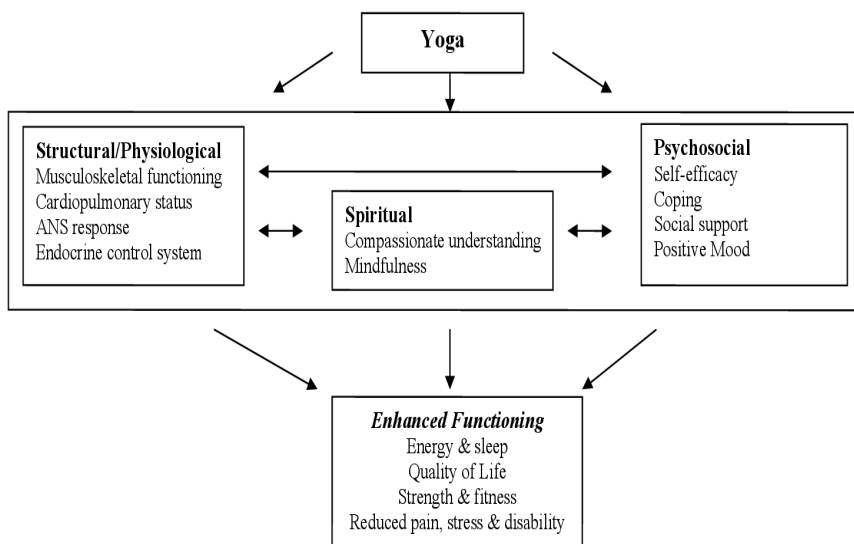
Source: (Evans, 2009)

Figure 1

Yoga Tourist

As per the author Nichter yoga tourist can be classified as yoga lite, Yoga traveler, Yoga practitioner and Yoga professional (Nichter, 2013).

What is yoga?

➢ Mastery of the roaming tendencies of the mind-Yoga Sutras (1.2)
➢ Skillful, dispassionate action-Bhagavad Gita (2.50)
➢ Equanimity of mind-Bhagavad Gita (2.48)
➢ A skillful and subtle process of calming the mind-Yoga Vashistha (3.9.32)
➢ Dissociation from the painful union with suffering-Bhagavad Gita (6.23)
➢ Unity of breath, mind, and senses, and the abandonment of distracting thought-Maitri Upanishad (6.25)
➢ Union of the individual self (jivatma) with the Universal Self (paramatma)-Yoga Yajnavalkya (1.4)
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Review of Literature

Yoga has become an unavoidable form of niche tourism. It's came into sight as a popular lifestyle choice for the people worldwide after Covid-19. It is a godsend to India from ancient time with lots of scope & opportunities blessed with alternative therapies and meditation. Presently India is in a profitable position to strike the global opportunities in the yoga tourism sector. Himachal Pradesh, Uttarakhand, Uttar Pradesh, Maharashtra, Goa, Kerala, Chennai, Pondicherry etc. are the world renowned yoga tourism destination. Author has review and referred related many books, periodical articles, reports, book section, websites, online documents, Journal articles & electronic sources. However with the reference to Rajasthan state, yoga tourism is having very limited literature available. Some of the relevant & key studies are discussed below:

(Ponder, 2013); Author focuses on the impact of yoga on individual and society or community. Does the yoga have power to illuminate the society? The result shows that yoga can bring the positive changes in individual as well as in whole society. Yoga will stimulate affirmative psychological, emotional, spiritual and physical changes in tourist.

(Rana, 2015); The study focuses on the motives and experiences of tourist visiting ashrams of Rishikesh for yoga and spiritual purposes. The methodology used in this paper is Judgmental and convenience sampling. Primary data was collected by survey method with Questionnaire and Likert scale. The results shows that Spiritual tourism is major attraction for international tourists so, Government of India should present spiritual, meditation and yoga tourism of Rishikesh Globally.

(Jammu, 2016); The paper shows the Opportunities and challenges the yoga tourism industry is facing in India. The method used is descriptive study. The result shows that Indian Government have to come at front foot to develop India as yoga brand globally by providing proper infrastructural facilities and planning and executing proper marketing strategies to promote some cities of India as Yoga and meditation destinations.

(Kumar, 2017); author aimed at the emergence of yoga tourism in tourism industry in context of India and abroad. The findings suggest that India needs to change its traditional approach and adopt new competitive and modern marketing approaches. India can capture yoga tourist market by promoting places of spiritual, meditation and yoga such as Rishikesh, Haridwar, Kerala, Goa etc.

(Gupta, 2018); this paper is about the perception of tourist visiting Rishikesh for yoga as a core tourism product and future potential of yoga. The methodology used in data collection is simple random, primary and secondary. The findings show India is preferred yoga destination but there is

still huge scopes where we can gain huge amount of revenue but for that India have to develop and promote authentic yoga practices and environment.

(Sukumar, 2018); Study is about the origin and development of yoga in India. Also, it discusses about the challenges and potential of yoga destination of India. The methodology used is judgment and quota sampling as well as questionnaire. The results revealed that yoga tourists are attracted to India because India is religious and cultural nation. But Govt. of India and private sectors should work on its infrastructural and transportation facilities.

(Dillettea, 2018); The author aimed at studying the role of yoga retreat in wellbeing and transformation of guest. In this qualitative, deductive thematic analysis was done. The study revealed that guest experienced positive mental wellbeing during and post trip. These have long term effect on guest's life.

(Sharma, 2018); The author studied the problems and potential of tourism in Rajasthan along with that the role of government in tourism development. The Data used is primary as well secondary data. Primary data was collected by survey by questionnaire and observations techniques. The results shows that Rajasthan government needs to improve the condition of Rajasthan tourism development corporation (RTDC). By improving infrastructure, reviewing tax policies, controlling illegal practices and adopting effective promotion techniques the tourist can be attracted.

(Teleje, 2019); The study discusses about the marketing strategies that India is using to promote itself as yoga destinations. The methodology used is qualitative and purposive and interview method and Nvivo11 statistical tool was applied. Findings suggest that; (1) Indian yoga marketers should be more flexible and they must prioritize the tourist needs. (2) India should use unique approaches to reposition itself as yoga destination. (3) Along with yoga India should promote its natural beauty, Heritage, culture and mouth-watering food.

Research Gap

Authors have studied various literatures, reviews from international and national Journals, articles, books, newspapers, electronic media etc. and found that so many studies have been conducted in reference to many states of India but author found very few and numerous studies been done in reference to Rajasthan state.

Research Objectives

The following are the objectives of present study.

➢ To understand Yoga as a tourism product.
➢ To explore the scope & prospectus of yoga tourism in Rajasthan.
➢ To explore the challenges for yoga tourism in State of Rajasthan.

Research Methodology

This study is based on interpretative/ exploratory research approach which is taken from various books, research journals, peer reviewed books, websites, and various publications related yoga tourism. This study primarily utilized secondary data of published domain, websites to understand need of yoga tourism.

Discussions

Yoga as Tourism Product

Service have multi-dimensional concept that have abundant derivatives of the same hub service, which can developed and marketed to a variety of target segments (Goldstein, 2002).
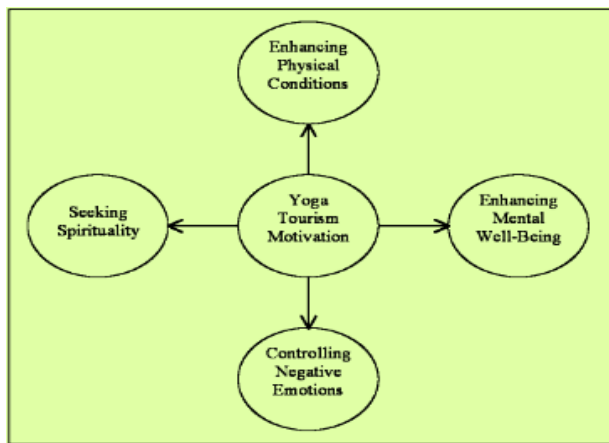
, Source: Nautiyal, 2022
Figure 2.Yoga Tourism motivation Model

Yoga Tourism motivation Model (Fig. no.2) represent that yoga as a tourism product have multi-dimensional service approach for the different segmented customers/tourists. Tourist can avail the yoga product services in the form of spiritual, controlling negative emotions, achieving metal well-being and for improving physical health conditions (Nautiyal, 2022).

Yoga tourism is a form of special interest tourism; it became famous due to enormous competition and social life (Lehto, 2006). Yoga tourism as a product means tourist can enjoy their tourist itinerary with yoga (Lehto, 2006). Yoga tourism can also understand as an act of travelling various tourist destinations with the motive to obtain health-well being treatment with the help of yoga (Jammu, 2016). Smith & Puczko, defines Yoga tourism as an activity where the tourist travel to other countries to avail medical care and recovery their health condition simultaneously they enjoy local site scenes, explore that place and enjoy tours (Smith, 2009). As per the Annual Report Tourism (2019-2020) Yoga tourism considered as a new niche tourism

product. To promote yoga as tourism, National Medical & wellness Tourism Board Ministry collaborates with Tourism of Ministry, Government of India (Ministry of Tourism, 2020).

Scope & Prospectus of Yoga Tourism in Rajasthan

Rajasthan is one of the most preferred tourist destinations in the world by domestic and international tourist both (Bubna, 2013). Rajasthan tourism plays a vital role by contributing economic growth, social integration and creating image of India in all over the world (Parveen, 2018). Nagaur district in Rajasthan is a perfect example of yogi power, ancient form of yoga since 15 century. Jasnath community is using yogic power for performing fire dance on drums beats with the Jasnath raga. This power is also used by this community to heal the tourist coming to enjoy fire dance from world as well as from India itself. As per the Jasnath community's head, it's a new healing system for a body (Times of India, 2020). Rajasthan Tourism Department declared Rajasthan state as a new medical tourism wellness hub. Furthermore, Chief Minister declared budget for the construction of International Centre of Excellence in Panchkarma at Dr Sarvapalli Radhakrishnan Rajasthan Ayurveda University, Jodhpur in 2021-22. The scheme will be under PPP model. It is proposed as a combination of medical with wellness tourism facilities that will include special arrangement for the health and fitness for the willing tourist that will be provide as pre-formatted or customized tour and packages with various health's boosting activities like medical consultation, natural therapies, stress handling procedures , yoga session etc (Das, 2022).

Motives for the Scope & Prospectus of Yoga Tourism in Rajasthan

Authors have explored the following motives for the scope and prospects of Yoga tourism in Rajasthan state:

Price: A cost effectiveness strategy in the yoga and meditation tour at the best price is the major factor that attracts the tourist from all over the world and other parts of India (Heritage Royal Rajasthan).

Service: Rajasthan provides vast yoga tourism packages in different cities like Jaipur, Udaipur, Ranthambhore, Mount Abu, Nagaur etc. that provide mental rejuvenation activities, revitalization with Rajputana hospitality. Yoga tour package include rustic treatment, massages, and dietary advice with adventures and recreational activities like flying fox, hot air balloon, camp in desert (Yoga Tours in Rajasthan, 2022).

Quality: Many yoga destinations of Rajasthan following guidelines on preventive measures for Covid-19 in yoga institutes and centers. That helps in fulfilling the eminence determinants such as safety and security, hygiene conditions, convenience, transparency, dependability and harmony of the yoga tourism action in concerned with the overall sensation (order_gym, 2020).

Availability: Rajasthan have vast yoga retreats centers in different cities with the high facilities. Keraliya ayurvedic panchakarma centre, Raas Devigarh and Taj Aravali resorts and spa (Udaipur), Sun Ayurveda wellness (Abu road), Yogasthali yoga society (Jaipur) and so on with holistic, luxurious, strong infrastructure and skilled manpower (Ayuruniverse, 2022).

Diversity: Rajasthan have diverse culture, tradition, custom, Architecture, Religions, food, fairs & festivals in different geography, natural resources and climates (Jhaveri). Thus, it is considered as a best for all types of tourist.

Initiative taken by Rajasthan Government

- In year 2015 AYUSH (Ayurveda, Yoga, Unani & Homeopathy) society was established with the vision to promote NAM (National AYUSH Mission) to promote medical system. It includes the awareness programmes related to AYUSH education system, to guide about the cost effectiveness of the services available, to keep proper control over the quality of Ayurveda, Sidda, Unani & Homoeopathy (ASU&H) drugs and to keep availability of (ASU&H) drugs raw material (health.rajasthan.gov.in, 2015).
- Government reorient its International and National branding policies through conducting and participating in various trade shows, different modes of advertisement (print, electronic, digital, outdoor and other suitable media) (Rajasthan Tourism Policy, 2020).
- Rajasthan Tourism Government will promote wellness tourism as a 'Rest and Recuperate' brand.
- Rajasthan Tourism Government empathized on organizing and promotion of various events based on Spiritual/ Medical/ Wellness Tourism (Rajasthan Tourism Policy, 2020).
- Government is also focusing on generating Yoga professional through mode of education. Under graduation, Post graduation, Certificate and Ph.D. courses are successfully run by Government and private colleges (https://education.rajasthan.gov.in/)
- Simultaneously, authors have come across the other side of the coin, where some challenges are poised towards the development of yoga tourism in Rajasthan. Few of them are mentioned below which has been highlighted by some authors

Challenges faced by Rajasthan Tourism in yoga sector

- Author Sharma mentioned some of the major challenges faced by tourism industry are poor conveyance, Inadequate advertisement, insufficient accommodation, Higher Tax Rates, Non-Availability of Tourists Reception Centre, Price Discrimination, Improper Safety and Security, Non-Availability of Hygienic, Overcrowding, Irresponsible Tourists, Insufficient Communications Facility, Inadequate Healthcare Facilities, and problems of the officials of RTDC (Sharma M., Tourism in Rajasthan: Problems and Prospects, 2018)

- Lack of infrastructure, safety and security, high taxation, lack of skilled & professional Human resources in yoga tourism and lack of promotion are some challenges focused by (Dhiraj and Kumar, 2021).
- Pushkar tourism is facing lack of technological advancement especially foreign exchanges services, Implementations of Government schemes are not effective and small & uncategorized hotels are not getting monetary support. They also focused on improper infrastructure and improper garbage disposable procedure (Monika & Kumar, 2021).
- Strong competition from globalized countries developing its health care system, lack of institutional tie-ups between different players of industry, lack of proper safety & security facilities, poor infrastructure as well as information, no strong government support, image as an unhygienic country and lack of uniform pricing policies in hospitals across India are challenges that are highlighted by Jammu related yoga tourism (Jammu S., 2016).

Suggesting new tourism products models for the managerial implication in Rajasthan state.
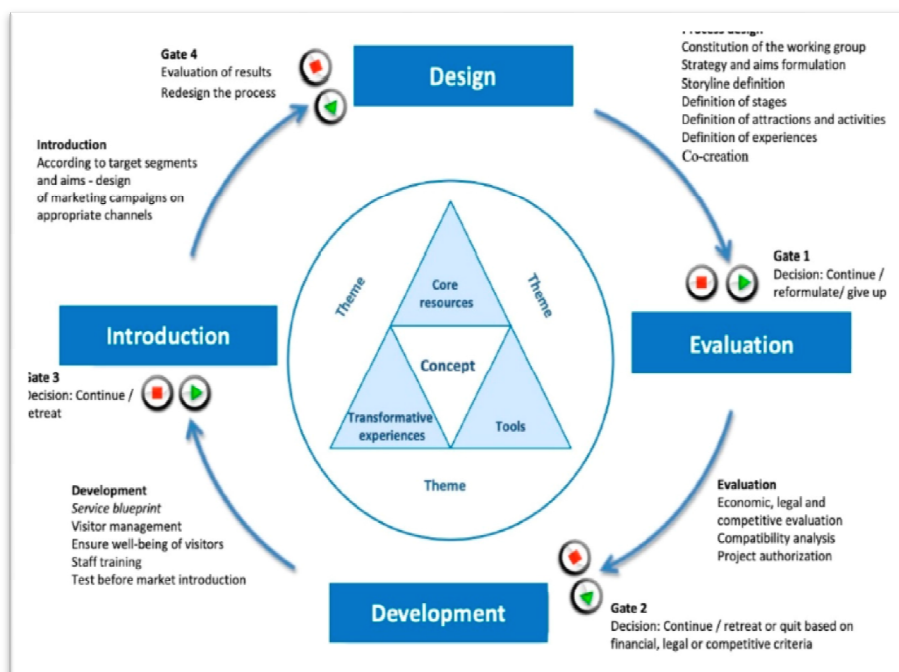
Figure 3.new tourism products Model (Santos, 2020)

A continuous innovation in a products act as a strong pull factor for the market (Rothwell, 1994). New tourism product model can be used as a suggestive & innovative model for implementation.

Phase-I: Process the design

During this phase the policy makers or the researcher should constitute the working group affiliated with yoga tourism that can develop coordination with other stakeholders (destination organization, local communities, local yoga trainers, ministry of tourism, tour operators and so on) for their contribution in process designing. Major issue in designing the tourism product is ignorance of intangible service product. During designing process, leaders should define all major intangible tourism products: experiences, story line, scenarios, attraction & activities. Next will be co-creation in which customers are involved. In creation process, stage-gate and Agile- stage-gate model principles need to apply that can be beneficial to the new tourism products (Cooper, 2018). Whatever information is collected need to be analyzed by working group and all stakeholders by conducting formal meeting. So, re-evaluation can be done and proceed to the next stage.

Phase-II: Evaluation

Scheuing & Johnson suggested evaluation phase include legal, economic, competition and project authorization (Scheuing, 1989). While Cooper& Kleinschmidt suggested to divide this phase into two categories (i) Preliminary evaluation: includes a rapid evaluation of the project's procedural, financial, lawful, and to explore market promotion aspects, whereas (ii) More detailed assessment includes definition and justification of the products with detailed narrative of the project plan, market investigation, competition, technical, production creation, and financial analyses. Before moving to next phase of development financial criteria, legal and competitive aspects need to be taken into consideration. A formal meeting between work group and all stakeholders should be conducted to re-evaluated about the new tourism product whether the new product have any legal constraint with the existing one.

Phase-III: Development

(Santos, 2020) mentioned all relevant strategies should be implemented during process design(phase-I) where as all operational process need to be implemented during development phase(phase-III). Shostack (1987), highlights about "service blueprint" that can approach as a mapping tool for consumer's research. However he mentioned service blueprint is not a generic, it's quite exact for every service but a separate blueprint need to form for different services. Author advocated service blueprint is constructed on perspective of customers that educate them, focus their evaluative contribution on various aspects of the service structure, elicit comparative /competitive assessments, and create specific responses to contemplated changes /new service concept (Shostack, 1987). To generate visitor management, consumer can directly participate in service delivery process, tourism employees can directly interact with consumer about their perspective; all back-stage

employees need to evaluate about the consumer needs and wants; feedback, formal meetings, involvement and guidance from all stakeholders need to be taken; all tangible and non-tangible tourism product service elements associated with each steps should take into consideration. Training needs to be imparted to all workforces those are in direct contact with clients/customer (Tsai, 2008). In tourism sector employees those are directly selling products to customer and deal with direct experiences such as destination management organization, tour operators and so on should be impart from special training. Key personnel from such organization should directly experience the new products by visiting these destinations after the prelaunch test, so that they can share the types of experiences that the product can provide to the clients (Santos, 2020). However pre-launch test is not necessarily conducted for every new product but it can be approached in different configurations (Tax, 1997).

Phase-IV: Introduction of new product in market

Before moving to launch of new product in market, a formal meeting is organized to exhibit proposed model to all relevant stakeholders (Santos, 2020) (Cooper G. R., 1993). After analysis all information gathered from service blueprint and prelaunch test of tourism service, the working group and all stakeholders make their decision to move forward with the proposed model or they have to revise it. Depend on tourist market segmentation distribution channels are selected (Pechlaner & Döpfer, 2009). To develop a new product especially in yoga tourism it need to be based on destination resources and customers' needs. However, customers perception are constantly changing, so continuous new innovative product in yoga tourism must be introduced.

Conclusion

Yoga is practiced in India from an ancient time. It is having different health benefits. India is among the top five countries having highest yoga retreats center. Yoga tourism is a new niche form of tourism. In 2022 Rajasthan got "Best state award for best tourist destination" as well as "best wedding destination award in the year 2021" (Thrillophilia, 2022). After reviewing secondary data author come to the conclusion that Rajasthan is having vast scope & prospectus in the field of yoga tourism because comparatively yoga tourism packages prices are less; state is having benefits of vast diversity in custom, culture, food, climate etc; service for yoga centers & retreats are available in most of the cities & the centers are providing world class quality with royal heritage touch. However, state government took initiative to promote yoga as tourism product still some major challenges are confronted in the form of "poor conveyance, inadequate advertisement, insufficient accommodation, higher tax rates, non-availability of tourists reception centre, price discrimination, improper safety and security, non-availability of hygienic, overcrowding, irresponsible tourists, insufficient communications facility, inadequate healthcare facilities, problems of the officials of RTDC,

lack of technological advancement, strong competition from globalized countries that are developing its health care system, lack of institutional tie-ups between different players of industry and so on". Author suggested new tourism products model as a solution that can be implicated by policy makers and managers. However, customers perception are constantly changing, so continuous new innovative product in yoga tourism must be introduced.

Limitation & Scope for further study

This research article tries to emphasis over exploration of Yoga tourism, its scope and challenges in the purview of Rajasthan state. However, somewhere this study lacks in the empirical analysis, where actual results could not be drawn due to lack of primary data set. Although authors are in position to conduct another study with same variable by using statistical tools.

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05

Role of Rural Tourism in Empowering People and Community Development

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Abstract

India is a well-liked travel destination for visitors from all over the world because of its wealth of natural resources, ancient landmarks, and rich cultural legacy. The tourist sector in India has rapidly expanded to become a large economic force, leading to considerable gains in foreign exchange revenues. The travel and tourism sector contributes significantly to the global GDP, accounting for 11% of the total. There is a lot of untapped potential for rural tourism because India has such a vast array of rural landscapes. The expansion of rural tourism in India is anticipated to result in the creation of new employment and a thriving local economy. Additionally, this will help to preserve the traditional arts and crafts of rural India. The stress that comes with living in a city has given rise to a condition known as "counter-urbanization." As a result, interest in rural areas has recently increased. The trend toward rural tourism is being influenced by a number of other elements, including a growing understanding of the value of health and wellness, a heightened interest in history and culture, better accessibility, and more awareness to environmental problems. After COVID-19, the local tourism industry typically begins to recover. Before there is a significant demand for travel to other nations, most tourists opt to take weekend trips closer to home or to travel inside their own nation. Road trips could begin to occur more regularly. Families with students were more likely to go to drive-in theatres since it is more practical for them all to do so, particularly on the weekend as well as during brief vacations. The purpose of this study is to investigate the concept of "Rural Tourism" from the perspective of fostering local autonomy and regional development as one of its goals.

Keywords: *Rural Tourism, Community Development, and Sustainable Development.*

Introduction

Increased social cohesion between urban and rural areas, local sustainable development, and providing a proper response to the leisure needs of contemporary society are the objectives of rural tourism. The traditional rural economy, which includes a variety of industries including agriculture, forestry, crafts, and others, is greatly benefited by rural tourism. There is little doubt that rural tourism contributes to the development of new businesses, the maintenance of existing ones, and the creation of new jobs. Due to the wide range of potential

economic activities and income streams, rural tourism is vital to the process of rural development. This policy supports a number of important issues, including the protection of the environment and biodiversity, enhanced opportunities for women and people with disabilities, and the preservation and conservation of rural cultural heritage. The company must implement strategies to draw the right clients and effectively manage the expanding number of rural tourism sites if it is to realise its goal of becoming a tourist hub for different niches and generating higher revenues.

The goals of rural tourism are to near total sustainable development and to provide an acceptable reaction to the leisure needs of contemporary society within the context of rising societal cohesion between urban and rural settings. These objectives can be achieved through the practise of rural tourism. Rural tourism is extremely beneficial to the traditional rural economy, which comprises many different industries such as agriculture, forestry, crafts, and other types of companies. There is no question that rural tourism promotes the extension of present employment as well as the development of new ones. Due to the variety of potential economic activities and revenue streams, rural tourism is crucial to the process of rural development. Along with a number of other important issues, it supports the preservation and defence of rural cultural heritage, expanded opportunities for women and people with disabilities, environmental protection, and biodiversity preservation. The business must put mechanisms in place to draw the right consumers and effectively manage the expanding number of rural tourism sites if it is to accomplish its goal of becoming a tourist hub for diverse niches and improve revenues.

As a result of rural development projects, the standard of living for the locals should increase. Tourism has a vital role in both the growth of the rural economy and the raising of standards in rural areas. Given that it offers a wide range of villages that are exceptional from a geographical and tourism standpoint, it is possible to contribute to an increase in economic activity and the development of infrastructural services. The idea of positioning was only applicable to enterprises before the current surge in the popularity of specialised tourism, but it is now equally applicable to locations. Since each destination is distinct from the others and offers a different kind of travel experience, it is necessary to classify the area in order to define it as a destination. This not only makes it simpler for visitors to decide what kind of business is best for them, but it also enables establishments to market themselves in a way that draws all the customers they require. One advantage of turning a run-down rural area into a successful tourist destination is the increased potential for economic, cultural, social, and environmental growth.

The tourism industry is anticipated to have a positive impact on many aspects of the nation, including its culture and human resource base. Major tourist sites benefit from increased tourism experiences for guests, but it also directly affects the community's economic structure, language, morals, and values. Any activity that takes place in rural areas is referred to as "rural tourism" and is inclusive of all of them. Rural tourism is now the industry with the quickest rate of growth,

and it is widely acknowledged as an essential instrument for the growth of rural areas. Any form of tourism that encourages local economic and social development, fosters interactions between visitors and residents for a more rewarding travel experience, and raises awareness of rural life, art, culture, and heritage is considered responsible tourism. It is often referred to as "agritourism." The results of different research indicate that one of the primary reasons people visit rural areas is to escape the bustle of modern city life and take in a quieter, more traditional way of life. After COVID-19, the local tourism industry typically begins to recover. Before there is a significant demand for travel to other nations, most tourists opt to take weekend trips closer to home or to travel inside their own nation. Road trips could begin to occur more regularly. Family with children are more likely to go to drive-in theatres, especially during weekends and even during brief vacations, because it is more convenient for them. The majority of tourists like visiting rural areas as a direct result of this. This traveller probably values cleanliness and sanitation more than luxury and comfort.

The idea of tourism in India's rural areas has been thoroughly examined in a number of published works. The phrase "rural tourism" refers to a wide range of activities that may be carried out in rural locations. Fourth, the market conditions and trends for traditional products have changed as a result of the impact of global markets, communications, and telecommunications. To put it more simply, it may be regarded as a "state of mind" that can be counted and measured (Sharpley & Sharpley, 1997).

The scope of rural tourism is still a subject of research. People are very interested in learning about and participating in the history of folklore, regional practises, common heritage, and rural ceremonies (Bramwell et.al, 2003). (2003) (Jolliffe et al.). According to the definition of "rural tourism," it must be "rural in scale, concentrate on the traditional aspects of the countryside, expand slowly under local administration, and be non-uniform (representing the complexity of the rural environment)" (Thomson Learning).

One of the defining features of rural tourism is the strong emphasis on the local culture. Any form of tourism that focuses on conserving rural life, traditions, arts, and cultures while simultaneously boosting the neighborhood's economic and social well-being is referred to as rural tourism. Rural tourism products stand out because they aim to provide visitors individualised attention, a glimpse into distinctive village life, and the opportunity to participate in local cultures, customs, and ways of life. By seamlessly blending traditional characteristics like community collaboration, trust, and reciprocity, rural tourist locations offer a one-of-a-kind offering that is predominantly on a local scale and ecologically sustainable.

One of the things that may be done there is the practise of rural tourism. It encompasses farm/agricultural tourism, adventure travel, and ecotourism. Rural tourism differs from more mainstream forms of travel in some of the ways listed

below: The preservation of ancient customs, oral histories, and cultural artefacts forms the foundation of this movement. Even though it is still in its infancy, rural tourism in India has a lot to offer visitors. However, it develops. There is a substantial amount of demand. Rural areas are disappearing at an alarming rate, especially in wealthier countries. Even young Indians living in big cities desire to get back in touch with their rural roots. Both Indians and non-Indians will find the experience unique and engaging.

Despite becoming common in Europe and other parts of the world where parents want their children to experience rural life, rural tourism is still a relatively new idea in India. Rural areas in the US, Canada, and Australia are dotted with tourist sites. Folklore tourism, agricultural tourism, pilgrim tourism, adventure tourism, and nature tourism are just a few of the diverse activities that make up rural tourism. "Gujarat, Kerala's backwaters, Punjabi cuisine, Uttar Pradesh's hills, West Bengal's Shanti Niketan, Orissa's dances and songs, Karnataka's Nithyagram tribes, Meghalaya's natural beauty, Andhra Pradesh's folk dances, Sikkim's mask dances, and Nandagaon Banara's Holi" are a few potential rural tourism hotspots in India.

It makes sense to plan for the tourism industry in order to encourage the expansion of rural areas and regional development. In India, a large number of public sector organisations and government agencies are working to encourage the expansion of other types of economic activity as the importance of agriculture in the rural economy is declining. Since the majority of people there are opposed to industrialization, trade, and development on undeveloped land, large-scale economic progress in rural areas typically results in violence.

Rural tourism in India is still in its early stages, but it is expected to develop. There is a substantial amount of demand. The experiences of a great number of nations imply that tourism might potentially be a reliable source of money in rural areas. One way to accomplish this goal is through fostering the growth of tourism in rural regions. To keep rural tourism thriving in a nation like India, where more than 75 percent of the population lives in rural areas, a strong infrastructure is essential.

Review of the Literature

According to Urry (1995), two of the most significant effects of reflexivity may include knowledge of the connections between local and global settings as well as environmental awareness. As our society shifts from being "industrial" to being "risky," there is a growing awareness that "sustainable" growth must be pursued (Eagles 1992). Local communities are essential to both the protection of their local natural environments and the formation of global environmental alliances (Richards & Hall, 2000). The idea of sustaining a sustainable way of life is becoming more and more common in place-based communities. This admits that in order to properly protect the "natural" environment, people and cultures that rely on it need to be firmly established (Richards & Hall, 2000).

It is based on the hypothesis that contemporary environmental demands are excessive and make it nearly impossible for the ecosystem to survive and reproduce as fast as it did in the past (Butler et al, 1998, p557). There is now broad acceptance of the idea of sustainable travel. Resources, both human and natural, must be handled in ways that can last for a very long time (Reid, 1991). The fundamental tenets of sustainable development serve as the foundation for establishing, organising, and managing tourism that is environmentally responsible (Hunter and Green, 1995). These theories are structured around the concept of carrying capacity (Butler et al, 1998). Although it has ecological roots, the phrase "carrying capacity" is now frequently used to refer to people, especially visitors. According to one definition, it is "the maximum number of people who may utilise a site without incurring intolerable bodily or psychological harm to visitors." To put it another way, it refers to "the number of concurrent users that a site is able to support" (Mathieson and Wall, 1982, p168). The only two elements that have any bearing on a destination's ability to attract tourists are the nature of the surrounding environment and the variety of leisure opportunities available (Richards and Hall, 2000). Pritchard's (1992) addition to Mathieson and Wall's notion of carrying capacity is that it places an emphasis on the social and psychological capacity of the physical environment to sustain tourist sites and growth. This expands the scope of the original work. original definition of carrying capacity by Mathieson and Wall. McIntyre and Hetherington (1991) assess the area's ability to support tourism by taking into account its community, industry, and culture.

Environmental policy has historically placed a strong emphasis on conservation initiatives. The wise management of renewable resources, such as the land, the woods, and the fisheries, may be one of the goals of a plan like this. Protecting these resources is becoming increasingly crucial as more are being lost or are in danger of becoming extinct (Tribe et al., 2000). When done there, rural tourism may increase local engagement, wealth distribution, rural cultural preservation, and production, in that order. It is a kind of sustainable travel. Rural tourism also contributes to the preservation of regional cultural traditions. Both urban and rural communities may benefit from rural tourism. Before we can begin to promote tourism in rural areas, we must first have a thorough understanding of the rural environment, demography, sociocultural practises, economy, and political systems. How can the socioeconomic standing of rural communities improve? Understanding the requirements of our target market is the first step in creating a detailed marketing strategy for rural tourism.

People from all origins, philosophies, dialects, and lifestyles will have the opportunity to interact and broaden their perspectives thanks to rural tourism. It may discourage individuals from relocating from rural to urban regions, promote the growth of social, cultural, and intellectual concepts, and create employment opportunities. Rural tourism may attract visitors by introducing them to the regional food and letting them fully immerse themselves in the local culture. Villagers ought to respect the local culture while designing tourist lodgings. For

initiatives of this nature, access to attractive bank financing arrangements should be possible. Rural tourism is increasingly important to the offerings of the tourist sector. Once the necessary infrastructure is in place, there is no reason why tourism cannot reach uncharted areas of the countryside. The Bouqeut and Winter (1987) anthology of studies on political disagreements and conflict in rural tourism was the work that made the most significant contribution to society and culture. They investigate how politics, rural policy, and tourism interacted with leisure and tourists in rural areas following the war. Their focus is on the interplay between these three factors. On the other hand, Neate (1987) depicts agriculture tourism in the Scilly Isles as a means for family farms to diversify their economies at a time when agricultural viability is declining.

According to Vincent (1987), the development of rural tourism necessitates a close-knit community's adaptation to the emergence of capitalism, which imperils family independence, traditional values, and cultural traditions. Women in rural areas don't have many options, but one of the few things they do use is tourism. However, this makes their unstable employment situation worse. In order to acquire independence and promote the preservation of their cultural traditions, Native Americans are becoming more active in the tourism sector, yet this growing engagement exposes them to a special set of issues. In addition, there are issues with the project's finances, the provision of training that is culturally relevant, the attitudes of those providing labour and service, and the process of collective decision-making (Smith, 1997). Even in places with just a moderate amount of tourist development and business activity, residents may have a strong passion for the tourism industry (Johnson et al., 1994). Long-term residents of rural areas tend than subsequent immigrants to welcome expansion and change. This is often the case because new arrivals pick the area for its benefits, which they do not want changed. Long-term residents, on the other hand, have been there longer and are more likely to welcome expansion and change (Getz, 1994).

Numerous social scientists have investigated the ways in which tourism influences rural livelihoods, and their conclusions either support or disprove the notion that tourism is a cure for all rural economic and social ills (Getz, 1981). Butler and Clark are honest enough to state that rural tourism may not always solve problems associated with rural development due to "income leakages," "volatility," and other factors, "declining multiplier," "poor remuneration," "imported labour," and "investor conservatism." The promotion of tourism may increase income and employment disparities in rural areas where the economy is already shaky. As a support for the economy rather than the main factor in rural development, it is more advantageous (Butler and Clark, 1992: 175). As "new tourism" learns about the benefits of rural settings, various new challenges have emerged in rural areas as a result of the development-intensive nature of tourism and the expansion of mass tourism. This is due to a rise in mass tourism. Numerous factors, such as timeshare, conference centres, second homes, rural theme parks, and holiday villages, have fueled the insatiable thirst for rural tourism (Gartner, 1987). Several scholarly publications have recently produced

special issues on rural tourism and sustainability. Nevertheless, it is indisputable that rural tourism exemplifies a sizeable number of the characteristics that characterise the figurative interaction that exists between tourism and the natural environment. Because of these factors, it is extremely important to take into consideration the competition between supply and demand in the rural tourism industry, in addition to the tourist resources that are now accessible (Page and Getz, 1997).

Methodology

The current study is supported by secondary data that was collected from dependable print, internet, and journal sources of published literature.

Discussion

Since it contributes to the preservation of the nation's cultural practises, culinary traditions, and social mores, rural tourism in India has a promising future. The opportunity for visitors to interact with residents may be one of the region's distinctive selling factors. There are distinct foods, traditions, and crafts in each state. Product marketing for rural tourism is a difficult procedure that demands specialisation. If promoted well, rural tourism may be highly helpful to our community. Through this effort, the government's programmes for rural development may make money. It may make it easier to move resources from urban to rural areas. It can halt people from moving from rural to urban areas. Planning, putting the plan into action, and assessing its effectiveness are all essential components of conserving rural areas. Tourism in rural areas requires the management of the environment, community involvement, appropriate regulations, sustainable marketing, and realistic planning. Advertising rural travel to a broad audience is inappropriate. Plans of action that are relevant to each market segment are required for rural tourism to be successful. It's simple to win everyone's support. To be successful and lucrative, marketers must target particular demographic groups, such as newlyweds, families, the elderly, children, immigrants, artists, and companies, among others.

Given that it is a consumer activity, tourism should be demand-driven with a primary focus on the demands and objectives of tourists. As a result, the reasons for going to the villages are seen as a reflection of the rising interest in the great outdoors as well as other general tourist trends. The idea of rurality is intertwined with the allure of rural places as possible locations for vacations and other types of leisure activities. A popular and romantic notion of the "good old days" depicts a simple, straightforward way of life, untainted environment, and a person who is completely involved in his or her natural surroundings. Instead of rushing to add urban conveniences to a rural setting, it's crucial to create an environment that allows people feel rurality. This is the responsibility of the host community. If tourists had the opportunity to take part in an experience like this, interest in rural tourism would undoubtedly rise. Whether they are natural, cultural, human, or financial, the rural area has to have resources that appeal to tourists. When analysing an industry's level of competitive advantage, it is essential to take into

account the quality of the attractions (including their authenticity), services, and facilities, as well as the availability and pricing of the industry's products and services (perceived as value for money). In order for the community to have a unique selling proposition (USP) and a competitive advantage, it is going to be necessary for them to learn how to compete in the market. The success of tourism in rural areas is directly proportional to the degree to which "experiences" are marketed as a selling element.

The Indian government did not prioritise promoting rural tourism until 2002. Rural tourism was heavily emphasised in a national tourism policy that was implemented in 2002 as a way to increase working opportunities and promote sustainable lifestyles. The Ministry of Tourism is promoting rural tourism locations with core competencies in art, culture, craft, history, handloom, etc., according to the official government website. The Indian government was aware of the difficulties and opportunities presented by rural tourism. The development of tourism in rural areas was made possible by financial support from the ministry of tourism. The federal government asked each state to follow its lead and instructed tourist agencies to organise and carry out tourism activities in collaboration with locals and non-governmental organisations. To provide tourists the chance to enjoy the local cuisine, art, and culture, several programmes were developed. It was determined that it was essential to develop new infrastructure, alter and liberalise current regulations, promote investment, and uphold law and order in order to improve rural tourism. The "United Nations Development Program (UNDP)" and the Indian Ministry of Tourism are collaborating to promote rural tourism. Our knowledge of how local dynamics and tourism-related actions interact has greatly benefited from these 36 pilot project locations around the nation. The Indian "Ministry of Tourism" and the "United Nations Development Program" collaborated to create the Endogenous Tourism Project-Rural Tourism Scheme (ETP-RTS) in 2003. (UNDP). The project's primary goal is to encourage sustainable lives, but its impact extends well beyond just boosting earnings and employment. In addition to gender equality, sustainability, and the women empowerment, young people, and additional marginalised communities are among the objectives of the campaign. Tourism's design and idea must be substantially altered if it is to become a transformative agent capable of altering the opinions, convictions, and behaviours of both foreigners and citizens while also significantly boosting local economies all throughout India.

The ministry of tourism aggressively encourages vacation to rural areas, drawing motivation from the incredible success of its "Incredible India" campaign. Over 167 rural tourist initiatives have been uncovered as a result of the "find rural India" effort. The need of offering adjacent communities training in tourist-related skills is also emphasised by the ministry of tourism. It has teamed up with the United Nations Development Program to provide individuals with training in a variety of trades (UNDP). While the government set aside $5 million for the improvement of rural infrastructure, the UNDP supplied $2 million per location

for the training of skilled staff. Both physical and digital components for the project must be built. The host towns will benefit from improved capacity building, tourism marketing, and aid for market linkage if this endeavour is successful in reaching its goals.

Suggestions

Rural tourism may contribute to sustainable growth in some of our more remote regions. Governments should prioritise fostering tourism in rural areas while trying to boost economic competitiveness. The government should work with the non-governmental organisation that supports the community to create rural tourism attractions and, as a result, provide tourists high-quality services. One strategy to promote rural tourism is to provide appropriate infrastructure, such as homes, roads, airport and train facilities, local transit, communication lines, and other amenities.

➢ The reorganisation and relaxation of rules governing rural tourism.
➢ Promoting monetary investments in the development of rural areas and indigenous peoples
➢ By identifying communities with a high potential for building rural tourist attractions, showcasing the fundamental competencies of India's rural areas.
➢ To lessen the demand on well-known destinations, less well-known locations must be marketed.
➢ Facilitating and encouraging neighbourhood members' participation in all activities
➢ Accurately documenting rural and tribal customs in India so they may be used in marketing efforts
➢ Keeping up with the Rural Tourism Unit's capacity increase.
➢ Using innovation and ingenuity to improve the overall standard of the service provided.
➢ You'll be in charge of maintaining a database and compiling an annual report on rural tourism.
➢ Find a way to connect those who are rich with those who are in need.

Conclusion

The idea that modern travel must involve time spent in a more rural setting has gained traction in recent years. Without a doubt, in the near future, rural tourism will turn into a crucial tool for long-term human growth. In addition to eliminating poverty, creating jobs, redeveloping rural regions, and improving the environment, this will entail the promotion of women and other members of the country's marginalised groups. In order to achieve sustainable economic growth and beneficial social transformation over the long term, the government should encourage local involvement and mobilisation in tourist programmes that take place in rural areas. The government should provide financial assistance for a variety of rural tourism initiatives in order to encourage long-term economic growth, positive social transformation, resident empowerment, and the growth

and development of communities. These goals can be accomplished through the tourism industry.

According to research, people are drawn to rural areas for psychological reasons. These motivations include a desire for tranquilly, independence, and rural traditions that contrast sharply with urban modernization. Following COVID-19, the local tourism industry frequently starts to recover. Before there is a significant demand for international travel, many vacationers decide to take short journeys closer to home during the weekend or to investigate their immediate surroundings. In the future, there is a possibility that more individuals will choose to travel by automobile. Taking in a movie at a drive-in theatre is a common activity for families with children, particularly on the weekends and during brief school breaks. As a direct consequence of this, vacationers have a greater propensity to prefer travelling to rural areas. The impact of tourism is increasingly being seen in rural areas as well. In fact, rural tourism has the ability to improve the status of women and other marginalised groups, lessen poverty, offer new employment opportunities, restore previously harmed habitats, and foster social cohesion and international understanding through travel.

Acknowledgement

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Entrepreneurship and Tourism Development in Assam through Handicrafts: A Study of the Indigenous Handicrafts of Assam

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Abstract

Hands with the magical art are capable of changing simple looking things into master pieces, and these things are known to us as handicrafts. Handicrafts have always been the strength of rural areas which have supported the needs of local population. The knowledge and skills of local artisans and craftsman in India are well known for their uniqueness towards usages in daily requirements and durability. Among the most beautiful states of India, Assam is the doorway to the captivating and untouched north-eastern part of the country. The handicrafts of Assam have also been well recognized not only in India but also worldwide. The people of Assam have been involved in converting making of handicrafts into commercial ventures as an entrepreneur.

Handicrafts have been an integral part of tourist plans in Assam and any push towards tourism will also affect the tourism of Assam and vice versa. This research is being carried out to study such effect of handicrafts on development of tourism in Assam especially with respect to its potential for the developing entrepreneurship among people of Assam.

This research is taken up specifically in view of studying the various handicrafts of Assam along with their present role of establishing as a viable business product. Also this study will analyze the scope of developing the tourism through handicrafts.

Keywords: Assam handicrafts, Entrepreneurship, Assam Tourism, Indigenous Handicraft, Sustainable Development.

Introduction

Assam, a northeastern state of India, is known for its mesmerizing natural beauty, flora and fauna, beautiful hills which surround the state, flourishing tea gardens and forests. Assam is a state with rich cultural heritage and great craftsmanship. The handicrafts have a great importance in Assamese society to sustain the livelihood of local people. It is observed that handicrafts are an expression of personal creativity, respect for natural resources and heirloom expertise in this region. From the beginning of civilization it can be said that handicrafts form a valuable social, cultural and economic trait of a community. The handicrafts are

not only the foundation of economic life but also the cultural unity of locals. It can be surely stated that the handicraft items have far greater significance than what is indicated by the value of their production as they embody cultural, social, religious and artistic traditions of the society.

The term handicrafts stand for those items of a specific society which are generally produced manually with their traditional indigenous skill and knowledge. Handicrafts tell us about the nature and needs of people and display the unique creations and expressions of rural folk. In certain parts of the world, handicrafts have displayed skilled craftsmanship, to create items of utility. The activities of handicraft can be termed as a trade or occupation that requires development of skill and the use of mind and hand. Handicrafts should cover handmade products made primarily with simple tools and use of imagination, employing heirloom knowledge.

Depending on their various specializations, the makers of craft are known as artisan, craftsmen, craftsperson, designer craft person, artist craft person etc. In Assam, the crafts objects are generally created by the craftsmen of tribal origin completely or partially following their unique traditional designs and patterns. The handicrafts not only provide income and employment opportunities to people but also are an essential key to the understanding of cultural, social and religious heritage in the state of Assam. Handicrafts are also recognized for sustainable development in the economy of Assam. A catalogue on handicrafts includes, silk textiles, bamboo and cane works, wood carving, handlooms, leather works, pottery, Bell metal products, decorative candles etc.

Assam is one of the most significant states in India known for its rich and diverse handicrafts. The state has been blessed with very rich and diverse tropical resources from ancient times. Since the inception of the state through various empires, display of aesthetic consciousness and craftsmanship can be seen on various sculptures and carvings throughout the state.

It is generally seen that handicraft products are part and parcel of life of people of Assam. The handicraft artisans collect their valuable raw materials from homesteads, local markets and nearby forests of the state. The manufacturing activities of handicrafts in most of the rural area of Assam are carried out by both male and female members of the family either at home or a small workshop attached to their homes. The craftsmanship is often passed down from one generation to the other, a craft often being a family activity of the artisans. They often find their inspiration in the beautiful land, in its flora and fauna and farming culture. Their simple lifestyle and respect for the environment is also evident in various patterns and designs.

Review of Literature

(Ray, 2021), According to Author, Handicraft sector is an unorganized and unstructured sector yet one of the most important productive sector and export commodity for a developing country. Even with millions of artisans concerned

with production being employed in the sector, no proper marketing schemes exist in this traditional field. Thus, a mutual association between the Indian government and the handicraft exporters is needed in order to promote the artisans, and boost the traditional sector. An entrepreneurial skill in a way promotes uniqueness and hence gives a competitive advantage in the market. This will not only reduce the socio-economic condition of the place but also promote the local youths and communities to conserve their ethnicity and culture while producing handicrafts for livelihood.

(Oluwayemisi A. Abisuga-Oyekunle, 2020), In their paper, authors summarized that Handicraft sectors provide a vital source of employment for the less privileged segments of society. The handicraft economy sometimes establishes upon traditional transferable skills which are cheap and easy to acquire, with flexible natural home-based nature that can be integrated into economic activities and household duties. Handicraft can be used as an essential "entry point" into the economy, specifically for people with a poor educational background. The significance of using handicrafts for poverty reduction and socioeconomic development is great.

(Tamanna Khosla, Volume 1 Issue 2), The author concluded that each of the industries is distinctive in itself and the individuals involved in these industries have their own unique set of skills. Though substantially big, the Silk Industry too is need to of dire intervention as the workers of the Industry do not seem too happy with the share of the pie that they are presently getting. In order to make Sualkuchi a force to be reckoned with, substantial governmental intervention that organizes and streamlines the entire process of production, weaving and selling is required, failing which, the industry will remain in the shackles of oblivion, inefficiency and incumbency.

(Choudhury, 2019), According to the author, The rural area in Assam has immense potential to generate new jobs with relatively low direct investments, by utilizing local skills or by meeting demands by adopting simple techniques. The rural non-farm sector is an alternative way of livelihood process when agricultural farming fails in India to engage all the rural poor. There is no doubt that the rural non-farm sector activities in Assam have assumed a leading role in generating income and employment particularly in rural areas. Owners and employees are fully engaged in most of the enterprises. There is growth in employment and number of enterprises.

(Narzary, 2019), The author discussed that Assam has a rich heritage of artistic craftsmanship, with unique crafts and skilled labour. The crafts of Assam are almost entirely oriented to locally available raw materials. The principal handicrafts of this region include basketwork, cane furniture, mats, woodcarvings, terra cotta, artistic textiles, bell metal artwork, brass metal craft, dolls and toys. With various incentives on export-oriented units, lucrative business may be set up for export of the handicrafts.

(Sarma, 2017), Their study has brought to light the notion of economic sustainability and sustainability of tradition from the perspective of the craft and the craftsmen. It is seen that the brass and bell metal crafts of Hajo and Sarthebari has been undergoing modification in its design, structure, and raw material. It is due to artisans' compulsion to remain economically productive in an era where quantity matters more to sell more and earn more. But it is also noticed that artisans involved in decorative crafts are earning well in comparison to the conventional craft makers. Craftsmen who are unable to continue with their crafts according to demands find the occupation unreliable.

(GOSWAMI, 2015), The handicraft segment of Kaziranga National Park needs support and resources for its sustainability. All the stakeholders of Kaziranga national park should play an important role to promote the beautiful skills. Government and other agencies should provide all the necessary support to the handicraft artisans. With proper planning handicraft tourism can flourish together with wildlife tourism in Kaziranga national park region.

(Barua, 2015), The author revealed that Promotion of the craft culture of Assam, as a tourism component can be an efficient tool for the preservation of the craft culture of Assam. It also contributes in educating the tourist about the Assamese crafts. If properly marketed, the various crafts available in Assam, artisans will be directly benefitted. The handicrafts of Assam have potential to attract tourists if proper guidance is being provided.

(Roy, 2014), The author discussed that the condition or the situation of the bell metal sector are not in a good stage since there is lack of raw materials which is very scarce and is being imported from outside the country. The cost of the raw material is the major problem. The people manually produce the finished goods, which take time to bring the final touch product. Because this is due to the lack of the new technology, they are unable to produce finish goods in bulk. It is evident that bell metal industries of Sarthebari block, Barpeta district have been sufferings from various problems related to backward and forward linkages. It is no longer lucrative as a sequel for which the educated youth of the region are not interested in carrying out the activity. The artisans are facing problems to have drinking water and sanitation facilities. So, health of the workers including their family members was not in good condition.

Research Objectives

1. To have an overview of local handicrafts industry of Assam
2. To establish the potential of handicrafts in developing entrepreneurship opportunities
3. To study the role of handicrafts in developing tourism in Assam

Hypothesis

H0: The handicrafts of Assam as entrepreneur products do not have relation with tourism development in Assam.

Ha: The handicrafts of Assam as entrepreneur products have relation with tourism development in Assam.

Research Methodology

Research Design: A qualitative approach of data analysis was adopted due to large size. The analysis was done on different demographic profiles especially shopkeepers dealing with handicrafts and the general public who came to the shop as the customers the shop owners were asked to obtain the responses towards entrepreneur and tourism potential of handicrafts of Assam

Sampling Design: Primary data was collected from owners and customers from different handicrafts shop and emporium in Guwahati for entrepreneur potential of handicrafts and for establishing the potential of handicrafts in promoting tourism in Assam general public were approached.

Tools and Technique: The data was collected on 05 point likert Scale for the set of question pertaining to the handicrafts overview, entrepreneur potential and tourism development potential. Option for three set of questions were in likert scale of 05 was 1Strongly Disagree, 2 Disagree, 3 Neither Disagree or agree, 4Agree 5Strongly Agree.

Apart from above questions demographic and handicrafts related questions were also asked from respondents.

The questionnaire was circulated as both printed format in person and Google forms to the various handicrafts stores total 20 shops were identified in Guwahati, responses of owners and the customers were taken for the data collection. In total 210 responses were received and were used for data collection.

Data and Statistical Analysis: Total three sets of questions were asked from respondents for their opinions towards the potential of handicrafts in developing entrepreneurship opportunities and the role of handicrafts in developing tourism in Assam. Mean, percentage and regression analysis was done for the data obtained from respondent's statistical analysis.

Table 1.The demographic data of respondents

S. No.	Particular	Number (n)	Percentage
Gender			
1	Male	134	66.7
2	Female	67	33.3
Age Group			
1	20 - 25	84	41.8
2	25 - 35	100	49.8
3	36 - 50	13	6.5
4	50 AND ABOVE	4	2
Occupation			
1	Business	22	11
2	Service	24	12
3	Studying	155	77

The above table gives the demographical details of the respondents which majority are from age group is between 25 to 35 followed by 20- 25 age group this signifies the study as analysis is broadly focused on younger age group. The majority of respondents are found to be engaged in studying group. This has the significance that many of the respondents are from younger generation and they are purchasing handicrafts, if properly motivated and guided they can consider handicrafts as a potential product for business venture.
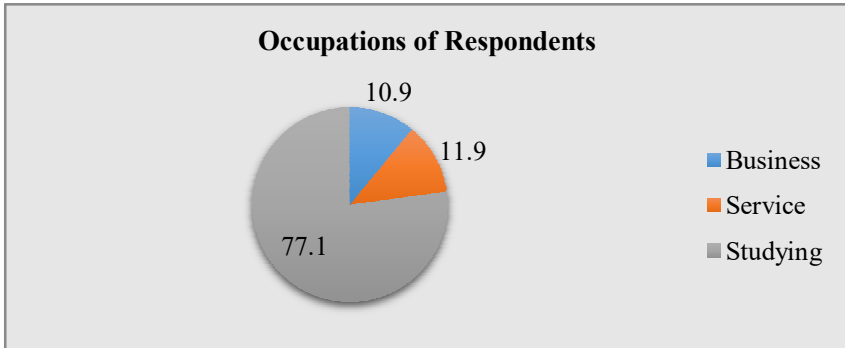
Figure 1.Occupation of Respondents
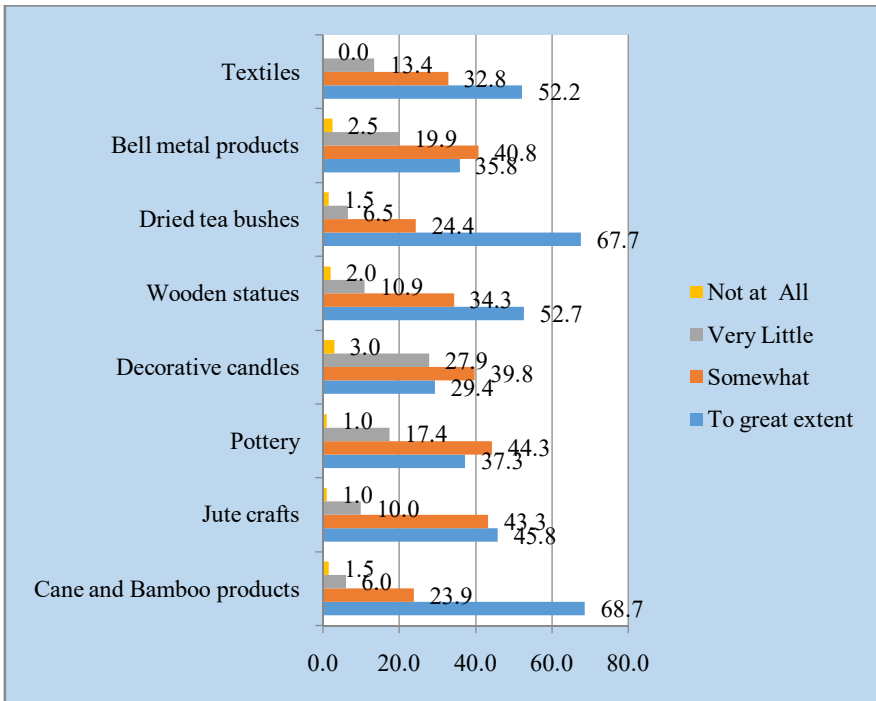
Figure 2.Potential of Assam handicrafts as selling products

The potential of different Assam handicrafts with respect to as a selling product for development of entrepreneurship as shown by the above figure clearly shows that cane and bamboo products (68.7%), dried tea bushes (67.7%), textiles and wooden statues(52.2%) are having the major potential handicrafts of Assam for entrepreneur venture.
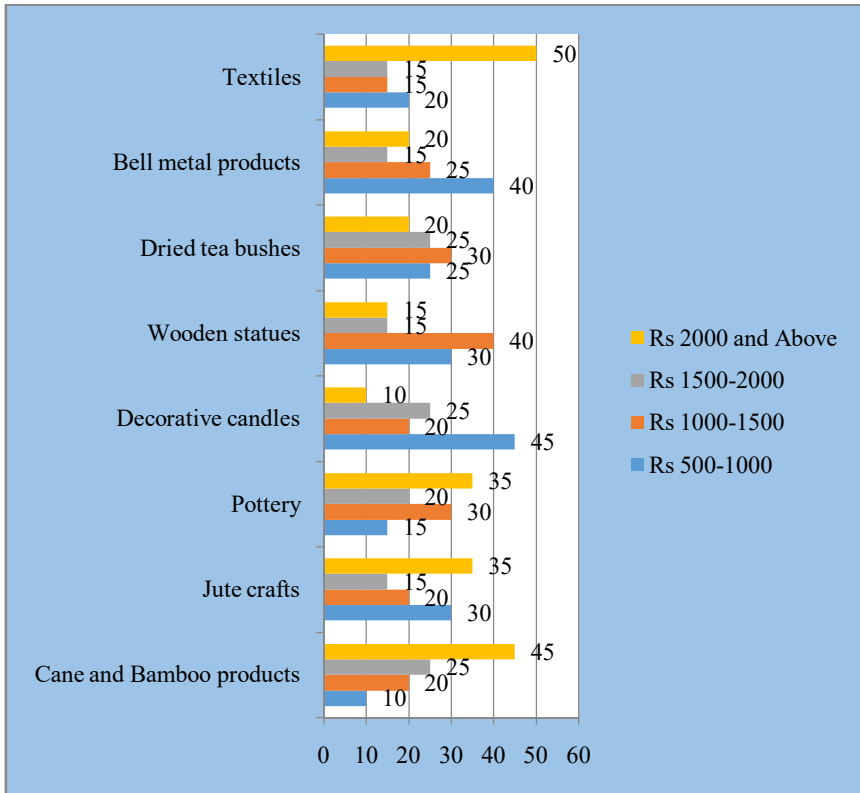
Figure 3.Major potential handicrafts of Assam for entrepreneur venture

The Above graph clearly shows that Textiles 50%, cane and bamboo products 45% and jute products 35% are having monthly sales of above Rs 2000/- which makes them most selling handicrafts in Shops.

Table 1.Problems being faced by the Entrepreneurs

Problems	Percentage	Respondents 20
Lack of Finance	51.2	10
Competition with other	34.8	7
High cost of production	45.3	9
Marketing problem	49.8	10
Non Available of raw Material	19.4	4
Lack Guidance	36.3	7
Others	12.9	3
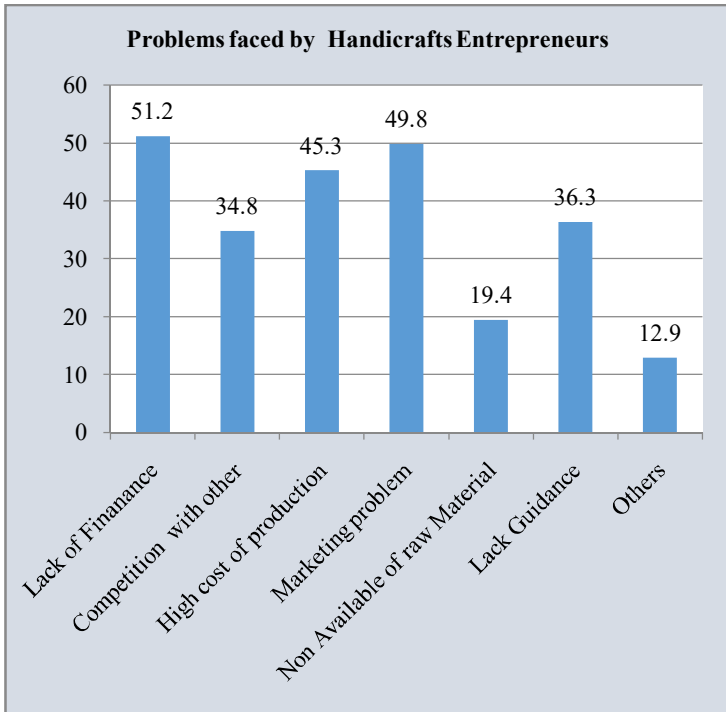
Figure 4.Problems being faced by entrepreneurs in handicrafts Business

For problems faced by entrepreneurs with respect to handicrafts lack of finance (51.2%) and marketing issues (49.8%) are found to be prominent

Table 2.Benefits of handicrafts entrepreneurship

Benefits	Percentage	Respondents (20)
Employment Opportunities	63.7	13
Income Generating	49.8	10
Earning foreign Exchange	42.3	8
Suitable For Sustainable Development	46.8	9
Entrepreneurship Development	46.8	9
Others	11.9	2

Benefits of Handicrafts Entrepreneurship
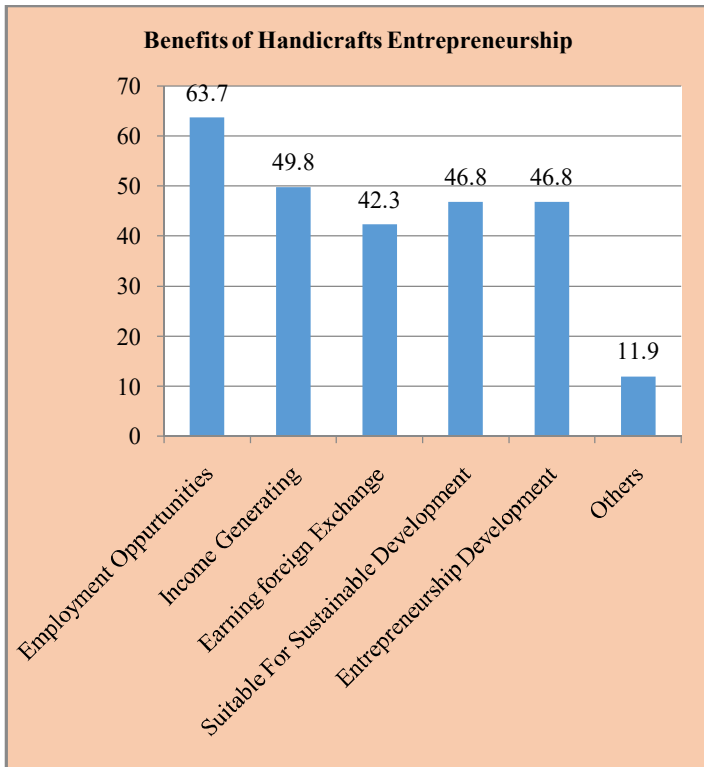
Figure 5.Benefits of handicrafts entrepreneurship as perceived by respondents

When respondents were asked for the benefits of handicrafts entrepreneurship the major response is given for Employment opportunities (63.7%) and sustainable development (46.8%)

Table 5.Frequency of purchasing handicrafts among respondents

Purchasing Frequency	Percentage	Respondents (N=201)
Once in a year	25%	51
Twice in a year	44%	88
Thrice in a year	21%	42
More than thrice in Year	10%	20

Table 6.Responses for the potential of handicrafts in developing entrepreneurship opportunities (N= 201)

S. Nos	Statements for the potential of handicrafts in developing entrepreneurship opportunities	Strongly Disagree 1	Disagree 2	Neither Agree nor Disagree 3	Agree 4	Strongly Agree 5	(4+5) Total	Mean
1	Do you think demand of local handicrafts of Assam has increased over past few years?	1%	7.50%	31.80%	36.30%	23.40%	59.70%	3.74
2	Do you agree that Assam handicrafts are popular among local people of Assam especially the youth?	3%	10.90%	34.30%	30.80%	20.90%	51.70%	3.56
3	Assam Handicrafts are durable in use. What is your opinion?	1%	6%	16.40%	37.30%	39.30%	76.60%	4.08
4	By engaging in manufacturing and selling of handicrafts helps in earning livelihood for local people?	1%	5%	16.90%	25.90%	51.20%	77.10%	4.21
5	Handicrafts of Assam are easily available in local market and are not particular place specific?	2.50%	10%	25.90%	32.30%	29.40%	61.70%	3.76
6	Assam handicrafts provide value for money for the customers. Give your opinion	2%	3%	26.40%	32.80%	35.80%	68.60%	3.98
7	Handicrafts of Assam are popular among domestic and international tourists?	1%	14%	28.40%	31.30%	32.30%	63.60%	3.87
8	The handicrafts of Assam require minimum maintenance after purchase?	2.50%	10%	30.80%	31.30%	25.40%	56.70%	3.67
9	Assam handicrafts have potential of sale in abroad. What is your opinion?	1.50%	7.50%	23.90%	29.90%	37.30%	67.20%	3.94
10	The handicrafts can be considered as prime selling product to start a business venture?	2.50%	7%	26.40%	38.30%	25.90%	64.20%	3.78

11	Assam handicraft needs more publicity and government support for sustainability of handicraft manufacturing?	1.50%	5%	14.40%	20.40%	58.70%	79.10%	4.3
12	Do you agree that the Assam handicrafts are in demand outside Assam?	3.50%	11.40%	25.90%	30.80%	28.40%	59.20%	3.69
13	Do you agree that no/less complaints have been received regarding handicrafts from customers?	2%	10%	31.30%	33.30%	23.40%	56.70%	3.72
14	Is storage and maintenance of the handicrafts is a challenge?	5.50%	13.40%	31.30%	30.30%	19.40%	49.70%	3.66
15	Do you agree that the handicrafts are the best option for tourists as a souvenir?	4%	3%	22.40%	28.40%	42.30%	70.70%	3.45
16	Production of handicrafts is a good way to support local population. What is your opinion?	0.50%	5.50%	15.90%	32.80%	45.30%	78.10%	4.02
17	Do you think raw material required for handicrafts is easily available to Artisans?	7.50%	13.90%	38.80%	24.40%	15.40%	39.80%	4.17
18	Is selling handicrafts results in high profit?	3%	14.40%	33.30%	33.30%	15.90%	49.20%	3.26
19	Do you agree that more markets and fairs should be there to increase popularity of handicraft products?	1.50%	6%	15.90%	24.40%	52.20%	76.60%	3.45
20	Do you think that there is a good awareness level about government schemes regarding handicrafts among stakeholders?	4%	9.50%	39.80%	29.90%	16.90%	46.80%	3.46

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Entrepreneurship and Tourism Development in Assam through Handicrafts: A Study of the Indigenous Handicrafts of Assam
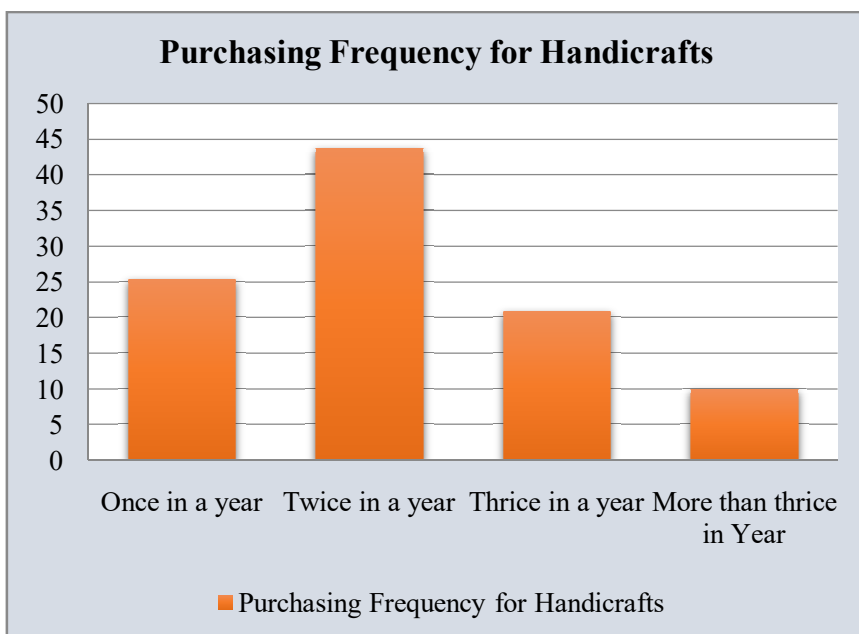
Figure 6.Purchasing frequency for Handicrafts

The responses for the various statements asked from the respondents with regard to the potential of handicrafts in developing entrepreneurship opportunities.

1. **Demand of local handicrafts**: 59.7% of respondents agree to the statement that the demand has increased in past few years. This shows that the respondents see the handicrafts with the potential for business venture.
2. **Popularity among youth**: 51.7% of respondents are agreeing to the statement that handicrafts are popular among the youth. Since the popularity percentage is just 50% it seems that much efforts are to be done to make them popular among the youth.
3. **Durability in use**: 76.6% of respondents are agreeing that the Assam handicrafts are durable in nature which further makes them the apt product for business.
4. **Handicrafts support the living of local people**: 77.10% of respondents are agreeing that local people are able to earn their living by engaging themselves in manufacturing or selling of handicrafts.
5. **Availability of handicrafts**: 61.70% of respondents are agreeing that the handicrafts are available easily locally irrespective of their place of manufacturing. This shows that the handicrafts are available to the potential customers.
6. **Handicrafts provide value for money**: surprisingly 68.60% of respondents agree that handicrafts of Assam provide value for money. This percentage ideally be much higher for handicrafts if they are to compete with machine made goods in the market.

7. **Handicrafts of Assam are popular among tourists**: 63.60% respondents are of the thought that handicrafts are popular among domestic and international tourist, this percentage is indicating the average popularity among tourist as conceived by the customers and owners of handicrafts shops.

8. **Handicrafts of Assam require minimum maintenance**: 56.70% as the percentage response given by respondents shows that there are some issues with the maintenance of the handicrafts which need to be identified and corrected for the increasing the potential of handicrafts as business products.

9. **Handicrafts have potential of sale in abroad**: This statement carries the importance of converting the handicrafts as an international acclaimed product but the response of just 67.20% shows that there is immense room of efforts to be done to make handicrafts popular at international level.

10. **Handicrafts as Prime selling product to start a business venture**: 64.20% respondent do consider handicraft can be used as prime selling products to start the business venture which shows the above average acceptance of handicrafts as potential entrepreneur products.

11. **Handicraft needs more publicity and government support**: Most importantly 79.10% of respondents do agree that there is much want of publicity and government support for handicrafts for sustaining the manufacturing. This showcase the ground reality that the handicrafts do still depend on the government intervention for sustaining their production.

12. **Handicrafts are in demand outside Assam**: This statement was asked to understand the potential of handicrafts outside Assam in pan Indian scenario, an average response of 59.20% agreeing which makes it more challenging for artisans and handicrafts merchants to sell them pan India.

13. **No/less complaints are received regarding handicrafts**: Agreeing Response of 56.70% shows that the handicrafts are at the stage of evolving and improvising for better experience from customer's point of view.

14. **Storage and maintenance of the handicrafts is a challenge**: 49.70% of responses only agree that there are some issues with storage and maintenance of handicrafts which further makes the handicrafts a product with some needs of improvising.

15. **Handicrafts as the best option as a souvenir**: Significantly the 70.70% of respondents do agree that handicrafts are the best option as a souvenir for tourist this falls in line the earlier response with regard to the popularity among the tourist. This also shows the direct dependability of sales of handicrafts on level of tourism in Assam.

16. **Production of handicrafts supports local population**: 78.10% of respondents do agree to the statement that handicrafts manufacturing actually supports the local population which makes it more viable to use handicrafts as a business products.

17. **Availability of raw materials for handicrafts to Artisans**: This statement was asked from the respondents with the intention to know their opinion of continuity of handicrafts with respect to the availability of raw materials.

The response of 39.80% which agree to the statement shows that the confidence of the respondents with regard to the raw materials is not sound and needs some more efforts from artisans and government.

18. **Selling handicrafts results in high profit**: Response for agreeing of only 49.20% shows the picture of the handicraft trade that speaks much about the actual position of low profit levels as perceived by the respondents. This becomes more significant as majority of the respondents are youth.

19. **Need of markets and fairs for popularity of handicraft**: 76.60% of response for agreement with regard to more markets and organized fairs will popularize the handicrafts show the need which is much required by artisans with regard to give their product a sound platform for selling.

20. **Awareness level of government schemes with regard to handcrafts stakeholders**: 46.80% of respondents are agree that awareness level about government schemes is average and may need more awareness level among artisans and handicrafts sellers.

Table 7.On the potential of handicrafts for developing of tourism at Handicraft manufacturing places of Assam

(N= 201)

S. No.	Statements for the potential of handicrafts for growth of tourism in Handicraft manufacturing destinations of Assam	Strongly Disagree 1	Disagree2	Neither Agree nor Disagree 3	Agree 4	Strongly Agree 5	(4+5) Total	Mean
1	Do you agree that by including the handicraft producing destinations in itinerary of tourists will help in boosting tourism in such destination?	1%	5.5%	17.9%	33.8%	41.8%	75.60%	4.1
2	Improved infrastructure, roads, accommodation etc. are must at these tourist destinations for developing the tourism?	1%	3.5%	12.4%	30.3%	52.7%	83.00%	4.3
3	Do you think that the participation of tourists in manufacturing process will increase their interest in handicrafts and ultimately result in high sales?	2.5%	6.5%	15.4%	29.9%	45.8%	75.70%	4.1
4	Interaction (with the help of interpretation) of local people and artisans with tourists will create better tourist experience?	0.5%	5%	14.9%	28.4%	51.2%	79.60%	4.25
5	Do you agree that including local food service and folk dance and music along with handicrafts provide a complete package for tourists?	1.5%	5.5%	18.9%	21.9%	52.2%	74.10%	4.18
6	Giving the information regarding raw material like (history, composition, level	2.5%	4.5%	18.9%	31.3%	42.8%	74.10%	4.07

	of difficulty in procuring them etc) of handicrafts to the tourists will popularize the handicraft products. What is your opinion?							
7	Do you think that fairs and exhibitions of handicrafts at these handicraft destinations will boost tourism?	3%	4.5%	15.4%	27.4%	49.8%	77.20%	4.16
8	Indulgence of tourist with the local people of these handicrafts manufacturing places will be welcomed by the local community.	2.5%	5.5%	19.9%	34.8%	37.3%	72.10%	3.99
9	Opening information kiosks at manufacturing spots of handicrafts will result in better understanding of tourist towards handicrafts and artisans.	0.5%	5%	21.4%	32.8%	40.3%	73.10%	4.07
10	Other than handicrafts related involvement many activities have to be planned for engaging tourist in such places of handicraft manufacturing	1.5%	5%	18.4%	31.3%	43.8%	75.10%	4.11

1. **Inclusion of the handicraft producing destinations in itinerary of tourists**: 75.60% of respondents do agree that by including the handicrafts in itinerary of tourist will help in boosting tourism in such places shows that handicrafts are taken as high esteem with regards to their potential for developing tourist activities.

2. **Improved infrastructure, must at the manufacturing for developing the tourism**: 83.00% of respondents do agree that unless the infrastructure at these places are developed handicrafts related activities alone won't develop tourist activities at these places.

3. **Participation of tourists in manufacturing process**: 75.70% of respondents strongly agree that participation of tourist in manufacturing process of handicrafts will increase their interest in handicrafts and ultimately result in high sales.

4. **Interaction of local people and artisans with tourists**: 79.60% of respondent do agree that interaction of local people and artesian with tourist will create better tourist experience. This makes the handicraft as important factor with respect to engagement of tourist at manufacturing places.

5. **Local food and folk dance and music along with handicrafts as a complete package**: At the manufacturing places according to the responses **74.10%** are agreeing that complete package will need the inclusion of food and folk dance for tourist. This interestingly shows that handicrafts do need the support of other cultural aspects to develop tourist activities

6. **Dissipating the information regarding handicrafts to popularize the handicraft products**: 74.10% of respondents do agree that giving information regarding the handicrafts will have lasting impact on tourist which will help in making handicrafts more popular.

7. **Fairs and exhibitions of handicrafts at these handicraft destinations**: 77.20% of respondents are of the opinion that organizing the fairs and exhibitions will help to boost tourism at handicrafts manufacturing places.

8. **Indulgence of tourist with the local people will be welcomed**: 72.10% of respondents are agreeing to the statement that indulgence of tourist with the local people will be welcomed at the manufacturing places. This shows the acceptance of tourist activities among these places will also result in overall development.

9. **Opening information kiosks will result in better understanding among tourist**: 73.10% of response shows that opening the single window for the information will help further the tourist visiting these places in better understanding of handicrafts and artisans.

10. **Activities other than related to handicrafts have to be planned**: 75.10% of respondents further do agree that handicrafts related activities are not enough to engage the tourist therefore other activities should also be planned at these areas to engage tourist. This clearly shows again that handicrafts do help to develop tourist activities but they need to be part of a complete package to engage tourist.

Regression Statistics

<p style="text-align:center">**Table 8.**</p>

ANOVA									
	df	*SS*	*MS*	*F*	*Significance F*				
Regression	1	7.02E-05	7.02E-05	0.006608	0.937489				
Residual	7	0.07433	0.010619						
Total	8	0.0744							
	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*Lower 95.0%*	*Upper 95.0%*	
Intercept	4.192878	0.692365	6.055881	0.000513	2.555696	5.83006	2.555696	5.83006	
Handicrafts developed as entrepreneur products	-0.01452	0.178583	-0.08129	0.937489	-0.4368	0.407765	-0.4368	0.407765	

Multiple R	0.030709
R Square	0.000943
Adjusted R Square	-0.14178
Standard Error	0.103046
Observations	9

For the purpose of data analysis, simple regression analysis was applied, the study involved one dependent factor being 'handicrafts for developing of tourism' and one independent factor namely, 'handicrafts in developing entrepreneurship opportunities'.

The above tables:8, shows the R square value to be **0.000943049** which is very less variance shown by the dependent variable (Tourism Development) towards the independent variable (Handicrafts of Assam). Whereas Significant F value being 0.937 which is more than 0.05 shows that there is very less or no significant relationship of Assam Handicrafts on the Tourism Development in Assam.

Hence Our Null hypothesis is accepted which is:

(H0: The handicrafts of Assam as entrepreneur products do not have relation with tourism development in Assam).

Thus, it can be stated that there is no significant relation of handicrafts products on developing tourism in Assam.
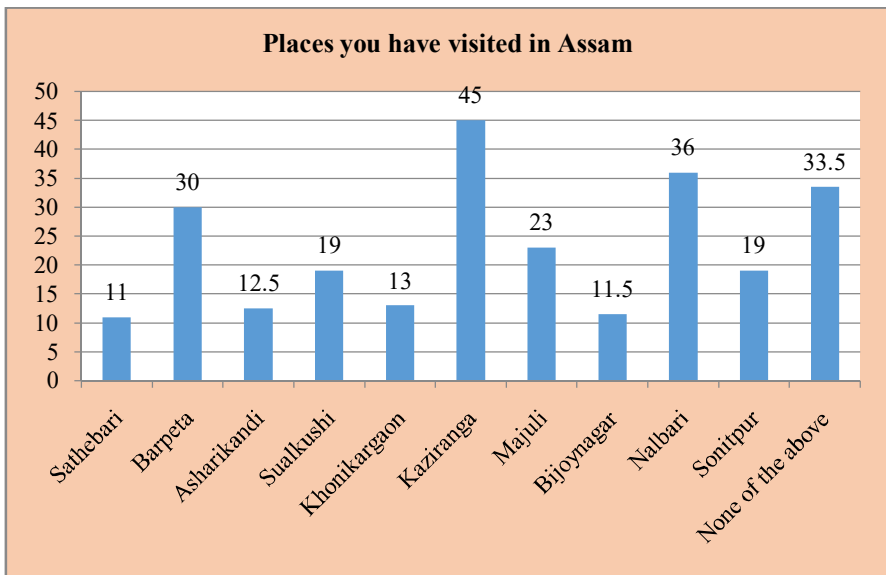
Figure 7.Places of Handicrafts manufacturing visited by respondents in Assam

The responses for the visit at the manufacturing places of handicrafts gives a picture of very less places are being visited by the respondent which ultimately shows that these places at present do not attract much people as visitors.
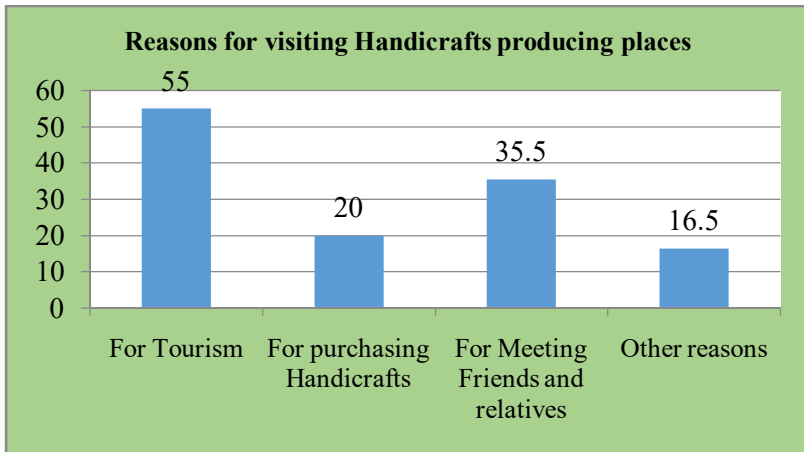
Figure 8.Reasons given by respondents for visiting handicrafts producing places

The above figure shows that reasons of respondents to visit handicraft manufacturing places is only 20% for purchasing handicrafts followed by for meeting friends and relatives 35.5% and majority is for tourism 55%.

Conclusion

The present study is focusing on the important aspect of the handicrafts with respect to their potential as entrepreneur product and also as a tourism development product. The result to the study has shown that although the handicrafts are popular among local people, a lot is to be done for providing them the pan India and International recognition as a potential product for business. It has been found that the handicrafts alone don't have potential to develop the tourism activities unless they are paired with other cultural products. Similarly the handicrafts play a significant role in supporting the lives of the local artesian but need more support from government machinery in order to be considered as prospective selling products.

Implications of study

The study would be having the following implications:-

➢ The study creates an awareness regarding various indigenous handicrafts of Assam among respondents.
➢ The study emphasis the potential of handicrafts in developing entrepreneurship opportunities and various issues being faced by the existing shop owners in Guwahati. It aims to help especially young generation who is lacking interest in considering handicrafts as entrepreneurship opportunity. The youth can make use data analysis for choosing and developing the handicraft for entrepreneurship venture.
➢ The study may be used to highlight the fact that the handicrafts are popular in Assam but Handicraft manufacturing places are equally important and should be promoted from tourism point of view. The result of the study can

be used as a implementation program for the development of tourism activities at such places.

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07

Preserving and Marketing Rural Cultural Heritage through Homestays of Uttarakhand State

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Abstract

The concept of Homestay is not new for the Uttarakhand State, in ancient times people used to offer their residents the night stay of the pilgrims. But soon after the globalization, modernization, and appearance of different kinds of accommodation the Homestay concept almost disappeared from this hilly State. The tourism industry is all about providing unique experiences to tourists and in exchange tourists pay for such experiences. Homestay is such a concept in which a visitor stays at the home of the host and during his stay, he experiences the real knowledge of culture and tradition. Uttarakhand State has a rich volume of Flora & Fauna, Natural beautiful Scenic beauty, and Cultural Heritage in the form of Architecture, Cuisines, Customs, Dance forms, Fair and Festivals, Dressing styles, Ornaments, Routine activities, and different languages, which are the pull factors for the potential tourists of the visited area. Every year, the hilly State of Uttarakhand attracts international and domestic tourists and when he stays in Homestays then he experiences features of nature and culture at the same time. Cultural Heritage is the differentiator and often is part of the core experience. Here, using the 6 important aspects of cultural heritage given by W.T.O will be used, and we will try to design the conceptual framework for preserving and marketing of cultural heritage as a part of the experience.

Keywords: *Uttarakhand, Homestay, Cultural Heritage, Marketing, Preserving.*

Introduction

Tourism plays an important role in the world's economy and is growing rapidly. It also helps developing countries in boosting economic growth. The World Travel and Tourism Council calculated that tourism generated 16.91 lakh crore (US$240 billion) or 9.2% of India's GDP in 2018 and supported 42.673 million jobs, 8.1% of its total employment (WTTC, 2019). The hotel industry in India thrives largely due to the growth in tourism and travel. Due to the increase in tourism with rising foreign and domestic tourists. There is an emergence of budget hotels in India to cater to too much of the population who seek an

affordable stay. International companies are also increasingly looking at setting up such hotels. An imbalance in an increase in tourists both domestic and foreign not being supported with an equal number of rooms is a latent source of opportunity for growth (Akhila & Manikandan, 2018).

Homestay is a kind of popular lodging and accommodation where visitors share the residence with locals who are also known as the host. Homestays are also an alternative form of accommodation at the tourist destination. The hotels and resorts are very expensive in comparison to homestays. These are a popular lodging option for consumers of all ages who want an authentic travel experience. Here the visitor enjoys the destination with the flavor of local culture, tradition, and customs. It helps the visitor to understand the host culture and helps the host in generating revenue.

Home stays in Indian Context

In India, many ancient civilizations had flourished including major religions i.e., Hinduism, Buddhism, Sikhism, and Jainism which also helped information of unique Indian culture. The Indian culture is unique as it is a mix of various Heritage & cultures and it attracts foreign tourists as well as domestic tourists from different parts of India. Indian culture is complex and differs from place to place. Indian religions, philosophy, cuisine, languages, dance, music, and movies are the elements of India's diverse culture.

"With tourists traveling far and wide to explore all kinds of destinations, homestays are becoming more of a preferred accommodation option. Keeping this trend in view, the Ministry of Tourism has decided to increase the number of such accommodation options and thus provide travelers with clean and affordable homestays in most tourist destinations across the country" (announced by then Tourism Minister K.J. Alphons in March 2018).

The concept of Homestay in India is emerging as a medium of travel with a motivation to understand the place and the culture in depth. This also helps the visitor to build a strong bond with a host and understand their culture. India is a vast country in terms of land area as well as in terms of tourist attractions and it is very difficult to find Hotels, Resorts, Lodges, or other traditional forms of accommodation. But these places are inhabited by people, Hence the homestays at these outskirt places gain momentum. Homestays are in trend all over the Hilly states of India and in Kerala.

The Ministry of Tourism Government of India had also taken initiative by forming the policies on standards and guidelines for the classification of Incredible India Homestay establishments. The idea is to provide clean and pocket-friendly accommodation to guests and an opportunity for Indian as well as foreign tourists to stay with the Indian family and closely experience the Customs and traditions of India. The incredible India Homestay facilities are categorized as –

- ➢ Silver
- ➢ Gold

The classification for Incredible India Homestay Establishment will be given only in those cases where the owners with their own families are physically residing on the same premise and letting a minimum of one room and a maximum of 6 rooms (12 beds) (MoT, 2018).

This classification and support from the Mot helped states inform the state homestay policy. The concept first gained momentum in Kerala and later spread out in entire India. Most of the people involved in homestays are retired people or young professionals. It is also becoming popular in the hilly area of Uttarakhand.

Homestay is not just only accommodation, but it is an interaction between two distinct cultures (host and guest), this interaction results in a unique and authentic experience of stay.

Literature Review

Cultural Heritage

UNESCO defines cultural heritage broadly as "**the legacy of physical artifacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present, and bestowed for the benefit of future generations**". Baker (2013) explained the constituents of cultural heritage which are history, practices concerning the natural environment, religious and scientific traditions, languages, sports, food and drink calendars, traditional clothing, cybercultures in the digital world, and emerging new cultures that will become the heritage of the future. UNESCO (2009) has classified cultural heritage into two categories: tangible and intangible cultural heritage (see Fig. 1).
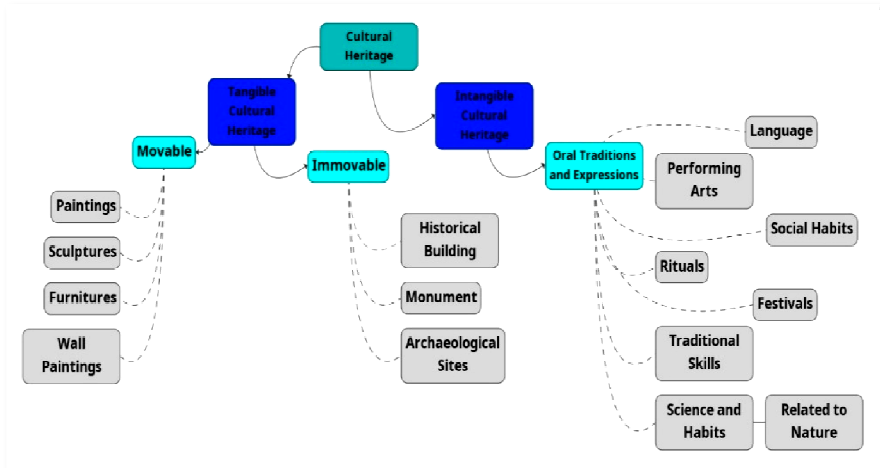
Source: https://www.unesco.org
Figure 1.Cultural Heritage Classification by UNESCO

Immovable and mobile cultural heritage are the two types of tangible cultural heritage. Historical structures, monuments, and archaeological sites are examples of immovable legacy. Paintings, sculptures, furniture, and wall paintings are examples of movable heritage. Oral traditions and expressions, such as language; performing arts, social habits, rituals, and festivals; science and habits relating to nature and the world; and traditional skills are all examples of intangible cultural heritage.

Cultural Heritage and Tourism

Heritage and Heritage tourism are associated with Culture and Cultural tourism. The World Tourism Organization defines "cultural tourism" as a tour with its main or associated purpose of visiting cultural sites and events. Cultural tourism includes away or an opportunity to enjoy one's past accomplishments. In other words, "visiting such places creates a sense of belonging, a sense of national pride, and a reflection of the achievements of our ancestors. "An important feature of cultural tourism is intangible cultural heritage. These are defined as those processes, discourses, knowledge, and skills that communities and individuals perceive as part of their cultural heritage. It is passed on from generation to generation and is constantly re-created, giving humanity a sense of ownership and continuity.

Graham, Ashworth, and Tunbridge (2000) have suggested that heritage is "capable of being understood variously inside any single culture at any given time, as well as between cultures and over time,". Hollinshead (1993) has found people are interested in adventure, traditional culture, history, archaeology, and interaction with local people, hence cultural heritage has grown as a major focus area in tourism. Cultural tourism is one of the oldest types of travel and is still a major part of the tourism industry in most countries of the world. According to OECD (2009) in 2007, cultural tourism accounted for around 40% of all international tourism or 360 million visitors. Because of the growing trend toward mixed holiday reasons, it can be difficult to discern these 'culturally motivated tourists' from other travellers. However, they are particularly attractive for places looking to attract 'high-quality tourism and high-value tourists. Cultural tourism helps individuals in understanding the culture of the place they are visiting

Homestay and Cultural Heritage

Homestay is a concept where extra rooms available within a home of the residence are offered by the owner of the property to a guest for a stay in exchange for monetary benefit. In the Indian context, especially those homestays in rural areas away from cities attracted national as well as international tourists for experiencing the distinct culture. When it comes to the cultural heritage of homestays it doesn't only mean the house where the guest is staying but what that place has to offer to the guest to satisfy his curiosity about exploring the culture. This could be better understood if someone is staying in a homestay located in a

rural village in India. The rural villages have a rich culture in comparison to cities.

Preservation of Cultural Heritage

India has strict laws for the preservation of tangible cultural heritage. A.S.I (2018) India's tangible cultural heritage is protected by Article 49 of the constitution which states that it is the duty of the state to protect every monument or place or object of artistic or historic interest, (declared by or under law made by Parliament). At the village level in rural areas, there is not any law and neither most of the people are aware of the importance of cultural heritage. In the name of development and better life, the traditions are forgotten. Culture is the major differentiator when it comes to tourism when comparing one country with another, a destination with a destination, or homestay with a homestay. The advantage of one country/destination/location/homestay over other totally depends on the rich cultural heritage present in that location.

Cultural Heritage of Uttarakhand

U.K.GOV (2018) Uttarakhand is a hilly state which was created as India's 27th state on November 9, 2000, when it was cut off from northern Uttar Pradesh. It is predominantly a hilly state, located at the foothills of the Himalayan Mountain ranges, with China (Tibet) in the north and Nepal in the east. The state is divided into two administrative divisions Kumaon with 6 districts: Nainital, Udham Singh Nagar, Almora, Bageshwar, Champawat & Pithoragarh, and Garhwal with 7 districts: Haridwar, Dehradun, Pauri-Garhwal, Tehri-Garhwal, Uttarkashi, Chamoli & Rudraprayag. The region of Uttarakhand has its own distinctive culture and customs which differ within the region. The people speak the local dialect people of Kumaon speak Kumauni, the people of the Garhwal regions speak Garhwali, and the people of the Jaunsar region speak Jaunsari which is like Himachali.

The dialect changes from district to district and region to region with a little variation.

Broadly speaking

i)   Kali (or Central) Kumaoni is spoken in Almora and northern Nainital.
ii) North-eastern Kumaoni is spoken in Pithoragarh.
iii) South-eastern Kumaoni is spoken in South-eastern Nainital.
iv) Western Kumaoni is spoken west of Almora and Nainital.

Singh (1997) Garhwali can be subdivided into:

i)   *Srinagaria is* spoken in Srinagar & nearby,
ii) *Salani* in Mala, Talla & Ganga Salan,
iii) *Raithali* language of khasyas in Chandpur, Devalgarh, parts of Pali,
iv) *Lobhiya* in Lobha Patti, Patti Palla Genwar of Pali & Badhani in Western Badhan Pargana, are closely resemblance to Raithali'

v)   *Dasuliya* in Dasauli pargana of Chamoli
vi)   *Majh kumaiya* in Upper Badhan Pargana, Malla Katyur, Talla Danpur
vii) *Bangani* in Kothigarh, Masmur, Pingal & Garugarh Patti of Mori
viii) *Gangadi* in Uttarkashi, Dunda, Chinyalisaur, and parts of Bhatwari is transitional between Tehriyal & Rawanti
ix)   *Rawanti* in Purola, Rajgarhi, parts of Mori & Bhatwari.
x)   *Parvati* in Mori
xi)   *Nagpuriya* in Rudraprayag, Nagpur pargana, Painkhanda Pargana
xii) *Tehriyali* in Chamba, New Tehri & Ghansali
xiii) *Jaunpuri* in Nainbagh, Kyari, Thatyur, Mussoorie & Dhanaulti is transitional between Tehriyali and Jaunsari

Mathews (2008) The dialects of Jaunsari shares 60% of its vocabulary with dialects of its neighboring region which are Bangani, Janupuri, Nagpuriya, and Sirmauri (a dialect of the Sirmaur region of H.P).

The dressing style of people is directly influenced by the climate of that region. Some common dresses are:-

a)   Kumaoni male- *Dhoti, Pajama, Surav, Kurta, Bhotu, Kameej, Taunk (Safa), Topi, etc.*
b)   Kumaoni female- *Ghaghra, Lehanga, Angadi, Khanu, Choli, Dhoti Pichoda, etc.*
c)   Kumaoni children- *Jhugali, Jhugal koti, Santradh, etc.*
d)   Garhwali male- *Dhoti, Chodidaar Pajama, Kurta, Mirjai, Safed Topi, Pagdi, Basket, etc.*
e)   Garhwali female- *Angadi, Gati, Dhoti, Pichoda, etc.*
f)   Garhwali children-*Jhugali, Ghaghra, Kot, Chudidar Paijama, Santradh, etc.*

The routine jewelleries of Uttarakhand is not only popular in the state but also popular across north India. Some of the famous jewelleries are:

i)   **Bulaq-**Nose decoration, bulaq is made of gold and is known for its elaborate designs. Traditionally worn by newlyweds from Kumaon, Jaunsar, and Garhwal, it was considered an essential piece of jewelry donated by the bride's family.
ii)   **Kundal and Bali-**In an area known by various names such as monad, murkhli, mundi, or tugyal, the gold earrings worn by the Pare women of Uttarakhand. The most common type of kundal is the bali-a large round earring made of gold.
iii) **Tehri Nath-** Also known as nathuli, tehri nath is made of gold and is a large moon-shaped nose ring, worn by women in the towns and villages of Garhwali. Known for its innovative craftsmanship, the tehri nath is found in some amazing patterns inspired by plants and animals. One of the most important embellishments in wedding jewelry, Nathuli was given to the bride by his maternal uncle.

iv) **Kanphool-**'Kaan' means ear and 'phool' means flower. Made of gold, kaanphool earrings carved with floral motifs. These are usually worn by Jaunsari women.

v) **Pahunchi-**Considered a beautiful piece of jewelry for married women, pahunchi are the golden bangles worn by women at special events. What makes these bangles different is the way they are made. Usually found at 1 tola, small gold beads are attached to the red cloth to make these bangles.

vi) **Hansuli-**Best known for the khagwali at Garhwal, hansuli is a tightly held necklace with a minimal design. It is worn by the women of Garhwali, Kumaoni, Jaunsari, and Botiya on special occasions such as weddings and ceremonies.

vii) **Chandan Haar-**A traditional gold necklace from Uttarakhand, chandan haar consists of gold beads embedded in four to five long chains. These chains live together with the help of kundan clasps.

viii) **Gulaband-**Tied around the neck like a choker, galobandh is made of gold and worn by married women of Kumaon, Garhwal, Bhotiya, and Jaunsar. It is made of a red ribbon with square gold blocks arranged on it with the help of a string.

The cuisine is one of the specialties of any destination along with the main attraction. The visitors also try to taste some local cuisine of the place visited. The Kumauni cuisines mainly consist of the traditional Pahari. The famous dishes of Kumaon are-

a) **Rus-**A typical Kumaoni delicacy prepared with mixed Dal Stock, thickened by Rice-powder paste, and served with Rice.

b) **Singal-**Highly nutritive dish, to be served with evening tea. Can also be had just like that as well any time of the day.

c) **Ghat Ki Dal-**Highly nutritive dish, to be served with evening tea. Can also be had just like that as well any time of the day.

d) **Kaapa-**A typical Kumaoni delicacy prepared with mixed Dal Stock, thickened by Rice-powder paste, and served with rice

e) **Sisunak Saag-**A Green Leafy Vegetable Dish prepared like other green vegetables. The leaves are locally known as "Bichhu Ghas".

f) **Lesu-**Kumaoni Roti is prepared by stuffing Madua dough into Wheat Flour dough. (Eaten with a lot of Ghee).

g) **Mandua Ki Roti-**Delicious and nutritious Chapattis made from Madua, a local cereal.

h) **Sani Hui Mule & Nimbu-**A typical refreshing and tempting mixture of Radish, Lemon, Curd, and paste of Bhang seeds, eaten during the winter season.

i) **Bhangak Ki Khatai-**A tasty Sour Chutney prepared with roasted Bhang (Cannabis) seeds and Cumin seeds, mixed with Lemon juice.

j) **Bal Mithai-**A very popular Sweet Dish prepared from Khoya (Condensed Milk), decorated with small white Sugar Balls.

k) Singodi-A tasty, sweet prepared from Khoya (Condensed Milk) and Coconut, wrapped in Malule.

l) Jhangora Ki Kheer-A sweet Dish prepared with Milk, Sugar and Jhangora (a local cereal).

The difference in vocabulary or in dialects also resembles the variation in culture. The way of living and celebrating festivals differ from place to place and region to region within Uttarakhand. The agriculture, house structure, dressing & food habits differ from place to place and are majorly influenced by the climate and weather conditions of that particular region.

Framework

Concept of Cultural Heritage Tourism understudy

W.T.O (2012) had conducted a global survey by which six categories of cultural heritage are necessary for the success of cultural heritage tourism, has been identified under:

Source: https://www.unwto.org/tourism-and-culture)

Figure 1.Aspects of Cultural Heritage

➤ Handicrafts and visual arts
➤ Gastronomy and culinary
➤ Social practices, rituals, and festive events
➤ Music and performing arts
➤ Old traditions and expressions
➤ Knowledge and practices concerning nature

They consider these "important places" to be the basis for the success of cultural tourism. These six aspects of local culture can be used in planning, developing, packaging, promoting, and branding any cultural tourism plan.

A handicraft is a product that is made by hand. Many specific crafts have been practiced for centuries, while others are modern inventions or popularizations of crafts that were originally practiced in a limited geographic area. Handicraft has its roots in ancient civilizations' rural crafts-the material-goods necessities-and

many specific crafts have been practiced for centuries. Painting, drawing, printmaking, sculpture, pottery, photography, video, cinema, design, crafts, and architecture are examples of visual arts. Many artistic fields, such as performing arts, conceptual art, and textile arts, incorporate visual and other sorts of arts.

Apicius (2009) explained gastronomy is the study of the connection between food and culture, the skill of preparing and serving rich or delicate and attractive cuisine, regional cooking methods, and the science of eating well. The culinary arts of food preparation, cooking, and presentation, usually in the form of meals, are known as culinary arts.

(UNESCO, Social practices, rituals and festive events, 2003)Social practices, rituals, and festive activities are ordinary sports that shape the lives of groups and businesses, and which are shared with the aid of using and applicable to lots of their members. Social practices form regular lifestyles and are acquainted with all participants of the community, even though now no longer all and sundry participates in them. A ritual is a chain of sports concerning gestures, words, actions, or objects, done in line with a hard and fast sequence. Rituals can be prescribed with the aid of using the traditions of a community, consisting of a nonsecular community. Rituals are characterized, however now no longer defined, with the aid of using formalism, traditionalism, invariance, rule-governance, sacral symbolism, and performance. A festival is an occasion often celebrated with the aid of using a network and centering on a few feature elements of that network and its faith or culture. It is regularly marked as a neighborhood or countrywide holiday, mela, or eid.

(UNESCO, Performing Arts, 2003) The appearing arts vary from vocal and instrumental music, dance, and theatre to pantomime, sung verse, and beyond. They encompass several cultural expressions that mirror human creativity, and which are additionally found, to a few extents, in lots of different intangible cultural history domains. Music is possibly the maximum accepted of the appearing arts and is determined in each society, most customarily as an indispensable a part of different appearing artwork bureaucracy and different domain names of intangible cultural historical past inclusive of rituals, festive occasions or oral traditions. It may be determined withinside the maximum numerous contexts: sacred or profane, classical, or popular, carefully linked to paintings or entertainment.

(UNESCO, Oral Traditions, 2003) The oral traditions and expressions area encompasses a great style of spoken bureaucracy such as proverbs, riddles, tales, nursery rhymes, legends, myths, epic songs and poems, charms, prayers, chants, songs, dramatic performances, and more. Oral traditions and expressions are used to skip on knowledge, cultural and social values, and collective memory. They play an essential component in maintaining cultures alive.

(UNESCO, Knowledge and practices concerning nature, 2003) Knowledge and practices regarding nature and the universe consist of knowledge, know-how,

skills, practices, and representations evolved via way of means of groups via way of means of interacting with the herbal surroundings. These methods of considering the universe are expressed via language, oral traditions, emotions of attachment toward a place, memories, spirituality, and worldview. They additionally strongly affect values and ideals and underlie many social practices and cultural traditions. They, in turn, are fashioned via way of means of the herbal surroundings and the community's wider world.

Homestay Marketing Concept

Homestay is an alternative form of accommodation with basic standards and takes place in small, often rural locations. On observing the marketing process of homestays on the social platform, it was observed that maximum homestay owners and agents are reverting to inquiries only and less focus are made on brand building. After closely studying the process of reservation online, the following model have been made.
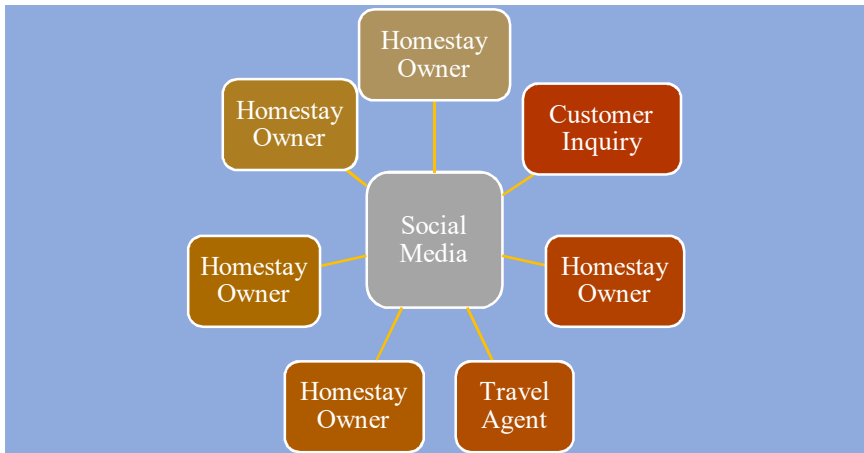
Source: Observed Online Enquiry Concept on Social Media
Figure 2.Enquiry Concept

In Fig 3: Enquiry Concept, Customer do inquiry on social media i.e., Facebook, about a destination and ask for a recommendation for homestays. The inquirer also shares the details regarding, the duration & time of stay, budget, and other requirements. On his post homestay owners and travel agents comment the property details along with photographs of the property and its offering.

On critically reviewing these post and comments, it was found that the customer has information about the homestays and to some extent to a Cuisine because it is the part of the package and other aspects of WTO Cultural heritage have been excluded Fig 3: Customer access. The customer has limited access to the information related to other aspects of cultural heritage. The access is limited to homestays and some of the food related information as the customer will be taking meal in the homestays.
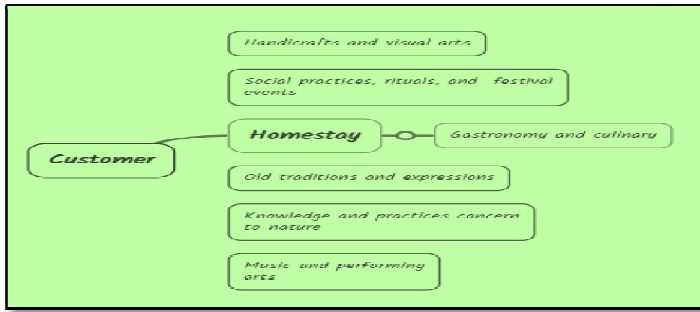
Source: Illustrated from online website

Figure 4.Information Access to Customer before stay

Implication of W.T.O Concept to Rural Homestays of Uttarakhand and Developing Information Access Model for Marketing of Rural Homestays of Uttarakhand

The homestay owners and agents should regularly publish information related to the homestay. It should be storytelling rather than posting and replying to inquiries. They should focus more on creating awareness about their homestay and it should be clearly differentiated from others. This could only be possible by including the cultural heritage aspects and mixing it with homestay and flowing the same information on the social media group. Website development is a costly effort, and it should be regularly updated. Hence social media provides an opportunity for all the rural homestay owners in listing and promoting their properties online.

Uttarakhand has a rich cultural diversity. The number of homestays is increasing in Uttarakhand year by year. The state is facing tough competition in terms of homestays from Himachal Pradesh. The cultural heritage of Uttarakhand is very fragile, and many steps have been taken by the state government and local administration for the restoration and preservation of the cultural heritage of the state. The proposed model for homestays marketing to overcome the competition and at the same time preserve the cultural heritage of the state is:
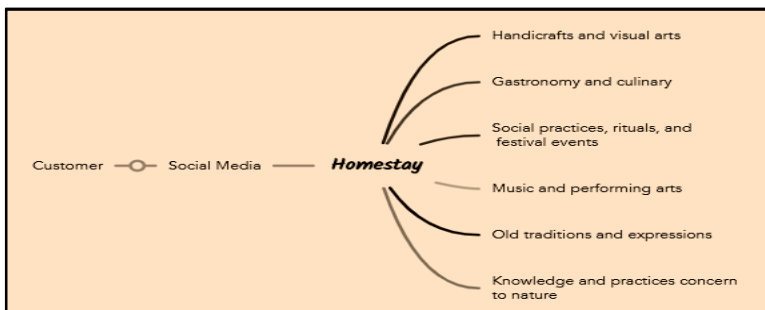
Source: authors, illustrated from secondary sources

Figure 6.Information Access to Customer before stay

In this model, the homestay owner and travel agents will market the homestay not only just an ordinary homestay package including meals but as a holistic product that includes all the aspects of WTO cultural heritage. This includes sharing all the information related to upcoming festivals, handicrafts, and visual arts, social practices, traditions, customs, music & performing arts with the customer. This pass-on information to a customer will lead to the creation of a good image of the location/village/destination and the customer can differentiate it from the homestays located in other destinations. This will also lead to creating awareness about the cultural heritage of the place. Better understanding among the locals and guests will lead to the preservation of the cultural heritage in the longer run. The old traditional houses can be repaired and converted to homestays this can preserve the traditional architecture of Uttarakhand. This will also provide a unique experience to guests of living in a stone, mud, and wood house which 100% natural and sustainable. Well-informed tourists can experience the traditional lifestyle. Tourists can participate in local marriages if invited by the locals, can participate in festivals, can enjoy folk songs, and folk dance, and can participate in daily routine work.

Conclusion

The potential guest has a desire to visit a destination and wants to interact with locals or want to live at a place home away from home, so they opt for a homestay. But homestay can be more than just accommodation or interaction. Homestay owners should think critically and should contribute to the preservation of the local culture at the same time they should also generate business. By promoting the culture, the homestay owners are indirectly promoting their own property. They can also purchase local products, pulses, and handicrafts or even can tie up locally and can promote these products to the guest to purchase, by this the local handicraft and pulses can be promoted & revenue for the locals can be generated. The local festival will be of great interest to the tourist, by the means of festival guests can get a deeper experience of once culture.

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Resilience in Tourism & Hospitality Industry Post COVID-19: Challenges, Opportunities and Digital Innovations in India with Reference from other Nations

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Abstract

The research paper will be based on the current scenario of Tourism Industry with affect of COVID-19 pandemic in India. The title displays about the prospects in Tourism and Hospitality Industry post COVID-19 in India with reference to various ideas and innovations adopted by other countries. It will also give a brief idea about promotion and development post pandemic along with the challenges currently facing by the industry. It will highlight the concept and making effective strategies of using technologies to create new or modify existing business process to meet market requirements. It will showcase the role of smart tourism innovation in recovering the industry from the damage caused by the pandemic. It also attempts to investigate the future opportunities in the industry will provide a great deal of study focused in adopting various innovations to regulate and facilitate the proper utilization of tourism resources effectively in the daily operations.

Outcome of the paper will create a positive impact and bring an awareness about the importance of tourism and hospitality industry in future and how it can help to revive the industry on the basis of an in-depth analysis of a case study drawn from various countries of the world in terms of tourism resilience in COVID-19. Method of data collection will be primary and secondary based on interpretation which will be both qualitative and quantitative analysis method through observations, documents, survey and telephonic interviews with the help of simple random and mostly convenience sampling.

Keywords: *Resilience in Tourism and Hospitality, Tourism & Hospitality Industry, COVID-19, Sustainable Tourism.*

Introduction

Tourism is one of the largest and a dynamic industry in India which assists lots of people in the country. The Indian tourism and hospitality industry have emerged as one of the key drivers of growth among the services sector in India. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the

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country. It is also defined as an activity where people travel from one region to another to explore various places for leisure or business purpose. Tourism and Hospitality is one of the fastest growing industries in the country. Each and every person is associated with tourism and hospitality industry starting from travelling to a particular destination, experiencing various food and beverages at different restaurants, staying at beautiful resorts, making travel blog, planning for various events and conferences. Total contribution by travel and tourism industry to India's GDP is approx 9.2%. However, the COVID-19 pandemic has emerged into the biggest challenge of the decade. It has affected the people's lifestyle and had an inverse impact on their health, social and financial conditions In the current scenario, the economic condition of the industry is affected from the root level especially after the second wave of the pandemic. The spreading of pandemic has resulted shutdown of all the tourism activity, accommodation sector and suspension in flight operations. Government organizations, private tour operators, hotels, airlines, rail networks, water transport, cruises, taxis and other freelancing service ventures are suffering with huge losses and many people who were associated with the tourism industry had lost their jobs. There is a huge affect on foreign exchange earnings. As per sources, it has been found out that the tourism and hospitality industry has booked a massive loss of approximately Rs.1.25 trillion till now.

Here, the prime focus of our research study is to identify the current challenges that the industry is facing and also focusing on the future prospects and opportunities in tourism and hospitality industry with the help of various innovations that could help in resilience in the industry. The business world recognizes resilience as a crisis management tool/ strategy for business stability and adaptability to all types of risks, during natural disasters and emergencies. Furthermore, business resilience is linked to the organization's ability to adapt to the environment and new circumstances to mitigate the effects of the incident.

Literature Review

Challenges Post Pandemic

The challenges post pandemic will be very crucial time, it will be difficult to survive specially after the second wave, since most of the business organizations might not take chance to spend on promotions. After having huge loss in the travel business, luxury hotels may come cheaper, the luxury segment may have no choice but to reduce tariffs, restaurants have realized that their business is diminishing due to social distancing. Banquets might face challenging times with weddings becoming smaller, conference business into slow gear and the tour operators may hardly get bookings as leisure travelling is still an indecisive thinking for the people. Many retail outlets inside airports like Food & Beverage, Lifestyle, Electronics, etc are also losing business as passengers are avoiding crowded areas. Some of the other factors which can stand as a challenge in the industry post pandemic:

a) **Crowd Management:** India is a second populated country in the world and one of the highest densely populated, so at this time it's very necessary to implement the crowd management in the popular tourist destinations. After outbreak of COVID-19, there is a huge possibility of infecting with the virus and in future also tourism industry has to take serious steps to control and manage the crowd by introducing destination management teams. Places like Pilgrimage Fairs, Taj Mahal, Red Fort, Qutb Minar, famous temples, popular sea beaches are much vulnerable places and receives huge number of visitors per day.

b) **Less awareness of technologies:** After outbreak of COVID-19, our country is adopting digitalization in every sectors. Even Tourism Industry also adopting online mode and digital world for smooth functioning and fast working mode. But, maximum population in our country is still not aware of the latest technologies and online systems. People are less aware and even many of them are not having latest gadgets to operate the working systems. Big travel companies and big hospitality sectors will definitely go for digital world but what the local tourism workers will do and other direct/indirect employees in the industry who are still having lack of digital technology. Let's take an example, when Government introduced vaccine drive through CoWin App, many people are not getting it properly how to register and book a slot for an appointment. Even majority of rural areas people are still having confusions that whether they will get vaccines or not through online mode. So how we can expect 100% digitalization in our country for 365 days. Proper training and awareness campaigns about handing the new technologies are very much needful if we see the current situation.

c) **Safety and hygiene:** The main factor after the pandemic will be safety and hygiene. In India, still many destinations are not following proper hygiene and cleanliness due to overcrowded and pollution. Especially in highly crowded places, hygiene measures should reach up to maximum level otherwise not only virus but other diseases may also catch the person. Cleanliness, hygiene and safety measures help the tourism industry to attract more visitors and we have to follow it properly as Government of India is already running "Swacch Bharat Abhiyan" and "SwacchParyatanSthal".

d) **Economic Instability:** As we all know that, tourism industry is the worst affected industry due to the pandemic, so movement from one country to another country is now having a big challenge. Tourism has incurred a huge loss since March 2020 and we still believe that movement of International Tourism will be less until and unless world gets properly vaccinated. In context of India, we can expect domestic tourism once the situation gets normal but we cannot expect heavy inflow International Tourist for next few years. India is one of the worst affected countries, so many countries has implemented banned to their citizens to travel India. So there will be a he economic instability and especially foreign exchange earnings will not take place properly if international inbound tourism not operates properly. The only way to start tourism soon is to take the vaccine jabs as soon as possible.

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India has to assure the international tourists by marking atleast minimum 70% vaccination then only our country can start with foreign tourist arrivals.

e) **Employment and Human Resources:** This pandemic has snatched away millions of jobs from individuals and youths moving here and there for seeking of job. As Tourism industry is worst affected, so it resulted losing of jobs from travel companies, airlines, hotels, resorts, casinos, cruise lines etc. Business is stopped, so how companies can recruit people. In India, lakhs of people are fired out from jobs, even many entrepreneurs has sold their travel companies and accommodation properties due to not able to bearing the expenses like tax, permit charges, trade license renewal, EMI's etc. We have even observed that entrepreneurs of travel industry are now selling home delivery of food, fish, meat, vegetables and started cloud kitchen too. So unfortunately, we are passing through very sad moment as we always assume Tourism as one of the largest employable industries. The jobs and opportunities will again come back but it will take some time. Once the situation gets normal, once the companies reach the position like earlier days then definitely recruitment and opportunities will knock our doors.

Resilience in Tourism Industry

Resilience strategies require coordination, various crisis management techniques, good relationships (among all stakeholders), a comprehensive network, recognition of risks and opportunities, and timely and scalable intervention. Resilience will help in bringing new and challenging perspectives on local and regional development, becoming a major objective in many tourism strategies due to its capacity to build a bridge between community needs, competitiveness, and sustainable tourism development.

Despite of facing tough times, the industry is taking many challenges to overcome with the current situation. While the entire travel and tourism industry is reeling under the impact of pandemic crisis, the Ministry of Tourism, Government of India has provided certain guidelines for the safety and security of the tourists, whereas United Nations of World Tourism Organizations (UNWTO) published a separate guidelines specially for tour operators and travel agents in the year 2020 and it has been observed during the month of October'20-February'21 that there was a huge inflow of domestic tourists travelling to various destinations within the country following all the COVID-19 protocols while travelling. It was also noticed that more importance had been given on the safety and hygiene factor for the tourists. Tour operators ensured that all their customers should obtain masks and sanitizers for complimentary with the tour package. Hotels were ensuring that all their rooms must be sanitized before the guests check-in. Vigilant measures were put into action by the Centre including screening of key international airports which gradually melted down to mandatory screening of travellers at all airports and advising the citizens to maintain due diligence to flatten the curve, following simple measures like social distancing and sanitization. Travel has become a way of life for people, travel is a

permanent virus from which people cannot stay away from it for long time. It has become an important part of education and experience for people. At this point of time, we need to focus more on promotion and development of domestic tourism for survival and growth in future. We are blessed with beautiful tourist destinations in our country. Government needs to focus more on unexplored destinations that we have so many in our country. Travel planners need to design lesser-known excursion destinations to attract tourists as people will prefer short travel which is believed to be the remedy to stress. Before international travel resumes, domestic tourism will boost the resumption of the tourism industry in the wake of the pandemic. Other factors, including technological resilience, local belongingness, and customer and employee confidence, may help build industry resilience, which is the need of the hour. Apart from this, the Government should also needs to consider postponement of statutory liabilities including GST and advance tax payment timelines and removal of fees for upcoming licenses, permits renewal, excise exemption for the travel industry. Government needs to also reschedule the loans at lower interest rates. Reducing oil prices will benefit the industry, especially the airlines. Reducing tax related to transport sector might make the Transport Companies feel little relief. Tourism industry creates huge direct and indirect employment, earns foreign exchange, stimulates the domestic economy across a range of other sectors including transportation, food and beverage, lifestyle, culture, recreation, sports and more. COVID-19 pandemic has brought the travel industry to a standstill but with necessary involvement and support from the Government, the sector can help lead recovery for the economy and will be capable of generating maximum employment.

Resilience from all sides of the value-chain may transform the tourism industry into the new global economic order characterized by sustainable tourism, climate action, societal well-being, and involvement of local communities. Studies have observed that the tourism industry indirectly contributes to pandemics in multiple ways, including food wastages leading to industrialized food production human interference with wildlife and deforestation and climate change conditions

a) **Sustainable Tourism:** The present times are the most appropriate to promote a sustainable and equitable tourism industry. As per original cultural sites suggest happiness, physical condition, environmental responsibility, and conventional ecological information. Such sites form the future of "cultural sustainability" and it is essential to manage these prudently for the development of the economy. In the aftermath of COVID-19, the tourism industry is bound to be reorganized based on actual planning and not just paperwork. For resilience of Tourism, we have to think beyond and have to adopt sustainability to recover from any kind of disaster in future

b) **Well-being of society:** The impact of COVID-19 is such that how people live and travel has changed completely. Preferences are now shifting toward connecting and shopping locally. The virus has offered an opportunity to the tourism industry to recreate and contribute to society's welfare.

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c) *Climate action:* The pandemic's effect is worsening due to global climate changes studies the connection between pandemic and climate change and explores how the damage done to the environment can be repaired and can be attached to ecological grief. Emotional dynamics can further help understand tourists' behavior, covering the constant "attitude-behavior" gap concerning sustainable tourism. COVID-19 offers an opportunity to tackle the impact of climate change by shifting from the present model of "high resource consumption" to one that is "environmentally friendly"

d) *Local communities:* The centre of transformation: Local communities are the centres of transformation for the tourism industry during this pandemic. There may be future disagreements in local areas as tourists take the help of these local communities and governments for their business. Changes being considered by tourist destinations relating to modifications in a carbon-free economy are significant.

Post Pandemic Opportunities

a) *Promotion of Domestic Tourism:* India is itself a world and domestic travellers are the strength of Indian Tourism industry. Domestic Tourism in India is improving year by year and before the pandemic, the country was doing so well. We can assume that after the pandemic, the domestic tourism will restart again. We cannot think of International Tourism as of now, but we can promote each and every destination of our country for smooth revival of the industry.

b) *Digital Tourism:* Pre-pandemic the scenario was different, but post-pandemic the scenario will totally change in terms of transactions and working patterns. Employees and new tourism professionals must be trained and adopt the digital world of working. People nowadays, they are more preferring and comfortable in online transactions, online bookings, online meets, robotic services etc.

c) *Encourage off-beat destinations:* Post-pandemic, tourism professionals have to come up with options for off-beat destinations or unexplored destinations. People are now frustrated by living in big cities and small apartments due to lockdown and curfews. So, travelers will look out and search for visiting less crowded places and off-beat places where they can enjoy the nature, fresh air, wildlife, mountains, valleys and rural tourism as well.

d) *Isolated Resorts and Hotels:* For next few years, people will have fear on their mind of infecting with the virus again. For this reason, tourists will look out and prefer for isolated resorts or cottages for tension free holidays. Many resorts and hotels are there in India, where they maintain good social distancing, follow the COVID protocols and having isolated accommodations too. Now, safety and hygiene will play a major role in development of tourism in the area.

e) *Quarantine Tourism:* In some countries and even in India, quarantine tourism is knocking at the doors where people can stay at isolated rooms and cottages after arrival in a particular country or a city. Nowadays, some

countries and cities in India are issuing quarantine rules for the incoming travelers and hotels/resorts are offering the rooms to COVID-19 negative travelers for quarantine purposes with close coordination with administration. Hotels and resorts offer a complete package including all meals with free doctor on call facility.

f) ***Weekend and Private Car Tourism:*** Weekend Tours will play a major role in upcoming days. People will go out on Saturdays or Fridays and come back on Sunday. Tour Operators have to focus on popular weekend tours and fully sanitized vehicles. Many people prefer private car holidays for one or two nights.

Revival Models of other nations

➢ Maldives offers isolated islands for international travelers to experience hassle free quarantine services.

➢ Thailand has initiated special kind of quarantine Yacht tourism in the form of boatels for the international travelers and now they are welcoming fully vaccinated tourists.

➢ Russia has come up with 21 days of tour package including 2 doses of Sputnik V vaccines with the collaboration of private tour operators.

Digital Innovations Post Pandemic

Technology is a major force in creating flexibility in the tourism industry. Disasters help in speeding up changes in technology. During COVID-19, people have taken massive aid from technology experts. There are instances of robots replacing people, applications on mobiles being employed to track people's contacts, or Big Data analytics forecasting COVID-19 spread among the masses. Robot, automation technologies, and artificial intelligence can reduce cost, improve liquidity, and enhance flexibility. This will also help maintain social distancing as technology can connect people without any physical contact. Thus, technology can handle pandemic-specific problems such as screening travelers, discovering COVID-19 cases and tracking contacts, ensuring online education for students, etc.

1. ***Artificial Intelligence***-During the pandemic period and even after the pandemic, there will be huge changes coming up in the future of travel industry. These technologies are even now helping in delivering a novel experience to the tourists or customers. These technologies includes: -

a) ***Facial Recognition:*** This technology is now gaining importance across various industries for varied purposes. It recognizes the face of the tourist and verifies the face in the documents and provides hassle free check-ins. Tourists can comfortably pass through the airport check-ins and other station check-ins without the documents verification by various authorities like immigration, customs etc. Even these types of technologies are also using by hotels and resorts.

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b) **Virtual Reality:** Nowadays virtual reality is becoming like "explore from home". Virtual Reality is becoming very popular in travel industry, specially using by the hotels and resorts authority. One can easily get the actual reality and glimpse of the property by sitting at home. 3D quality virtual images and videos as well are helping the tourists in various ways. Through online, tourists can explore the property right from the reception counters, lobbies to the restaurants and rooms of a hotel or resort.

c) **Chatbots:** There are mainly two types of chatbots, namely "Text message based chatbots" and "Voice based chatbots". Tour Operators, Hotels, Car Rental companies, Airlines are using chatbox and deliver the experience of fruitful communications between the guest and the supplier. The queries having by the customers can easily text up messages or send a voice message to the concerned person. Even we are also using the same technology in WhatsApp where we can send text, voice and video messages.

d) **Robots:** Nowadays in some parts of the globe, already robotic technology has been introduced in the tourism industry for better safety reasons and acting as a precautionary method to avoid the spreading of Corona virus. Robots welcome the guests, handle the luggage and perform few tasks such as switch off the lights, turning off the televisions etc. Even is some restaurants also, we have seen robots are serving the food to the people.

e) **Google Maps:** Google Maps or we say as GPS technology are assisting people by keeping them informed about the directions. Google Maps help us to know about the congestion on roads like traffic jams and other accident-related information too. One can easily track the car or a bus through Google maps and even we can even use it for self-driving. We often use Ola or Uber cabs where we can see the drivers using the GPS and bus services also nowadays allows guests to experience the live tracking services.

2. **Online Payments:** These days people prefer more digital payment modes or online payment modes. After outbreak of COVID-19 pandemic, people are avoiding gathering and not preferring hand to hand money payment basis. Travel companies, hotels, resorts, airlines are opting various online payment options to the customers and even if we buy groceries or shopping, we can pay it online. There are various online modes we can use these days like online banking, debit/credit cards, paytm, phone pay etc.

3. **Electronic Menu Cards:** Nowadays, many fine dining and first-class restaurants are using electronic menu cards and they also request guests to download the restaurants' mobile app. After downloading the app, guest can select the food and drinks items from the menu card.

4. **Virtual Conference:** This is very popular nowadays, which we call it as "Webinars". Travel and Hospitality industry has adopted this webinar mode to host conferences, discussions, virtual conversation with guests, meetings etc. Anyone can join from any part of the country and world on this virtual platform and it can host huge number of participants at a time. Zoom, Google Meet, Cisco Webex are some popular virtual platforms using by the large scale of people nowadays.

5. ***Online Bookings:*** In current days, we can book our products online without visiting the store or a tour company. Apart from online travel agents, there are many companies coming up nowadays who are offering online bookings of tour packages. Even hotels and resorts are offering their own online booking portals on their site. We can book cabs online. Earlier travel companies like Make my Trip, Yatra, Travelguru, GoIbibo, Booking.com were already offering us online bookings but after the outbreak of COVID-19 pandemic, many organizations have introduced the facility of online bookings.

6. ***Digital Promotions:*** Tour Operators and Hospitality sectors now promoting their products and services online. They offer virtual reality tours of the destinations as well as the hotel and resort properties too. Many companies are promoting their products with the help of advertisements at social media, online travel portals and electronic media. Event Companies are hosting the travel fairs and tourism exhibitions through online mode by fixing time to time appointments online for the discussions.

Objective of the Study

To study and understand the current challenges faced by the tourism and hospitality industry by analyzing the various methods of sustainable practices with the help of technological innovations for building resilience to fight against COVID-19.

Research Methodology

Study Area

The study area includes local suppliers, visitors and officers who have highlighted the post-pandemic scenario of the Tourism industry and by conducting research on the areas of opportunities, challenges and digital transformation to be faced by the industry in future. The sample sizes have been taken as 50% of local suppliers, 30% of visitors and 20% from government officials.

Data Collection

A qualitative research approach was used to examine the study. The study is basically Descriptive and Exploratory in nature. The research methodology adopted is based on the secondary data from the reliable sources along with few primary data were collected in the form of telephonic interviews with local communities, industry experts who comprised Ministry of Tourism, Government of India and registered Travel Agencies, Tour Operators and Hoteliers in India. The population size is based upon 100 respondents from which 10% is from local communities, 30% is from travel agencies, 40% is from industry experts and 20% is from hoteliers. The sampling procedure has been chosen for the study is basically convenience as well as random sampling. Extensive secondary data was collected through books, related articles, journals, newspapers, periodicals and

from different electronic sources relating to study area. Content analysis and personal observation in the study area is also carried out for the research work.

Limitations of the Study

As per above, the research study involved convenience sampling with its inherent limitations. Besides, the research has been conducted by using most of secondary data like Tourism Crisis and Revival (Dr. Chiranjib Kumar Choudhoury), Post COVID Tourism and Hospitality Dynamics (Prof. Umenndra Narayan Sukhla & Dr. Sharad Kumar Kulshreshtha), Industry Calls for the revival of Travel & Tourism (Outlook Traveler). As such, the outcome of the study may not be generalized.

Findings

The result of the study reveals that, we have to change our working patterns and work culture after the pandemic. We have studied about the challenges and tough times facing by the travel companies, car rentals, hoteliers etc. At the same time, we have researched about the new opportunities coming up in the tourism industry. We have found that tourism companies are facing with problems like paid loan, EMI's, vehicle permit renewal, trade license renewal etc. Entrepreneurs are running the companies alone without manpower and some of few started with other business too. We have found one more challenge that, lack of awareness amongst new and latest technologies which needs to be used in tourism industry post pandemic. Ground level workers are still not familiar with online modes, so definitely proper training is required for that. We have discussed with various travel companies and cab owners, how they are facing difficulties due to pandemic. As per discussion with travel entrepreneurs, we found that they are going to adopt new trends coming up in tourism and find out new possible ways to promote tourism in both online and offline modes. As per discussion with tourists/ travellers, we found that they expect safety and hygiene in tourism and also looking forward to explore off-beat and less crowded natural tourist destinations for leisure and relaxation purposes. Overall, there will be a different scenario and tourism industry will be back with new version and new hopes.

Discussion

The above findings of the study indicated about the future of tourism, wherein the body of knowledge is concerned about the future of tourism sector, specifically in the context of communities and the cause of sustainability. It also demonstrates that how the external factors, including government measures and local belongingness, significantly contribute to the tourism industry's quest for resilience to revive from the COVID-19 shock. The finding of the study depicts that the resilience strategies are extremely fruitful to mediate the revival of the tourism industry from COVID-19 by transforming it to the new global economic order with the help of various innovations in the industry.

Conclusion

The tourism industry was seen as a major cause and carrier of the novel corona virus that triggered the outbreak of COVID-19. The unsustainable practices of the industry didn't help the cause of sustainable living worldwide. The pandemic has nearly brought the global tourism industry to a halt. All the tourism professionals associated in the industry including government, stakeholders, tour operators, travel agencies and various freelancing ventures must work together to make the industry sufficiently resilient to deal with the crisis. Based on the studies conducted to understand the tourism industry in the context of COVID-19, we propose a resilience-based framework for the industry. Through our framework, we stated that with the help of the above resilient approaches and creating various opportunities and involvement of local communities, the tourism sector may end up evolving in a much more sustainable way post-pandemic. It is also necessary for the industry to adopt technological innovations and infrastructure for maximizing the profitability in the present era of advancement. Such developments would widen not only the base of the tourism industry but also build up opportunities for less-developed tourism spots to grow further.

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Role of Information and Communication Technology in Tourism Marketing

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Abstract

The tourism industry became an engine for the economic growth of the country and plays an important role in socio-economic changes. Tourism products are perishable, so the company needs maximum output simultaneously. The latest technology has become an essential tool in Business to Business (B2B) and Business to Consumer (B2C) Transactions.

Information and Communication Technology plays a vital role in marketing Tourism products and services. It can contribute to tourism growth, enhance tourism experience, create tourism experience, protect nature and contribute to the income of the local communities. Its contribution to Marketing is equally important. Of all technologies, information and communication technology plays a vital role in tourism marketing because of its information-intensive nature. It helps in digitizing the information and some products that are distributed online. All activities are performed, e.g., Products and Services Purchase over the Internet except Actual travel, which we can feel. Websites and Apps are emerging as new shops and attracting tourists to cyberspace. Social media contributes equally to marketing.

Information and Communication Technology in Tourism Marketing is of special Significance. Information and Communication Technology is used in all the three components of tourism attraction, accommodation and transportation. The chapter introduces one of the latest ways of tourism marketing- the usage of Information and Communication Technology. Several methods range from website and mobile applications to smart cards the industry uses to provide customers with hassle-free tours. The number of ICT users is increasing day today. Although the increased numbers of ICT Users are predominantly from developed countries, other countries are also catching up. The Present chapter also includes critical trends for the use of ICT.

The technologies for tourism marketing are multimedia, virtual tours, CRS, GDS and the Social media Platform. Traditional firms are going online to face these challenges and upgrading themselves to new technologies. Good Technologies and better management can deliver very effective and efficient results for tourism businesses.

Objective

After reading this chapter you will learn about the role of Technology in tourism with a focus on the following.

➢ To Study the New technologies relevant to tourism Marketing.
➢ To Analyse the impact of technology on Marketing,
➢ To Find out the problems in using IT Applications.
➢ Online Travel and Virtual travel

Introduction

Traditional practices of marketing assert that the customer will purchase whatever product the seller produces. Marketing is a management process that identifies, anticipates, and profitably meets customer needs. Marketing is implemented through a marketing strategy that begins with setting goals that support the overall goals of the business.

According to Peter Drucker, "Marketing is not only much broader than selling, it is not a specialized activity at all. It encompasses the entire business. It is the whole business seen from the point of view of the final result. Concern and responsibility for marketing must therefore permeate all areas of the enterprise"

(i). Technology as a Contributor to tourism growth

Technology in transportation gives faster and better vehicles to facilitate the movement of tourists to remote places. Transportation Technology decides the nature of tours to be offered to tourists. (Chaudhary, 2020)

(ii). Technology as a Guided system

Technology helps individuals or groups on self-guided tours to get the information they need during pre-tour and during the tour. Smartphones, video photos and Wi-Fi connectivity in hotels and airports enhance tourism experiences.

Nature of Tourism Marketing

The term Marketing concept holds that achieving organisational goals depends upon knowing the needs and wants of target markets and delivering the desired satisfactions. The spirit of the market is an exchange of products and services to satisfy human needs, wants, demand, utility etc.

Scope of Tourism Marketing

Tourism marketing is used to identify customers, satisfy them, and keep them at the centre of advertising with them. Marketing management is one of the key elements in running a business. The scope of tourism marketing can be discussed as follows.

- ➢ It improves the standard of living of the people.
- ➢ It increases the per capita and National Income.
- ➢ It enables to increase the profit.
- ➢ It improves transportation and communication connectivity.
- ➢ It establishes a better relationship between the countries.
- ➢ It achieves economic stability.
- ➢ It promotes local culture.

BUSINESS
-Marketing
-Management
-Finance

e-Tourism

ICT
-IT
-Information Systems

Tourism
-Transport
-Travel
-Hospitality
-Leisure
-Heritage
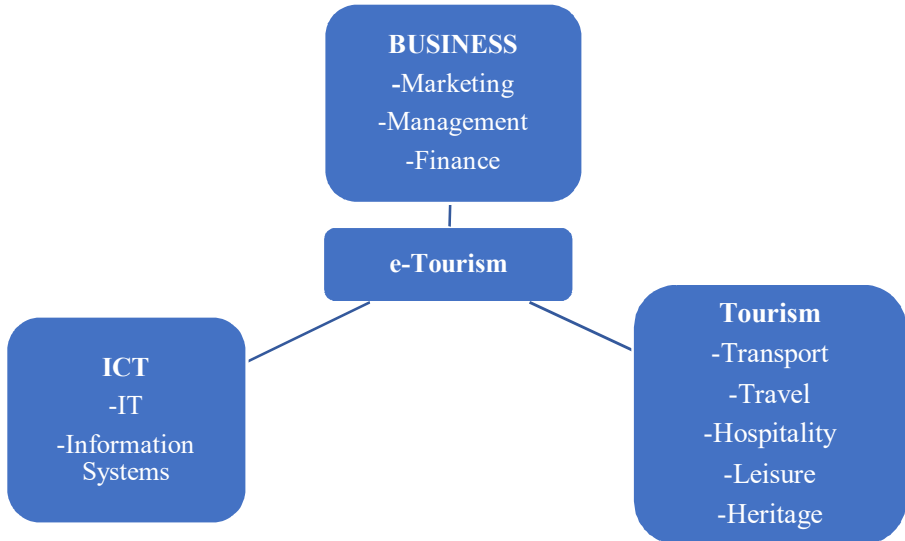
Source: Buhalis, 2003

Figure 1.e-Tourism in Tourism

Need for Information in Tourism

Travelling is basic human nature. Technological changes in the past few decades resulted in a revolution in the tourism sector. Now the tourist can gather all the necessary information about their Plan in just a few minutes. From Itinerary to accommodation booking, from flight booking to train to book, everything is possible because of technology.

The core elements of such information needs are:

- ➢ Geographical information of location, climate, Topography, and Landscape.
- ➢ Accommodation, Restaurant booking and Shopping centre.
- ➢ Modes and Availability of transportation e.g., Air, Water, Road.
- ➢ Culture and rituals of the society
- ➢ Fun, gaming activities and Entertainment Facilities.
- ➢ Qualities of facilities given to that location and their standard prize including exchange rates.
- ➢ Time period of the visit and season.

Application of ICT in various Activities in Tourism

1. Selecting and Development of Tourism Destinations	Geomatics Information technologies
2. Tourism Product and Service Marketing	Inbound (Market Research) Outbound (Advertising)
3. Customer Relationship Management	Turning query into sales Booking, Travel Arrangement, Accommodation, Tour Arrangements etc. Trip Management: Pre-tour, Post-tour and During Tour
4. Agency Operations	Buying, Managing Services and Supplies
5. Managing Websites	GDS, GPS, GIS

Technology in Tourism Marketing

Technology will be an integral part of tourism products, their delivery and consumption by tourists. Tourism marketing applies information technology to manage information and conduct transactions between customers. Multimedia, Centralised Reservation Systems, Global distribution systems and Fourth Generation internet have changed Tourism Marketing.

(i). **Multimedia-** Multimedia plays an essential role in advertising and promotion. The more different formats of multimedia are used, the stronger the product's presence in the market, the higher the sales, the greater the impact on the market and the more popular it. Television, radio, and print ads and advertisements on social media are the most common medium used, with one supporting the other. Interactive TV ads and Touch Screen Kiosks are very useful in disseminating tourism-related information.

(ii). **Centralised Reservation Systems (CRS)-** Centralised Reservation System was first developed by American Airlines in 1962 for their operations to increase efficiency. Sabre was used by Travel agents to make direct reservations through terminals in their offices. CRS Maintain the complete database of seats that can be accessed through different terminals located at different places. Centralised Reservation System Connects airlines and agents in a better way. Later Many hotels and railways developed their Centralised Reservation System.

(iii). **Global Distribution System-** Global Distribution Systems serve more than one CRS to users who are usually travelling agents, unlike the CRS used particularly by airlines or hotels. Global Distribution Systems Distribute reservation facilities and information services through their sales outlets. They were formed from airlines' CRS that included other products such as hotel reservations, car rental booking and so on in its database. There were four Main GDS Amadeus, Galileo, Sabre and WorldSpan that emerged. Galileo GDS was developed by United Airlines and came into Existence in 1971 and is presently owned by Travelport. Amadeus was developed by Air

France and Lufthansa in 1987 and is now owned by the Amadeus IT group. WorldSpan was Started by Delta and North-west Airlines in 1990.

(iv). Internet- Internet is a very powerful tool for sharing information. The perishability nature of tourism products makes it difficult to balance demand and supply when information is not available. Internet helps to access the accurate inventory position and tourist requirements in a very easy manner.
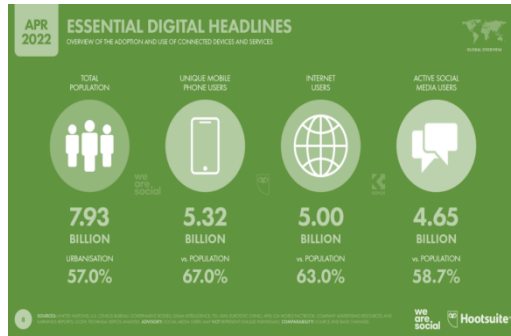
Sources: Global Digital Overview April 2022 Data Report

There are 5 billion Internet users in the world by today which is equivalent to 63% of the world's total population.

The total number of internet users grew by 196 million over the past year around the world. It means an average of more than 500000 new users per day.

Less than 3 billion people remain disconnected from the Internet, the majority of whom come from South Asia, East Asia, and Africa.
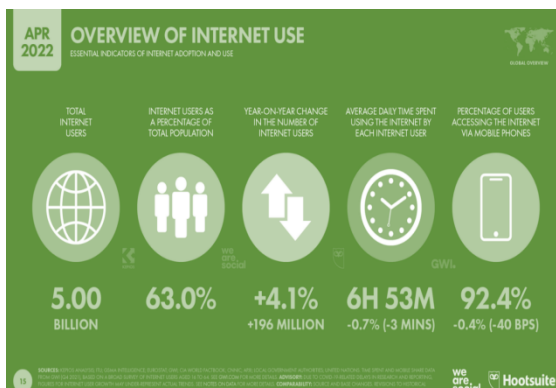
There are 4.65 billion Social Media users in the world by today which is equivalent to 58.7 % of the world's total population.

The total number of Social Media users grew by 326 million over the past year. Globally Social Media users are growing at a rate of 7.5 % per year.

Sources: Overview of Global Internet use April, 022

Impact of Information and Communication Technology on Marketing

Information and Communication Technology is fast becoming the coinage of the day when it comes to the tourism industry. Entitles are findings more and more innovative means of using various ICT tools such as the Internet, CRS, GDS and other PC-based facilities in providing a higher order of convenience to the Consumers. In the cut-throat competition of the present time, Business entities are looking for ways to provide more value and information to the consumers. one of the best ways to do so is to increase the convenience of purchase and use of one's product and services by effective application of ICT tools such as Website, Mobile App, Social Media Apps.

Technology Connects sellers, intermediaries and Costumers with each other. Principles are used in this network to bypass middlemen and link with customers directly and provide the product /services in less price. There are many services that could not be digitalised such as personal consultation and advice, but the technology can reduce the hassle. travel agents and tour operators have joined the internet to gain access to online buyers. For example, Cox and Kings Started ezzego.com. Online firms are big firms that sell a large number of products online and tourism is a part of their portfolio such as Indiatimes but intermediaries do not sell anything but provide information.

Problems in using IT Applications

No doubt, the latest technology is making our day-to-day life easier. The ease of access to shared information presents a wide range of legal implications for businesses and challenges for consumers.

(i). **Different platforms and Operating Systems:** Android and iOS are two different platforms and their applications are totally different. so, the users feel difficult to use it and the business entity has to develop separate compatible apps for use it.

(ii). **Too Many Steps:** Too many steps make obstacles in the path of users. They can't find the proper information in a short span of time.it doesn't make the application user friendly. if the developer Reduces the number of steps for the users and they will respond back to you with motivating feedback.

(iii). **Poor Navigation:** Application developers create great features, but sometimes the same features don't combine in an organized way. When users call an application, they need to understand how to use it and do what they need to do quickly. Don't add lots of information in a single section.it may lead to the users being confused and if that happens it is highly unlikely that they will not use it again.

(iv). **No auto-filled user Information:** Auto filled Information is the best way to save time and data input and help users to get information in less time period. Auto Suggestion should appear while entering information. Users'

profiles should be saved so they can be fetched directly and enter the information every time without any delay.

(v). Unclear Content: When making Content for mobile applications and websites, the developers always keep in mind that it should be in a clear and concise way. Adding too much information will confuse and frustrate the users.

(vi). Feedback Section: Application developers should add a feedback section in through Feedback, they can improve the features and conduct surveys for future challenges.

Online Travel and Virtual tours

Online travel or Electronic Tourism and Electronic Marketing are part of E-commerce that is defined as digitally carrying out business or transactions. Buhalis (2006) defined E-Tourism as the digitalisation of all processes and value chain in the tourism, travel, and hospitality Industry.

Digitization is the key to such marketing; Information can be Digitized and therefore can be accessed through the internet. Similarly, Products such as Books, Photos can be digitized and are transferable to customers as soft copies. Online Travel means real-time information exchange takes place between Buyer and Seller.

MSDP model of Electronic Travel-

Marketing and Sales	Sale/Contract	Delivery	Payment
Website	Website e-Commerce Enabled	Digital Delivery	E-Payment
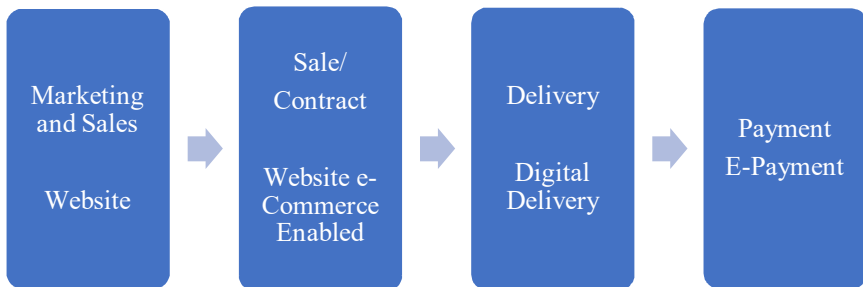
Figurer 2.MSDP model of E- Travel

This Model Considers a sequential Approach to E-commerce Functions with the sequence of marketing, sales, delivery and payment. All functions are performed over the web space. The Function of Marketing Research and sales can be done offline in the initial stages to popularise the Website and Applications.

Importance characteristics of this E-marketing are as a fellow:

(i). Interactive: Both the Parties can find the information searched. They can also share information.

(ii). Time- Period: transactions can be performed synchronously and can be performed on all days

(iii). Customer Contact: Through E-marketing, all members can establish direct contact with customers.

(iv). **Easy Transactions:** hassle-free Transactions can be performed.

(v). **Information Availability:** Information can be available at a low cost and can be accessed anytime.

Virtual tours

It Enhances the tourism experience by giving a real feel prior to the tour. During Covid-19 Virtual Tour was quite popular because we can feel the real-time experience and can assume the part of that journey. It provides for complete exploration of destinations1 or tours. But at the same time, there is a risk that consumers may get addicted to these tours in place of real tours.

Summary

This chapter introduces one of the latest ways of tourism marketing- new technologies relevant to tourism Marketing and the usage of Information and Communication Technology.it helps in digitizing the Information and some product that can be distributed online. The Important technologies for tourism marketing are multimedia, CRS, GDS, Websites, and Mobile Applications. All activities are performed in the cyber world except the real tour. Websites, Mobile Applications attract tourists to the webspace.

Online Tourism needs good ICT Infrastructure and this is a challenge for buyers. Traditional service providers are facing challenges at the present time. Good technology can be a game-changer for Tourism Business.

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A Study of Challenges Faced by Intermediaries Supply Chain of Organic Food Products in Udaipur

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Abstract

Food that has been cultivated without the use of chemicals, pesticides, or growth hormones is known as organic food. The present study was conducted by a challenge and problem faced by intermediaries supply chain of organic food products in Udaipur city. The study was conducted base of secondary data and qualitative approach. The main purpose of the study is to find out the problems and challenges of the supply chain of organic food products by intermediaries' retailers, wholesalers, and agents, as well as farmers and consumers in Udaipur city. The major factors responsible for the future growth of the organic food products supply chain business in Udaipur city are that now as 'days people are more aware and health-conscious and fitness, environmental protection and food safety.

Keywords: *Organic food, intermediaries, consumers, farmers supply chain, Food Safety, Udaipur city.*

Introduction

The demand for organic food products has increased dramatically in recent years. Organic food items that are prepared and processed without using any chemicals. Organic foods have been traditional to contain 50 per cent more vitamins, minerals and nutrients than similar food that is produced in usual manner. Organic food is good in health than usual food is type of strong, and is that the main reason for increase in its demand in its require over the past 5-6 years. Rising health awareness among bourgeoisie consumers in major cities across India has been the key factor contributing to growth within the market. The organic food market has grown continuously over the past decade, but, the total share of organic food is still small compared with the total food market. Organic farm production and trade has emerged as an important sector in India. Organic food products are grown under a system of agriculture without the use of harmful chemical fertilizers and pesticides with an environmentally and socially reliable approach. This is a type of farming that works at the grass-roots level, protecting the soil's reproduction and restorative potential, sufficient detach nutrition, and effective soil management to produce nutritious, anti-disease food. Growing plants in this manner takes time and is always beneficial to one's health. The

majority of the country has its own organic product cultivation regulations, which are used to keep track of organic products.

Several Other Reasons for Demand

In the last decade there has been an increase in awareness among people about other positive effects of organic foods like the following:

Fitness, Health and Wellbeing

One of the main motives for the consumption of organic food is of course that they do not contain harmful chemicals and pollutants, as some chemicals could lead to cancer and other serious medical problems.

Harmful Effects of Pesticides

To increase crop production several man-made pesticides are used which are leading to the depletion of water tables and soil contamination. Organic farming is eco-friendly and more sustainable since there is no soil and water contamination from use of synthetic chemicals.

Use of Antibiotics

Use of antibiotics on livestock is causing a poor immune response in humans. Animals that are organically raised do not receive antibiotics, growth hormones and are not fed any animal by-products. The animals are also given more space to move about outdoors, which ensures better health for the animal.

Unsafe Food and Food Safety

Worldwide organic food has gained popularity because they are produced in an agricultural system that provides food that is free from toxic pesticides, synthetic fertilizers and genetically modified organisms (GMOs). So organic products are seen as being of high quality and are considered safer for both health and the environment.

Environmental Protection

Organic farmers follow strict cultivation standards which has a positive impact on soil, water and air. Natural farming methods also conserve biodiversity and maintain the natural balance of the ecosystem. Organic agriculture helps the fight against global warming as organically produced food is distributed locally and so less energy is used for transportation which automatically reduces carbon dioxide emission.

Organic Food

Organic food is defined as food that has been grown without the use of chemicals, pesticides, or growth hormones. Organic food is produced without using most conventional pesticides; fertilizers made with synthetic ingredients or sewage sludge. Organic foods refers are not using for fertilizers, chemical, pesticides made for natural manner. Organic food is grown by farmers that

priorities' the use of renewable resources and soil and water conservation in order to protect the environment for future generations. Organic meat, poultry, eggs, and dairy products are raised without antibiotics or growth hormones.

The Department for Agriculture and Rural Affairs (DEFRA) states that "organic food is the product of a farming system which avoids the use of man-made fertilizers, pesticides, growth regulators and livestock feed additives".

National Organic Standards Board (NOSB) has quoted that "Organic agriculture is an ecological production management system that promotes and enhances biodiversity, biological cycles and soil biological activity. It is based on minimal use of off-farm inputs and on management practices that restore, maintain and enhance ecological harmony".

Concept of Organic Products

There is no accurate meaning of the term of 'organic' because of the way diverse nations have set individual standards for products to be certified organic. In plain words, organic foods are prepared in a simple way in order to preserve its natural decency without adding fake components, additives, etc. Organic products are acquired through procedures that are kind to the earth, through development strategies that consider both- characteristics of the previously obtained item and production techniques. Consumers of organic food and non-organic food from diverse groups were approached for their views in order to understand their perception and vision towards organic food. It was observed that all organic food consumers do not have a similar outlook and approach towards organic food. Thus, factual procedure undertaken here serves as a guide to understand the connection and model of consumer behavior trends in organic food in India.

Benefits of Organic Products

Table 1. Benefits of organic products

On Consumer	On Environment	On Business
Health concerns	Ecological balance	Sustainable products
Environment consciousness	Retention of natural resources	High market potential
More nutrition	Revive natural resources	Sustainable growth

Source: authors

Review of Literature

Jayawardena, et al. (2022) In this study, to explore organic food consumption demand in casual dining restaurants, This study focuses on food tourism, embraces food culture and the niche marketing for organic food grown using carbonic fertilizers. The objectives were set to identify demand for organic food and identify the limitations of the promotional strategy used for organic food and find out the limitations of promoting organic food. The major finding of the study is that growing demand for organic consumption among consumers and restaurant purchasing patterns is shifting to organic resources for the entire food

production. Another finding is that managers are not using organic food in restaurants because of lack of food accessibility, limited suppliers of organic products, and the two major reasons for the high price of organic food and limited plates.

Wojciechowska-Solis, et al. (2022) the study's major goal was to compare the purchase habits of young consumers in Poland (PL) and the United Kingdom (UK), two nations with differing levels of organic market development. During the COVID-19 pandemic, between December 2020 and February 2021, the research was conducted using an online survey questionnaire. 862 PL and 161 UK customers were included in the sample. Organic goods are purchased by 31% of people in the Philippines and 58.4% of people in the United Kingdom. The statistical studies were carried out using descriptive statistics, the Mann–Whitney U test, and the two proportion Z test. Government agencies and businesses may utilize the findings of this study to determine the most effective communication channels for education and advertising, as well as design effective commercial tactics for young customers. According to the findings, youthful consumers place a premium on the freshness and quality of the food they eat. The respondents' major motives for purchasing organic items were concern for their own health and that of their loved ones, as well as a desire to eat higher-quality foods.

Śmiglak-Krajewska, et al. (2021) The purpose of this study was to determine the behaviour of the Polish organic food consumer during the COVID-19 pandemic, to identify preferred channels of organic product distribution in the context of restricted freedom of movement, and to determine what information on organic food labels was most important to the customer. The research used the CAWI approach to collect data from 1108 respondents who took part in an online survey from February to August 2020. Cluster analysis, a linear regression model, and the duplication technique were used to analyse the data. The results obtained in the research can be used in the sector of organic food producers to design marketing strategies and to adapt their offer to the four groups of purchasers of organic products: eco-activists, eco-dietitians, eco-traditionalists, and eco-innovators. The organic food market varies by country, geographic region, agricultural policy, and the level of public awareness. As a conclusion, further steps must be taken to encourage organic food production, distribution, and consumption while also offering public education on practical concepts and methods for consumers to identify organic food, including the national and local origins of such items.

Jawake, et al. (2021) The focus of this research is to investigate the influence of customers' psychographic variables on online organic product consumption. The study's purpose is to identify the significant aspects that influence customers' attitudes regarding online organic products. The data was gathered through the use of a planned questionnaire containing closed-ended questions. Correlation analysis using SPSS is one of the statistical tools. The key findings from this research article will assist marketers in understanding the significant aspects that

influence customer consumption of organic products. It will aid in realizing the factors that affect the demand for organic items on the internet. This article examines both theoretical and practical elements of customer psychographic behaviour for shopping for organic items online. The scope of the study further research study focuses on consumers because there were a limited number of respondents, but it contributes to a larger study on organic product usage online. The proposed model simply looks at customer attitudes and digital behavior, but it may be expanded upon by focusing on relationship intent and buying behavior.

Dangi, N., et al. (2020) analysis Organic food consumer purchasing behaviour and intention: a conceptual framework The objective of this study is to evaluate existing research on the factors that influence organic food purchases, with a particular focus on eco-labels, and to determine the relative significance of these determinants. A conceptual framework for organic food purchasing behaviour has been developed by analysing 154,072 customers reported in 91 research papers from 2001 to 2020. On this basis, components are divided into four groups (time, area, and national economic condition). The main finding of the study as compared to supply-related factor categories was that the impact of consumer demographics, psychographics, socio-demographics, and product-related factor categories was shown to be more significant. The findings suggest that eco-labels and price, followed by confidence in organic food, are the most important variables in organic food buying among individuals with characteristics such as health concerns, environmental concerns, knowledge and awareness. The study is based on a small amount of content from each country. It didn't gather statistics from all nations. Because food choices are influenced by a variety of factors, including the regulatory environment, actual organic food consumption patterns in each country will differ on a macro and micro level. The survey does not take into consideration the buying patterns of individual organic consumers.

Nethra, et. al. (2020) This study examines consumer attitudes toward organic food and determines consumer awareness and attitudes toward organic products. This study focuses on helping to reveal opinions towards obstacles faced in purchasing organic products. The major finding of the study is that the majorities of the respondents are male, belong to nuclear families, are aware of organic products through television, and use organic products. The major problem of lack of verities and government design for an effective tactic is creating awareness regarding the availability of new products. This research concluded that consumer approach plays a major role in determining the buying behavior of selecting organic food.

Wachyuni, et. al. (2020) the changes in food consumption behavior: a rapid observational study of the COVID-19 pandemic. These studies focus on finding out organic food consumption behavior pre, during, and post pandemic. This study used a quantitative-based descriptive study technique to explain changes in consumer spending patterns. For sampling, probability sampling techniques or a simple random sample approach was used. The study indicates that the

respondent's food consumption was determined by physical, societal, and psychological factors. Organic food goals and self-cooking trends are on the rise. Additionally, this survey demonstrates a growing consciousness of the significance of health, quality, and food safety in food selection. Gourmet firms may use the findings of this study to develop strategies for surviving the COVID-19 epidemic by modifying goods, innovating, and enhancing product quality in response to consumer requirements.

Balachandran, et al. (2020) their study was aimed at reviewing and discussing online shopping for organic products. The study's main goal is to determine consumer preferences for organic food shopping online. The study found a number of factors influencing consumers to prefer online shopping for organic products. The title of the study was to study the impact of online shopping for organic food products on customer satisfaction. The objective is to understand the attitude and behavior of customers towards the online purchase of organic products and to know the impact of online shopping for organic food products on customer satisfaction. A total of 110 people, from various ages and genders, were included in the study's sample. The samples were chosen at random. According to the findings of the study, the young prefer to shop for organic food products online, and the majority of them do so because of the lower prices and discounts offered by online traders, as well as the fact that it allows customers to buy trusted organic products without having to travel to different locations. Organic products are popular in order to meet market demand and match the needs of customers. Organic food products must be well-known in order to promote consumption, and online shopping allows people to acquire organic products without having to travel to different locations. Organic food sales are aided significantly by online shopping.

De morais watanabe et al.(2020) The study was based on the perceived value, trust, and purchase intention of organic food consumers in Brazil. The main purpose of these studies is to understand the factors influencing its consumption. To extend our understanding of the organic food market, the present research seeks to explore the effect of perceived value on consumer trust and purchase intention in Brazil. This study was conducted using survey methods on 274 Brazilian consumers of organic food. The convergent and discriminate validities of latent variables were confirmed. The study found that both functional and emotional values impact customer trust, but only emotional value drives purchase intent. The degree of trust has no impact on purchasing intent. As a result, perceived value is a key factor in predicting customer trust and buying intent in Brazil.

Demirtas, B. (2018) An analysis of these studies evaluation of the effects of consumer awareness of organic food on consumption behaviour The goal of this study is to see how knowledge affects customers' buying or consuming patterns for organic foods in Turkey, and other factors (Hatay City). Within the framework of the Theory of Planned Behavior, the consequences of customers'

organic product knowledge levels are investigated. The data for the model was gathered in 2017 using a 21-scale questionnaire and analyzed using the Structural Equation Model. According to the model analysis, the organic food knowledge variable explained a considerable portion of the variance in consumers' organic food demand (61 percent). Consumption reduction Obstacles will raise organic demand, as will initiatives to promote consumer awareness of organic foods. While attempting to boost organic product supply, particularly in areas where consumers are concentrated, the food production sector should also work on informing, raising awareness, and promoting organic products. In terms of motivation sources and impediments, additional research into real organic food purchasing behavior is needed.

Kumar, et al. (2017) This research is based on the attitudes of urban consumers regarding organic food. The study of objectives attempted to gain knowledge about consumer attitudes towards organic products. The study looked at consumption and potential market areas for organic food products. The analysis constrains the marketing of organic products and suggests suitable measures accordingly. The main finding of the study was that organic products are difficult to find in stores are not good. Farmers are decreasing the organic sector because of the lowest income generated. Lack of awareness about organic products limited shop of organic products in the cities. Sales promotion tools used are very low because of organic products compared to non-organic products. The consumer is satisfied with the organic product because of the healthy food and ecological environment. The study's major recommendations focus on farmers, government assistance, product packages, marketing development, market price regulation, and certification facilities.

Singh, A. et al. (2017) The purpose of this study is to examine the factors influencing consumers' actual buying behaviour towards organic foods. A systematic questionnaire was used to obtain survey data from 611 Indian customers for this purpose. Factor analysis, independent t-test, ANOVA multiple linear regressions and multiple regression analysis were used to analyse the data. The findings revealed four elements that impact customer attitudes toward organic food products: health consciousness, knowledge, subjective standards, and pricing. However, these four criteria, as well as one extra element, influence purchase intentions for organic goods. The results indicate that these five factors have an impact on actual buying behavior but that attitude and intent to buy moderate the link. Moreover, socio-demographic characteristics (age, education, and income) were discovered to influence actual buying behavior. The findings have significance for organic food sector organizations, retailers, and market regulators. The study also includes advice and recommendations for organic food retailers and marketers that want to increase their organic food sector.

Al-Hasan et. al. This research paper explores French consumer behavior towards organic food, with a particular focus on Brittany. The study evaluates the demand for these sorts of products as well as the primary drivers of organic food

consumption.' This research contributes to the existing body of knowledge by giving up-to-date data on a particular demographic group that is important in the organic food business in Europe. The findings are based on primary research conducted among French customers using a survey. Health advantages, lack of genetically modified organisms (GMOs), environmental effects, and price are the most powerful predictors of organic consumer behavior in Brittany. Certification warranties, the natural look of the product, and availability are all variables that have a little impact. Furthermore, the research could not be carried out on a bigger scale due to time and money restrictions. Furthermore, the research is limited to the Brittany region, and broadening the geographical scope of future studies could be a feasible option.

Paul, J. (2012) this study is based on consumer behaviour and organic food purchase intentions. The main purpose of the study is to understand the behaviour of ecological consumers and their intention to purchase organic food. The study aims to conclude the factors influencing consumer behavior towards organic food. The method of a face-to-face interview was used to collect data, including closed-ended questions on a standardised questionnaire. The study included a total of 463 respondents. With a large sample size, it was decided to apply multiple regressions, factor analysis, and cluster analysis as well as other multivariate studies. The study found that demographic factors such as health, accessibility, and education have a positive impact on consumers' attitudes about buying organic food. Organic food has higher overall customer satisfaction than inorganic food, although satisfaction levels vary depending on many circumstances. This research suggests that retailers may develop effective marketing programmes and tactics to positively affect customers. They might promote organic food's health advantages and high quality. They can make these items widely available in order to encourage people to buy organic food.

Research Gap

The researcher has done extensive spadework and collected research studies and literature reviews pertaining to the objectives. After studying the collected literature and research papers, it is found that many of the studies concentrated on consumer buying behavior, consumer perception, awareness level, and buying intention as factors influencing the purchase of organic food products. From the abovementioned factors, the variables studied in each factor are like health, natural and sustainable, extrinsic, weight concern, and environmental factors. As per the research knowledge, there is no extensive research on organic products and its implications on the supply chain of organic food products in Udaipur city. Therefore, the research attempts to carry on extensive research on a study of challenges faced by intermediaries in the supply chain of organic food products in Udaipur city.

Objectives of Studies

➢ To find out about problems faced by intermediaries of organic food products.

- To find out about barriers in the adoption of the supply chain of organic food producers.
- To find out what factors influence organic food products faced by middlemen.
- To find out the challenges faced by organic product consumers.

Research Methodology

Research approach: The qualitative research approach has been utilized. The researcher attempts to review various journal and article from renowned sources to complete the study

Source of data: the source of data for the study will be secondary data. Secondary data will be collected through reviewing various published journal, articles, website etc.

Finding

There are many challenges faced intermediaries of supply chain of organic food products in Udaipur city.

Challenges Faced By Intermediaries

- Organic food for the challenges faced by intermediaries of high margin, unpredictable trade and perishable products.
- Another major issue faced by intermediaries is the careful handling of organic food products because of a lack of preservation, thus making organic products more perishable.
- Transport of organic products another challenge for intermediaries during transportation are keeping non-organic products separate. Companies offering both non-organic and organic products have to use two different mechanisms for each step of production to maintain organic food standard practices.
- Another challenge faced by intermediaries is the sufficient of organic foods. The seasonality of organic food crops makes it difficult to predict supply chain demand.

Challenges Faced By Farmers

- Logistics issue
- Lack of awareness about information organic products
- Organic farming is lengthy process there for farmers a lot of patients to grow organic products comparative of conventional products.
- Lack of training and skills
- Funds provided by govt. are very less for organic farmers.
- Land problems
- Due to high price of organic products many farmers don't opt. organic farming.

Challenges Faced By Consumers

➢ Limited products available
➢ High cost of organic products
➢ Time gaps
➢ Much time they get into frauds with the customers because convention products are sold in the name of organic products.

Suggestion

➢ Because an increasing number of farmers are unable to cultivate without the use of pesticides, awareness and training programmes for farmers Because the farmer is exclusively growing commercial crops with high yields, he will use more chemical fertilizers and pesticides. However, organic farming has been shown to be successful for the vast majority of farmers.
➢ organic products, which can shift interest from conventional to organic farming
➢ Must initiate and support the implementation of a favourable policy on organic farming which covers the provision of certified organic seed and other input supply.
➢ They provide free certification services. The increased frequency of viewing advertisements for organic food products and better taste would influence the purchase of organic food products. The influence of advertisements for organic food products was found to have an increase in education, particularly among consumers.
➢ Make a specific product into an effective packaging facility.
➢ Growth of marketing: It is all very important in terms of expanding the marketing area. Because organic foods do not even have a regulated market.
➢ Give separate price and market capabilities in the yard just because it is a regulated market. Because an increasing number of people choose organic products. However, because there are no farmers, it encourages farmers to develop organic items.
➢ Smart transport with dedicated channels of supply and demand can be a solution to disparity.
➢ to raise awareness of the need for an implacable cold chain and a paresis transportable schedule for issues on a tight margin and perishable.
➢ The growing popularity of organic food also means more growers and distributors will need organic warehouse and cold chain facilities.
➢ The price of the products should be set such that people of all classes can afford them.
➢ Truthful and quality products should be sold so that more people become loyal customers.

Conclusion

Consumers' interest in organic food has exhibited persistent growth for the past two decades, Organic food products are grown under a system of agriculture

without the use of harmful chemical fertilizers and pesticides with an environmentally and socially reliable approach. This research paper shows challenges faced by intermediaries in the supply chain of organic food products in Udaipur city, including farmers, consumers, and middlemen. The main focus is on barriers to organic food products' adoption and challenges for farmers and consumers. Farmers, Marketers and Government can frame effective strategies in creating awareness regarding the availability of new varieties of organic food products.

Limitations

➢ The study is limited to Udaipur city.
➢ The finding of organic products and may not be the same for the whole of the district, state or country.
➢ This study focuses only secondary data lack of primary data.

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11

A Study into the New Dimension of Marketing with the Advent of Cloud Kitchens in Kolkata

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Abstract

Present times have experienced a metamorphosis as far as the food catering business is concerned. The radical changes have occurred due to advancement in technology, changing dining habits and needs of people, the economic factors, transformed views about family life, advent of micro families, and changing work place demands. Another very significant contributing factor is the dominant role of the food aggregators. The corona virus pandemic which triggered lockdowns has provided the necessary shot in the arm for the food catering practices to change. It is becoming increasingly clear that a majority of people are not preferring to go to the restaurants to have a meal but order it online. This was more commonly visible when the lockdowns were imposed and people were not allowed to venture out. This system slowly and steadily changed the food ordering habit of the people. Now, instead of visiting a restaurant personally, there is an increasing tendency to order it online. The food aggregators grabbed this opportunity and along with them came the cloud kitchens. As per the UBS AG, this segment has the potential to reach 365 billion dollar by the year 2030, which is almost ten times its present value. These kitchens can operate without any elaborate infrastructure and neither do they have to take the pains of setting up an elaborate dining facilities. This cost convenience saw a boom in the cloud kitchen business. Keeping this changing market behaviour in mind, a thought emerges whether the restaurants are facing the risk of losing their grip on the market. What possible marketing strategies are adapted by the cloud kitchens to gain market control? Is there a possibility that the fine dining concepts will receive a backseat? This also investigates the fact whether the advent of the cloud kitchens have depreciated the restaurant business in Kolkata.

Keywords: *Cloud kitchen, Technology, Aggregators, Marketing, Food Marketing, Food Business.*

Introduction

With the looming of time, human life changed and the demands of the new lifestyle bore a new design different from what it used to be. Traditional procedures gave way to technological innovations as it fits into the puzzle of the modern demands better. Food catering is no exception. Usually, food got served in a restaurant set up or in a hospital or as a matter of fact in mobile catering, but,

with the changing pattern of human demands the same is done by the food aggregators and the customers are getting food delivered at their doorstep right from the place where they want. Without any hassle of going out to a restaurant or even stepping out of the house, technological interventions have enabled the customers to acquire the food they want in a limited time frame. This also gave birth to the concept of cloud kitchens where food gets prepared and there is an aggregator to serve it to the customer. This gained more grounds when the COVID-19 pandemic challenged the human survival and 'new normal' became the order of the day. Under such circumstances, it is necessary to understand the evolving paradigm of the cloud kitchens in Kolkata. It is also vital to realize how the penetrating roots of the cloud kitchens in the soil of the food catering is resulting in a change in the pulse of the food industry-it seems to be vibrating with a different beat. The established notions of food catering are gradually getting crumbled and a new regime of cloud kitchens and food aggregators are seeking market dominance. Kolkata is experiencing the changes in the landscape of food catering in the same way which needs to be understood and analysed. Entrepreneurial efforts have also received a shot in the arm with the advent of cloud kitchens. Against this background, the marketing strategies followed need to be studied more closely.

The food catering business is on the brink of a sea change and in order to ensure that it can sustain, it calls for figuring out the principles of this change and be aware of the same. Only when the format of the transformed scenario can be better perceived, the picture of the future format of catering becomes more transparent and clear. This works highlights this as far as the cloud kitchens in Kolkata are concerned and its marketing pathways.

Cloud kitchens in Kolkata are on the rise and their acceptance level is noteworthy. With the food aggregators and the technological up gradations, the cloud kitchens are laying down the path for a new era in the world of food catering. It is assuming the role of introducing a distinct procedure of food catering which is posing a challenge to the existing orthodox players of the industry. Keeping this new framework of business unfolding in the horizon of food catering, an in depth study of the same is essential. An insight into the marketing framework of cloud kitchens also need to be analysed. **This triggered the idea of this research paper titled "A Study into the New Dimension of Marketing with the Advent of Cloud Kitchens in Kolkata."**

Research Objectives

The objectives of this research work are as follows:

➢ To identify the factors leading to the growth of cloud kitchens in Kolkata.
➢ To collect and analyse the various data regarding its marketing.
➢ To establish the pros and cons of the growth of the cloud kitchens
➢ To develop an understanding how this concept of service is made more acceptable

> ➤ To estimate the future potential of cloud kitchens in Kolkata

Review of Literature

The whole world has seen a new dimension of the lifestyle from the period of 2020 to till now. Nobody, even in their worst nightmares, could think of the situation which was been experienced by the human population of the planet because of COVID-19. The hospitality industry got affected by the pandemic situation and lost a considerable share of their profits. There was an immense struggle for surviving during these challenging times. The restaurants were facing tremendous difficulties due to the restrictions of the Government. The consumers who were also not willing to come out of their houses because of fear but wanted to enjoy the food, also faced a tough time. This led to the slow alteration of the consumer behavior and there was a visible and strong inclination towards online food ordering from cloud kitchens. The cloud is another dimension in the food industry which is responsible to change the consumer behavior pattern especially for foodie and generation Z because of food on finger. (Kulshreshtha.k, 2021)

Sanwaria (2021) stated that Investment point of view or infrastructure of cloud kitchen is more convenient in comparison to restaurant, the reasons are as follows:-

1) Cloud kitchen always be an low cost area
2) Require less capital budget
3) Don't require posh location
4) Less manpower compare to restaurant
5) Accessibility of food delivery partner through two wheeler
6) No parking space
7) Décor not require.

COVID-19 pandemic developed many behavioral changes and that led to innovative thought processes fuelling new opportunity for everyone. The advent of the concept of cloud kitchen and its marketing strategies is a major one. Entrepreneurs started exploring new possibilities in terms of adopting new ideas, new technologies, and digital intervention to satisfy the customer. The cloud kitchens struck a balance between the desire to eat out and at the same time not stepping out of the house due to the pandemic situation. There are few synonym of cloud kitchen like Dark kitchen and Virtual kitchen. The cloud kitchens also created job opportunity for people on part time and full time basis. (Etty Susilowati1, 2021)

The idea of cloud kitchen took off not only in India but also in Indonesia in 2018 in the form of a pilot study and was fully operational in 2020. The cloud kitchens are also known as Ghost kitchen because location wise it is not in the front. Always it was in place of low cost area but it should be convenient for the food aggregators so that food delivery process will be faster. Cloud kitchen concept can be viewed as a new pathway of surviving and also offering a lot of opportunities for entrepreneurs. During the time when the pandemic was at its

zenith, the brick-and-mortar restaurants and even the five star hotels also converted their restaurant business in to the cloud kitchen model. So that they can sale the food and survive in this specific condition. (Atmojo2, 2021)

Cloud kitchen runs on the basis of Food Delivery Apps (FDAs).Cloud kitchen is another diversification in the food industry because of

1. Low inventory cost
2. Fulfill the demand supply chain especially in pandemic and post pandemic.
3. Online platform provides rating &feedback which is responsible to create band image
4. Home kitchen also be part of cloud kitchen so opportunity for women entrepreneurships and independency also be in form. (Nikhil Chhabra1*, 2021)

Digitization has dominated in this new era of any industry. The food industry has also become a part of this process and it accelerated when the world faced the unknown situation of covid-19 pandemic .The only source of getting food from specialty kitchen is dependent on food delivery apps. The e-commerce platform revolutionizing the marketing strategies of food industry of India. The facilities are huge like:

1. Minimum order value
2. Multiple payment options i.e., net banking, and digital wallet
3. Cash on delivery increase the customer convenience and trust
4. This digital tools give look of variety of cuisine with anytime ordering facility within the vicinity of location along with delivery time commitment
5. The concept is changing from service industry to experience industry
6. the marketing strategies also depends on the demography of Indian population where we found that in 2020 the average age of Indian was 29 years so target market is very clear. The customers are fond of technology, digital monetization etc. (N. Thamaraiselvan, 2019)

There are so many cloud kitchen in the market and maximum are in startup form or in running stage but due to many factors like financial, human resource, lack of experience, failure to resolve customer complains, inability to handle technology, huge discount from aggregators, failing to understand the consumer trends, ineffective advertisement and promotional activity some of the cloud kitchen going to close so sustainability of that is very important. (Dr. Tahir Sufi, 2020)

Covid-19 era is speed backer for human life where everything was in shatters especially dining out experience with family. But the cloud kitchen model fulfilled the experience of dining out within the home ambience with family where the comfort level is maximum. In this way cloud kitchens gained the necessary momentum for their growth. The marketing strategies also changed, instead of just going for advertisement and discounts, the cloud kitchen emphasized on marketing their hygiene and safety protocols so that the customer

health will be in the priority and they become more trustworthy. Another important aspect lies in including the immunity boosting food in the menu so that health of the consumer will be taken care off. (Dr. Arun Sherkar, 2021)

(Online Food Delivery Services Global Market Report 2021: COVID-19 Growth And Change To 2030, 2021) The growth rate global online food delivery system is from
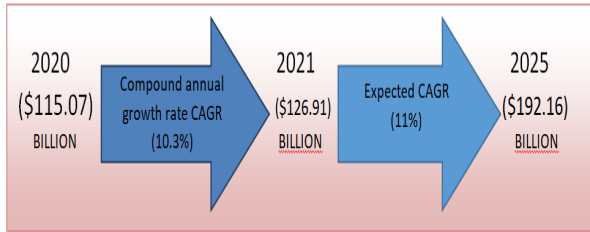
Figure 1.Growth in Online Food Delivery Service

Research Methodology

For the proper completion of the research work, both primary and secondary data was collected for the present study. The primary data was collected through Questionnaire, Observation, interviews and feedback from the various stakeholders of the cloud kitchens which includes the entrepreneurs in this field, the end users, the food aggregators and the employees involved in this field. There was no fixed number of target clienteles and the selection was random. The main focus of primary data collection was to obtain data about the marketing aspects of this relatively new segment of food catering, the opinions of the stakeholders regarding various facets of its operations and how the competitors are gearing up to face this new challenge. The secondary data was collected from the reliable internet sources and high impact journal of the food technology, tourism and hospitality trends. A qualitative analysis of these is done so as to draw concrete conclusions. Some graphical representation interprets the results in the findings.

Discussions

The following information is the summarised version of the opinions of the people who are related to the cloud kitchens. As far as the marketing aspects are concerned some of the approaches which are worth highlighting includes the designing a focussed marketing plan based on the presence in the internet through the social media platforms, blogs, company websites and also on the food aggregators' website. Moreover, creating a customer database, devising various loyalty programmes and promotional activities also take away a good share of the marketing pie. Offers and discounts garnish the marketing pie and make it more wholesome. A deeper insight into the plethora of marketing activities brings out the following into the forefront:

Social media

The concept of cloud kitchen received a shot in the arm mainly during the Corona pandemic period when going out was restricted and the lockdowns forced closure of the restaurants. Ordering of food was online and the food aggregators made sure that the food reached the correct destination within a stipulated time. Considering this, it is vital that a cloud kitchen maintains prominent presence in the social media attracting the attention of the users of the platforms. It is very significant to boost up the online visibility of the organisation. Increased efforts are also made to direct the online traffic towards the concerned cloud kitchen's site. Generating a presence on social media platforms like Facebook, Instagram, and Pinterest etc. will help the brand reaching out to prospective and potential customers. Framing delightful and pleasing content to lure new customers and at the same time maintain the liaison with the existing clients. Activities like posting mouth-watering visuals of the dishes served, the creativity in the presentation process, scenes related to high standards of hygiene and related things will definitely enliven the organisation in social media just like the live wire when the current flows through it. Impressive and imposing visuals paired with extraordinary designs push up the engagement rates. It must be taken care that any opinion expressed by the customer must be attended to with utmost urgency. The accumulation, assembling and analysis of the online reviews and feedback are important for cloud kitchens and definitely forms a significant pillar of the marketing of a cloud kitchen brand. Uploading relevant videos on YouTube can also be an effective marketing through this channel.

A fascinating website

In this perspective, creation of a captivating website increases the probability of placement of online orders and at the same time it widens the horizon of the brand's online existence. If in case a number of cloud kitchens are functioning from the same food production area, this must be underlined clearly in the website. It is a foremost requirement that a crisp and compendious menu be present with a reasonably good options for the customers to choose. The website must be user friendly so that the food ordering and the payment processes are not complex at all. It must guide the users at every stage so that a customer is not disengaged from ordering due to complicated formalities. For better awareness of the presence of the website, it must be mobile optimised. This is because most of the customers would search for a cloud kitchen browsing the internet with a mobile. The language and layout of the website must match the latest interests so that it ranks better on the search engines. Enthralling features must be added to the website which can engross the customer so that a favourable ordering decision can result.

Creating customer database

It is essential for any marketing team to create a customer database especially when it comes to marketing a cloud kitchen. *A brief account of the customers as*

far as their ordering preferences, frequency of ordering, lifestyle choices, income levels and age group can develop a perception as far as customer profile is concerned. Such data can be used for creating loyalty programmes wherein the frequent users can be offered special packages in the form of discounts, complementary food etc. Such efforts strike a favourable image in the minds of the customers and they can encourage others to try the products of the said organisation. Wishing the customers on their special days like birthdays, anniversary etc can trigger more ordering. The customers frequently providing appreciations through their reviews in the virtual platforms must be prioritised too. When the marketing team can virtually knock on the doors of the customers, it places the organisation high in the priority list of the customers. Well planned SMS campaigns and Email campaigns are cornerstones of marketing success if executed properly. This leads to long term relation building and definitely push up the sales.

Food aggregator tie up

Online advertising in the food aggregator's website is very important for marketing of a cloud kitchen. A tie up with the online delivery platforms help to locate those customers who are looking for the options of food being delivered at the doorsteps. The food aggregator giants like Zomato, Swiggy etc. which already has a large customer base, it would be a step forward to reach these customers if the cloud kitchen brand is present in their website. Advertisement on an aggregator portal is instrumental in garnering higher visibility.

Promotional Programmes and Incentives

It is a well-known fact that in India discounts work very well. So, any marketing effort is rather incomplete without providing incentives and discounts to the customers. Various innovative pathways can be devised to provide the customers with financial advantages with their orders. Promotional efforts such as customised offers and referral programmes can definitely build new avenues as far as the customer base is concerned. Food festivals and special festival food can also entice new customers. There must be some offers going on at every point of time to ensure online customer engagement. At no point of time the offers should appear monotonous to the customers. Again, it is vital to bear in the mind that any incentive or offers to the customers must add value to the customer.

These are some of the pillars of the marketing approaches of the cloud kitchens in Kolkata. Cloud kitchens in the city are displaying a phenomenal growth. The food aggregators and the changed life style is catalysing this growth. With the convenience of food of one's choice been delivered at the doorsteps at any time of the day, the cloud kitchens have created ripples in the food catering scenario of the city. With record online transactions every day, Kolkata is definitely one of the largest market for cloud kitchens. This mode of catering has forced the brick-and-mortar food outlets to rethink about their business strategies. With the growing popularity of the cloud kitchens, the traditional restaurant business must

think out of the box to survive. Conducting business in the traditional way will result in closure and so it is vital for them to stay competitive through innovative ways. Many restaurants with lavish sitting arrangements have started a cloud kitchen wing as well. Many are having their own food delivery infrastructure in place so as to avoid paying a high commission to the food aggregators which has found during the interviews conducted go up to as much as 28% of the sales. Maintaining the brand image and saving cost at the same time-a balance needs to be struck between the two. It is risky to compromise any one of these.

All the studies conducted clearly brings out the marketing strategies of the cloud kitchens and it establishes the fact that the advent of the cloud kitchens have unveiled a new chapter as far as food catering in Kolkata is concerned.

Some of the statistical data based on which the Data analysis is done, the data are collected by own source

Random sampling has been done for collecting the data, total 32 respondents has been asked the questions related with the topic, where the students are more prominent. Approx 31% among all denotes that students are more aware about cloud kitchen. The data collected by own source.
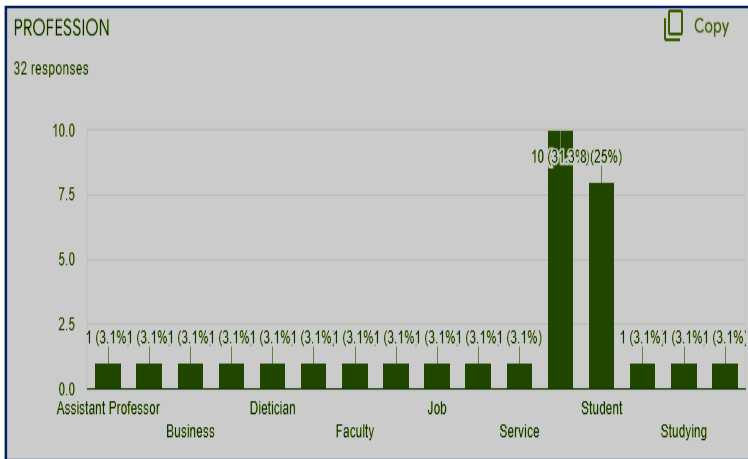
Source: Surveyed data

Figure 2.Profile of Respondents

Graph: 2, 65.6% respondent are the age group between 15 to 25 years it proves that young

Generation are more aware of cloud kitchen concept rather than others age group.
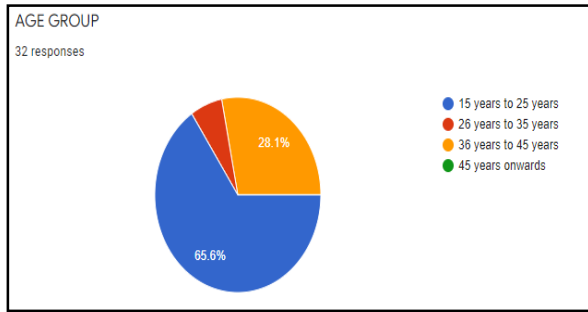
Figure 3.Age Profile of Respondents

The data interpret that 81.3% sample known about the new concept and aware about the cloud kitchen concept

Also, about the source of awarness about cloud kitchen which is almost 71.9% from online and 28.1% from other source as given in below figure.
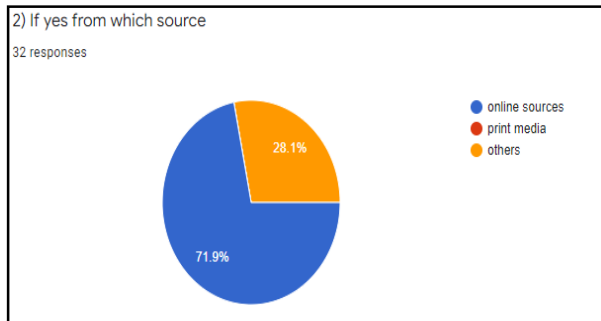
Figure 4.Source of awareness
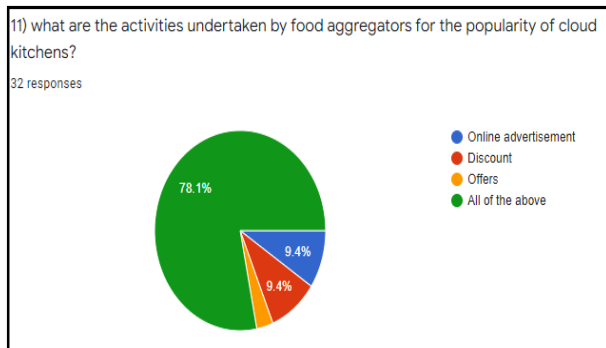
Figure 5.Popularity of Food by Aggregators

Graph: 5 the frequency percentage of going to restaurant sometimes is 56.3% so it proves that more than 50% people be home rather than outside so chance of growth of marketing always high
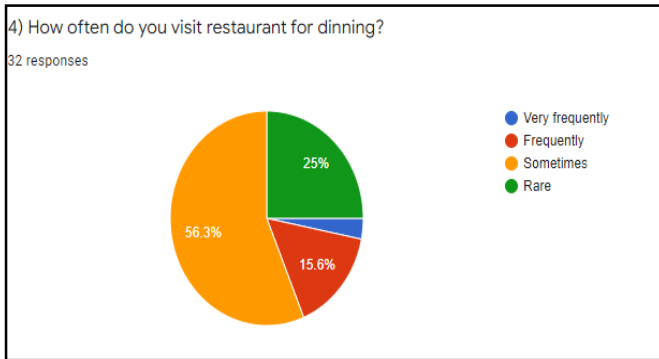
Figure 6.Frequency of Visting Restaurants by Respondents

Graph: 6 the chart talks about reasons for online food ordering where 59.4% population prefer for save time, cost, and enjoy home ambience
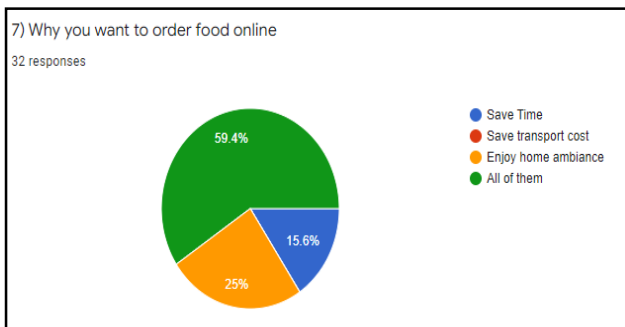
Figure 7.Intention of Ordering food

The above pie chart infers that the population know that promotion of cloud kitchen depends on food aggregator on 84.4%
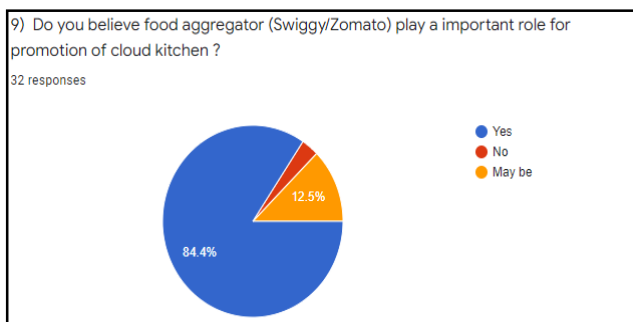
Figure 8.Food Aggregators role in promotion of cloud kitchen

Graph: 9, the chart indicate that population is agree in the statement i,e 40.6% and not sure about 40.6% also
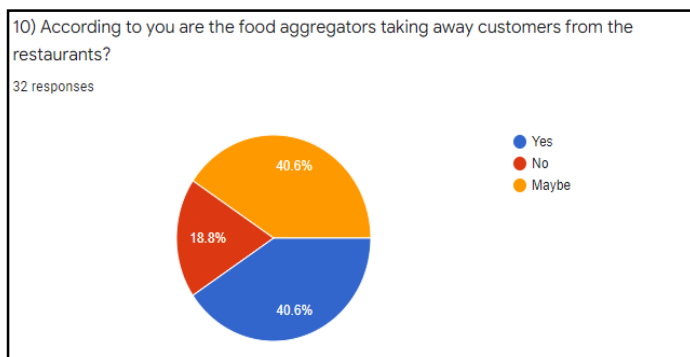
Figure 9. Food agregators on Customer Restaurant

Results

It is very clear from the above study that the Cloud Kitchen is the new buzzword in the world of food catering that already has a wide acceptance in Kolkata. The reasons for such an immense growth in this sector is due to the changed lifestyle of people, transformed work place demands, changing dimensions of quality of work life and extensive digitization in all facets of life. Apart from all these, the sudden steep rise in the demand for cloud kitchen services is due to the COVID-19 pandemic which paralysed the normal life of the human race. The cloud kitchens underlined the face of catering in the new normal scenario. Technology forms the backbone of such initiatives as all the food orders are placed online. There must be proper communication between the kitchens and the food aggregators so that the clients can get effective service i.e., get their food at their doorsteps within a limited time schedule. Another significant factor is the age group-the members of Generation Z who are more tech savvy have accepted the cloud kitchen much more than those who are yet to adapt to technological up gradations.

With the growing popularity of the cloud kitchens, their marketing approaches are not exactly the same as far as traditional approaches are concerned. Online presence becomes a significant factor and defines the marketing strategies for the cloud kitchens. The challenge of marketing cloud kitchens is in maximising online visibility and influencing the clients' choice whenever he or she thinks of ordering food online. Hand holding with the food aggregators remains to be in the forefront apart from the on line presence.

The advent of the cloud kitchens have certainly upset the applecart of the traditional restaurant business. With the COVID protocols in place and the repeated waves of the pandemic, the diners are now preferring to order food online rather than physically visiting the restaurants. Moreover, food is available at any point of time which will reach the desired place within a proper time frame. A paradigm shift is thus observed in the restaurant business wherein everyone in the business is trying to follow the reformed rules of the business triggered by cloud kitchens.

Limitations

- ➢ Huge difference in opinions of cloud kitchens operators posed difficulty in setting benchmarks
- ➢ Food aggregators not sharing much information.

Conclusion

In the words of author Courtney C. Stevens, "If nothing changes, nothing changes." This is true in every sphere of life and enterprise. Change is permanent and the human race survives with the inherent resilience which is in the DNA of the human race. Over the time, life has changed in multiple number of ways, desires and expectations have grown bigger, automation and artificial intelligence has started playing a greater role play. Under such circumstances, the cloud kitchens have carved out the story of change as far as food catering is concerned. The COVID pandemic detonated the cloud kitchen bomb as it displayed remarkable growth within a short period of time. The internet based marketing approaches spearheaded forward breaking all the traditional approaches. The conventional mode of business is slowly wearing away as the norms of the restaurant business id re-defined. Hybrid mode of business is adopted by many but the ever increasing popularity of the cloud kitchens show that it is the face of change in the new normal conditions as far as food catering business is concerned.

Acknowledgement

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12

E-Commerce: Effective Marketing Tool for Hotel Industry-An Empirical study on Jodhpur

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Abstract

In modern marketing e-commerce is the core part for every sector. The main aim of this study to know the impact of e-commerce on marketing of hotel industries in Jodhpur district of Rajasthan state, also this study will be beneficial for the hotel management to understand the modern marketing trends. Jodhpur is the second largest city in Rajasthan, where many 5 stars to single star hotels are available. Technology is the part of today's life. Each and every day to day activity is related with technology & their applications. The main aim of this paper study that how e-commerce effective to promote the hotel industry & what are the factors that influence e-commerce. All the Demographical factors, such as - Monthly income , education, age , income & gender etc. for the final conclusion researcher structured a systematic questionnaire with SPSS software & T test were used to analyzed the data . The final result of the study showed that there is a direct & significant relationship between all the factors of customer's services & variables of various e- commerce services.

Keywords: *Hotel industry, E- Commerce, Demographic factors, customer services, and Variables of e-commerce services for hotel industry.*

Introduction

We can say that marketing strategy is balancing between direct & indirect channel distribution strategy. Marketer should focus on the advantages of distribution channels specially focus on the improving e commerce connection in various hotel industry so customer can easily identify the services of hotels.

Jodhpur is the second largest city of the Rajasthan state & popular for their historical places, the hotel industry is growing from last 10-15 years in a drastic changing way. Every hotel uses various distribution channels to promote their services.

Modern marketing includes e-commerce as a core part of this industry. E-commerce now a day is the need of every consumer. E-commerce made easy path for customer to reach at the right place with the right direction; it gives accurate information about any service before using this. Customers are now days more advanced with this procedure. Before go with any service they prefer to see the review of other customer who have already used that service.

As Jodhpur has many star hotels with their best services because Jodhpur has various cultural background with the Rajputana touch. So, every hotel has specific quality with this touch. Now days with the augmented level strategy every hotel is providing smart & hygienic facilities to their customer, with their specific characteristics these are the number of top hotel in Jodhpur

Theoretical Background and Literature Review

E-COMMERCE or Electronic commerce (e-commerce) & electronic business (e-business):

E-commerce is basically termed as a exchanging of information, product, service & ideas. (Turban et al., 2008). This review of literature includes all the business promotional activities used by the hotel industry to promote their services. (Schneider and Perry, 2000). Saffu et al (2007) also defined the exchange of information between service provider & technology. E- Commerce helps in improving the quality, service of the service provider & also creates the needs of customer towards the product or service (Schneider and Perry, 2000; Saloner and Spence, 2002). E-commerce provides an option for business & gives variety of products & services to the customer. (Rosen, 2000). As per the Euro Info Correspondence Centre (Belgrade, Serbia), e-commerce interact people more than the physical interaction to the customer.

(Euro Info Correspondence Centre, 2002), E-commerce relates with the transaction of money or business between buyer & seller with the use of advance technologies.

(Thomas L. Mesenbourg, 2000). Changes in modern technologies create more opportunities for new new businessman to promote their business. A revolutionary changes in comes in market due to modern technologies that create & transform the mindset of the customer. (Lallana, Quimbo and Andam, 2000).

According to the UNCTAD 2000 modern technologies encourage people to use the services & also new technologies empower customer to find new service & new areas for better services.

Chanana Nisha and Goele Sangeeta (2012 mainly defined the various features & segments which is the reason for the growth of tourism & hotels industry & also the various factors responsible for this.

Awais Muhammad and Samin Tanzila (2012 define the various use of E commerce channels & negative aspects of internet, author identified that how the internet decrease the interaction between family members & societal members.

Research Objective

Research objective include all the parameters like quality of services, timing of services, payment security, timely payment system, returns policy, cancellation policy etc & how these parameters affected with demographical factors of customers. These variables were identified through review of literature.

Research Methodology

This study is mainly focused to know the behavior pattern of customers & how e-commerce helps to the large or star hotels to promote their services. Different behavior patterns are to be measured with the help of review of literature. 120 customers who had a experience of online booking of hotels & other services has been the part of study. Some of them are working and some are non-working while some are highly educated customers who have been selected as a sample population.

To know the behavior of customers a structured questionnaire has been prepared & served through online mode & data were recorded through Likert five-point scale method & analyzed through SPSS by using T test method.

Hypothesis

H01: how gender factor affects significant difference in online booking of hotels & behavior of them.

H02: how Income factor affects significant difference in online booking of hotels & behavior of them.

H03: how Education factor affects significant difference in online booking of hotels & behavior of them.

H04: how Age factor affects significant difference in online booking of hotels & behavior of them.

Data Analysis

Author used T test to signify the difference between the variables of consumer behavior towards online booking of hotels and independent variables like gender, occupation, education & age. Author analyzed through T test that how demographical factor influence the online booking of hotels also reliability of data was checked with Cronbach's alpha.

Sample Description of Demographics

Table 1, resulted the percentage sample description of demographics variables and this resulted that from out of 120 sample population. 51% of the population were from the age group of less than 30 while, 49% of the population were from the age group of more than 30 years group.

Result also analyzed the fact that population which were selected for the research occupation of these sample were 52% of them were working & 48% were non-working. Data analyzed that education level of these were that 40 % of them were graduate, 60% of them had professional degree. Result also showed that 51% of them were female & 49% of them were male.

Table 1.Sample Description of Demographics

	Frequency	%
Age		
Less than 30	62	51
More than 30	62	49
Occupation		
Working	31	52
Non Working	68	48
Gender		
Female	68	51
Male	56	49
Education Level		
Graduate & Post Graduate	41	40
Professionals	73	60

Source: surveyed data

For this research , researcher selected five independent variable & theses variables were analyzed through structured questionnaire & Likert scale were used to find out the final data with the five point Likert scale & there were strongly disagree, 2 indicate disagree, 3 indicate neutral, 4 indicate agree and 5 Indicates strongly agree.

Ranking of Independent Variables

Table 2.Ranking of independent variable

Factor	Mean	Mean Average	Rank Order
Occupation			
Working	60.345	4.024	5
Non Working	60.360	4.027	
		8.051	
Gender			
Female	59.746	3.985	
Male	61.670	4.115	2
		8.100	
Education			
Graduate & Post Graduate	59.470	3.968	
Professionals	61.976	4.135	1
		8.103	
Age			
Less than 30	59.989	3.999	
More than 30	61.237	4.086	
		8.085	3
Monthly income			
Less than 50,000	61.2115	4.09	
More than 50.000	60.147	4.000	
		8.009	4

Source: surveyed data

Table 2 show the mean & mean average of the demographic factor & the ranking score of the factor. Result showed that education was the first & foremost important factor, this showed that consumers who are highly educated very well known about E commerce & their functions.

Reliability for data collected

Table-3, Shows the value of Cronbach's Alpha (coefficient alpha) & this is used for the variables of all the independent factor according to the list result showed the Cronbach's value is .870 which is highly positive in nature because the standard value of the Cronbach's alpha value is more than 6

Table 3.Reliability for data collected

Reliability Statistics	
Cronbach's Alpha	N of Items
.870	15

Source: surveyed data

Case Processing summary

Table 4.Case Processing summary

		N	%
Cases	Valid	122	100.0
	Excluded [a]	0	.0
	Total	122	100.0

Source: surveyed data

Hypothesis Test

Figure 5.Results of T- testing

	Occupation		Gender		Education Level		Age		Monthly Income	
	F	Sig	F	Sig	F	Sig	F	Sig	F	Sig
Digital booking improve booking style /	1.592	.212	9.599	.002	5.799	.020	1.400	.241	3.044	.086
Digital booking enhance booking habits / activity	.001	.970	.130	.725	16.406	.000	1.620	.208	15.385	.000
Digital booking is Entail a lot of mental stress	.043	.844	.964	.330	.042	.844	.094	.765	.066	.783
Digital booking of hoteks is easy to understand & clear	.045	.30	2.580	.113	3.840	.054	2.440	.122	8.158	.006
is Digital booking improving the effectiveness	1.226	.272	5.474	.023	2.289	.135	.323	.575	5.589	.025
Does the time of service delivery is important *	.392	.535	4.076	.048	.046	.836	2.365	.128	.675	.416
Is the brand loyalty of the hotel is important	.013	.914	1.257	.267	.056	.817	.043	.843	2.847	.098
Is the discount & other offer given by the company is important	.065	.807	.069	.799	.354	.558	.887	.350	1.646	.204
Is the security of the payment is important	.009	.943	3.608	.060	.030	.869	.612	.439	1.206	.278
Does the description of hotels services is important	.023	.899	5.948	.016	.070	.797	.002	.968	1.667	.200
Is the service quality is important	.199	.6599	.920	.345	.783	.380	.686	.415	3.767	.058
Does the price of the hotel services	.416	.526	2.750	.101	.866	.357	.025	.889	.672	.419

is important										
Digital booking stores should provide hotel pictures from various levels & positions	.166	.690	.001	.980	2.019	.159	1.102	.299	.035	.859
Digital booking should have different variety of options	.998	.325	.039	.850	.368	.549	.819	.370	.007	.954
Pictures of the hotels in digital form sometimes creates confusion to decide about the hotel	.030	.869	.335	.568	.077	.789	.032	.865	.999	.324
	5.184	10.268	37.727	5.203	33.010	7.139	12.424	7.438	45.729	4.696

Source: Surveyed data

Analysis

This paper is basically focused on that, how e-commerce now a day's effective tools of marketing for each and every sector.to know about this researcher used some analytical tool to find out the behavior of consumer & how e-commerce is helpful in promotion of hotel industry as per the T test results shows that level of significance of demographical factor of Age and occupation was more than the .05%. this result shows that these factors does not impact on buying behavior of consumer and result also shows that level of significance of other demographical factor like income education and gender is less than the .05%, this resulted that these directly impact on buying behavior of consumer.

Conclusion

E commerce is now a day's most popular marketing tool for every industry. Consumer is more aware about E commerce so this research is also mainly focused on this aspect & how this can be used by the hotel industry to promote their services. Researcher selected the Top 5 star or 4 star hotels of Jodhpur city & selected 120 customer of these hotels & analyzed that what are the main services of hotel industry that they liked & what are the fascinating factors of hotel industries that customer most like. Researcher framed a Systematic questionnaire for analysis and according to the data of 120 customers, author used T test to analyze the data. Author analyzed that e-commerce is a basic tool of modern marketing & before booking of any hotel customer normally see the previous review of customer & after that they prefer that hotel. As we know that Jodhpur is the second largest city of Rajasthan and customers of the Jodhpur district are more aware about e-commerce. This is now in trends to purchase anything from online, so we can say that e-commerce largely affects the purchasing power of the customer.

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Digitalization-Impact on Travel and Tourism Industry in India

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Abstract

Over the last few decades, tourism has been one of the world's most prominent competitive and challenging branches of the Indian economy. The constant growth in the tourism sector is becoming increasingly difficult to ignore. Tourism has now become part and partial of the everyday lifestyle of people. It is no more a luxury in the current digital age where bookings are checked in a split second, and an entire trip can be prepared using some pinches of the fingertips. Digitalization has made information search more successful, transparent, and practical than ever before, thanks to technology. The current study presents the impact of digitalization on the travel and tourism industry and brings out relevant issues and challenges. Using R as an analysis tool chi-square test is applied to check the set hypotheses. And the findings accordingly are digitalization has made information search more successful, transparent, and practical than ever before and has eased the traveling experience from thinking of traveling to completing the trip as imagined, thanks to technology.

Keywords: Digital Marketing, Information Technology, Tourism, Travel, Issues, Challenges, globalization.

Introduction

Across different industries such as insurance, finance, media, and entertainment, digitalization patterns are now evident across abundance. However, the industry which seems to have been disrupted the most, or better says, it has been turned on its head, is the travel and tourism industry. This is not hard to explain because the tourism industry was one of the earliest adopters of digital transformation. However, the industry which seems to have been disrupted the most, or better says, it has been turned on its head, is the travel and tourism industry.

The days you had to wait in line to book train tickets are gone. A train booking can now be conveniently obtained over the phone. The same is valid for flights for airlines and buses that are bookable in an instant online. This was a positive effect on the travel industry of digital transformation.

But the growing technological presence in the travel industry is not simply planning a leisure journey on your smart phone or tablet with just a few taps of your finger. Digitalization is much more effective, available, and efficient than

ever. You may, for instance, compare and book hotels and tickets to online travel sites, which suit your schedule, to avoid burning a hole in your wallet.

The hotel reviews shared by fellow travelers on the websites are another great example. Right out of the mouth of the horses, these reviews are primarily genuine and unbiased from those who have had a first-hand experience of the property. These reviews are vital to determine the popularity of a hotel because no passenger wants the "Bates Motel experience" that is best described. A survey conducted at some stage on the US Trip Advisor website showed that thousands of tourists had read 6-12 feedback before booking an online hotel.

The whole environment of the travel industry undergoes an ocean of transition with the introduction of younger and more innovative technologies. The most recent addition to the list of existing technology is a self-service checkout which allows users to achieve a more personalized experience through thoroughly managing their trip preparation.

Digital Marketing

"The digital revolution has affected almost everything in the world as we know it," James McClure, Country Manager for the United Kingdom and Ireland at Airbnb, told The Guardian recently. And the potential for what lies ahead is just as vast.

There is shifting from self-planning a trip to pre-planned, properly organized, and pocket-friendly through travel agencies offering on their websites and mobile apps. Trip Advisor's Trip Barometer survey showed that four percent of respondents booked trips using a mobile app in 2014, doubling to eight percent in 2015 and now much more at 11 percent among travelers who use smart phones to plan and book trips. Consequently, people are increasingly interested in booking hotel rooms, renting cars, or buying tickets, tours, and other products (Assets.KPMG. 2019).

Worldwide digital travel sales will -rise to estimated US dollars 855 billion through 2021, according to a recent report by research firm e-marketer.

Tourism was one of the first industries to adopt digital marketing; this early adoption has also allowed the industry to stay current on digital marketing trends. Because the reasons that this industry primarily experiences sales. The growing number of mobile users, lower prices for digital marketing services, and increasing effectiveness of social media strategies are just a few of the factors that have led to the travel and tourism industry's widespread adoption of digital marketing strategies.

Traveling is fundamentally about connecting people and places. Previously, most consumers in the travel and tourism industries browsed destinations and booked itineraries through online mediums such as desktops and personal computers. However, the industry is now witnessing a gradual but rapid shift from desktops to mobile devices. This transition has affected not only the hospitality industry,

but also digital consumption as a whole. Today's digital consumption is markedly different from that of just a few years ago. As a result, 21st-century start-ups are exclusively mobile. The entire industry is becoming more mobile operated (Truong & Shimizu, 2017).

Despite the research and the resulting final decision being made through online channels, many bookings are still traditionally done using physical means today. Without a doubt, the ability to book online could significantly increase sales. The most significant advantage of online booking is for last-minute travelers who book a hotel for the same day. This subset accounts for approximately 60% of all travelers (Zsarnoczky, 2017b).

Even though most of the travel and tourism industry has moved online, it is important to note that the transition has been direct and blended, with tour operators and travel agencies offering nothing new or different. The internet has provided a very convenient platform for experimenting with new innovative strategies at little or no cost. To offer consumers something new and different from traditional travelling experiences, travel and tourism brands must consider leveraging online mediums and perfecting innovative digital marketing strategies (Zsarnoczky, 2017a).

Many brands also make the error of advertising and establishing a presence on every social media platform. This could jeopardize a well-planned digital marketing strategy. The services also had now created great brands. Travel & tourism is also sold by brand name.That brand is unaware that its efforts are being undermined. The key is identifying sites with users who match a brand's target audience and using that platform effectively to reduce consumer interest. It's much easier and more effective. It will be wrong if you don't mention that travel & tourism is a business of word of mouth & now social networking is a new platform for word of mouth & its spread much faster than the speed of light.

Advantages of Digital Marketing for the Travel and Tourism Industry

Today, digital marketing is unquestionably the primary driver of travel and tourism. For example, everyone uses the internet to research the location they intend to visit. According to a recent study, 95% of customers read reviews before making an online reservation (Sundararajan, 2014). Whether you're looking for the best deals on airfare or hotels, things to do in a destination, the best time to visit, or reading reviews, we've got you covered. Their information has come from the internet. In the travel and tourism industry, there is a lot of room for digital marketing. Some are listed below:

➢ One big advantage of digitalization is the ability to harvest data & analytics. The consumer wants to specialize customize & personalizing services & experiences. Most companies are using personal data banks of consumers to know their behavioral patterns and are increasingly optimizing services across the journey.

- Unlike traditional marketing, digital marketing allows customers to ask questions or make comments. As well as to express and share their opinions. Print ads, TV ads, and billboards, on the other hand, are unidirectional. As a result, digital marketing provides customers with a personalized experience.
- Social media digital marketing creates platforms for user interaction and feedback. Based on their travel experiences, tourists post positive or negative reviews. As a result, digital marketing is built on relationships rather than transactions.
- Customers can be kept engaged through digital marketing on social media. Influencer reviews, interesting informational posts, and sharing beautiful images will entice travel enthusiasts to visit your page. This also attracts potential customers, who would rather make a travel deal with you later.
- Digital marketing can help your travel agency rank high in search engine results. Regardless of the country. Global boundaries have risen above national boundaries. Users have more options by comparing global companies and obtaining the best service locally.
- Unlike newspapers and television, which are limited in space and duration, digital marketing allows you to market your travel and tourism packages 24 hours a day, seven days a week. As a result, digital marketing allows you to reach billions of travellers worldwide. To attract tourists from all over the world, digital marketing is especially beneficial for the travel and tourism industry (Anderson, 2009).
- By having a strong presence on social media, digital marketing helps to develop brand awareness. Furthermore, online conversations allow marketers to identify current travel and tourism trends, analyzes customer behavior, improve their travel experiences, and expand the scope for future growth.

Travelers and tourists may consider transportation to be inadequate at times. Marketing organisations must work to create innovative transportation solutions for a new generation of discerning and informed travellers in order to change this perception. 2015 (Stadler). Furthermore, the technological disruptions and the influence of social media indicate that this is a time of both opportunities and risks. Transportation must rely on technology and creativity to find its way into tourists' travel plans. On the other hand, they must consider localized content. The introduction of zoom cars, self-driven cars, low prices destination connecting trains, and flights is a good initiation but needs further improvement.

1. **Accommodation**: Tourism accommodation in many locations is outdated and underdeveloped. Governments, all tourism boards, and different destination marketing organizations should work towards improving the current accommodation with foresight. Future challenges must also be addressed in this area. Solutions could include faster immigration, faster checkout processes in hotels, better public transportation, and interpreting solutions at airports, stations, or ports (Pilkington, 2016). Accommodation must be more youth-friendly & should cater to their needs. Nowadays, what

is required is health hygiene & transparency. The companies like – Airbnb. Oyo & many more are providing worldwide accommodation solutions.

2. **Government rule & Taxation**:Tourism is the industry with the highest tax burden. A quick and safe examination of the taxes paid on airline tickets and hotel rooms reveals how taxation can significantly impact tourism (Hyde, 2007). As a result, in order to balance the equation, the travel industry must provide competitively priced offerings. As governments know, tourists already contribute to the local economy through purchases, travel retail, and other tourism expenditures.

3. **Security**: Safety and Security are some of the biggest issues because everybody wants to be safe by traveling. India lacks here Indian government needs to take steps as well make safety rules strong so that tourist feels safe & secure while traveling in our country. Industry players should work towards making better security infrastructure for tourists and travelers. This can be achieved by working with local law enforcement, city councils, and local governments. Governments must work towards sourcing more manpower and economic resources to boost security without stifling the travel experience within the country. The problem of lapkas & cheating at local & digital platforms is a significant issue (McCrindle, Wolfinger, 2009).

4. **Globalization**: Globalization necessitates the development of standards and protocols, and these standards must be upheld. However, providing a rare and unique experience is the unique selling point (USP) of travel companies or destination marketing organizations (DMOs). As a result, the travel industry strives to provide products that allow the average tourist or traveler to experience something new (Miranda, Mäkitalo, Garcia-Alonso, Beroccal, Mikkonen, Canal, Murillo, 2015). To remain relevant, destination marketing organisations must shift from a consumer to a hosting model, from broadcast to engagement, and from marketing to management. With globalization, hundreds of millions of people have traveled outside their home countries to see and experience the culture. India is well-known for its heritage and culture; we must develop and prepare accordingly.

5. **Branding:** The travel industry still lacks good brands whose name signifies the quality and security of parameters in travel and tourism. Undoubtedly, some brands have emerged but still have a long way to go. A group tourism tourist wishes to be attached to a brand rather than a local travel agent. There is great potential and scope in this area.

The Study's Objective is to Investigate

➢ The effect of digitalization in the travel and tourism industry.

➢ The challenges, issues, and limitations of India's travel and tourism industry.

The Hypothesis of the Study

H1: Null Hypothesis-H_0: Digitalization has not positively and significantly impacted the travel and tourism industry.

Alternative Hypothesis-H_1: Digitalization has positively and significantly impacted the travel and tourism industry.

Research Methodology

To find the impact of digitalization on the travel and tourism industry, a structured questionnaire was prepared, and 80 responses were collected. The study variables were observed through respondents from the selected area, i.e., the Jodhpur district. The sample was designed by the random sampling method. Primary data was collected through a structured questionnaire, which will be operated on the customers' samples. All the data was collected by Google forms from the respondents and was analyzed through R (R-4.2.1) software as a statistical tool.

Data Analysis and Interpretation

Demographic Profile of Respondents

This section shows the profile of 80 respondents' gender, age, education, and income.

Table 1.Demographic Profile of the Respondents

Sr. No.	Demographic Factors		No. of Respondents	% of Respondents
1.	Gender	Male	45	56.25
		Female	35	43.75
2.	Age	Under 25 Years	37	46.25
		26 to 35 Years	27	33.75
		36 to 50 Years	12	15
		Above 51 years	4	5
3.	Education	Undergraduate	3	3.75
		Graduate	28	35
		Post Graduate	31	38.75
		Professional Degree	18	22.5
4.	Income	Less than 2 Lakh	35	10
		2 to 5 Lakh	26	13.75
		6 to 10 lakh	8	43.75
		More than 10 Lakh	11	32.5

Source: Author

The findings in table 1, reveals that males are more inclined towards online tour planning, which is 56.25% of total respondents, than females, 43.75% of total respondents. As per the results, the young generation prefers to plan tours digitally, as the age group under 25 uses these digital platforms more (46.25%), followed by those aged between 26 -35 years with a percentage of 33.75. Respondents of age 51 years and above have shown little interest (5%) in

planning tours digitally. As high as 38.75%, of the respondents possess post-graduation qualifications, whereas 35% of respondents are graduates indicating that most of the population are highly educated and are using digital platforms to plan tours than those with lower education levels. 43.75% of respondents with an income level of 6-10 lakhs and 32.5% of respondents with an income level of more than ten lakhs were more inclined toward the digitalization of the tourism industry. A Chi-square test was applied to the data collected and the results of the test are as follows:

Table 2.Chi-square test results

Questions	Observation as 'yes'	Observation as 'No'	Experience 'yes'	Experience 'No'	chi-square	Difference 'yes'	Difference 'no'	square_diff_yes_div_exp	square_diff_no_div_exp	New_chi_sq
1	79	1	60	20	0.0000009305730297	19	-19	6.016666667	18.05	24.06666667
2	78	2	60	20	0.000003358518329	18	-18	5.4	16.2	21.6
3	76	4	60	20	0.00003609023237	16	-16	4.266666667	12.8	17.06666667
4	79	1	60	20	0.0000009305730297	19	-19	6.016666667	18.05	24.06666667
5	65	11	60	20	0.03456235596	5	-9	0.4166666667	4.05	4.466666667
6	63	14	60	20	0.1625868507	3	-6	0.15	1.8	1.95
7	76	2	60	20	0.000006067884954	16	-18	4.266666667	16.2	20.46666667
8	77	2	60	20	0.000004553053895	17	-18	4.816666667	16.2	21.01666667
9	78	2	60	20	0.000003358518329	18	-18	5.4	16.2	21.6
10	75	2	60	20	0.000007949395505	15	-18	3.75	16.2	19.95
11	70	8	60	20	0.00290424968	10	-12	1.666666667	7.2	8.866666667
12	70	7	60	20	0.001469345007	10	-13	1.666666667	8.45	10.11666667

Source: Author, Self illustrations

The table above shows that the values fall is within the limit, so this proves that digitalization has put a positive and significant impact on the travel and tourism industry.

Findings

Digitalization has eased travel planning by making easy access to information from all aspects of the tourism industry, from travel and food to activities worldwide. The data (Yes = 98.8% and No=1.2%) points out that internet use has increased so much that if a travel-related business like a hotel or Online travel agent isn't available on mobile, it simply doesn't exist. Further digitization is crucial to meeting the future traveler's expectations, as the demand for travel is expected to increase. Nowadays, our schedule, book and handle our voyages with the help of online tourist markets have become a generation of DIY travelers. Travel agencies for brick and mortar were long overdue.

Digitalization has been facilitating drawing customers to travel easily with the use of travel booking portals. The data (yes=82.3% and no=17.7%) amid a crucial turnover, Indian online travel booking room is. The mobile phone has become the world's most important operator. It can geo-tag and provide relevant content to consumers who are used to ordering travel products off-line for the longest time. This also contributed to substantial growth in smart phone bookings at the last minute. The mobile platform just develops and grows. Through e-commerce, we move quickly to the age of m-commerce thanks to our mobile device, now accessible on 24 a daily basis as an invaluable friend. However, the performance improved considerably.

Digitalization has added convenience to customers by providing a personalized and user-friendly interface. One of the major growth factors (Yes= 97.5% and no=2.5%) for the sector, in general, is the mobile Internet / App boom. This has put even more businesses together in India and has increased the demand for companies like ourselves.

The introduction of mobile apps has provided a personalized and user-friendly interface that makes it easy for customers to search for hotels, locate hotels, and get instant refunds on domestic flights & hotels.

Digitalization has increased personalization by providing pocket-friendly offers for planning a trip (yes=96.2% and No= 3.8%). Personalization will assume an even greater role in the travel industry for days to come as it emphasizes data distribution and services appropriate to optimizing user experience. Costumers respond positively to personalized content and services.

Digitalization has supported the potential of tourism in the rural population. (Yes= 98.7% and No= 1.3%) India has great potential in this area, and proper initiatives should be taken to enhance the travel experience of foreign tourists to rural areas. Rural users currently access more internets in comparison to urban users.

Digitalization has revolutionized tourism by providing new transportation modes. (Yes= 81% and No=19%) Technologies of the next generation change how we travel and define transport and mobility options.

Digitalization has made security a big matter of concern. (Yes= 78.2% and no=21.8%) Growing digital reservations and transactions have generated more and more consumers ' anxiety about the safety of their personal and financial information. Since these results in high percentages of canceled reservations and transactions, one major challenge for any company is introducing innovative technologies that provide high security for data handling and do not lead to poor user experience.

Digitalization has made accommodation a well-positioned tourism product. Hosting is one of the fundamental requirements of any tourism activity. For relaxation, visitors and travelers want accommodation while on tour. Accommodation in low-budget hotels is provided in all the main tourist attractions to provide the visitor with a home away from home in a world-class luxury hotel (yes=94.9% and no= 5.1%).

Digitalization has made the travel and tourism industry less tolerant of poor customer service, preventing customers from using a specific brand. (yes = 96.2% and no=3.8%)In reality, technological developments have engulfed the whole travel industry, creating a massive rise in competition, as travel brands should satisfy the increasing demands of consumers.

Digitalization has made the travel and tourism industry tax-sensitive. (yes=87.2% and no=12.8%)As one of the top foreign exchange outlets, the tourism industry is one of the most fiscal sectors in the country.

Digitalization has affected the travel and tourism industry to exert considerable attention to measure the extent of globalization and how it has been affected until now. (Yes= 87.2% and 12.8%) Globalization-induced environmental changes bring momentum for new developments in the tourism industry, which arise in terms of new demands, the behavior of prospective visitors, and their inclination to select tourism items in which they are more or less involved.

Conclusion and Recommendation for Future Research

Although, Digital disruptors like social media, mobile devices, and accessible information enable destination marketers to engage with consumers and stakeholders on a large scale than ever before. Mobile platforms and communication are key tools to engage with the visitors through all stages of their experiences, from awareness to interest.

The consumer is changing drastically, mainly with the advance of the internet; data shows that more than a billion of the world's population is active internet users. Various forums and uses such as search engines, email, social media, booking portals, payment portals, etc., social-networking & the internet have changed the face of tourism. The internet use rate is much higher among

millennial / GenY compared to Generation X & baby boomers. As discussed, the benefit of using the digital mode is that it can offer personalization rather than offline. Online booking saves time and uncertainty and has given landmark growth to travel & tourism.

But, few issues and constraints are to be considered. Firstly online fraud is increasing, which a lead to insecure traveling conditions at the same time, the accommodation which is provided is not as shown on the internet and in videos. In India, safety & security measures need to be improved & strengthened. The police department & traffic department control has to be more honest. Government has to plan control. The police department in our nation should also, like other nations ea initiate a separate department for travel & tourism like other nations. Governments must increase human and economic resources to improve security while allowing citizens to travel freely throughout the country. The issue of lapkas and cheating on local and digital platforms is serious. Tourism and travel industry branding of all sectors is essential for example, Taj means quality as well tourist is confident of all the services they will get as name or the brand speaks.

Travel agencies may need to consider customers' identities engaged in money laundering risk transactions. Understanding the customer's name may play an essential role in the effective anti-money laundering policy of transactions of travel services involving large sums of cash. Customers can demand or organize their cash payments to escape the disclosure to the government. Customers are unaware of potential money laundering risks in cash and non-cash transactions, although they can examine non-cash transactions to manage fraud risks. Further study can be done using different statistical tools for deep understanding.

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Empowering Local Communities through Responsible Tourism: A Conceptual overview on Rajasthan State

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Abstract

Rajasthan has always been a choice and part of itinerary for the travelers from the globe and native land. In the last few decades, the state has been emerged as "The best State" & "Best wedding Destination" through its royal heritage and culture. However, over a period of time irresponsible attitude of tourists and other stake holders adversely affected the resources, environment, ecology and indigenous characteristics of the destinations. To overcome this negative impact of such tourism phenomenon, a new philosophy of 'Responsible Tourism' has been generated to make better places for people to live in and better places for people to visit. The study focuses on exploring the concept and need of responsible tourism in the state. Authors have also attempted to examine the issues and challenges in the responsible tourism process with focusing on how responsible tourism can be beneficial for its local communities. The finding of this chapter will facilitate important practical and academic implication that benefitting its local communities and sustaining ecotourism for present as well as for the future.

***Keywords:** Responsible tourism, Local community, Sustainable tourism, Rajasthan Tourism, Ecotourism.*

Introduction

Tourism is one of the very fast growing industries with lot of potential and scope of expansion (Kumari, 2019). As per the reports by IBEF; the Travel & tourism industry contributed US$ 121.9 billion in GDP for the country in 2020; furthermore, it is expected to reach US$ 512 billion by 2028.

Indian tourism sector accounted for 31.8 million jobs in the year 2020 that was 7.3% of the total employment in the India and the country is expecting 53 million jobs by 2029 (IBEF, 2021). It shows that Indian tourism plays a vital role in achieving equitable growth, contribute in economy and create job opportunities (Kumari, 2019). Rajasthan has always been a choice and part of itinerary for the travelers from the globe and native land.
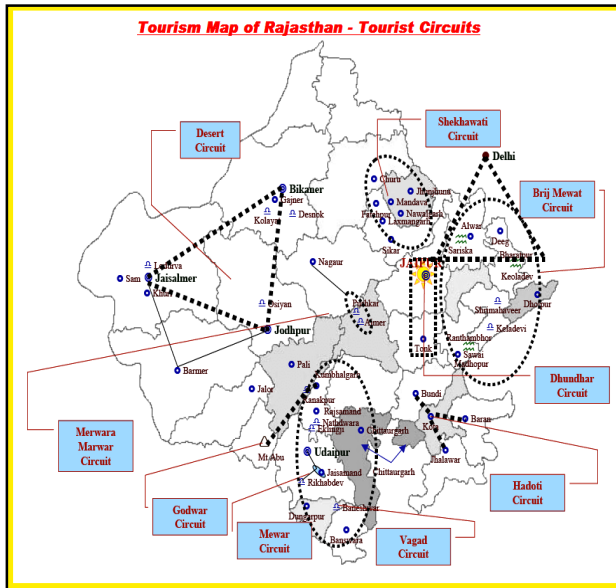
Figure 1.Tourism Map of Rajasthan

According to the survey of travel curator Thrillophilia, Rajasthan surpasses Goa among the most preferred domestic travel destination. The state has been emerged as "The best State" as 10.6% of the travelers all over the India were choosing Rajasthan as a vacation destination. Jaipur, Jodhpur, Udaipur, Bikaner and Jaisalmer are the most preferred destination in Rajasthan. The mix profile of tourists visits the Rajasthan which includes budgeted travelers as well as luxury spenders (Thrillophilia, 2022).

Rajasthan is announced as the "Best wedding Destination" through its royal heritage and culture (Times, 2021). The state has varied forms of interest by the tourist through attractive flora-fauna, heritage, desert, mountain ranges, rivers, and wildlife protection etc (Rajasthan, 2022). State presently having eight UNESCO world heritage sites, which along with others destinations helped in attracting more than 446457 tourist from around the world (number is comparatively lesser to previous years due to covid-19 pandemic) and figured 15117239 for domestic tourists (Tourism Department Annual Progress Report , 2021). However, over a period of time irresponsible attitude of tourists and other stake holders adversely affected the resources, environment, ecology and indigenous characteristics of the destinations. To overcome this negative impact of such tourism phenomenon, a new philosophy of 'Responsible Tourism' has been generated to make places better for people to live in and better places for people to visit. Responsible tourism is rapidly growing trends. Some of the Countries are already practicing it, like South Africa, United Kingdom, United States, Gambia, Sri Lanka & India. The evolution of RT starts in the year of

1980, when the concept was developed by Jost Krippendorf (Tourism Tickets Responsibility by Agrotravel, 2015).

Summary of some chronological events of the Responsible Tourism, as given in the table below:

Table 1. Chronological evolution of the Responsible tourism

Timeframe	Major Milestones
1980	First evolution of Responsible Tourism Goa Goal was "To Develop and promote new forms of tourism, which will bring the benefits for all participants. Travelers host population and the tourist industry, without causing intolerable ecological and social terms" (Tourism Tickets Responsibility by Agrotravel, 2015).
1987	Brundtland Report namely **"Our Common Future"** Responsible Tourism was seriously noticed for practice when the negative impacts of mass tourism caused critical damages to the ecosystem around the tourism destination.
Early 1990s	First definition emerges "All forms of tourism which respect the host natural, built, and cultural environments and the interests of all parties concerned".
1992	The United Nation's first "International Conference on Environment and Development" introduced the responsible or ethical aspects in tourism development.
1996	Development and Promotion of Tourism in South Africa, focuses special emphasis on the introduction and practices of responsible tourism. The first country to adopt responsible tourism as a national policy
2000	Association of Independent Tour Operators, adopted the principles of Responsible Tourism
2002	Development of Responsible Tourism Manual (South Africa) First Conference on Responsible Tourism in Destination, Cape Town, South Africa Cape Town Declaration: Expanded definition of responsible tourism and guiding principles International Center for Responsible Tourism is born.
2003	Federation of Tour Operators endorsed the principles, recognizing that "responsible tourism is about making a positive difference when we travel".
2004	The year when a first award was launched to reward those business and destinations that are contributing towards the sustainable and responsible tourism sector (Team, 2021)
2007	The cape town declaration was accepted widely and adopted by World Travel Market in World Responsible Tourism Day (Goodwin H. , 2014).

2008	Second International Conference on Responsible Tourism in Destination, Kerala India. The need for increased government and private sector commitment to responsible tourism implementation and identified the lack of good measurement systems for tourism impact assessment.
2011	World Responsible Tourism Award is born.

<div align="right">Source: Jamal, T. et al, 2013</div>

Literature Review

The subject of research needed significant review of earlier studies to know the concept better and proceeding further in research. However, International and Indian Authors in Context with Responsible Tourism have contributed an enormous work. Following widespread literatures and significant literature has been the part of study to get deep insights about the research problem.

Research Perspectives on Responsible Tourism by (Bramwel et al, 2008). A cited work of Krippendorf, studied in year 1987 about the new responsible form of tourism that emerges into the concept of sustainable tourism (Bramwel, 2008). The authors highlighted a special concern on revival of research interest of tourism-related stakeholders that can develop a logic of ethical and moral responsibility which has impact beyond self-interest, and have possibility that could change behaviour that contribute to more sustainable expansion (Goodwin et al., 2003). According to (Fennel & Malloy, 2007) the ethical considerations and issues that give the idea of responsible tourism (Fennell, 2007).

(Timothy, 2012); The author concluded responsible tourism works on the principles of sustainable development that includes economic & social benefits for local community residence in combination with well being for the host & their environment. Author also mentioned different community based trends that focusing on tourism development and empowerment of local destination communities by providing various linkages between psychological, political, social and economic.

(Gupta, 2021); The authors aimed in their study to analysis the satisfaction level of different stakeholders. So that tourist destination Pushkar (Rajasthan) can develop responsibly and sustainably. Different analytical tools like quantitative method, descriptive statistics method and inferential statistics method (T-Test) was used. The result of their study was that every stakeholder is having different level of satisfaction with different core indicators.

(Ranjith, 2021); The focus of the study is responsible tourism as best practices for sustainable ecotourism-A case of Kumarakom in Kerala. The methodology applied in the paper is exploratory as well as questionnaire survey. The conclusion of the paper shows the importance of responsible tourism as the best practices for sustaining ecotourism presently as well as for the future.

(P.V. Mathew & Sreejesh, 2017); The study has prime aim to examine the impact of responsible tourism on sustainability of tourist destination & quality of local community life. The questionnaire based survey was done to analysis the result of study. The result of the study shows the positive perceived of responsible tourism on tourist destination sustainability with putting positive effect on quality of local community life.

(Bichu, 2018), The study was done to know about the responsible tourism benefits towards the local community, natural & business environment. The author used Microsoft excel and IBM SPSS as analytical tool. According to findings & results natural & business environment is benefited by RT where as local communities are not being benefited because of several reasons.

(Farmaki, 2014); This paper aims to provide an overview of the approaches that industry stakeholders follow towards responsible tourism in Cyprus and to address the challenges that responsible tourism management faces in a mass tourism destination. Qualitative research approach is applied to analysis the result. The result shows that as only selected hotels are participating in relevant schemes. It is apparent that the prevailing broad diversity of stakeholders involved in tourism development is a barrier in understanding the importance and implementation of responsible tourism practices.

Need of the Study/Research Gap

Previously many studies were conducted on Responsible tourism in different countries that highlighted the importance of responsible tourism for local communities, effects of responsible tourism on local communities. However, very few researches are done on empowering local communities through responsible in relation with Rajasthan State.

Objectives

➢ The study focuses on exploring the concept and need of responsible tourism in the state.
➢ To examine the issues and challenges in the responsible tourism.
➢ To explore, how responsible tourism can be beneficial for its stakeholders.

Research Methodology

The exploratory research methodology has been utilized where; exploration of secondary data through reviewing various published journal articles, periodicals, newsletters, blogs, websites etc. has been taken place.

Discussions

Concept of Responsible Tourism

The concepts of responsible tourism according Cape Town Declaration to minimizes negative economic, environmental, and social impacts; generates greater economic benefits for local people and enhances the well-being of host

communities, improves working conditions and access to the industry; involves local people in decisions that affect their lives and life chances; Makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the World's diversity; provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues; Provides access for physically challenged people; and is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence (Goodwin H. , 2014). The thought of responsible tourism then overlaps significantly connected to the thought of sustainable tourism, ethical tourism, pro-poor tourism and integrated tourism (Ranjith, 2021). Responsible tourism is emerging as a significant market driver following consumer market trends transition towards ethical consumption (Goodwin, 2003). Tourism that provides better holiday experiences for guests and good business opportunities to enjoy better quality of life through increased socio-economic benefits and improved natural resource management (Spenceley, 2002). Responsible tourism has been linked not only to the sustainable development of destinations' tourism industry but also to poverty alleviation and thus has become an emerging goal in tourism planning and management strategies (Leslie, 2012).

Need of Responsible Tourism for Local Communities

Social community has been defined as a group of interacting people living in a common location. It can also refer to a group of organized around common values and is attributed with social cohesion within a shared geographical location, generally in social units larger than a household (Beck, 1992). To sustain tourism development with the responsible practices the participation and legitimate stakeholder ship of local resident is very important (Jamal, 1995).

treat local people well & find they return the favour

and let you into a bit of their life & culture

so you get a more rewarding experience & they benefit too

that's the win:win of Responsible Travel

Source: Responsible Tourism

Figure 2.Need of Responsible Tourism for Local

Rajasthan is magnificent state having iconic monuments, heritages, flora-fauna, wildlife, desert, culture, mountains, tradition etc. that need to be sustain by taking sustainability and responsibility together which will help in accelerating socio-economic of the local communities of that areas (Governement of Rajasthan Tourism, 2020).
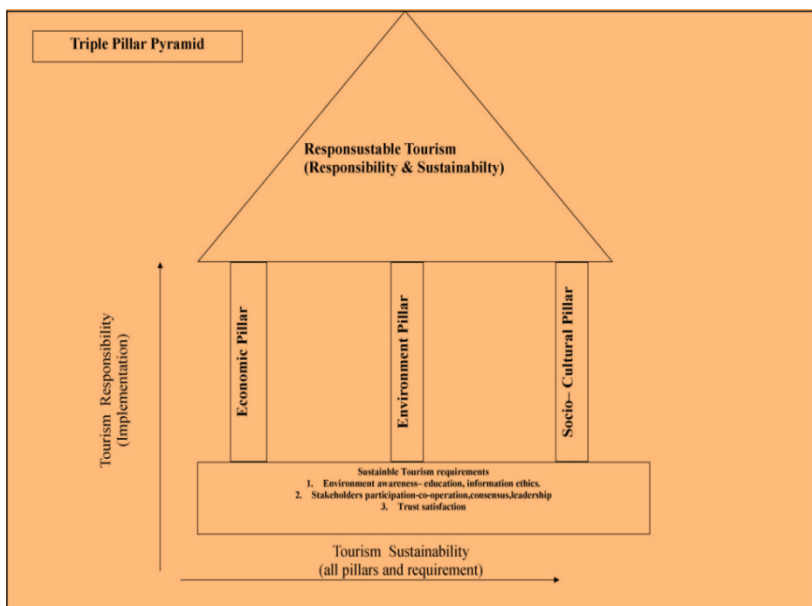
Source: (Ranjith, 2021)

Figure 3. Triple Pillar pyramid

The prime focus of responsible tourism can be analyzed from "**The Triple Pillar pyramid**", it shows through responsibility implementation towards tourisms that can achieve economic, environmental & socio–cultural benefits to that minimize the negative impact on the environment, culture, heritage & tradition along with economy & social benefits to the local communities (Ranjith, 2021).

As per the manual for South Africa, responsible tourism recognizes economic, socio-cultural and environmental objectives (Spenceley, 2002). Discussed below:

(i) Responsible Tourism has Economic Objectives

a) Economic benefits can be maximizing by reducing leakages, by making linkages between all sectors: formal, informal and small business enterprises, by increasing the multiplier effect and by retaining revenue in the local economy.

b) Tourism activity must create job options in such a way that it must involve present or the historically disadvantaged individuals (are those how were suffered from so many years) and local communities.

c) Tourism must create and promote equal entrepreneurial opportunities to all local people.

d) To showcase the skills of local communities' fair trades must be endorsed for marketing, product development and to provide employment.

e) Economic can only develop when all the genders got the equal chance and opportunities of business.

f) Economic benefits can also take out from diverse form of tourism activities like adventure; safaris etc. as well as it reduce the burden on most visited sites.

(ii) Social- cultural Objectives of Responsible Tourism

a) Firstly, the department of tourism must involve the local community in planning and decision-making because the local people are using their lands, culture & resources. Secondly, develop the communities more socially through the mode of tourism revenue.

b) As the local people belong to that particular place, they know about the history and culture of that place closely. By involving the local people in tourism activities the tourist will get more impact about their society and culture.

c) The involvement of local communities will maintain and encourage social responsibilities and cultural diversity.

d) Responsible Tourism makes the host culture more sensitive about the social and cultural activities.

(iii) Environmental Objectives

a) The tourist activity and other work related to tourism must within the Environmental Impact Assessment (EIA) consultant to develop the operation in an environmentally friendly way by reducing the negative impact on environment in which the community is living.

b) Tourist and the employees related to the tourism activity must use local resources sustainably to avoid wastage and over consumption of resources like water, electricity, petrol & diesel, wood, renewable energy etc . So, that it will remain for the local community as well as for future generation.

c) Maintain and encourage natural diversity that is the identification of that particular area. So that it will remain for longer time in sustainable condition.

Issues and Challenges of Responsible Tourism

Understanding the concept: Most of the Responsible tourism is misperceived with sustainable tourism (Standford, 2008). According to Jose-Carlos sustainable tourism is referred as long term goal where as responsible tourism is a combine effort of companies, tourists, local communities, managers & other stakeholders to work together to achieve sustainable tourism future. (José-Carlos, 2017)**.**

➤ **Lack of professional in industry:** Due to Covid-19, around 27% of population in state become unemployed that holds second highest unemployment rate in the country (The Times of India, 2022). Because of pandemic and high unemployment rate the tourism industry is facing the challenge of professional and trained employee in the same field.

➤ **Lack of knowledge about Socio- Economic Opportunities':** Each tourism activity has economic impacts on a destination that benefits the local residents directly or indirectly (Almeida-García, 2018). As per the Hindustan

Times, Rajasthan literacy rate in the year 2020 was 69.7% which was very bad indication for education. It shows very less number of youths (rural & urban) is educated hence it's a big challenge to educate the rural, village, community people about the responsible tourism and its socio – economic benefits.

➤ **All stakeholders are not taking Environment seriously:** - State is making policy to promote tourism in domestic and international market to generate more revenue for the state (Governement of Rajasthan Tourism, 2020). When there is increase in footfall of the tourist in the destination. The problem associated with over tourism become a matter of issue & challenge for the Government of that state, local bodies, local communities, cultural heritage etc. According to the author Gupta & et.al Pushkar is a famous tourist destination in Rajasthan getting negative impact due to huge footfall which resultant in cultural conflicts, spiritual frauds, ethnocentrism, westernization, uncivil practices, and loss of tradition character and undue commercialized (Gupta, 2021). Plastic waste and solid waste are the major problem in the tourist destination. According to the responsible travel - the environment of the tourist destination in Rajasthan is being affected by plastic bottles. As there is a scarcity of drinking water that is fulfilled by the tour operators by providing packed plastic water bottles, which is than thrown by the tourist on the destination that creates pollution (Responsible travel).carbon emission and sound pollution is another issue and challenge in tourist destination (Responsible travel).

➤ **Lack of strict Government policies: -** It is the responsibility of the government to develop tourism infrastructures, such as hotels, roads, airports, theme parks, amenities, tourist centers, etc., and create equal opportunities for all stakeholders (Hatipoglu & Alvarez, 2016). Cattle fair are very famous in Rajasthan but gradually year by year the participation of cattle owner is decreasing because of lack government policy towards involvement of local people and local communities in tourist destination (Gupta, 2021).

➤ **Less involvement of local communities/local people:** Residents have the feeling of annoyance and antagonism toward mass tourism development, as they face problems such as cultural clashes, economic leakages, overcrowding, noise, exhibition effects, crime, high competition, and environmental negligence, which further decrease satisfaction level of local residents toward tourism development (Cavus, 2003).There is a need for developing tourism destination but the basic requirement like land ,water, energy, infrastructure, natural and man-made resources are also needed by the local residents of the tourist destination. It is essential to seek active participation of local communities while planning, designing, and developing tourism (Christensen, 1998).

➤ **Positive interest of all stakeholders:** Positive interest of all stakeholders is equally important to ensure active participation. The stakeholders of Rajasthan State are RTDC (Rajasthan Tourism Development Corporation),

RSHCL (Rajasthan State Hotel Corporation Limited), DoT (Department of Tourism), TIBs (Tourist Information Bureaus), RITTMAN (Rajasthan Institute of Tourism and Travel Management) , local bodies, such as RAJSICO (Rajasthan Small Industries Corporation), DRDA (District Rural Development Agency), AVS (Avas Vikas Sansthan), DC (District Collectorates), Municipal Councils, Municipal Corporations, and Gram Panchayats (Tiwari, 2021). Responsible Tourism is theoretically evident in tourism but practically it's very minimal implemented (Farmaki, 2014).

➢ **Social-culture negative effect on Tourism:** Tourism can lead to new domestic arrangements and gender roles that create social tension (e.g. reduced esteem for elders and/or men). Local people may try to imitate tourists which can lead to disappointment, and cultural drift. Tourism can lead to the commoditization of culture. Tourism can increase crime, prostitution, begging, alcohol and drug abuse, and can also lead to the spread of disease. Tourism can lead people to change their cultural practices (e.g. arts, craft, dress, festivals) to meet the real or perceived needs of tourists. Tourism can worsen existing social inequalities and create new ones. Tourism can engender new forms of moral conduct, family relations, recreation and community organization, which may lead to conflict amongst individuals and/or social groups. Tourists can offend local people (e.g. by wearing revealing clothing or visiting private / sacred sites). An influx of tourists can lead to loss of language, artefacts etc.

Benefits of Responsible Tourism for Its Local Community

Table 4.Benefits of Responsible Tourism for its Local Community

Social benefits	Tourism can lead to new domestic arrangements and gender roles that create new opportunities for women and young people.
	Tourism can keep cultural traditions alive engender community pride and encourage creative art.
	Tourism provides opportunities for cultural exchange and broadening of horizons.
	Tourism can create new / expanded public services and amenities.
	Tourism can create economic stability and improved living standards.
	Tourism can promote use and conservation of natural and cultural resources
	Tourism can lead to improved education.
	Tourism can support indigenous languages.
	Benefits to backward people
	Social programs and schemes
	Empowerment of local communities
	Infrastructure development

Empowering Local communities through Responsible Tourism: A Conceptual overview on Rajasthan State

	Solve Social issues
Socio- economic benefits	Stimulate/strengthen local economy. Create opportunities for direct and indirect employment. Create opportunities for entrepreneurial activity. Stimulate local business growth, directly and indirectly. Generate investment in social and economic infrastructure (e.g. schools, clinics, roads). Increase tax revenues. Improve public services and amenities (e.g. transport, shopping, and entertainment). Diversify livelihoods Stimulate skills development
Environmental Sustainability	Environmental protection Conservation of natural areas
Health and Safety Well-Being	Health well-being Air quality Water quality Safety well-being Accident and crime rate Environmental cleanness
Cultural Sustainability	Management and conservation of heritage sites Preservation of culture Quality of landscapes and environment Development is appropriate to local condition Preservation of traditional rural landscapes

Sources: Spenceley, 2002 and P.V. Mathew & Sreejesh, 2017

State Government's Initiatives for Empowering the Local Communities

➤ Government & local people of Rajasthan are taking initiative by indulging responsible tourism to reduce the burden on most visited and preferred tourist destination by offering offbeat tourist places (Shekhar, 2017).

➤ State government wants to start initiative scheme for the new startup in form of experiential tourism products (Governement of Rajasthan Tourism, 2020).

➤ Providing education on sustainable management of natural resources.

➤ Government is planning to identify the villages located in heritage sites or near heritage hotels to empowering the local craftsman's. "Special Heritage Village" (SHV)/ "Special Craft Village" (SCV) will be the scheme that will run under the guidance of District Tourism Development committee (Tourism, 2020).

➤ To promote the culture and heritage of Tribal areas the Department of Tourism is endorsing the areas as tourist destination (Tourism, 2020).

- To sustain livelihood and to generate self employment the Government is promoting the local crafts and local cuisine in the form of craft & cuisine tourism (Tourism, 2020).
- To promote the religious tourism circuit the master plan is developed under the guidance of Department of Devasthan & Minority Affairs for upgrading infrastructure an accommodation whereas the local committees along with other stakeholders will be maintain cleanliness of pilgrims' areas surroundings (Tourism, 2020).
- To enhance the community participation and to encourage youth for self-employment Skill Development Programme are initiated in rural areas (Tourism, 2020).
- To provide training platform with job opportunities the department is planning to operate online portal. The motive of this online portal will be providing opportunities to the youth, trainers and industry personnel to can exchange relevant information through interaction (Tourism, 2020).
- Entrepreneurial startups are initiated in tourism by department that will be organized as a annual event "Rajasthan Startup Tourism Connect" with the motto to connect various stakeholders as well as to showcase tourism services. Hackathon tourism will be one of the events that will conduct under this scheme (Tourism, 2020).
- Government makes a scheme under startup tourism for empowering the entrepreneurs by facilitating self certification for approvals and clearance from different department for a period of three year from the date of registration (Tourism, 2020).
- The Government initiated Interest subsidy of 2% for tourism units on capital investment of Rs. 60 lakhs and above with a condition that at least 50% of the unskilled workforce will be employed from local people (Ferguson).

Conclusion

Rajasthan state is very famous tourist destination among the tourist of local and globally. Tourism is contributing to the GDP of the state however; some of the tourist destination had been facing several issues like pollution, cultural conflicts, spiritual frauds, uncivil practices, loss of vegetation, scarcity of water etc. To overcome this major problem responsible tourism can work as a powerful tool. Generally Responsible tourism is misperceived with sustainable tourism. As responsible tourism guide all stakeholders and individual to take self responsibility whereas sustainable development is a long term goal in combination serves common sustainable development goal. The study have found local community that practices Responsible tourism can achieve social benefits, socio- economic benefits, environmental sustainability, health and safety well-being and cultural sustainability. Its revealed local community has positive impact on quality of life. Rajasthan Government took initiated through Responsible tourism to empower local communities by providing job opportunities, new entrepreneur startups, showcase the culture & heritage of local tourism destination, organize Hackathon tourism events and so on. The prime

focus of this paper is to showcase the concept and need of responsible tourism with challenges and issues. After going through this study the authors, academicians, policy makers & research scholar can understand the major difference between responsible tourism and sustainable tourism. Even Government is having vast plan that help local communities through responsible tourism practices. However, this practices need to be implemented practically on grass root level.

Limitation

The study has limitation that the study is done through exploratory method without using any analytical tool. Further studies can be done by using analytical tools, to showcase the importance of responsible tourism for local communities/local people which can act as a source of socio-economic benefits, the role and voice of local stakeholders offers powerful insights that should be taken into account in the process of seeking to achieve sustainability with responsibility in the future.

Suggestions

All stakeholders including hotels, restaurant, local communities of tourism destination, tour guides, local governing bodies, destination management organization, State tourism minister, central tourism ministry and tourist must work in cohesiveness by taking self responsibilities towards all tourism destination to stop them from exploitation and to sustain them for future. Adequate awareness need to be imparted to all general public regarding the positive impact on their quality of life through providing awareness programmes, classes, and trainings. Responsible tourism provide various economic, socio-economic, well-being development, community development, so more and more people need to be encourage to make them a part of responsible tourism for sustaining tourism destination.

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15

Present Scenario of Indian Medical Tourism: Some Prospects & Problems

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Abstract

Medical tourism is one of the tourist industry's primary specialty products. The advancement of science and technology, as well as physical amenities, contributes significantly to job creation and increased national wealth. Medical tourism encompasses both medical and healthcare services as well as tourism-related services. It is a new concept in which individuals from all over the world travel to India for medical and relaxation purposes. The absences of a government initiative, a concerted effort to market the industry, no certification process for hospitals, and a lack of uniform pricing policies and standards across hospitals are among the major concerns facing the industry. Medical tourism, also known as health care tourism, is a multibillion-dollar sector that is rapidly expanding around the world. As per 2019, medical tourism has a market capitalization of 44.8 billion USD, with almost 1.40 crore people travelling yearly from various countries.

It's a type of economic activity that involves service trade and combines two of the world's major industries: medicine and tourism. The study identifies the capabilities of India's medical tourism service providers as well as a number of issues that could limit the industry's growth potential. This article focuses on the key difficulties and opportunities that the Indian medical tourism sector possesses in order to overcome domestic and international hurdles to improving medical services. Finally, this study examines and concludes the primary reasons why developing countries, such as India, attract foreign tourists seeking medical treatment. People travel to avail of top-class treatment at "third-world" prices. People of these developed countries have the primary motivation of visiting India for medical purpose, as the cost of treatment is lower and there is no delay in getting appointments with doctors. This paper is an attempt to analyze present scenario, push & pull factors, some prospects & problems associated with Indian medical tourism.

***Keywords:** Medical Tourism, Niche Product, healthcare, India Tourism, Surgical Tourism, Medical Travel.*

Introduction

Nowadays, health is a primary motivator that encourages people to travel to preferred locations to receive naturopathic, ayurveda, and allopathic therapy.

The main motivation for medical travel is the high expense of treatment in nations such as the United States, the United Kingdom, Japan, Germany, and France, as compared to India.

Traveling for medical treatment has become a significant part of the health tourism industry. People go to get top-notch medical care at "third-world" pricing. The primary motive for people from these affluent countries to travel to India is for medical treatment, as the cost of treatment is lower and appointments with doctors are easier to come by.

Medical tourism, according to Goodrich & Goodrich (1987), is an endeavor to attract tourists by promoting health-care services and facilities in addition to traditional tourist attractions.

Medical tourism, according to Connell (2006), is a popular mass culture in which people travel to other countries to obtain healthcare services and facilities such as medical, dental, and surgical care while also visiting the country's tourist attractions. Medical tourism, according to Carrera and Bridges (2006), is described as travel that is methodically organized to maintain one's physical and emotional health.

According to Mary Tabacchi, health tourism is any sort of travel focused at making you or a member of your family healthier. The term "global healthcare" has recently evolved and may soon supplant older terms. Such services include elective treatments as well as advanced specialty operations such as joint replacement (knee/hip), heart surgery, dental surgery, and cosmetic surgery. The customer and the provider communicate via informal channels of connection and contract, with less regulatory or legal control to maintain quality and less formal recourse to refund or remedy if necessary. Leisure components typically associated with travel and tourism may be incorporated into such medical travel itineraries.

Corporate hospitals assist medical tourism by providing superior medical and healthcare services, as well as a strong network and hospitality. Private hospitals have even gone one step further in commercializing their products (services) in the worldwide market by incorporating high-end sophistication. Medical tourism is a fast-growing industry in the worldwide economy, with both governmental and private tourist sectors, as well as healthcare institutions, actively developing it. Increased international arrivals in India have prompted stakeholders to pay considerably more attention to tourism.

In terms of medical tourism, India is ranked second in the globe. Although it spends less than 1.2 percent of its GDP on medical services, it goes out of its way to give extra attention and services to international tourists. Medical care in India is highly affordable, since it costs 20% less than any other foreign country to provide health services. By improving security systems at hospitals and tourist attractions, enforcing necessary accreditation, and granting loan subsidies and tax exemptions to hospital owners, the Ministry of Tourism

(MoT) has marketed India as a secure tourism destination. Many customary problems have been resolved as a result of the integration of incoming travel companies, hotels, and airlines with the government. Karnataka, Kerala, Andhra Pradesh, and Maharashtra have been in the forefront of India's medical tourism. As a result, medical tourism travel motive is both internal and external.

Objectives

The objectives of the study are:

➢ To evaluate the sector of Indian medical tourism's main challenges and prospects.
➢ To evaluate the main factors that makes developing nations attractive to foreigners seeking medical care.
➢ To evaluate the current situation, push and pull forces, certain opportunities, and issues related to Indian medical tourism.

Research methodology

The current study is supported by secondary data that was collected from dependable print, internet, and high indexed journal articles, books and web sources. Author has generated a viewpoint of current situation of Indian medical tourism with reference to other countries along with various pros and challenges.

Medical Tourism in India: current scenario

Singapore, India, and Thailand are the world's three biggest medical tourism centers. The expanding Indian middle class, an increase in high-spending international tourists, and coordinated government programmes to promote 'Incredible India' are all driving expansion in the Indian tourism business.

Among the leading service providers in Indian medical tourism are Apollo Hospitals, Escorts Hospital, Fortis Hospitals, Breach Candy, Hinduja, Mumbai's Asian Heart Institute, Arvind Eye Hospitals, Manipal Hospitals, Mallya Hospital, Shankara Nethralaya, and others. Also engaged is AIIMS, a government-run hospital. In terms of geography, the most popular locations for medical tourists are Delhi, Chennai, Bangalore, and Mumbai, which are gradually becoming medical tourism hotspots.

Medical tourism in India now encompasses complex and life-saving health care procedures such as open transplantation, cardio vascular surgery, eye therapy, knee/hip operations, and alternative medical systems. On such medical travel vacations, the leisure side of medical travel/wellness tourism may also be incorporated. India offers a wide range of medical services to international visitors. There are three sorts of medical tourism in general:

➢ Foreigners seeking medical attention
➢ Tourists looking for medical care and recreation

➢ Expatriates

The Indian government is introducing a number of initiatives and programmes to encourage health tourism, as well as attracting international and private investors to invest in hospitals and lodging. According to a survey, the private sector currently provides 75-80% of health-care services and investments in India. India offers several tax breaks and incentives to pharmaceutical companies that supply drugs, surgical equipment, and other medical services.

New Luxurious Medical Tourism Trends in India

Private hospitals are adopting the best techniques in hospitality to meet the whims of the genuinely demanding; according to John Sarkar's story in The Times of India on May 6, 2014 (Some hospitals beat five-star hotels in luxury, and rates too). Some hospitals, for example, provide luxury automobiles to pick up and drop off patients. Others provide fine dining for folks who are picky about their food.

And there's a technology arms race going on, with Wi-Fi connected suites, extra-large LED TV sets, and cutting-edge gadgets all competing for the attention of a sick VVIPS. For example, the Apollo Hospitals Group offers a few Rs 30,000-per-night suites that can accommodate the patient and his entourage in luxury, complete with interpreters, personal attendants, a well-stocked pantry, and the works. Similarly, a one-night stay in a suite at Fortis La Femme in South Delhi will set you back roughly Rs 37,000. In Mumbai's Hiranandani Hospital, a presidential suite costs Rs 30,000. A suite at Seven Hills Hospital costs Rs 20,000. Medical costs are not included in the tariffs.

In today's world, India serves patients from all over the globe. As a result, hospitals must provide a variety of meals, as well as translators who understand a variety of foreign languages, in addition to assisting outstation patients in booking accommodations for relatives and taking care of the patient's family's needs. A growing trend in health care is to provide a non-clinical environment with a dancing fountain, a children's play area, retail outlets, art works, a lounge to relax in, a café and food court, and a state-of-the-art wellness centre, as well as movie theatres, spas, gyms, and even a glitzy shopping arcade. According to specialists, when compared to the United States or the Middle East, where 5-star facilities and entire floors dedicated to luxury treatments are normal, luxury medical services in India are still in their infancy. Medical processes are becoming increasingly standardised around the world, and India is catching up swiftly.

According to estimates made by the Associated Chambers of Commerce and Industry (ASSOCHAM) in August 2011, the number of medical tourists visiting India would increase by 40% by 2015, reaching 3.2 million. According to the estimate, the Indian medical tourism industry will be worth $2,028 million by 2015, up from $845 million at the time.
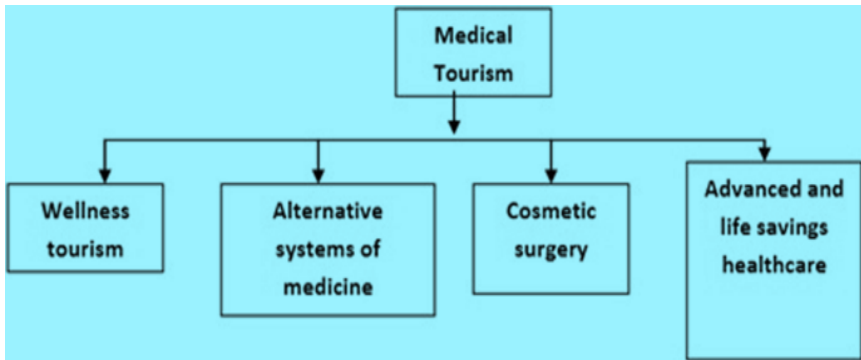
Figure 1.medical tourism typologies

The following are some of the specific tour packages accessible to medical tourists:

Table 1.specific tour packages accessible to medical tourists,

•   Bone marrow transplantation
•   Surgery of the nervous system
•   Cardiac Care and Oncology (Cancer Procedures)
•   Cosmetic Surgery
•   Dialysis and kidney transplantation
•   Drug and Alcohol Treatment
•   Gynecology and Obstetrics
•   Medical Checkups
•   Internal/digestive procedures
•   Joint Replacement Surgery
•   Nuclear Medicine, Neurosurgery, and Trauma Surgery.
•   Urology, Vascular Surgery, and Osteoporosis
•   Surgery for hernias and gallbladder stones,
•   Laparoscopic treatments include: laparoscopic appendicectomy, laparoscopic gastric banding for morbid obesity, etc.
•   Joint replacements, including hip and knee replacements, as well as other orthopaedic operations
•   Open heart surgery, angiographies, and angioplasties are all included in the cardiac surgery and cardiology packages.
•   Skin grafting and other treatments for various skin disorders.

Services offered by Tour Planner to their patient:

This service includes:

1. Schedule an appointment with a specialist at a well-known hospital.

2. Arranges for their escorting, transportation, and lodging in accordance with the patient's needs. Make every effort to keep patients close to their diagnostic centre.
3. Assists in the acquisition of a medical visa.
4. Assists with the preparation of additional papers as needed by the health centre.
5. Arranges for their care and access to other medical resources.
6. If the patient or his family members request it, makes arrangements for sightseeing, local transportation, and shopping etc.

Indian medical tourism process

Source: https://mcsmvt.com/how-medical-tourism-works-process-of-medical-tourism/)

Figure 2.Process of Medical Tourism

Above model is widely accepted model for the medical tourism process, where medical services for potential tourists in India are provided with medical treatment, obtain a hospital invitation and a medical visa. Receive medical services from the necessary tests and hospitals, as well as post-treatment instructions and reimbursement. If desirable and medically permissible, spend time travelling or vacationing. If necessary, apply for and secure a visa extension. Depart from India- if someone has a medical visa and want to stay in India for longer than 180 days, he must surrender his registration certificate before leaving.

Push & Pull factors for Medical tourism in India

Push Factors: (Internal Motivation: Economical top-class treatment, Escape, Health & fitness, Spa, Ayurvedic treatment, Paid Medical Leave, Relaxation, Social interaction etc)

Decision for vacation (Medical Tourism)

Pull Factors: (Destination's attractiveness: attractions, amenities, facilities & services, easy visa formality, Yoga & Meditation, some emerging medical tourism trends, etc)
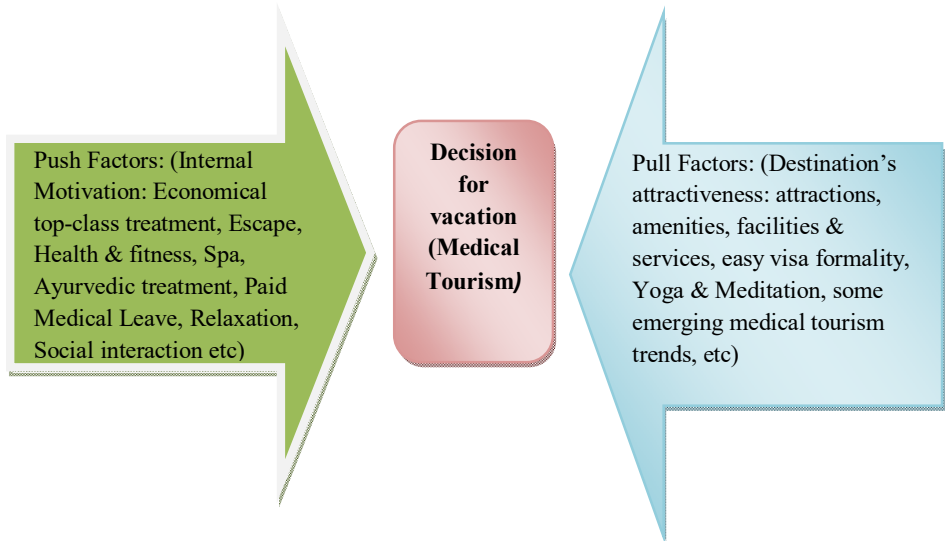
Figure 3.Push &Pull factors for medical tourism-oriented vacation decisions

Push Factors for medical tourism in India

The intrinsic needs of people with the basic urge to live a happy and risk-free life determine those push factors:

➢ escaping from daily mundane existence and stress ill health
➢ Taking care of one's health and appearance. In conjunction with professional spas and ayurvedic massage providers, a few five-star hotels in Indian metropolises have launched wellness services.
➢ Preventive health care is a type of health care that focuses on the prevention of disease.
➢ More money to play with
➢ Insurance and social security benefits provide compensation.
➢ Paid medical leave is an option for employees who need to take time off for medical reasons.
➢ Medical expenses are exempt from personal taxation.
➢ Compulsion in the family.

Pull Factors for medical tourism in India

➢ Natural picturesque sites and India's rich cultural legacy are available, as is top-notch professional medical care.
➢ Visa formalities are simple.
➢ Trying to find yoga and meditation Treatment for ailment recovery, weight loss, detoxification, and aesthetic surgery.
➢ Fitness and sports, therapy and healing music therapy, heart surgery, bypass surgery, neurosurgery, cancer treatment, transplants, cosmetic

surgery, and sex change surgeries are some of the new growing medical tourism trends that are attracting more international visitors to India.
- ➤ In these Indian metropolises, several star-rated hotels have partnered with hospitals to provide hospitality and travel-related services to medical tourists.

Prospects in Medical Tourism in India

India has a rich cultural past, tourist potential, and a reputation for traditional remedies. Wellness tourism thrives in fields like ayurveda, homoeopathy, unani, naturopathy, and yoga. However, India barely accounts for 2% of the global wellness sector, indicating that the country's potential and wellness quotient are being underutilised. Fortunately, when it comes to medical tourism, India has done a great job of establishing itself as a viable destination for high-quality, cost-effective advanced healthcare (International Science Congress Association).

India's medical facilities are world-class while also being reasonably priced. There is a wide range of treatments available, including shorter wait times, English-speaking doctors and nurses, excellent hospitality, and cutting-edge technology.

The Comparative rates of surgeries

Table 2.The Comparative rates of surgeries

Surgeries	India ($)	USA ($)	UK (GBP)
Open Heart Surgery (CABG)	7,500	100,000	21,400
Total Knee Replacement	6,300	48,000	25,700
Hip Resurfacing	7,000	55,000	24,100
LA Hysterectomy	4,000	22,000	11,800
Lap Cholcystectomy	3,000	18,000	9,600
Spinal Decompression Fusion	5,500	60,000	32,100
Obesity Surgery (Gastric Bypass)	9,500	65,000	34,800

Source: Saravanan, (2013).

Main corporate hospital organizations are investing heavily in the creation of state-of-the-art Health Cities in India's major cities. (Local Nursing Homes, Community Hospitals, Super Specialty Centers, Tertiary Care Facilities, and Health City) In the next five years, India is likely to see the development of 15-20 health cities. Hotels, residential facilities, and recreational amenities such as spas, gyms, and golf courses are all part of Health Cities' plan to serve a bigger population.

By the end of 2012, India's portion of the worldwide medical tourism market is expected to increase to 2.4 percent, generating $ 2.4 billion in revenue. The medical tourism sector has set a 19% annual growth objective to attain its goal of 1.1 million medical tourists by 2012 by building huge infrastructure construction, improving international flight connections, and connecting tour

operators, hotels, and airline firms. India has the distinct benefit of having over 3000 more hospitals and around 7, 26,000 certified medical practitioners, all of whom provide a wide range of health-related services.

The Indian medical business has seen rapid growth in recent years. The market size is predicted to double from Rs 4500 crore in 2011 to Rs 10,500 crore (US$ 2 billion) by 2015, according to surveys performed by The Associated Chambers of Commerce and Industry of India and the National Sample Survey Organization; medical tourism inflows surged from 3 lakhs in 2009 to 8.5 lakhs in 2011 and are expected to reach 32 lakhs by 2015.

Tourists from the Middle East, Europe, and the United States are flocking to India in record numbers. New Delhi and the southern half of the country (Andhra Pradesh, Karnataka, Tamil Nadu, and Maharashtra) are emerging as India's top medical tourism destinations. Dental and eye care, cardiology, orthopedics, urology, plastic and cosmetic surgery, neurosurgery, laparoscopic surgery, kidney transplantation, and knee/hip operations are just a few of the health and wellness services that draw international visitors to India.

Chart 1.1 - Foreign Tourist Arrivals in India, 2006-2010
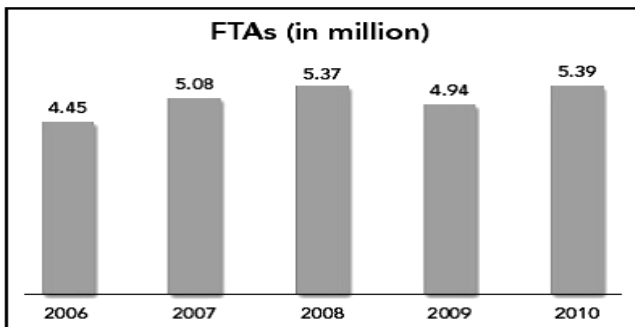
Source: Ministry of Tourism, Government of India

Problems in Medical Tourism in India

There isn't a major government push or support for medical tourism. The government can play an important role in improving the medical tourism industry. However, the sector is confronted with the following issues, which are the result of government policy. These are:

a. Lack of regulations,
b. Taxation anomalies,
c. Bureaucratic blockages,
d. No land reforms,
e. A lack of long-term investor-friendly policies, and
f. Terrorism and community conflicts.
g. There is a lack of coordination among the industry's numerous service providers, such as airlines, hotels, travel brokers, and hospitals.

h. According to the customer's perception, the country is unsanitary. Infrastructural deficiencies such as a lack of connection, a lack of a coordinating system, a lack of electricity, and a lack of water

i. Hospitals are not required to be accredited or regulated. There are a few unique challenges that are preventing India from promoting medical tourism. They are (a) quality accreditations for Indian hospitals and service providers, (b) training and development for doctors, nurses, and other medical personnel, and (c) a lack of a customer-oriented approach.

j. Inconsistent pricing policies

k. There is a lack of a proper medical instrumentation institute.

l. Infrastructure is lacking. In government-assisted hospitals, there is a lack of infrastructure.

m. There is a lack of appropriate. The majority of Indian hospitals are likewise dealing with a lack of confidence from international patients. Poor hygiene knowledge among medical attendants, unsanitary food handling, a lack of adequate hospitality services, uneven pricing of services, and a lack of industry norms have all been seen in hospitals.

The following challenges in India's medical tourism sector are due to infrastructural factors:

➢ Poor accessibility,
➢ Lack of capital,
➢ Lack of community participation and awareness,
➢ Lack of rural sector involvement,
➢ Lack of concern for sustainability,
➢ Complex visa procedures,
➢ Lack of good language translators, and
➢ Poor airport facilities.

The medical tourism business in India is also experiencing some significant constraints in terms of insurance and allied services. They are:

➢ Insufficient insurance coverage,
➢ India's undeveloped insurance industry,
➢ Insurance scams, and
➢ International corporations refusing to compensate.

A way ahead

Medical Tourism is considered as most trending and niche market, which is gaining the attention of the developing economies of the world especially the Asian countries. By considering the present growth of expansion of the medical facilities after the covid-19 situation, there has been a huge demand for telemedicine, vaccination, self health assessment has been created. Indian market has huge potential in terms of medical tourism, as the facilities as compared with European countries, are available in the lower cost.
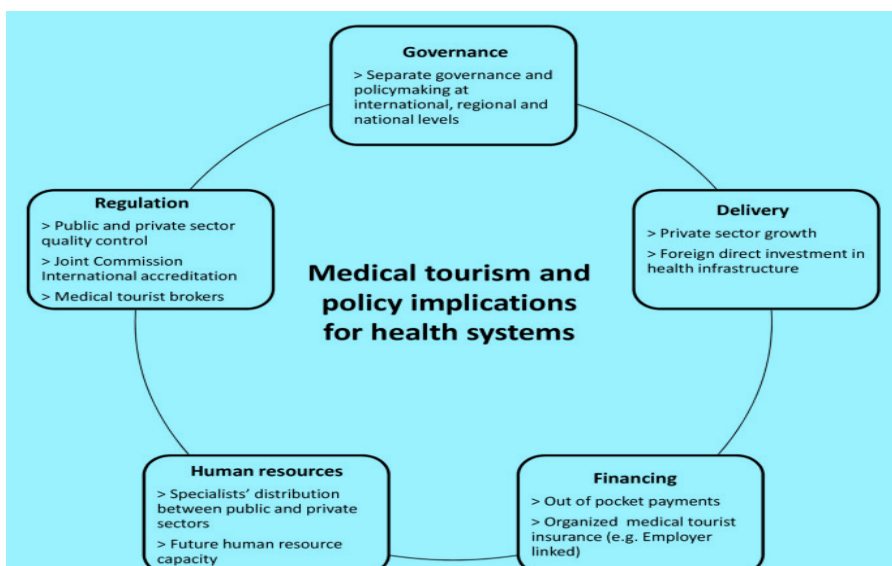
Figure 6.Medical Tourism and Policy implications in Health systems

However, as above diagram suggest, that governance, regulations, HR policies, financial implications has to be taken care of.

Conclusion

Customers from developing nations (low GDP countries) who need to go outside of their countries for medical operations are attracted to India by the country's comparably low-cost, high-quality medical services. Many visitors would come from adjacent nations since cultural integration is simpler and travelling to a distant area is more expensive and time consuming. Medical tourism's expansion in India helps to the development of medical infrastructure, medical science, national income, job possibilities, and urbanization. The rules must be in place to limit or eliminate the negative consequences of medical tourism. The government's participation in the growth of medical tourism is critical. The government should take efforts to act as both a regulator and a facilitator of private healthcare investment. Top Indian hospitals devote a significant amount of time, effort, people, and money to research and development. In reality, numerous new creative goods have recently been introduced to the Indian market and have been granted patents.

Limitations and Further Study

This study has been conducted on the basis of collecting data from relied secondary sources, however a better study may be formulated and conducted in near future by using primary data from medical tourist, government bodies and hospitals who are providing tourism facilities along with measuring the

behavioral aspects of tourists, their motives etc. the applications of statistical tools.

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A Study on the Impact of COVID-19 on Marketing Mix in the Tourism Industry

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Abstract

The tourism industry is the largest in the world. It is a diverse business activity, which includes a variety of commercial and noncommercial actions. The rising in the visitors and cultural experiences in tourism has brought convergence among culture and tourism, which provides opportunities but at the same time can be challenging as it involves a complexity of human behavior and expectations.

For an extended period, as the world is facing an unprecedented global health, social and economic emergency with the COVID-19 Pandemic, travel and tourism are among the most affected sectors, with airplanes on the ground, hotels closed, and travel restrictions put in place in virtually all countries around the world. This paper examines the impact of COVID-19 pandemic on marketing mix strategies in the tourism sector and the revival strategies adopted in the tourism industry. Under this study, we will study marketing strategy, which is an inseparable part of any industry. The study is based on the sources of WTO (World Trade Organization), WHO (World Health Organization), UNWTO (United Nations World Tourism Organization), and the Ministry of tourism in India. This paper aims to study the impact of COVID-19 on marketing mix elements separately (product, price, promotion, process, and people) in tourism organizations' operational and economic activities.

***Keywords:** Tourism, Marketing Mix, COVID-19, Impact, Recovery, Hospitality.*

Introduction

Tourism concerns people traveling to other places, both domestically and internationally, for recreational, social, or professional reasons. It is closely related to the restaurant, hotel, and transportation industries. Tourism is essential in the region as it diversifies the economic and cultural base of the area.

Hunziker and Krapf, in 1941, defined tourism as "The totality of events and interactions originating from non-residents' travel and stay, insofar as they do not lead to permanent residency and are unrelated to any form of earning activity."("Hunziker and Krapf," 1941). The tourism system takes three components, which help develop tourism products.

Consumer / People

The person, who wants to go for a tour in a well-loved destination, is classified into three groups: vacationers, business travelers, and unintentional travelers.

Travel Experience

Travel experience is the best way to come out pulls and pushes of life. During the journey, we gain many experiences. Here we can explore new places, cultures, and ways of living.

Vacation Experience

People like their destination, which helps us forget about our difficulties and disappointments at work. Every industry has to make some policies for growth and development. It focuses on marketing strategies and the research & development department. Here, seven marketing mix strategies have been described for the service industry. Tourism marketing mix tactics include product, price, location (destination), promotion, process, and people.

In 2019, due to COVID, there was a lockdown in the world, affecting tourism and another industry. Global tourism had its worst-ever year in 2020 with international visitors; this was due to an unusual drop in demand due to governments' severe travel restrictions aimed at curbing the Pandemic's expansion. COVID impacted tourism marketing mix strategies; it affected pricing policies and changed the consumption pattern and tourist promotion. This research describes the impact of COVID-19 on marketing mix strategies in the tourism industry.

Objective of the Study

➢ To examine the recent trends in the hospitality and tourism sector.
➢ To bring to light challenges faced by hospitality and tourism industry.

Review of Literature

Cirikoviý, D. E. (n.d.): Marketing Mix in Tourism

Tourism businesses are pressured to develop innovative methods, techniques, and tactics to maintain a competitive advantage. Tourism's product is a service; it has its unique set of characteristics. In addition, a product's invisibility highlights the need for promotion. With the aid of the marketing mix aspects of the product, pricing, advertising, and distribution, the tourist organization adapts to environmental conditions. Its promotional mix aims to ensure a product or service gets noticed (Ciriković, 2014).

Toubes, D. R., Araújo Vila, N., & Fraiz Brea, J. A. (2021). Changes in consumption patterns and tourist promotion after the COVID-19 pandemic

This study aimed to examine the significant changes in tourism promotion and marketing following COVID. The findings reveal that online information sources

have gained traction over consulting friends and family. Except for specialized and advisory services, a substantial advance in digitization is projected, with traditional travel agencies being displaced by online support platforms. For businesses and tourist sites, the ability for travelers to have internet access in their wallets is a fantastic opportunity. They can supply information before, during, and after a journey at any moment. On the one hand, businesses and locations can get advanced knowledge of tourist inclinations and tailor their offerings accordingly (Toubes, Araújo, & Fraiz , 2021).

Magatef, S. G. (2015): The impact of tourism marketing mix elements on the satisfaction of inbound tourists to Jordan

The primary purpose of this study was to examine the effect of the tourist marketing mix and how it influences tourism, as well as to discover which component of the marketing mix had the most significant influence on tourism. The study found that product and advertising had the most substantial impact on foreign visitor satisfaction of all the marketing mix elements assessed. Researchers investigated the influence of tourism marketing mix factors on inbound visitor satisfaction to meet or exceed their needs and wants (Magatef, 2015).

Pomering, A., Noble, G., & Johnson, L. W. (2011): Conceptualizing a contemporary marketing mix for sustainable tourism

This article shows how marketing, which has been viewed as the adversary of sustainability in the past, may help implement sustainable tourism. It mentions the American Marketing Association's 2007 interpretation of marketing's goals to include societal challenges other than clients and customers. It examined strategic tourism marketing planning and developed a conceptual tourism marketing model incorporating sustainability issues. The sustainable tourism marketing model assists tourism managers in developing a societal marketing approach that meets the demands of target tourist audiences while also addressing societal goals such as environmental integrity, social equality, and economic success (Pomering, & Johnson, 2011).

Bergman, Christophe, Clement, H., & Martinez, P. (n.d.): Actions for Destination Marketers to Navigate in a COVID-19 World

DMO, like every other industry, was completely unprepared for the arrival of COVID-19. DMOs in nations where tourism is vital to the economy was under the most pressure to resurrect tourism, which required many of them to take a variety of new initiatives. As DMOs prepare to reopen their borders and resumption travel, they must implement proper health and safety measures, new products and services, and alliances with industry players. As interest in the destination rises, DMOs must ensure that their targeted marketing initiatives are activated and implemented as quickly as possible to meet demand and grab market share (Alassaf, A., & Bergman, 2020).

Permasari, M., Zulkifli, A. A., & Gaol, R. N. L. (2021, December): Analysis of Marketing Mix and Health Protocol on Overnight Decisions at the Covid-19 Pandemic (Case Study at Excelton Hotel Palembang).

This study aims to look into the marketing mix and health protocol for nighttime decisions (case study at the Excelton Hotel Palembang). The findings of this study show that Excelton Hotel Palembang implemented dynamic pricing to survive the Pandemic without sacrificing service quality and that Excelton Hotel Palembang provided public and government trust through the CHSE certificate obtained to persuade the public and government on how to apply standard health protocols, and that Excelton Hotel Palembang provided vaccine facilities for all workers to ensure security for both guests and workers (Permasari, , Zulkifli & Gaol, 2021)

Koc, E., & Ayyildiz, A. Y. (2021): Culture's Influence on the Design and Delivery of the Marketing Mix Elements in Tourism and Hospitality.

The findings of intercultural research relating to features or aspects of the marketing mix (7Ps) in tourism and hospitality are presented in this study. The study seeks to offer a comprehensive and concise document based on data collected from a wide range of nations and supported by various research studies. In terms of the design and implementation of the marketing mix (7Ps) elements, this study demonstrated how multicultural variations might influence consumers, service providers, processes, and systems in tourism and hospitality. The findings contribute to a better knowledge of two key areas. To begin, this research presents various examples for each of the traditional characteristics, allowing for a better comprehension of these variables. Second, the study provides a better understanding of how societal variables may influence the design and delivery of each marketing mix aspect by using multiple examples from various countries and customs (Koc & Ayyildiz, 2021).

Rao, R. S. (2014): Emerging Trends in Hospitality and Tourism

The hotel and tourism industries are becoming more competitive. It is vital for persons pursuing positions as successful professionals to develop a solid business foundation and customer service skills. International tourism planning, hotel development and operation, and management psychology are just a few of the main themes required to promote the hospitality and tourism industry. This research aimed to detect, assess, and document current and future trends in the hospitality and tourism industries. This analysis clearly demonstrated that locations intending to preserve or increase their position in the future world of hospitality and tourism should begin developing a long-term action plan that includes initiatives that meet future generations' needs. (Rao, 2014).

Liu, H., Liu, Y., Wang, Y., & Pan, C. (2019): Hot topics and emerging trends in tourism forecasting research: A scientometric review

Tourism forecasting has faced significant issues in tourist research due to the tourism industry's phenomenal development and expansion over the past decades. Employing algorithms based on data from a web-based search engine is an emerging trend in tourist forecasting. This study provides researchers with essential insights and information to assist them in discovering fresh perspectives on topical problems and research areas (Liu, Wang, & Pan, 2019).

Research Methodology

The design used for this study was that of a descriptive research design which sought to examine, evaluate and assess the emerging trends in the hospitality and tourism industry. Data was collected for this research using secondary sources. Through studies were conducted on existing literatures, textbooks, related literature, articles, journals and online resources.

Marketing in Tourism

Tourism marketing is a business direction that attracts people to a particular heritage, hotel, state, and entertainment. Enterprises lean on marketing strategies for operating any business and standing out in a competitive market. Tourism marketing is the name marketing strategy used by tourism industries for promotion. The primary purpose of tourism marketing is to attract people and promote tourism. Indian tourism uses taglines for promoting tourism in India like "Incredible India" and **"Atithi Devo Bhavah ".** There are some tools for tourism marketing.

Social Media Tourism

Nowadays, communication with customers and other shareholders has changed with social media. Social media is a mixed aspect of the promotion mix that includes all promotional methods. According to Mangold & Fauld (2009), "Social media may be compatible with the usage of traditional Integrated Marketing Communications (IMC) techniques."

Location Marketing

Location marketing aims to take the attention of customers to a specific destination. More sites are the center of fascination for people, and tourist marketers make little attempt to lure visitors to those places. There are some famous slogans for available positions.

Like, Goa-A perfect holiday destination; Rajasthan-The Incredible state of India; Manipur-the Jewel of incredible India; and Kerala-God's own country. Thus it is the simplest type of marketing and promotional tool in which people are attracted to the location's popularity.

Activity / Act Marketing

Activity marketing takes both the location and activities of places. Rajasthan for enjoying panoramic views of Rajasthan from a hot air balloon, Ladakh-Trek over

the frozen river, rafting in Zanskar valley, The Yellow Stone National Park-Thrilling activities like hiking and camping, etc. Thus, activity marketing depends upon some activities of a particular place. There are more activities; some are adventure lovers, some may be looking for art and culture, and some love hunting.

COVID-19 Tourism Marketing SWOT Analyses

a. **Strengths**
- To use information technology to promote tourism or tourist destination (YouTube, online zoom tour).
- To accept online marketing tools and increase familiarity with tourism online marketing tools.

b. **Weakness**
- Absence of human experience with destination and things.
- Difficult to steer the plethora of information collected through online resources and promotion.

c. **Opportunities**
- Development of ICT in tourism for promotion.
- Spot out new areas/fields of tourism by using big data.

d. **Threats**
- Fear of traveling due to infection or disease.
- Quietus of popular travel service due to low demand in a pandemic.

Marketing Mix in Tourism Sector

According to Kotler et al., 2007, P.79, "Marketing strategy requires the planning and coordination of marketing resources and the integration of the marketing mix to achieve the desired result."For achieving a place in business and tourism related to marketing. It can attain an ace combination of marketing mix elements through operational efficiency and dynamic performance. The marketing mix focuses on loyalty, perceived value, good quality, and destination image. It includes five features (Product, Place (distribution), Price, Promotion, and People). "The marketing mix not only determines the demand for a business or destination" (Weaver & Lawton, 2010), but it provides the opportunity for sustainability for allocating resources.

Tourism Product

According to UNWTO, a Tourism Product is **"A combination of tangible and intangible elements, such as natural, cultural and artificial resources, attractions, facilities, services and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers. A tourism product is priced and sold through distribution channels and has a life-cycle".**

A tourism product combines natural resources, activities, and different services. These are leading instruments of tourism products. It can be defined as the **"Sum of various details, goods & services, which serves to satisfy the travel needs of customers out of their travel places and residences in resting places"** (Kobasic, 1977). Tourism products are focused on three elements; Product quality, Product range, and Brand name.

Product Quality-Product quality considers the performance level of staff and their facilities to tourists.

Product Range-The tourism business has to determine based on the range of offers and how every product is suited to the product mix.

Brand-Name-Brand name provides an improved product image, reliability, and added value.

Tourism Price

Price is the total value people trade for the advantages of owning or utilizing a product or service. Tourism product price attempts to meet manufacturing costs while also ensuring a profit.

Here following types of pricing policies are discussed:

Penetration Pricing Policy-Tourism companies set low initial costs to secure high market share. It is only feasible when a firm enters a new market and focuses on high market participation.

Skimming Pricing Policy-The Company sets a high price that defines their high quality of products. This strategy aims to remove the cream of the market.

Pricing policies are influenced by credit policy, monetary policy, fiscal policy, and the country's economic position. "The price established for a product must be correct not just for that product but also for the other products promoted by the firm."

Tourism Place (Distribution)

The company's many operations to make the product accessible and available to target customers are called the place. "It generally stands for location and accessibility."The main task of distribution is to secure the relationship between producer and consumer. Distribution aims to put a product or service available to the customer. During the tour, there is a range of tour mediators. Kotler states, "They are: travel agents, tour wholesalers, specialists, hotel representatives, national, federal and local travel agencies, consortia and reservation systems, Internet, receptionists," Nowadays, Demand individualization is the cause of change in tourism distribution. E-Commerce facility provides its own space to consumers; through this, tourists can become a market for themselves.

Tourism promotion

Marketing communications also act as a platform for the brand's voice to be heard and for customer relationships to be formed. It aids in establishing a market position and developing a brand image. In the tourism market, the promotion aims to arouse the need for one or more services of the tourist destination. It is essential to determine the instruments of promotion.

Advertisement-Advertising is any paid non-personal media communication that promotes a particular product with a specified sponsor.

Sales Promotion-It is defined as any action that gives an incentive to elicit the desired outcome from potential clients, trade intermediaries, or sales forces.

Personal Selling-Personal selling is an attempt to gain an advantage by making direct or indirect contact between the seller's representative and the people with whom the seller wishes to speak.

Public Relations-Public relations is vital in securing editorial coverage and suppressing potential negative coverage in mass media. An organization with strong media ties is more likely to be able to stop or control potentially terrible news before it is published.

Tourism People

Human capital is a critical resource for employees who work in the service industry because there are so many actors in the tourist sector, such as mediators and clients. All human players, including the firm's workers, the client, and other customers in the service environment, have a role in service delivery and consequently affect the buyer's impressions. In tourism, there is a concept known as "Customer Mix," which tries to achieve outstanding performance results by meeting the demands and desires of consumers in hotels and locations.

Impact of COVID-19 on Marketing Mix Elements in the Tourism Industry

The lockdown has disrupted everyday human activities for several years and has impacted supply, production, consumption, and job possibilities. Many variables have affected the tourist sector's market, including cash flow, social and economic standing, demand and supply, and government laws and regulations. Tourism firms have concentrated on marketing mix factors to flourish and emerge in the global market. The 5Ps in tourism marketing, comprising product, price, place, promotion, and people, are the main strategic elements for business success. "The way to win the market is to implement an optimal marketing strategy so that the company can be in a position to survive and be able to operate in the future." (Olenski, 2017) "One of the marketing strategies that can be applied in hotels to attract visitors is the marketing mix," (Othman et al., 2020).

Product

According to (Arli & Tjiptono, 2016), "Product refers to all products provided to the market to attract attention, obtain, use or consume to fulfill needs and desires in the form of physical, services, people, organizations and ideas." "Purchasing a product is not just to have the product, but also to meet the needs and desires of consumers" (Kotler, 2000). In the COVID situation, the product has become supernova by introducing hygiene and varieties for satisfying tourists. But in metro cities, tourism businesses, hotels, and restaurants have new types of services, and they have enough funds to train workers with skills by going through online videos. But in small towns, tourism businesses may not have these facilities and skilled workers during a pandemic. They are not able to bear the high cost of production. Hence, most metro cities' tourism may arise from this situation by introducing a variety of products & services. On the other hand, small towns may continue existing menu, which is known and familiar to the local customers. Many services and products come under the tourism industry, but the excellent quality of the product is essential to attract customers. These products must be associated with all services that provide reasonable health assurance to all customers during COVID-19 pandemic. During a pandemic, only facilities are not enough to satisfy and attract customers; tourism needs to ensure that customers who come with them are guaranteed safe in the conveyance. As a result, they must follow strict health protocol guidelines given by WHO and the government.

Price

The price is not an issue if it is reasonable compared to the services supplied. If the price is lower than the quality of service, the patient will pick the health care, resulting in many visits. In COVID, tourism businesses are confused about increasing or decreasing the product's price. If they grow the price of the product, then they would lose customers, and if they reduce the price, they would not be able to carry their operating costs. In both situations, they are not able to attract customers. Tourism firms can define and create prices that will primarily allow them to survive in such unfavorable situations as changing competition, changing visitor requirements and tastes, and vast underutilized capabilities. Even if a tourism firm has elementary business skills, it may design goals that optimize short-term earnings. This approach will set prices to secure the best potential profit, considering the current favorable demand situation. Tourism enterprises wishing to ensure high market participation might define low beginning costs.

Place

The term "location" refers to various marketing operations that promote and facilitate the delivery or distribution of products and services from producers to consumers. Before COVID, some tourism businesses felt that operating an online business was risky, but now they have changed their mindsets and given physical space. The Pandemic has heightened the trend of increased social media use and sales through e-commerce platforms. "Consumption habits have also shifted due

to the necessity to obtain needed things. In the COVID era, the internet can lower costs and make people's participation more accessible. Companies can use live broadcasting on the internet to host virtual events. Music, dancing, art, courses, and other things included in the trip may assist you in remaining cheerful through difficult times.

Promotion

The tourism promotion mix includes advertisement, publicity, personal relations, personal selling, and sales promotion to attract tourists. To attract customers, the tourism sector must give customers complimentary offers like a hotel, camps, and complexes. Their many activities have been done during COVID for the promotion of tourism.

1. Digital marketing takes center stage: According to the Global Web Index, a similar trend has emerged. People devote substantially more time to intelligent devices in the first two months of 2020 than in the first two months of 2019. Users spend two hours and 24 minutes daily on social media, multi-networking across eight social networks and messaging applications on average. This year, internet traffic has climbed by as much as 30%. The figures above are adequate to support the conclusion that multimedia, social, and network material appeal to a wide range of viewers.
2. Cleanliness Expectations, Service, and Safety: Covid-19 protection and cleanliness measures must be mentioned on the tourism website. To fulfill customers' wishes, they must persuade visitors that visitors have gone above and beyond their usual "high standards." This is what tourism websites will claim.

People

According to Ayed and Majed (Erisha & Razati, 2017[p6]), "Participants or people, this factor refers to the service of employees who produce and provide services. Humans have long been proven to impact the customer's opinion about services since many services include personal interaction between the client and the employee". This Pandemic resulted in a reversal of migration, with workers returning to their homes. Many local workers who had lost their employment saw this as an ideal opportunity to fill the vacancy. The challenge now is to train these new employees to deal with the current situation, which will include cleanliness, meeting consumer expectations, giving a pleasant experience, and developing loyalty. Previously, such factors were not given much weight; now, adaptability has become a strong demand for small eateries. Prioritizing the wants and desires of "people" will be simpler if consumers and other stakeholders associated with the hotel and tourist industries are prioritized.

The Changing Scenario in COVID Times

In the hotel and tourism industry, a scenario of unparalleled instability is typically a reasonable justification for cuts, special measures, and new chances.

Product

During COVID purchasing behavior of consumers has fundamentally changed and companies have transformed and innovated their products and services. The Pandemic added a new and critical component to tourist attractions: health security. Experts were asked about the employment of virtual reality and artificial intelligence throughout the purchasing process when discussing the role of new technologies in the tourism business. To provide a better experience for tourists, speed and availability were considered significant considerations in the decision–making process of online purchases of tourism products and services.

Price

After analyzing the group of hotels in Taiwan using panel data techniques, the panel discovered that hotels had to lower costs to boost inbound tourism significantly. "Suppliers who take a "through–cycle" approach to customer contacts and pricing strategies will likely emerge from this era of unprecedented challenges in a strong position."(Understanding Customer Experience, 2007) This necessitates the tourism team to enhance discipline in striking the correct balance between collecting value through pricing and being responsive in addressing clients' changing needs.

Place (Distribution)

In the era of COVID-19 tourism industries focused on the distribution channel. The intermediaries via which a product or service reach its final users are known as a distribution channels. Individual travel risk and management of in-person-to-person contact can be easily reduced with IT. People employ technology for travel vendor feedback and comparing vacation destinations, all of which minimize travel risk and management perceptions.

Promotion

During COVID, tourism management organizations and tourism businesses have coordinated their promotion and marketing strategies. Before COVID, internet sales promotion was frequently employed by online retailers to raise brand awareness and increase product sales. Its uses have expanded during COVID and become a crucial marketing tool. The rise of internet use has revealed several tendencies, one of which is a shift in online impulsive buying behavior (OIBB). Crowd–marketing campaigns on social media are more likely to gain traction. Crowd–marketing aims to mobilize all lovers of traveling so that, because of their emotional ties to it, they can help to promote it.

People

As part of the administration's efforts to safeguard employees, tourism has the option of giving security and well-being assurances to both clients and staff.

1. Additional training in the preparation, handling, application and storage of these goods may be required for service workers (mostly bleach, which may

be at a higher concentration). When making the solution, the cleaning crew should know how to check the bleach concentration and, if necessary, rinse it off after the minimal contact time.

2. If employees must enter the isolation room (e.g., for cleaning and disinfection), the ill individual should wear a medical mask and practice respiratory hygiene. If the medical front is too much for the sick, they should cough or sneeze into a bent elbow or cover their mouth with tissues, discarding the tissue.

3. When bleach is not appropriate or is potentially hazardous to the surface (on devices such as telephones and remote-control equipment), 70 percent alcohol or another coronavirus-safe disinfection product can be used.

4. Textiles, linens, and clothes should be placed in particular, adequately labeled laundry bags and handled with care to avoid producing dust that could contaminate neighboring surfaces. Instructions for washing them in warm cycles (60-90oC) with common detergents should be provided.

Emerging Trends in Tourism

Increasing Workation

Workation is a term that defines work plus vacation and business plus travel. It is not a very trendy or new concept. But during COVID, it was challenging to do work with travel. "Workation trips are rising after COVID as many companies prefer to work in any place or culture"(Smith, 2022). Therefore, they grow up with a brilliant plan for travel; that's why employees can do work in breathing space. When consumers understood that they needed a good internet connection and working environment, business and travel arrangements became popular.

Solo Travel

With the Pandemic, solo travel and even backpacking have become increasingly popular. Another new trend associated with the solitary journey is co-living. It occurs when lone travelers want to save money and time by venturing outside their comfort zone and meeting other solo travelers while on the road. Solo travelers engage in activities that include social destinations.

The Concept of E-Tourism

During COVID, the internet modernized travel. It provides consumers with a real place and the possibility of customizing it. Travelers are successful in influencing their decisions. Customers can use information technology to purchase a typical tour package a travel operator offers.

Inbound Tourism Destinations

Eastern Europe, Asia, and South America will play an essential role as premium inbound destinations when additional countries join the European Union since they thrill and pique the interest of many travelers. We can expect a competitive advantage to be built and utilized.

Outbound Tourism Destination

The two largest emerging outbound markets, China and India, each has over a billion people, many of whom are beginning to travel internationally to improve their infrastructure, primarily roads and airports, as well as prepare communication media in relevant languages, which can be very useful in attracting global tourists.

Conclusion

Through this research article, the authors have highlighted hot research topics, the changing situation of marketing mix elements in COVID times, and emerging trends in tourism, which provides thorough insights and analysis on the influence of COVID-19 on marketing strategies in the tourist sector. This study focuses on how COVID-19 influences the tourism industry and marketing techniques or marketing mix, as well as how virtual reality and artificial intelligence influence purchase decisions by catalyzing customers and transforming marketing behavior. Marketing is transitioning from traditional methods to digital and social media to attract clients. Giving attention to security measures, sanitization facilities, contactless deliveries, and contactless payments were introduced as measure concerns. This analysis shows that tourism attempts to maintain and strengthen its position in COVID times.

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Role of Tourism Industry in Development of Rajasthan-A Case Study

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Abstract

Tourism has been described as an entertainment and smoke-free industry. This industry is considered one of the historical industries of the world, mainly tourism is exclusive to the rulers or kings of the country, and some innovative men seek God or travel for pilgrimage. Modern tourism thinking is very new in its approach. The boom in scientific knowledge and technology and the revolutionary coordination in the field of transportation and communication have contributed significantly to the improvement of tourist exchange around the world. India's tourism business is currently growing steadily. India has a lot of potentials to become an international travel destination and Indian tourism companies are taking full advantage of this opportunity. A kingdom like Rajasthan has all the makings and elements to become a model nation for national tourism. However, the unfortunate truth for Rajasthan is that cultural, heritage, and lifestyle cars are not recognized at the national level. This article presents all the key elements related to the Rajasthan tourism business, challenges and opportunities, the development of the Rajasthan tourism business, and the arrival of domestic and international tourists to Rajasthan. It shows the facts.

Keywords: Rajasthan Tourism, RTDC, Sustainable Development, Multiplier Effect.

Introduction

Tourism is currently one of the world's largest industries and the fastest growing economic sector. Tourism is seen as a major tool for regional development for many countries as it promotes new economic activities. Tourism can have a positive economic impact on the balance of payments, employment, total income, and output, but it can also have a negative impact, especially on the environment. The unplanned and uncontrolled growth of tourism can lead to environmental degradation, which can jeopardize the growth of tourism. Therefore, the environment, which is the main source of tourism products, must be protected for further growth and economic development of tourism in the future. This is especially true for tourism based on the natural environment and historical cultural heritage. Sustainable tourism has three interrelated aspects: environmental, socio-cultural, and economic. Sustainability means longevity, so sustainable tourism includes the optimal use of resources, including biodiversity.

Minimize environmental, cultural, and social impacts. and maximize benefits for conservation and society. It also refers to the management structure required to achieve this. This paper presents a theoretical framework for sustainable tourism. It consists of two parts. The art provides an overview of tourism and sustainable economic development, as well as perspectives on the relationship between tourism and the environment. Part 2 focuses on strategy and policy instruments.

Tourism is a complete infrastructure-based carrier product. It is known for its products that aim to meet the demand for travel, accommodation, food, and beverage out-of-home. Tourism has grown as an essential business and has gained importance and international importance in almost every financial activity. Many of the economies of international locations rely on this tourism business as a whole, ranking among the top three industries. Tourism has the best possible effect on promoting well-being by improving communication, transportation, accommodation, and various customer-related services, changing and improving transportation, expanding people's lives, and improving handicrafts around and even the country.

Rajasthan is one of the most popular tourist destinations in India and is important to families and tourists around the world. With the slogan 'Padharo mhare desh', Rajasthan attracts tourists with its historical forts, palaces, art works and traditions. According to the Golden Triangle phase for travelers traveling in India, one out of every three foreign travelers traveling in India travel to Rajasthan.

Jaipur Palace, Udaipur Lake, Jodhpur, Bikaner and Jaisalmer Wild Fort is one of the most popular destinations for many Indian and foreign tourists. 8% tourism rate for government household products. [citation needed] Many historical palaces and forts have been converted into traditional hotels. The best region of India with a heritage of monuments built in the past using the unique caste of Maharaja.

Tourism is an area that can contribute to local economic, environmental and social prosperity. big. At the same time, it can further negatively affect prosperity. If the terrible consequences of tourism cannot outweigh its economic benefits, it can maintain a good balance between its beneficial consequences and the investments made for tourism. Not all effects of tourism are obvious. They are regularly indirect and can be assessed through a judge.

Let us see how tourism affects financial system, environment, and society.

The economic impact of tourism

Let's look at the extraordinary and negative impact of tourism on the economic system.

➢ Effective financial impact of tourism
➢ Inbound tourism promotes sales from overseas shores.

- Internal and domestic tourism creates process opportunities.
- Domestic and domestic tourism stimulates infrastructure development.
- Creates opportunities for nearby small enterprises.
- Weak financial impact of tourism
- Cross-border tourism causes economic collapse.
- All forms of tourism create a sense of dependence on consumers and stagnation.
- It is also possible to sell parallel economies.
- If accommodation is offered through inns around the world, sales of for-profit tourism companies rarely benefit local people.

The impact of tourism on the environment

Let's see the impact of tourism on the environment -

- Great impact of tourism on the environment
- Financial support for the protection of natural habitats.
- So it returns and contributes to the sustainability of the ecosystem.
- In developing countries, it prevents deforestation and overfishing in our large bodies of water.
- It helps to create price awareness for the human environment.
- Great impact of tourism on the surrounding environment
- Promotes vandalism and littering.
- Creates a way for wild existence and destruction of plants.
- Causes air and water pollution.
- Higher carbon dioxide emissions.
- Creating a sense of dependence on natural resources.

The social impact of tourism

- Let's see the impact of tourism on society-
- The impact of tourism on society
- Improved infrastructure will further congratulate our neighbours.
- Tends to make one aware of additional winning habits in this field.
- Poverty can be eradicated by selling arts and crafts made by people looking for a source of profit.
- Satisfying the local people.
- Strengthening relations between communities.

The negative impact of tourism on society

- Congestion, noise, and pollution disturb the lifestyle of the neighbours.
- Bring issues of alcoholism, drug addiction, and prostitution to your neighbours.
- Local people can be evicted by taking land and violating human rights to create a place to hit new hotels and entertainment centers.
- It can serve as a platform for the spread of infectious diseases.

> ➢ Tourism can change neighbouring network structures, kinship circles, traditional collective lifestyles, rituals, and ethics.

Tourism's 3 major impact areas

There are many areas where tourism has an impact, but there are three main areas of impact: natural resources, pollutants, and the negative impact of the physical impact of tourism, but the range of tourists' use is appropriate. The limits of change are greater than the ability. Using the environment to deal with this.

Uncontrolled traditional tourism is a potential threat to many vegetation areas around this sector. It puts a lot of pressure on the site and can have consequences such as soil erosion, increased pollution, release into the sea, habitat loss, increased stress on endangered species, and increased vulnerability to forest fires. It often strains water resources and can force neighbours to compete for the use of important assets. Depletion of plant assets Tourism development can put pressure on plant resources while increasing consumption in areas where resources are scarce. Water assets Water, especially fresh water, is one of the most important plant assets. Tourism companies usually overuse water resources for personal water use by lodges, swimming pools, golf courses, and tourists. This not only leads to water shortage and deterioration of water components but also produces more sewage. Water scarcity problems are especially difficult in dry areas such as the Mediterranean Sea. According to the recent weather and the tendency of tourists to consume more water than at home during sightseeing, the amount of water consumption reaches 440 liters in the afternoon. This is almost double the consumption of the average Spanish metropolitan resident. By maintaining the golf course, you can also burn the clean water supply. In recent years, golf tourism has become more popular and the variety of golf publications is increasing rapidly. Golf guides require large amounts of water every day, and there are various reasons for over-extracting water, which can lead to dehydration. If the water comes from a well, over-pumping may be aimed at infiltrating salt water into the groundwater. An increasing number of golf courses are regularly located in or near covered areas or areas where assets are located.

Research Objective

The purpose of the current paper is as follows:

1. Understand the importance of the tourism industry in India and exceptionally in Rajasthan.
2. Analysis of the work of the tourism industry in the economic development of Rajasthan.
3. Understand the work of the tourism industry in creating employment in Rajasthan.
4. To understand the problems and prospects of the tourism industry in Rajasthan.

Review of Literature

➤ **Bryan et al. (1993) in their study on the** "social impact of tourism", estimated that the people targeted by the travel industry can clearly distinguish between economic benefits and social costs, but even this caution is the travel industry.

➤ **Peggy.T focused on (1994) to assess socio-cultural impacts**: The case of Singapore highlighted the positive and negative impacts of the travel industry on individuals and the economy. Peggy's research explores how these influences change the perception of the travel industry from right to wrong and recommends ways to reduce the travel industry's pessimistic impact on the economy and individuals.

➤ **Nazuma's 2008 review,** The Socio-Cultural Impact of Tourism on Rural Areas in World Heritage Sites, suggests various strategies to protect neighboring cultures.

➤ **Gupta, et. al, (2015),** Highlighted on various forms of tourism in Rajasthan state, as the state is culturally, naturally and historical very dominant with its services.

Hypothesis

H0: There is not a significant relationship between the economy and the tourism industry.

H1: There is a significant relationship between the economy and the tourism industry.

Data Analysis and Interpretation

In our research paper we have taken 100 respondents who visit the tourist palaces. According to their information we can find out that tourism industry effects the economic development the questionnaire have been filled by them.

Place of residence

| India	Out of India	Rajasthan	Out of Rajasthan
25	30	25	20
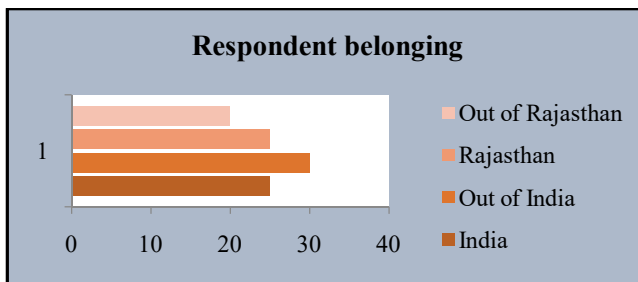
Source: Surveyed Data

Figure 1.Residence of Respondents

In the above table-1 and diagram the most tourists are from out of India so in the economic development we get more money from the foreigner. So we have done the development of the tourist places and get more money.

Which one is beautiful city of Rajasthan according to you?

Udaipur	Jaipur	Jodhpur	Kota	Bikaner
30	20	15	20	25
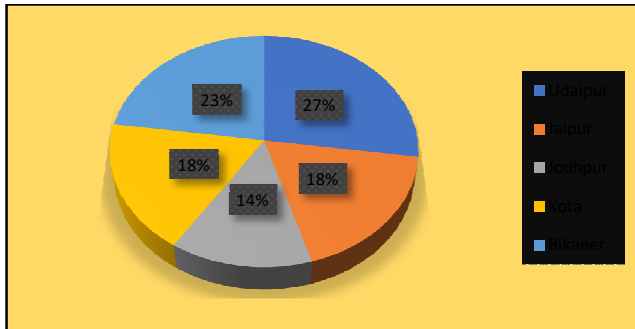
Figure 2.Response on city, Source Surveyed Data

According to above table-2 and diagram most of the tourist like the Udaipur the most so we have to maintain the balanced development in the places and government initiatives must be taken for their improvements.

Hotels and travelling facilities in the cities

Cities	Excellent	Not good
Udaipur	30	70
Jaipur	40	60
Jodhpur	50	50
Kota	30	70
Bikaner	60	40

| Calculation	Excellent	Not good
Mean	58	42
Standard deviation	13.04	13.04
Variance	170	170

In the above table-3& 4, the calculation of the data standard deviation and variance that means both the option varies from the average basis. That means, some cites have good condition but some other cities have average conditions.

Most expensive city for tourists

Table 5.Respondents perception on most expensive city

City	Yes	No
Udaipur	60	40
Jaipur	70	30
Jodhpur	50	50
Kota	45	55
Bikaner	30	70

Source: surveyed data
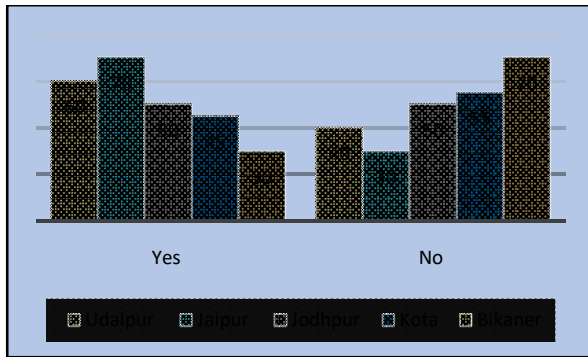
Source: Surveyed Data

Figure 3.Most Expensive City

The above diagram and table-5, shows the most expensive city the most. Jaipur the capital of Rajasthan is the most expensive city in Rajasthan. Pink city is very expensive in the terms of tourists.

Questions that affect the economy of the Rajasthan

Table 6.Variables of economy

Options	Strongly Disagree	Disagree	Agree	Strongly Agree
Does tourism have an effect on the economic system of a Rajasthan?	20	15	15	50
Does tourism make contributions to the economic system?	20	20	20	40
Does the high quality and poor monetary effects of tourism?	20	18	12	50
Does tourism assist or harm the Rajasthan?	30	20	18	32
Does any negative effects of tourism?	20	20	20	40

The poor monetary effects of tourism?	25	20	20	35
Does the high quality and poor effects of tourism on the environment?	25	20	25	30
Does an instance have a monetary effect?	25	30	20	25
Does tourism assist the terrible countries?	30	25	20	25
Does tourism has a vital for a Rajasthan?	28	20	12	40

Source: Authors

Table 7.Results of interpretations

Summary of Data						
	Treatments					
	1	2	3	4	5	Total
N	10	10	10	10		40
$\sum X$	243	208	182	367		1000
Mean	24.3	20.8	18.2	36.7		25
$\sum X^2$	6059	4474	3462	14199		28194
Std.Dev.	4.1379	4.0497	4.077	9.0068		9.0497
Result Details						
Source		*SS*	*df*	*MS*		
Between-treatments		2012.6	3	670.8667	$F = 20.44286$	
Within-treatments		1181.4	36	32.8167		
Total		3194	39			

Source: author

The *f*-ratio value is 20.44286. The *p*-value is < .00001. The result is significant at $p < .05$.

Post Hoc Tukey HSD (beta)

Tukey's HSD (honestly significant difference) procedure facilitates pairwise comparisons within your ANOVA data. The F statistic (above) tells you whether there is an overall difference between your sample means. Tukey's HSD test allows you to determine between which of the various pairs of means - if any of them - there is a significant difference.

A couple of things to note. First, a blue value for Q (below) indicates a significant result. Second, it's worth bearing in mind that there is some disagreement about whether Tukey's HSD is appropriate if the F-ratio score has not reached significance.

Pairwise Comparisons		$HSD_{.05} = 6.8998$ $HSD_{.01} = 8.5675$	$Q_{.05} = 3.8088$ $Q_{.01} = 4.7294$
$T_1:T_2$	$M_1 = 24.30$ $M_2 = 20.80$	3.50	$Q = 1.93$ ($p = .52816$)
$T_1:T_3$	$M_1 = 24.30$ $M_3 = 18.20$	6.10	$Q = 3.37$ ($p = .09904$)
$T_1:T_4$	$M_1 = 24.30$ $M_4 = 36.70$	12.40	$Q = 6.85$ ($p = .00014$)
$T_2:T_3$	$M_2 = 20.80$ $M_3 = 18.20$	2.60	$Q = 1.44$ ($p = .74186$)

Findings

- Few tourist places, sites, or forts need more development and maintenance like Bikaner, Chittorgarh, etc.
- Poor marketing efforts.
- Maintenance of old monuments, forts, etc is less.
- The government has not been able to leverage the India Incredible campaign and carry it forward.
- Most of the respondents have heard about various festivals like the Teej festival in Jaipur and are interested to be a part of them; therefore, this can be used for marketing promotion.
- Maximum respondents wish to come back to Rajasthan for leisure and visit other places which are left by them during this visit due to a shortage of time.

Suggestion

- Tourism must be given the status of a priority sector.
- Preservation of heritage and greater involvement of the private sector.
- Better connectivity between the various tourist centers in the state.
- Making the overall experience of the tourist wonderful so that they become the brand ambassador of the state.
- Maintenance of tourist spots and properties with the help of urban local bodies and tourism departments. • Infrastructure around the tourist sites to be developed.

Conclusion

The tourism potential of Rajasthan is yet to be fully exploited. This requires a combination of policy and marketing efforts.

- Basic infrastructure for road, rail, and air communication should be strengthened.
- Internet marketing is another area that marketers should focus on advertising.
- The majority of people visiting Rajasthan are young professionals between the ages of 26-35, so they should cater to their tastes.

Rajasthan's culture as we know it has unique advantages as a tourist destination due to its traditions, cuisine, costumes, numerous art forms, and world-class heritage. However, the state also faces underdeveloped transport and communication, literacy and issues, especially compared to other parts of India. Similarly, accommodation, accommodation arrangements, transport and communication, and drinking water issues are common concerns for tourists. Usually foreign tourists, especially antiques, artworks, Rajasthani shoes, clothes, ornaments, history, etc. It has been observed that they are interested in everyday items. These merchants and traders trick tourists into printing money with fake advertisements. Therefore, to overcome the above problems and increase the number of tourists to the country, the tourism sector needs to adopt accommodation, transportation, and accommodation strategies. For this purpose, the government should modernize rail and road transportation. To promote a comfortable stay for tourists, all possible incentives and all necessary facilities should be provided to the hotel industry. The government allocates suitable land for buildings, standard hotels and hostels, grants, and other subsidies that can encourage communities and hotel business agencies to build suitable accommodation for tourists in the state. And to address the error problem, the state government should purchase handicrafts and handicrafts directly from the manufacturer to avoid middleman profit.

Therefore, different fields of tourism have been discussed and analyzed by different scientists at different times. Most research. The Indian scenario seems to be discussing tourism in the state. New era tourism like sports tourism and medical tourism with Kerala and Goa. He worked in various fields such as tourism research, rural tourism, and ecotourism. Marine tourism, medical tourism, cruise tourism, its potential, threats, and challenges This review provides space for further research, including identifying gaps in tourism planning and implementation. Efforts include tourism development and infrastructure development, advertising, and tourist arrivals. Marketing strategies for tourism growth, financial management for tourism growth, and the impact of forecasts on key stakeholders such as tourism government, non-government, business, local people, and lobbyists. Big tourists to understand the effectiveness of tourism products. Exploring new destinations and managing the government's role in promoting tourism. But it confuses different industries. One is the lack of professional marketing and coordination between the tied ministries. In addition, the extent of political influence in tourism development. Physical and socio-cultural factors for the growth of tourism. Scope of potential research from tourism to employment in the state/region Tourism scenarios are viewed from a macro perspective but understudied. Researchers have found many themes that should be considered for the scale of tourism development. A single study of the depth of the psychologist is not considered.

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A Study on Utilisation of Geofencing- A Leading Marketing Tool for Hotels

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Abstract

Geofence is a geographical location surrounded by a virtual boundary in which other software's uses Radio Frequency Identification (RFID), Global Positioning System (GPS), Wireless Fidelity (WIFI) generates a pre-programmed action whenever a mobile device or RFID tag enters that virtual boundary. Geofencing is a location based service in which software uses RFID and more other a like apps to hit the programmed action whenever a mobile enters that boundary. It's an innovative technology, an online marketing place for proactive contextual services that allows users to easily find interesting services, can easily subscribe to it and allow providers offer their services for a variety of applications such as electronic toll collection, contextual advertising, exciting offers and other tourist information systems even without additional infrastructure. The practice of Geofencing in the hospitality industry has become a very popular and rewarding trend for both customers and hospitality marketing. Yet the literature calls for more usability studies due to the lack of user-centered research. This research paper focuses on the development of Push map-a geomarketing tool for launching Location Based Marketing (LBM) campaigns through a user-centered parallel. As Geofencing offers great incentives, which are likely going to increase the sales that would not have been originally made. The future of Geofencing will be more about the information that people can access than to identify their location and let the rest of the world know where they are at that very moment. A survey based research study has been conducted in the form of a questionnaire to the sales and marketing team of hotels to find out how Geofencing is benefitting the hotels in increasing their sales and revenue as well as having repeat customer and their loyalty. Geofencing is drastically changing the hotel business landscape. With a mobile only world on the way, Geofencing will become one of the most popular tools for marketing in the hospitality industry. It will go beyond the limits of Foursquare and Check-ins.

Keywords: *Location Based Marketing (LBM), Hospitality Marketing, Geofencing, Technology and Sales.*

Introduction

The popularity of location-based services (LBS) has drastically changed recently. While the first generation of LBS hasn't received much attention lately, the market will provide a variety of LBS that demand second-generation

applications, such as those for tourism information, navigation, asset tracking, mobile games, and mobile marketing, to mention a few. Those in positions above the LBS had complete influence over the user operator's mobile network. Due to their limitations on simple services created with less originality, their high cost, or both, the majority of these basic LBS do not satisfy the needs of consumers. American inventor Michael Dimino created geofencing in the early 1990s and received a patent for it in 1995. It uses ground-breaking GPS and GSM technologies to track and locate objects anywhere in the world from a distance (Wikipedia, 2022). Major corporations including IBM and Microsoft have mentioned cellular geofencing for worldwide tracking over 240 times in the USPTO since 1995, with the first citation being as follows:

➤ A global tracking system (GTS) that consists of the following for tracking an alarm condition linked to and identifying moving objects:
➤ A cellular telephone located with the movable object;
➤ An interface between the GPS receiver and the cellular telephone, the interface being connected between the GPS receiver and the cellular telephone and including circuitry for transmitting the spatial coordinates from the GPS receiver; a GPS (global positioning system) receiver located with the movable object, the GPS receiver being effective for providing data reflecting a present spatial position of the movable object in terms of spatial latitude/longitude coordinates; and
➤ An alert to signal the transmission of the GPS receiver's spatial coordinates to the distant location in the event that the alarm detects a movement of the object greater than a specified distance. The alarm works by calculating the spatial movement of the object over a predetermined distance.
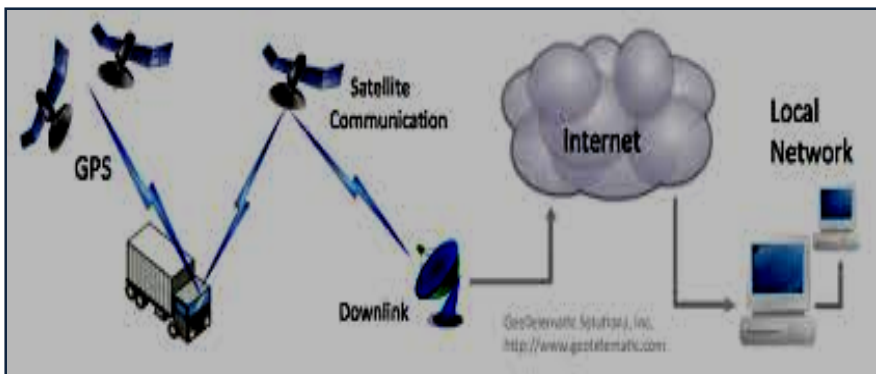
Source: opengts.org

Figure 1.A GTS system

To create their virtual border, geofencing uses technologies like GPS or even IP address ranges. The physical position of a device active in a specific area or the fence area can be tracked using these virtual fences. The location of the user of the device is used for geocoding reasons and may afterwards be used for

advertising. The brand can monitor the dialogue on all major social media sites if a user's profiles are public. Instead than using hash tags or mentions, the system enables conversation monitoring based on locations. The platform geotags social media content and display it on a custom user interface, alerting the hotel staff to take the necessary action.

According to the proximus mobility website, this technology can be used in hundreds of different ways within a single hotel anywhere from alerting guests of lunch specials to providing coupons to the spa. What this means for hotels is increased foot traffic, improved guest experience, and most importantly increased customer loyalty and repeat visits. This website also says Geofencing encourages the customer to keep making return visits. It all begins when a customer opts in on their initial visit. Once they have done so a customer profile can be built so that their return visits are on a more personalized level. Hotels can even capture information for their loyalty program or have guests interact with the hotel loyalty app.

Imagine a geo-notification containing a location-specific survey for passengers arriving at a particular airport. If the passenger's personal history, e.g. the airport the passenger is originally departed from, should be considered by the structure of the survey, the trigger conditions of the location specific survey need to temporally relate at least two different Geofences i.e. at the departure and the arrival airport. In other words, if the passenger enters and leaves the departure airport and sometimes later enters the arrival airport, the passenger should be prompted with questions that are somehow related to the individual departure airport. Otherwise, the passengers arriving at the targeted airport cannot be distinguished by their departure airport and would therefore be prompted with the same questions, regardless of their location history.

Review of Literature

Geofencing is a new and latest topic in the research domain so only fewer research articles are available. Majority of articles are derived from web. Some of the prominent articles are:

A study on using geofencing for a disaster information system was published in Tokeyo in 2016 by *Akira Suyama and Ushio Inoue*. It suggests a catastrophe information system that tracks user movement and informs them of their risk by using geofencing technology. The system is based on a client-server architecture, where the server gathers risk data from multiple data sources and the client keeps an eye on the user to alert the user when more data is required. Based on the risk information kept on the server, the client generates a virtual fence called a Geofence at the hazardous region and keeps track of when a user enters and exits the fence to detect their movement. As a result, the system can promptly convey cautionary messages to individual users who are in risk. The location of the user was detected with high accuracy when entering the fence, but the accuracy was low when exiting the fence.

Akira Suyama & Ushio Inoue (2016) Suggest the use of Geofencing for a Disaster management through spatial analysis in inland mibile navigation.

Tomasz Hyla and Natalia Wawrzyniak (2016) conducted a study in Szczecin on the use of geofencing technology for spatial analyses in inland mobile navigation. In this study, geofencing technology in inland mobile navigation systems was examined. It discussed proximity analysis implementation problems while using Geofences for safety and informational purposes. When approaching navigational dangers, this includes the generating of warning and alert signals.

Research Methodology

The current article is supported by secondary data that was collected from dependable print, internet, and journal sources of published literature.

Discussion

While for generating the concept, various articles on the web were accessed, and their findings suggest the concepts that, GPS or markers are used in geofencing technology to define a virtual perimeter around a specific location. The brand can monitor the dialogue on all major social media sites if a user's profiles are public. Instead than using hashtags or mentions, the system enables conversation monitoring based on locations. The platform geotags social media content and display it on a custom user interface, alerting the hotel staff to take the necessary action.
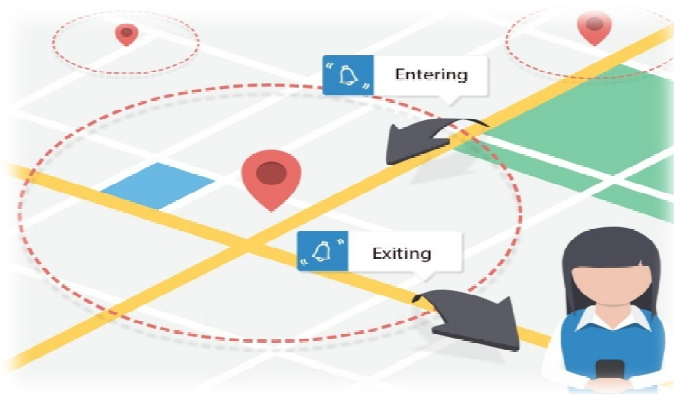

Source: extracted from Web
Figure 2.Picture showing Geofencing Entry and Exit

Virtual barriers come in a variety of shapes and sizes. Depending on your demands, we can have active or passive barriers. An open mobile application and end user opt-in to a localization service are prerequisites for active geofencing. However, since they always operate in the background and just use Wi-Fi and cellular data instead of GPS and RFID, passive geo-fencing is a little more dependable because it is always on.

Types of Gefencing

The types of types of Geofencing to be described are **Application based (App based), Network based** and **Hybrid Geofencing** as shown in Fig. 3
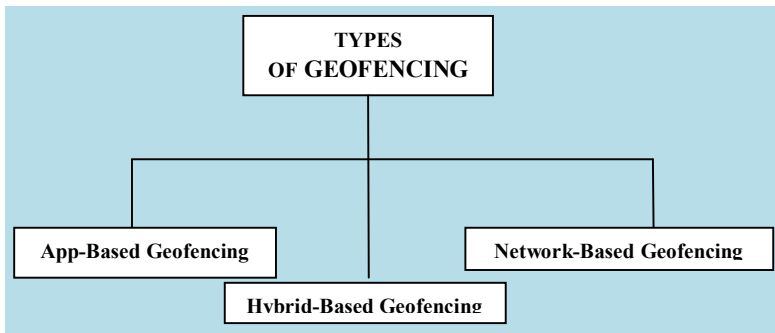

Source: Author

Figure 3.Types of Geofencing

A. App-Based Geofencing

An application is always needed for an app-based macro-Geofence to access GPS information. The region's latitude and longitude must be provided before the radius in order to designate the area of interest. The radius is needed to represent the imaginary border of the area of interest. This is shown in Fig 3.
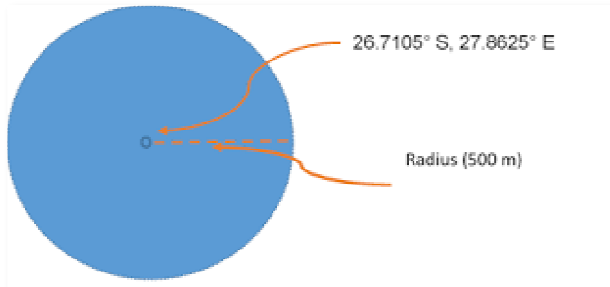
Figure 4.Geofencing of a particular area

The server is configured to allow users to choose whether or not they want to receive alerts about the offers made at their region of interest. Users must have a GPS receiver device in order to be tracked, and the location of the user with respect to the Geofence is determined using GPS data from the receiver. Reporting whether a GPS receiver is inside or outside the user-specified Geofence volume is the goal of a Geofence application. Geofencing technology enables remote monitoring of geographical areas enclosed by a virtual fence (Geofence), as well as automatic detections when monitored mobile objects enter or leave these zones.

Users can decide what to do or where to go based on a geofence, which is an additional layer of intelligence. It can circle any object or region, such as a

neighbourhood, a stadium, or a shopping centre. The user must download the app on their mobile devices, it must be highlighted.

For app-based micro-Geofencing to work, an application must calculate beacon proximity. The Geofence's beacons are what make it up. As depicted in Fig. 4, the Geofence can be built when the beacons have been put all around a building. These gadgets, whose broadcast range is roughly 70 metres (m), send out a detecting signal regularly, which BLE-enabled smartphones may pick up when they are in the transmission range. It is necessary for beacons to support one-to-many interactions.

One beacon transmits signals that are received by all phones within the beacon's range. When a user's BLE-enabled smart phone enters the beacon's range, it receives the signal and evaluates its strength to determine how close it is to the beacon. After that, the phone's operating system extracts the beacon ID and makes it available to the app. After these steps are finished, the software decides the next course of action based on the user's position.

Figure 5.Beacon based Geofencing

B. Network Based Geofencing

Non-GPS based Geofencing is another name for network-based geofencing. Micro and macro geofencing are two types of network-based geofencing. While microgeofencing uses wifi hotspots, macrogeofencing makes use of cell towers. The mobile operator can at any time determine the location of a mobile device and identify it with a cell tower ID based on the ID of the Base Transceiver Station (BTS) that the customer is connected to. The accuracy of the Cell ID technique can therefore be assessed based on the known range of the specific BTS serving the user at the moment of the query. In rural settings, it might be anywhere from a few hundred metres and several kilometres (about one to two kilometres).

C. Hybrid Geofencing

In hybrid geofencing, geofencing technologies are blended to function together while taking into account how well they complement one another in the environment under consideration.

Geofencing Applications

Geofencing has become a common technique for many firms due to the growing use of mobile devices. The possibilities for businesses are virtually unlimited once a geographic area has been identified, and it has gained particularly widespread use in marketing and social media. When we reach close to the boundary, we'll receive a push notification urging you to visit the rival firm. This practise is common among retail and hospitality enterprises. Or perhaps a coupon is pushed to your device as you enter a store. The likelihood is that if you download a supermarket app, it will detect when you drive by and send you an alert to encourage you to stop by.

Here are other common Geofencing applications:

➢ **Social networking:** One of the most well-known applications for Geofencing is found in well-known social networking apps, namely Snapchat. Geofencing enables location-based filters, stickers, and other shared content. It's all possible because of these virtual boundaries, whether you're using a sponsored filter at a concert, a specially created filter for a friend's birthday, or uploading to publicly accessible location-based stories.

➢ **Marketing:** In addition to social networking, Geofencing is a well-liked method for companies to send in-store promotions, alerting you as you approach the store. Businesses can use geofencing to target ads to a particular audience and determine which marketing techniques are most effective depending on user location information.

➢ **Audience engagement**: At large gatherings of people, such as concerts, festivals, fairs, and other events, geofencing is employed to keep them interested. For instance, a music venue might employ a Geofence to collect social media posts from the public or disseminate information about the location or event..

➢ **Smart appliances**: It's now simpler than ever to set up your refrigerator to alert you when you're out of milk the next time you drive by the grocery store as more of our equipment becomes "smart," with Bluetooth capabilities. Alternatively, you can use a Geofence to ensure that the thermostat is already set to the ideal temperature when you get home from work.

➢ **Human resources**: Some businesses use geofencing to keep an eye on employees, particularly those who perform field work away from the office. Additionally, it's simple to automate time cards by clocking workers in and out as they enter and exit the building.

➢ **Telematics**: Telematics can also benefit from geofencing, which enables businesses to create virtual boundaries around buildings, workspaces, and secure areas. They can send alerts or cautions to the operator when activated by a human or a vehicle.

➢ **Security**: Geofencing might appear intrusive, and depending on how it's utilised, it definitely has the ability to occasionally feel overreaching. But

you may also utilise geofencing to give your mobile device extra security. You can, for instance, use a Geofence to set your phone to unlock when you are at home and to receive alerts when someone enters or exits the building.

Main Benefits of Geofencing

Some of the major benefits of geofencing are discussed below:
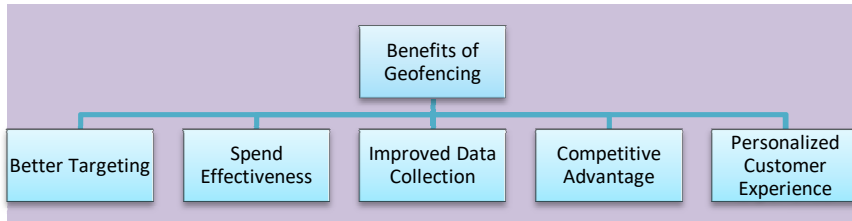
Figure 6.Benefits of Geofencing

➢ **Better Targeting**: With the capacity to hyper-target prospects, users will be able to engage people with timely and relevant messaging in addition to reaching them at the appropriate time and location. Users are considerably more likely to contact prospects if they target people in a particular geographic area and filter that area according to specified targeting parameters.

➢ **Spend Effectiveness**: His engagement rates increase when his advertising is well targeted and delivered at the appropriate time and location. With Geofencing, users can focus their marketing efforts on customers who are most inclined to act and spend less on those who are not.

➢ **Improved Data Collection**: Once geofencing is set up, users have access to a wealth of informative data analytics, including information on which brick and mortar stores are performing better, which target audience is more engaged, traffic patterns (when people are in/near places), stay times, and messaging efficacy. A company may enhance the user experience, boost engagement, and better understand user behaviour by fusing this information with online activity, purchase data, and web browsing habits. Using the same data, you can target those who have already visited particular sites and send them tailored follow-up messages.

➢ **Personalized Customer Experience:** We can also tailor the consumer experience using geofencing. We can use the local population's demographics to tailor our promos if we are marketing to a specific location.

➢ **Competitive Advantage**: Consider your clients' potential locations as well as your own actual location when deciding where to place your virtual fence. Sometimes it might not be where you are. Many well-known brands have experienced great success with this strategy. geofencing makes it possible to entice customers away from other businesses. In order to entice customers away from the competition, Dunkin Donuts famously set up Geofences around nearby coffee shops in 2016 and sent targeted advertisements to those people.

Table 1.Uses and examples of Geofencing

Use	Example
Drone Management	A sporting event can use Geofencing to create a temporary no-fly zone that prevents drones from crossing a defined perimeter.
Fleet Management	Geofencing can alert a dispatcher when a truck driver breaks from his route
Human Resource Management	An employee's smart card will send an alert to security if the employee attempts to enter an unauthorized Geofenced area.
Compliance Management	Network logs can record Geofence crossings to document the proper use of devices and their compliance with established policies
Marketing	A small business can send an opt-in customer, a coupon code when the customer's smartphone enters a defined geographical area.
Asset Management	A network administrator can set up alerts so when a hospital-owned iPad leaves the hospital grounds, the administrator can monitor the device's location and lock it down to prevent it from being used.
Law Enforcement	An ankle bracelet can alert authorities if an individual under house arrest leaves the premises.
Home automation	When the home owner's smart phone leaves the home's Geofenced perimeter, the thermostat lowers itself to a pre-defined temperature.

Source: Author

Various Uses & Applications of Geofencing

➢ **Business Marketing**: As was previously said, businesses and organisations may use geofencing as a marketing tool to show advertising to consumers across 100,000's of mobile applications and websites after they entered the geofenced zone. The ads can even be seen by the person long after they left the geofenced location (30 days or longer). Additionally, it can be used by merchants to send notifications to customers who have downloaded their app and have walked close to or inside the Geofence they have set up.

➢ **Asset Management**- To track when their assets are taken outside of a Geofenced location, asset owners can install Geofencing technology inside their assets (cards, trucks, tractors, laptops, etc.).

➢ **Fleet Management**- To track their cars based on where they are going, many trucking and fleet-based businesses use geofencing. You may track if mobile assets are present in the designated geographic areas by using the HERE Fleet Telematics Geofencing REST API. Any item that can be tracked, including people, cars, smartphones, and delivery packages, is referred to as an asset.

- ➢ **Human Resource Management**- Businesses like Quickbooks and other software providers are starting to integrate Geofencing technology into their products to enable staff to not only manage their time but also to confirm whether someone has actually departed a Geofenced location after clocking out.
- ➢ **Drone Management**- Drones are increasingly popular for delivery as well as for taking photos, movies, and other types of media. Drones may be located on maps using RFIDs and GPS tracking for Geofencing. Additionally, drawing a Geofence to ensure that a drone doesn't leave the designated Geofenced region would help to better monitor drone use.
- ➢ **Law Enforcement**- Law enforcement is using Geofencing to track people who may have committed a crime. It does require law enforcement to issue a warrant to a judge. These warrants compel a technology company (so far, only Google) to disclose anonymized location records for any devices in a certain area during a specified time period. Some say this is in violation of the 4th amendment, but the area is still grey for now.
- ✓ **Security Geofencing-** The use of Geofencing technology in the security industry is increasing. This is accessible on contemporary, cutting-edge smart home security systems, and installation is simple. You can select a location, a distance, and a number of actions using the system's free, compatible software. A perimeter, or fence, around a given place is defined by the relationship between distance and location. The software then continuously keeps track of your whereabouts.
- ✓ Lighting (via Smart Outlets or Bulbs)
- ✓ Thermostats
- ✓ Door Locks
- ✓ Alarm Arming System
- ✓ Television
- ✓ Appliances
- ✓ Lawn Speaker Systems
- ✓ Garage Door Openers
- ✓ Water Shut Offs
- ✓ GPS Trackers (for sales force)
- ✓ Sound Systems
- ➢ **Market Research**- Geofencing technology can also be use for market research purposes and to determine where people are going and the types of people based on demographic and psychographic data where they are frequenting.

After knowing a little about Geofencing, now, the Question is, Is it possible for the hotel chains to improve Guest Experiences through Geofencing?

Well let us go through following top Geofencing strategies for hotel chains to improve guest experiences and cultivate loyalty:

> **Improving safety and security with mobile room keys**

From 2016 to 2018, there was a rise in the proportion of hotels giving digital room keys, from 6 to 17 percent, and that number is continuing to rise. The COVID pandemic has highlighted the significance of safety precautions, and hotel guests are starting to anticipate digital room keys as a feature. As a countermeasure, Hilton is enabling customers to choose their room from a map of the hotel they are checking into, get a key, and use a contactless point of entry for the length of their stay using the app.

By presenting the functionality in the app at critical times, such as when initially checking into the hotel or while approaching the room, geofencing may also be utilised to promote the use of the digital room key feature.

> **Reducing labour costs with on-property app features**

It's time for hotels to use technology to reduce their largest incurred cost, which is labour, given that 76 percent of travellers believe their mobile device is their most significant vacation companion. The James Hotels introduced the James Pocket Assistant in 2014; it served as an e-concierge and gave users access to deals, maps, hotel contact information, and service requests.

Radar can enable an on-premise app mode when a guest opens the app at a hotel site, prioritising the contactless concierge to function as a parking attendant, take a room service order, or recommend a nearby restaurant or add-on service. The app can replace anything that the front desk or a phone call could do more efficiently, driving labor savings.

> **Boost ancillary revenue with relevant recommendations**

Hotels provide more than just lodging and fees. The best strategy to increase revenue from a stay is to offer extra services and goods while the guest is staying at the hotel. In order to welcome visitors upon their arrival and send push alerts with exclusive deals as they move about the property, Marriott has deployed beacon technology.

Radar supports beacons and can be used to geofence certain portions of the hotel property using configurable, adaptable polygon Geofences. To increase ancillary revenue, Radar can send visitors location-based offers for nearby activities, spa treatments, or room service throughout their stay through interfaces with top customer engagement platforms. For example, hotels can use Radar to send a highly relevant message to guests on the property right before dinnertime for "free appetizers at the hotel restaurant."

> **Speeding up guest check-in with Expected Time of Arrivals and arrival detection**

According to surveys, customers get impatient if they wait even five minutes to check in. 62% of visitors are always likely to check in via an app, according to Criton. Hotels have a great potential to use Radar's trip monitoring technology for ETAs and arrival detection to enhance the check-in process. When driving to the hotel, customers may be asked to complete a mobile check-in or provide advance notice so that staff can prepare room keys for them. In either scenario, employees are always better prepared for visitors' arrival, wait times are reduced by 20%,

and visitors can enjoy convenience straight away thanks to a welcome message on their device and accelerated services.

➢ **Receiving feedback to increase and measure customer satisfaction**

Reviews can be unpredictable but they have a significant impact on potential business. Hotels can use radar to set off events as visitors walk about the premises. After customers check in, utilise the spa, or eat or drink in the hotel restaurant, hotels can leverage these location events to prompt for feedback in real-time. Hotels reduce the likelihood that a later, more public bad review will be made by giving customers a space to share any negative feedback within private internal forums. With knowledge of complaints as they arise, hotel staff can address the issue to turn an unsatisfied visitor into a devoted patron.

➢ **Promoting loyalty adoption**

Reviews can be misleading, but they do affect future sales. To encourage loyalty, hotels are investing in fantastic experiences. The Marriott Bonvoy app is an excellent illustration of a loyalty programme that offers customised promotions, a mobile key, and more along with contactless and personalised experiences.

Hotels can reveal crucial app features at the correct time thanks to Radar's Geofencing and Arrival detection, and location-based segmentation of loyalty rewards members allows for the sending of targeted offer messages before, during, and after a visit. Additionally, hotels can employ Radar to convey the importance of loyalty benefits at crucial times.

For instance, visitors may be asked for feedback in exchange for loyalty points toward their subsequent visit. The likelihood that a guest will return and spend more money with a hotel brand increases with frictionless experiences. By promoting the app as a useful tool for guests' requirements at the appropriate place and time, locations can help hotels reduce friction. Through Radar's industry-leading Geofencing platform, enabling location-based experiences for guests has never been simpler. (Vandiver, 2021)

In selecting the Geofencing technology for use in hotels, one needs to take so many things in consideration such as tracking the mobile user every time whether outside the region of interest or not, is it in doors or not, etc. Comparison of these technologies will help in deciding whether to use one technology or mix. Geofencing helps to up sell and cross-sell services or products. All can be done with the help of push notifications. There are chances to hit the bull's eye with this as there might be some customers who realize to go ahead and make the purchase of your offerings. This is a win-win situation for both customers as well as businesses.

Big amount of accurate data collected to perform behavioural analysis to understand the diverse customer insights such as buying capacity of the buyers, their motivation, and buying habits.

Challenges & Issues

Geofencing apps need to be actively operating in order to be informed when a geofence has been crossed. The battery life of mobile users is drained by this background tracking. Since app-based Geofence only works on smartphones, a sizable portion of mobile users who utilise feature phones are left out. The constant connection needed for the macro app-based Geofencing drains the mobile user's data, which results in a cost to the mobile user. Building and maintaining an app is more expensive when using geofencing through an app.

The mobile user's location within the region of interest cannot be determined using macro network-based Geofencing. It is possible to track a mobile user without their knowledge, infringing their right to privacy.

The vast amounts of heterogeneous data that are handled by geofencing systems require suitable storage and analysis in order to be helpful. Some of these programmes are classified as location-based services (LBSs), which produce, compile, select, screen, or carry out other operations while taking into account the user's present location.

Conclusion

Through Geofencing, vendors may target clients in their immediate neighbourhood with timely and appropriate promotional offers. The ability to follow customers' movements using mobile devices makes this possible. Retailer uses a "push" method to deliver clients individualised messages as they pass virtual barriers. Geofencing is extremely helpful in this way. Users does not need to specify their position in push-based LBSs. The Geofencing platform receives the location automatically through the customer's mobile device. Messages in the form of invitations, vouchers, or other sorts of incentives are sent automatically to customers' mobile devices when they enter the virtual fence area. Customers can easily find intriguing services thanks to this cutting-edge technology.

An online marketplace for proactive contextual services would be comparable to this. Customers are worried about their privacy when utilising technology and receiving too many pointless and unnecessary communications on their mobile devices. Customers are concerned because ongoing background tracking of users' locations quickly depletes the battery life of their current mobile devices. The adoption of location-based services seems to be the way forward, thus major technology companies are actively looking for answers to these technological issues. As a result, hotels may track visitors or guests as they pass through the fence and send them offers and product promotions that they can view on their emails or Whatsapp, which could help the hotel's business grow.

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Emerging Trends in Hospitality & Tourism Marketing

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Abstract

Tourism is a major contributor to the Indian economy. Many countries have been elevated from poor to appreciable economic statuses as a result of the invaluable contributions their tourism sectors have succeeded in adding to their overall economic growth. The tourism sector is witnessing some new trends that are supplementing the established trends in the sector. As a vast and growing industry, hospitality and tourism provides more opportunities for ambitious educated and uneducated persons who enjoy working with people. Accommodation facilities have been redefined for the convenience of the visitors. With the industry in perspective, there is quite a vast array of key players such as businesses, modern technology and hotel marketing trends. Labour and skills shortage has been identified as one of the challenges that are facing the tourism and hospitality industry. It should be known that the tourism and hospitality industry has been growing in recent years and this is because various economies have been on an upward trend. As a result, there has been an increase in the demand for accommodation.

The purpose of this study is to identify, analyze, and noted the future trends that has been done that now related to hospitality and tourism sector. It seeks to examine the current trends in the hospitality and tourism industry, bring to light the challenges faced by the hospitality and tourism industry and lastly critically analyse the future prospects of these new trends are expanding the horizon of the tourism industry in India and generating newer avenues for revenue creation.

Technology is something that is always evolving and any industry cannot do without it. The rate at which technology has been evolving and emerging is too fast that if you are left behind, you will likely miss customers. Keywords: Rebranding; Foreign tourists; Indian travellers; Tourism industry; Marketing strategies; Trending trends; Hospitality industry; Growing industry; Leveraging techniques.

Keywords: *Tourism & Hospitality, Marketing, Emerging Trends, Technology, Marketing Strategies, Leveraging Techniques.*

Introduction

The word hospitality comes from the Latin word hospes, which means host or guest. Hospitality has come to mean meeting the needs of guests with kindness and goodwill.

Figure 1.Hospitality word cloud Image

Tourism and hospitality marketing are about creating a clear picture of your brand through multiple channels – from search engine results to ads to social media. Our content marketers, graphic designers, photographers, video team and other experts can help you create a flawless user experience during every interaction

Because the hospitality industry focuses heavily on creating experiences and relationships with customers and patrons, marketing that inspires customer loyalty while also reaching out to new customers is an important part of ensuring a member of the hospitality industry's success.

Figure 2.Major parts of Hospitality and Tourism Services

Objective & Process of Tourism Marketing

Marketing is the process by which firms create value for customers and build strong relationships in order to capture value from customers. An important concept that can be extracted that it is an exchange between parties.

Consumer value is the difference between the benefits of a product or service and the cost of obtaining it. There is an imperative difference between tourism marketing and marketing of the physical goods. For e.g wildlife enthusiasts for instance may pay a full month's salary for staying at a South African game park or reserve.

If the service is pleasing and manage to see variety of rare species then they will think their stay as good consumer value similarly, a family having toddlers and kids for them kid activities and theme parks and other activities which the kid can involve themselves and connect it will create a good experience for them and will add value to them.

So, there are many factors which have emerged with time, economic and culture. Earlier marketing was concerned in creating awareness or brand image in order to attract customers in order to make money.

Let us see what marketing is concerned with in terms of customers:

➢ Difference between needs and wants of existing and potential buyers (why they buy).
➢ Categories of products and services buyers choose with various permutations and combinations of prices, quantity with respect to time.
➢ Sources of marketing (social media /word of mouth).

Concerns or a question which comes in mind which needs justification for the same:

➢ Are needs the same as want?
➢ How are they different?
➢ Holiday makers actually need or want a holiday?

Categories of Tourists

Tourists can have multiple motives for travel. For e.g. one group of tourists can be visiting a Guwahati for spiritual purposes to visit Kamakhya Devi whereas another group may be visiting for tea gardens and another group for Assam silk. There are destination related motivators and non-destination related motivators.
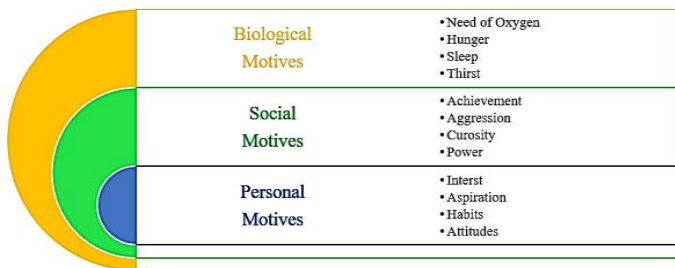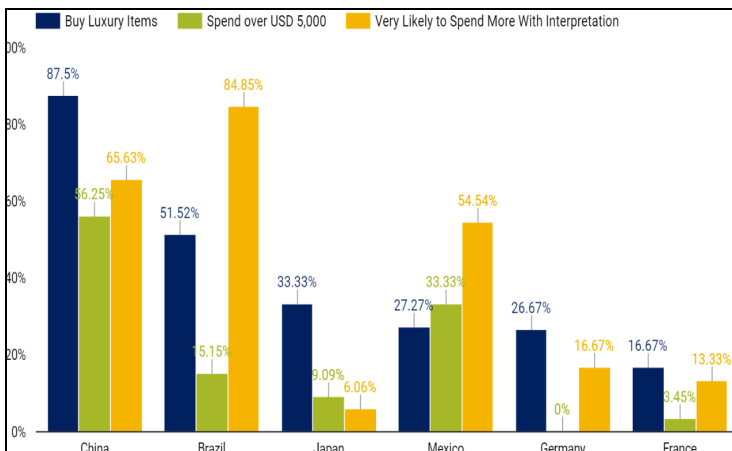

Figure 3.Type of motive
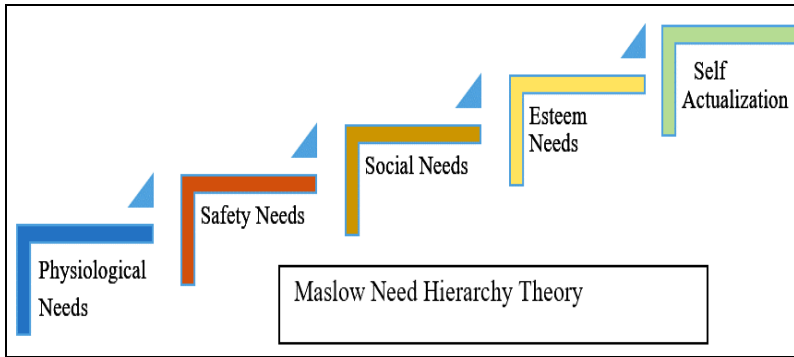
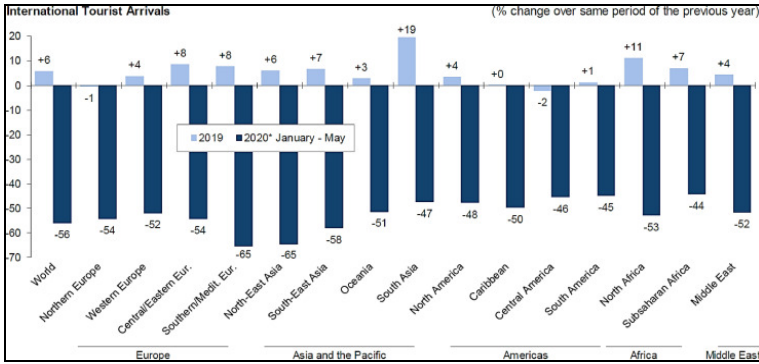**Figure 4.Maslow's Need of Hierarchy Theory as Travel Motives**

Bar Graph Motivators in Tourism For Year 2019, Main Reasons For Holiday Journeys Market Share Graph

Tourist are motivated for leisure or tourism related activities in order to get away from the personal and/or interpersonal problems of day to day hustle and bustle of life and get personal and/or interpersonal rewards from passive and active tourism activities.

Personal rewards are more about individual satisfaction includes exploration and relaxation; learning, challenge, a sense of competence etc.

Interpersonal rewards are arising from social interaction with family and friends or with other people in destination. Intrinsic rewards arise from the activity that provide certain feelings, such as a feeling of mastery and escape from the monotonous environment.

Source: (https://www.oecd.org/coronavirus/policy-responses/tourism-policy-responses-to-the-coronavirus-covid)

Bar graph 1& 2.destinations of international tourists Marketing in Tourism

Each industry has its own characteristics, best practices, and strategies to tackle problems. This is why it's important to look at industries separately when thinking of how to market and expand them. When we talk of Tourism marketing, it makes sense to focus on digital marketing, as with tourism industry, more than any other sector, online communication becomes more important due to the specifics of the consumption process: customers are planning their trips being a great distance away from the service provider.

Tourism marketing does include plenty of techniques that are similar to traditional digital marketing, but it has its specifics. One of the biggest differences is the buyer's journey, or, in case of Tourism Marketing, the traveller's journey. Marketing techniques are rapidly evolving because of the increasing use of technology.

Marketing Trends

Any tour business must be aware of the different tourism types and changing consumer behaviours and travel trends in this industry.

Many years back, people perceived travelling as a luxury that only the influential and wealthy could afford.

Source: Authors

Figure 5.word cloud map of tourism and related services

Now, we know that there are different kinds of trips suitable for just about every pocket. From budget backpackers to luxury five-star hotel stays, people are becoming more aware of their travel needs and choosing their destinations accordingly.

Considering the rapid changes in the industry, tourism marketers need to understand and keep up to date with these developments and trends. They should also aim to adapt their strategies to cater to these conversions in consumer behaviour.

Through the power of touch less technology, automated processes, and online services, we've seen a shift in hotel marketing toward greater personalization than ever before in response to physical distancing. This trend carries on into 2022 as emphasis continues to be placed on nurturing customer relationships through hotel marketing that is highly personalized, relevant, and valuable.

And while travel has opened up somewhat, staycation and regional travel trends are here to stay. Keep reading as we dig into 2022's hotel marketing trends-from social media to the metaverse-as we call attention to how each aspect contributes to nurturing relationships through the clever use of technology.

The relationship between tourism and development is one of the issues that have emerged in recent years and this is a major issue that has brought in governments, international bodies and different industry stakeholders. In this case, the line between these two aspects needs to be drawn effectively to do away with any contradictions or conflict of interest that might come by. Pricing in the hospitality and tourism industry is a major issue that needs to be attended to. This is because the industry is wide and covers a large geographical area.

With time and increasing awareness in people and advancement of technology people now wants to get information and stay up to date. So with this new era the change in trends can be observed and with this the behavioural pattern also changed and now let us sees what are the methods emerged from the on-going process of marketing.

Emerging Marketing Methods

1. Social Media: Less emphasis on FB, more emphasis on short video, and make your hotel Instagrammable

It is a form of social media marketing involving endorsements and product placements from the influencers, people and organisations that have a purported expert level of knowledge or social influence in their field. Influencers are someone with the power to affect the buying habits or quantifiable actions of others by uploading some form of original content to social media platforms.

Figure 6.Channels of social Media Marketing

2. Automated Email & SMS Campaigns

Email marketing still delivers the highest return on investment than any other digital marketing initiative on average. It's also the most intimate as you've been invited into their personal inbox. Hotels that treat this privilege with respect will reap the greatest rewards. What does this mean? Marketing emails must be highly personalized, relevant, and valuable to the guests out of respect but also to be effective.

Figure 7.Multichannel of Marketing Automation

3. Touchless Tech and Customer Expectations: Virtual Reality and Augmented Reality

We've talked extensively about how hotel guest expectations have changed due to COVID-19, which continues into 2022. Guest expectations around flexible cancellation policies, high sanitation standards, and safety measures may be forever changed. Touchless hotel technology that was available prior to the pandemic stepped into its own over the last couple of years, allowing hoteliers to provide safer and socially distanced services, such as self-check-in, mobile messaging, keyless entry, and smart room technology to reduce physical contact.

4. A Renewed Focus on Local Customers

Many hotels, restaurants, bars, cafes and other hospitality industry businesses primarily appeal to international customers through their marketing efforts. However, with COVID reducing international travel, one of the biggest hospitality marketing trends involves placing a renewed focus on local custom instead.

This may mean prioritising the kind of facilities that will appeal to local residents, such as saunas, gyms, massage services and food delivery. Some companies in the industry are having success through offering food delivery as an

experience, combining well-presented food with add-ons, such as candles, music playlists or other freebies.

5. Robot staff

Some travellers may find it confronting to be served by a robot; others may welcome the chance not to have to interact with humans when staying at their hotel. More and more hotels are using robots in some capacity, to help automate check-in and check-out, carry luggage and acts as concierges, or for room service.

6. Digital guest experiences

Digital marketing has been a way to reach travellers for a while but it continues to grow. Customers themselves are interacting with digital experiences more than ever before and are now expecting to be communicated to via digital formats. Apps in particular are seeing a huge rise in usage and there are tonnes of ways hoteliers can use apps to manage the relationship they have with prospective and existing guests.

The Impact of Covid-19 Pandemic Affects the Tourists' Travel Risk and Management Perception

The COVID-19 pandemic has impacted the tourism industry due to the resulting travel restrictions as well as slump in demand among travellers. The tourism industry has been massively affected by the spread of corona virus, as many countries have introduced travel restrictions in an attempt to contain its spread. In many of the world's cities, planned travel went down by 80–90%. The travel restrictions occurred regionally and many tourist attractions around the world, such as museums, amusement parks, and sports venues closed down. UNWTO reported a 65% drop in international tourist arrivals in the first six months of 2020. Air passenger travel showed a similar decline.
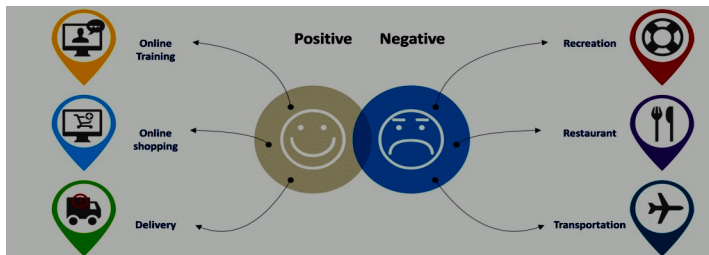

Figure 8.Covid-19 Impact on Industries, Extracted from Web

The World Health Organization reported the Corona virus as a global health risk at the end of January 2020. Many businesses stopped their operations, and many of them even couldn't survive during this crisis. There was a large number of bankruptcies, lay-offs, and requests for aid. As people needed to survive without income, so many people applied for unemployment in the United States. Tourism

is one of the industries that impacted deeply, and some of the companies are still struggling with the labour shortage issue as employees prefer to stay at home.

Effect of Covid-19 Pandemic on Tourist Travel Risk and Management Perceptions
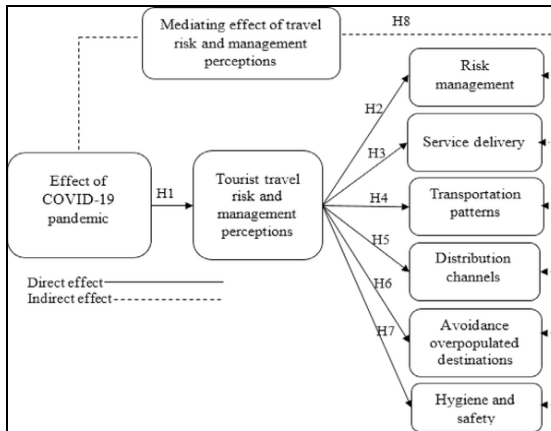
Source: Rehman et. Al., (2021)

Figure 9.Effect of Covid-19 pandemic on tourist travel risk and management perceptions

When referring to people's willingness to travel and their intention of dedicating a more significant proportion of their budget to purchasing travel and tourism products, our research showed a slightly more optimistic view in December 2020 as opposed to May 2020, while there were still more than a third of the respondents in both samples that had no interest in buying such products in the next 6 months. These results are similar to the global evolution over the same period: STR research conducted throughout March 2020 over a total of 917 respondents from more than 60 countries indicated that 33% of those surveyed stated that they were more likely to spend less on travel and leisure in the next 12 months. Only around 20% of consumers were still planning to travel more in the year ahead (Sarwari, et al, 2021)

Conclusion

Transformative travel, the concept of travelling to find a new perspective or to undergo some self-reflection, is set to take a step further. New ideas are forming on the basis of stories or narratives. Instead of one destination and experience to change perception, a new trend will be about multiple linked chapters taking a traveller through an emotional saga of transformation.

By blending storytelling with wellness experiences the emotional power can be much stronger.

➢ There are many trends within travel technology, such as artificial intelligence, voice technology, mobile technology, and much more.

- ➢ Smart rooms, green hotels, multicultural workforces, domination of tech, inventive hotel designs, and changing traveller priorities are all trends that will continue in the future.
- ➢ Smart hotels, sustainable hotels, robot staff, VR and AR, and unique brand experiences are all big trends right now.
- ➢ The sharing economy, OTAs, digital guest experiences, global tourism, young markets, and the power of social media are all trends that had staying power.
- ➢ To stay relevant you need to identify very clearly who your most common guest is and what trends apply to them.
- ➢ Wellness travel is a huge, broad, trend that encompasses many travellers and areas of interest. It shouldn't be ignored.

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Emerging New Marketing Trends in the Hospitality & Tourism Industry

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Abstract

This research identifies the new marketing trends in the hospitality and tourism Industry which includes the safety and security as well as safe practices. New technology that enhances competitiveness in the market, and all the hotel marketing strategies should be carefully analyzed for the future and current marketing trends should be applicable in the industry. This paper also states that why marketing strategies is so important for hospitality Business? Importance of staying top in digital marketing trends also highlights the COVID--19 related trends in the hospitality tourism field.

Keywords: *Tourism and Hospitality marketing, Digital Marketing, COVID-19 related Marketing trends, new marketing trends.*

Introduction

The information age is arrived. There is no doubt about that. With the increasing relevance of technology, marketing tactics are rapidly developing. The best practices in each sector have their own features, and understanding them requires looking at industries independently. Tourism marketing has become an important topic for all businesses in the tourism industry, and now we will introduce you to the phrase Tourism Marketing.

One of the most popular pastimes is travel, and travel trends are evolving quickly. It is obvious that how we travel today is significantly different from how we did in the past. It was a luxury back then, available to very few. Nowadays, there are vacations available for almost any budget. Travelers' behavior has also evolved, thus destination marketers need to be aware of these shifts in consumer behavior in order to update their marketing tactics to reflect the newest trends.

➢   What is marketing to tourists?
➢   The journey of the traveler: before, during, and after the journey

What is marketing to tourists?

The way we sell tourism-related goods and services has evolved along with the travel industry and visitor behavior. And here is where travel industry marketing is useful. To put it simply, tourism marketing is a marketing strategy that employs a specific marketing plan and strategies to advertise tourist attractions, hotels, and transportation services, among other products and services.

Focusing on digital marketing makes sense when discussing tourist marketing because, more than any other business, the tourism industry's unique consumption process—in which clients plan their travels while being far from the service provider-makes online communication more crucial.

While there are many approaches in tourism marketing that are comparable to traditional digital marketing, it also has its own unique characteristics. The buyer's journey, or traveler's trip in the case of tourism marketing, is one of the most significant contrasts.

The journey of the traveler: before, during, and after the journey

The Internet is the primary resource used by travelers before, during, and after their trips. These are the steps a traveler must take in order to make a transaction. Dreaming, making plans, and making reservations belong to the "before" of the trip, experiencing is for the "while," and sharing is mostly for the "after." You may then provide high-quality content for each stage of the traveler's trip and draw in new customers by comprehending consumer behavior.
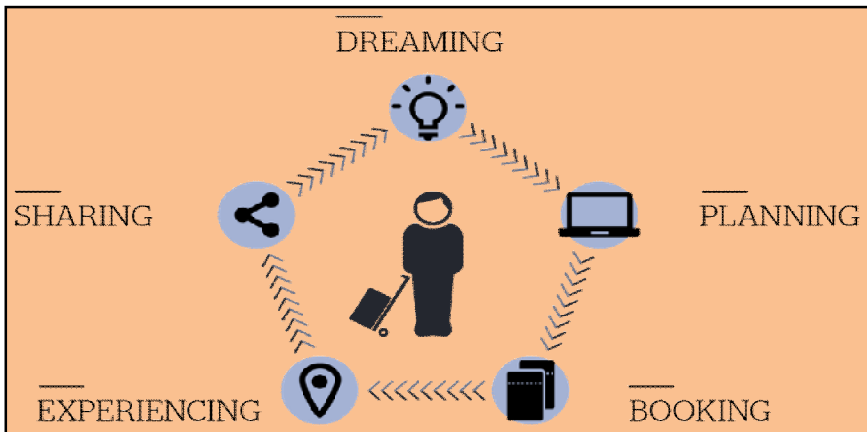
Source: https://www.amara-marketing.com/
Figure 1.New Tech Technologies Travel Journey

Before to the trip

According to the most recent data, two out of every three users only use the internet to buy travel-related goods and services. There is a common misconception that buying aircraft and hotel tickets online would result in the lowest costs. That is not all, though. The user also searches for information regarding travel, dining, must-see attractions, and sightseeing. Social media and blogs may be a powerful friend when planning a vacation.

During the journey

We must not overlook the fact that more and more mobile devices are being used to connect to the Internet daily. According to the prediction, 75% of those who

connect to the Internet this year will do so using a Smartphone. It implies that the user would produce and consume information while travelling, wherever he goes and whenever he wants.

While on vacation, a person consumes material from websites that provide information about the place, like market pricing, museum schedules, and transportation options. Additionally, he creates material at the same time. Users submit their own podcasts, films, and images to the network so that they may be shared on social media. On the spot, they offer commentary and share their personal stories with the globe.

After the journey

The three most crucial acts for you as a hotelier are committed by the visitor 2.0 after the vacation is done. Why, I hear you ask? Because even if some have already done so in the previous step, it is now time to share the experience, the sentiments, the perceptions, and the moods... It's also time to praise and advocate for the place, the products, and of course the hotel on social media, blogs, and forums. It is undeniably a crucial step since the tourist immediately starts to market their experiences to the rest of the globe.

Research Objectives

On the basis of review of literatures this paper explains Emerging New Marketing Trends in the Hospitality & Tourism Industry especially focusing on:

➢ General Hospitality Marketing trends and trend in Covid-19 which hugely transformed the industry.

Research Methodology

The main aim of this study is to identify Emerging New Marketing Trends in the Hospitality & Tourism Industry. Following an extensive literature review this paper was able to identify the New Marketing Trends in the Hospitality & Tourism Industry

This research study is mainly based upon the collection of secondary data. Data was collected from various journals, published research papers, websites etc.

Discussion

Why Is Marketing So Crucial for Hospitality Companies?

Because it focuses on the construction and maintenance of a positive relationship and experience between the firm and its customers, marketing is crucial to the success of a hospitality organization.

Those who wish to attract more customers to their travel or hotel business can use a variety of digital marketing techniques to reach out to their target demographics.

The Importance of Staying Current with Digital Marketing Trends

Because things change so quickly on the internet, it's vital to keep up with current marketing trends in hospitality so you can alter your plan to where the industry is going. For example, the COVID-19 epidemic had a big influence on when and how individuals travel, as well as the importance of factors like safety, cleanliness, and reputation (Munir, et.al. 2017).

We've developed a list of general digital marketing trends for the hotel industry, as well as those related to the pandemic's worries, to help you plan your 2021 hospitality marketing strategy.

Trends in General Hospitality Marketing

Personalization

Personalization is becoming increasingly popular and a customer expectation. According to a recent poll, more than 60% of visitors feel businesses should personalize their experiences to their preferences or previous activities. Customized marketing's main goal is to communicate with and engage potential customers as individuals. This may be performed by employing data collection and automation technology to provide customized content to clients via your website and email (Adelson, 2017).

Personalization services are critical for tour operators and hotel marketers since their clients and tourists are acquired through targeted emails. This is one of the most basic hotel marketing techniques since it allows for a personal touch with customers while enticing them to commit.

Marketing through Influencers

Influencer marketing is one of the fastest-growing marketing strategies for hospitality companies. Influence marketing is a digital version of the conventional word-of-mouth method for increasing brand recognition and direct hotel reservations. Collaboration with influential people who have a large social media following to promote your brand to their audience is known as influence marketing. Businesses may use this strategy to raise brand awareness and reach a wider audience for their travel or hotel while also establishing trust and credibility through the endorsement of a trusted influencer (Ukpabi & Karjaluoto, 2017).

User-Generated Content (UGC)

User-generated information, which includes comments, testimonials, blog entries, forums, and social posting, is some of the most trustworthy stuff on the internet. Recent studies reveal that user-generated content (UGC) is on the rise, which is excellent news for marketers, especially because statistics show that conversion rates on product pages with UGC are higher (Lee & Jeong, 2014).

Marketers may take use of the power of user-generated content by encouraging visitors to share their stories and leave reviews on social media sites. You may also use hashtags to market your business, organize contests, or set up photo booths at your hotel or event location. Because your customers are participating, user-generated content may be significantly more powerful than traditional marketing strategies when done right.

Video Promotion

The rate of growth in internet video consumption is worrying. In fact, by 2021, it is expected that the typical consumer would view 100 minutes of video every day. It's no surprise that 92 percent of marketers regard video as a critical marketing element in their entire strategy.

For video marketing your hotel or travel firm, Facebook Live, YouTube, Instagram, Snap Chat, and other social media platforms are excellent (Tossell, 2015) Beautiful scenery and scenic locations surrounding your resort or hotel may easily draw people's attention, especially if they're presented in an interesting film.

Improve customer experience with the chat bots

Chat bots are a relatively new technology, but they have quickly become a critical component of many companies' digital engagement strategies. The use of chat bots is expected to grow at a rate of 30 percent each year (Hospitality Technology, 2015).

Chatbots are especially useful for businesses in the hospitality industry since they allow for rapid responses to customer enquiries regardless of whether or not employees are available to handle them. Chatbots can also be used to guide potential customers through the booking process, offering encouragement to complete the transaction and answering issues that occur along the way (R. C. Wood, 2013).

Trends in COVID-Related Hospitality Marketing

In marketing and communications, safety should be emphasized.

The most essential development in hospitality is a greater awareness of safety laws, which is now more crucial than ever. With the rise of COVID-19 cases, it's more important than ever to stress the significance of hygiene and safety, which must be properly maintained across your facilities to protect clients (Altin & Uysal, 2017). Rearranging tables to allow for more social distance, increasing cleaning frequency, mandating masks to be worn at all times, and allowing contactless payment via mobile applications are all examples of this.

A renewed emphasis on local customers

Because the Covid-19 outbreak has reduced global consumers, refocusing on your local clientele is one of the most exciting opportunities in hospitality right

now. You may entice residents by offering amenities like meal delivery, massage services, gyms, and saunas at your facilities (Wang & So, 2017). If you own a hotel or a café, you may offer free wi-fi to customers who require remote work.

Allow for Flexible Cancellation

Another way to show that your firm is effectively reacting to COVID-19 is to offer something unique to your customers (Hsiao, Chuang, and Huang, 2018). Businesses feel that cost is the most important factor, but the truth is that customers are prepared to pay for quality. This is where you should think about what makes you unique. Allowing customers to cancel their reservations will make it easier for them to rebook. (Kasavana, 2014). This will not only enhance your client's experience, but it will also help your company run smoothly.

Conclusion

The change in marketing strategies post pandemic is very significant and from the research we can conclude that, the new ideas for doing marketing should include the change in thinking for strategy development and innovation to attract the guest towards the hospitality.

The hospitality industry hold include practices such as marketing with the help of influence , the general population will have a good impact and the marketing advertisement will be impact full and attract the customers.

Followed by the above one, the companies can also focus on the user generated content, which will involve the guest and they will feel the importance and will get the perception that the company take care of the customer. This will build a loyal customer group of the company that will be use-full for the future sales target.

The researcher have put the special concern on the audio video methods for doing marketing , which will roll down the obsolete practices and it will the special impact of changing trends as per the chaining market.

With the help of chat box, the company can interact with the customers to get the better insight about the product and service.

Since, the hospitality service is intangible assets of marketing. Hence the company should keep on innovating and following new trends, which will help them, stand out in highly competitive market.

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Recent Scenarios on Hospitality & Tourism Marketing

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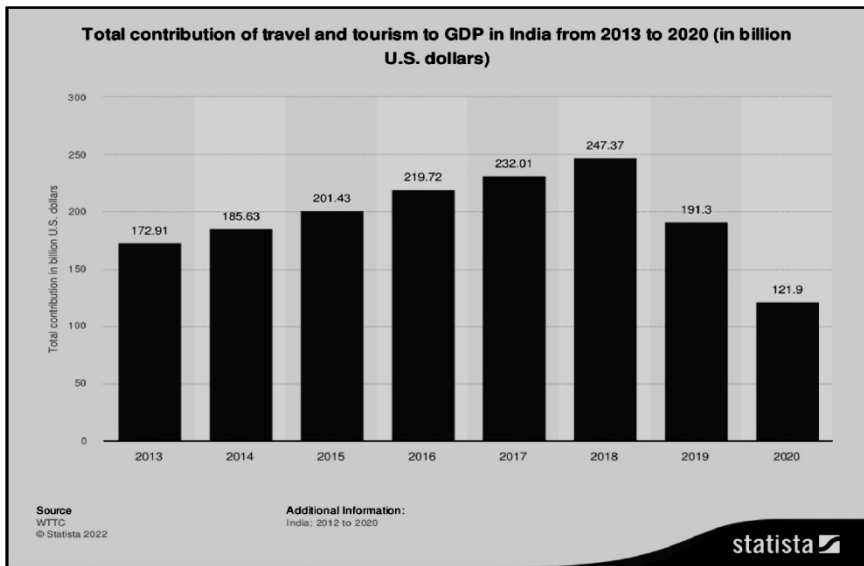
Abstract

Over the past few decades, inquire about center in Hospitality promoting and administration has been moving from product advancement approach to understanding shopper item assessment within the buy choice and the factors that are likely to impact customer's choice. It is critical for Hospitality marketing and administration analysts to completely understand the breadth and profundity of existing information, the stages of advancement the field have experienced in the past few decades.

The present article is focused on the recent scenarios on hospitality & tourism marketing where the world of hospitality marketing is changing and adapting as the new emerging technologies are taking the place of conventional marketing tools to newer versions which were never before. Authors has generalized the concept of emerging technologies by referring the high impact journals, articles and books and tried to highlight the core areas, place and processes where these new trends are emerging. This article will enlighten this neglected portion of changing scenarios that tourism & hospitality marketing is experiencing.

Keywords: *Tourism, Hospitality, Marketing, Digital Marketing, Conventional Marketing, New Trends*

Introduction

The Indian hospitality and tourism industry has emerged as one of the key industries driving the growth of the services sector and contributing its higher share in the GDP, thereby, the Indian economy. As per the IBEF, Tourism in India has noteworthy potential considering the rich cultural and heritage, diversity in ecology, terrains and places of natural interest beauty, which is spread across the country. Similar to many other countries, tourism is an important source of foreign exchange for the nation. The foreign exchange earnings from 2016 to 2019 grew at a CAGR of 7% but dipped in 2020 due to the COVID-19 pandemic. However, in 2020, the Indian tourism sector accounted for 39 million jobs, which was 8% of the total employment in the country (IBEF, 2022). Further by 2029, it is expected to account According to WTTC, India ranked 10th among 185 countries in terms of travel & tourism's total contribution to GDP in 2019. During 2019, contribution of travel & tourism to GDP was 6.8% of the total economy, ~ Rs. 13, 68,100 crore (IBEF, 2022).

Figure 1.Contribution of Travel & Tourism in Indian GDP

Presently, Indian hospitality and tourism industry working on the following aspects:

Observing Robust Demand

With expansion of medical tourism, industry is predicting increase at a CAGR of 21.1% from 2020-27. Ministry is planning for projection in travel market to reach US$ 125 billion for financial year 27 from an estimated US$ 75 billion in financial year 2029. Furthermore, industry is expecting International Tourist Arrival to reach 30.5 million by FY28.

Attractive Opportunities

Under the MSME, government is providing free loans to deal with the crisis and revive the economy in the tourism sector as well. There is also the planning for promoting regional tourism by opening doors for South Asian Country tourist.

Policy Support

As compare to FY 2021-22, the budget allocation in the Union Budget 2022-23, Rs. 2,400 crore (US$ 309.13 million) has been allocated to the Ministry of Tourism which is 18.42% higher than the allocation for FY 2021-22.

Diverse Attractions

India offers geographical diversity including beautiful beaches, flora and fauna, heritage art and culture, 37 World Heritage sites, 10 bio-geographic zones, 80 national parks and 441 sanctuaries, pilgrimage sites including Buddhist monarchies etc. to attract all sort of tourist to give life time achievement.

Marketing in Tourism and Hospitality

According to Morrison (2010), "Marketing is a continuous, sequential process through which management plans, researches, implements, controls, and evaluates activities designed to satisfy the customers' needs and wants, and meet the organization's objectives. While in context of services marketing, "It is a concept based on recognition of the uniqueness of all services, also it is a branch of marketing that specifically applies to the service industries" (p. 767).

Marketing in the tourism and hospitality industry requires an understanding of the differences between marketing goods and marketing services. To be successful in tourism marketing, organizations need to understand the unique characteristics of their tourism experiences, the motivations and behaviors of travelling consumers, and the fundamental differences between marketing goods and services.

The Evolution of Marketing

Until the 1930s, the primary objective of businesses was manufacturing, with little thought given to sales or marketing. In the 1930s, a focus on sales became more important; technological advances meant that multiple companies could produce similar goods, creating increased competition. Even as companies began to understand the importance of sales, the needs and wants of the customer remained a secondary consideration (Morrison, 2010).

The first television ad, for Bulova watches, was broadcast to 4,000 televisions in 1944. (Davis, 2013). Following that, the 1950s and 1960s are remembered as the decade when marketing really began to take off, with the proliferation of media and a jump in TV ad expenditure from 5% of total TV revenues in 1953 to 15% just one year later (Davis, 2013).

The period from roughly 1950 to around 1970 was referred to be a marketing-oriented period (Morrison, 2010). Customers now had more product options, which forced businesses to change their strategy so that customers understood how their goods met particular demands. Additionally, during this time, customer satisfaction and service quality started to factor into organizational strategy.

Societal marketing first appeared in the 1970s as businesses started to understand their social responsibilities and place in society (or at least the appearance thereof). Natural resource extraction businesses supporting environmental management issues and creating more open practices are only two examples of how this transformation is displayed. The first hand-held mobile phone was introduced in 1973, and this decade also saw the fall of traditional marketing through media like print, as illustrated by LIFE Magazine's closing in 1972 amid accusations that TV advertising was too tough to compete with (Davis, 2013).

The era of online marketing began in the middle of the 1990s. Every business has been transformed by e-commerce (or electronic commerce), but the tourism sector has probably been most affected. Tourism and hospitality service providers

started utilizing this technology to streamline consumer marketing, manage reservations, streamline transactions, partner with other companies to offer package tours, offer multiple channels for customer feedback, collect, mine, analyze, and sell data, and automate tasks. These days, it seems like there are endless marketing chances. Table 8.1 illustrates how marketing has changed over the past 100 years.

The below mentioned table, depicts the evolution of marketing in the 20th century.

Table 1.Evolution of Marketing

Timeframe	Marketing Era
1920-1930	Production orientation
1930-1950	Sales orientation
1950-1960	Marketing department (marketing orientation, internal agency)
1960-1970	Marketing company (marketing orientation, external agency)
1970-Present	Societal marketing
1995-Present	Online marketing

Source: Morrison, 2010

Research Objectives

Hospitality & tourism marketing is very creative industry, it uses promotions, reach to people, word of mouth, their feedbacks and comments as tools. It always relates with the anticipation of customer needs well in advance by doing various market analysis & surveys. Marketing is a guest focused process; Hotels & Hospitality business is mainly guests' oriented, so main objectives of the present article is to:

a) Asses the background of marketing in the field of tourism and hospitality.
b) Analyze the various marketing practices before and after the 2nd millennium.
c) Focus on marketing strategies by tourism and hospitality industry during Covid-19.

Research Methodology

This article utilized secondary data for information collection, evolution, concept and emergence in the field of hospitality along with the service and marketing. These data's has been collected from books, journals, periodicals, passive ethnography where various digital media sites, blogs, online forums were observed, searched and used for references.

Discussions

'Trend' refers to a change in behavior or a more extensive alteration of circumstances. In light of this, trends in the hospitality industry may include modifications in consumer behavior, fresh approaches to delivering services, or a general push to incorporate new hospitality technologies. Trends are frequently affected by a variety of causes.

For instance, a trend that has emerged as a result of the development of technology like artificial intelligence is the increased usage of machine learning and AI in customer service. In the meantime, the development of virtual reality technology has changed how many hospitality businesses advertise their goods.

The developments in hospitality are frequently influenced by larger global events. The COVID-19 epidemic, which compelled firms in the hospitality sector to pay a greater emphasis on hygiene, sanitation, safety, and local markets, is a notable illustration of this. Similar to this, businesses now prioritize eco-friendly solutions due to concerns about climate change.

Some of the Major trends that took place in the hospitality and tourism are discussed below:

Safety & Hygiene

Several hospitality themes can be broadly categorized as being concerned with safety and cleanliness, and these have taken on increased significance with the introduction of COVID as the globe learns to live with the virus and makes steps to stop its spread. These ideas must be given top attention by hotels, restaurants, pubs, and cafes. There are a number of actions that might be taken in this situation, such as offering hand gel, sanitizing locations where consumers will be, putting mask and other protective equipment policies into place, and making sure social distance laws are adhered to. To make individuals feel comfortable, any particular restrictions must be made known beforehand and must be followed.

Contactless Transactions

Contactless payments are one of the best instances of how to reduce friction, which is a major theme in many of the biggest developments in hospitality. Customers can save time by not having to rummage through cash or enter a PIN when contactless payments are accepted. With the advent of services like Apple Pay and Google Pay, carrying a wallet is no longer necessary. The corona virus pandemic has raised demand for contactless payments, which also reduces friction and enhances the consumer experience. Contactless payment options may be viewed by many as a need rather than a luxury because many customers and employees feel awkward handling currency.

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Enhance F&B Delivery at Home

Numerous eateries and businesses that serve food have responded to the COVID situation by expanding food and beverage deliveries, enabling clients to replicate the restaurant experience at home. A crucial aspect of hospitality management in the COVID era is coming up with fresh, creative methods to wow customers. While restaurants are increasingly including extras, such as candles, free food, or QR codes with Spotify playlists, bars are researching ways to transport food and beverages to customers' homes.

Robots in Hotel & Restaurant Settings

Robotics is an excellent illustration of how automation is being developed further. Automation is high on the list of trends in hospitality to be aware of. Robots can be used by hotels, restaurants, and other similar businesses to welcome guests, give them information, and help with security operations. Robots have been deployed in hotels to provide room service, do cleaning duties, and carry out other housekeeping tasks. Restaurants may eventually employ robots to handle certain elements of meal service. This is particularly helpful when dealing with diners at restaurants that want to avoid making personal contact as much as possible.

Chatbots

Another significant trend in hospitality related to customer service is chatbots, which can be particularly helpful for providing prompt answers to questions even when human staff is not present. This frequently results in first contact resolutions, but the chatbot can also gather data and relay it to a human representative if necessary. The hospitality sector needs to prepare for the rise in inquiries from patrons concerning the covid-19 and any limitations placed on lodging and dining establishments. The simplest questions in this area can be answered by chatbots in a matter of seconds, which will help everyone involved feel less stressed.

Virtual Reality Tours (VRT)

One of the most exciting advancements in hospitality technology is virtual reality, which enables prospective hotel or restaurant diners to experience their surroundings from the comfort of their own home. This may be important for getting them through the planning stage and into committing to a visit. Some clients may find that virtual tours and 360-degree movies help them grasp the facilities that are offered. Giving this service gives you a distinct advantage over competitors who have not yet embraced this particular trend in hospitality, and because modern VR tours are web-based, they should be simple to access on a variety of devices, even those without a VR headset.

Mobile Check-In Services

Offering a mobile check-in service is one of the most practical hospitality trends for reducing the need for human-to-human contact, and this is an especially important concept within the context of the COVID pandemic and the associated efforts to contain the virus. It is primarily associated with hotels and other forms of lodging.

Having said that, mobile check-ins can enable consumers to take advantage of self-service and will speed up the arrivals portion of the customer experience even at more routine times.

Sustainability

Customers are becoming more concerned about environmental issues and want to know that the companies they do business with are ethical. Because of this, sustainability has emerged as one of the most prominent themes in hospitality in recent years, with an increasing number of establishments touting their eco-friendliness. Examples of this include restaurants that advertise their vegetarian and vegan menu items and hotels that employ energy-saving smart heating and light bulbs. Making choices about utilizing more sustainable materials for items like towels and bed sheets falls under the purview of the lodging industry.

Smart Hotels

A smart hotel is, to put it simply, one that uses internet-connected gadgets that can communicate with one another and exchange data. The "Internet of Things" and smart hotel designs are related, and the latter has gained popularity as a result of the success of smart hubs and speakers as consumer goods. For instance, a smart hotel may enable visitors to operate the heating and air conditioning from their phone or switch on the TV by speaking through a smart speaker. To keep conditions as ideal as possible, smart rooms frequently also automatically change variables like light bulb brightness or radiator temperature.

While on emerging trends in marketing, some of the main features in the marketing has been taken place may be given as follows:

Trends in Marketing of Hospitality and Tourism Products

Some of the COVID-related shifts in consumer behavior that has an impact on trends in hospitality marketing. Hotels, restaurants, bars, cafes, and various other companies should be aware of these trends.

Promote Safety in Marketing and Guest Communication

In the wake of COVID, one of the most important developments in hospitality to be aware of is the significance of emphasizing safety protocols, cleanliness standards, and other choices meant to protect your guests. This could entail more thorough cleaning, moving tables and chairs to create a more private space, enforcing the usage of masks in specific areas of your business or by staff

members, and increasing the use of contactless payments and mobile apps. The important thing is to make sure that clients are informed of any modifications properly prior to their arrival.

A Renewed Focus on Local Customers

Through their marketing initiatives, a lot of hotels, restaurants, bars, cafes, and other businesses in the hospitality sector primarily appeal to foreign clients. One of the largest trends in hospitality marketing is to refocus on local custom as a result of Covid-19's reduction in overseas travel. This can entail giving local citizens' preferences for amenities like saunas, gyms, massage services, and food delivery. A few businesses in the sector are finding success by delivering food as an experience, combining attractively prepared meals with extras like candles, music playlists, or other freebies.

Marketing for Customer Experience

Customer experience is crucial to gaining loyalty in the cutthroat world of the hospitality sector. Remember that offering outstanding customer service doesn't necessarily translate into immediate financial gain. In order to suit the needs of your hotel or travel agency, it is essential to create thorough customer experience marketing campaigns. You must assemble analytics from online consumer testimonials on review websites to provide strong returns and a consistent supply of repeat customers. This will give you a plethora of knowledge about the preferences of your clients, suggestions for how to improve your business, and indicators of future conversions.

Promotional Personalization

By using automated technologies and data collection, personalized marketing enables businesses to send tailored content to their target clients. Personalization marketing aims to engage potential customers by speaking to them on a more personal level. Through targeted emails, hotels and travel operators should personalize their offerings for their customers. For instance, anytime a travel agency or hotel is about to provide a discount, tailored emails can be sent to potential consumers. One of the most direct hospitality marketing techniques you can employ to build a closer bond with your consumers and entice them to come back is personalization marketing.

Influencer Marketing

Influencer marketing is quickly becoming into a fantastic option for hospitality marketers to stay relevant in a very cutthroat sector. Influencer marketing, a digital take on old-fashioned word-of-mouth advertising, helps hotels build their brands and attract direct bookings. Through the development of consumer reputation and trust, you may reach a far wider audience and get more clients to your hotel or travel company by employing this method. For instance, you could target young people who are increasingly selecting Airbnb services over traditional hotels with your influencer marketing campaign. By creating genuine

material that doesn't sound overly brand-oriented, you may engage your potential customers.

Remarketing

Targeting potential consumers who have previously visited your website or expressed interest in your services is part of this marketing strategy. Remarketing is a strategy for re-engaging website visitors who have spent some time perusing the pages of your site without making a hotel reservation. With the help of this technology, you can get in touch with previous site visitors and provide them a discount to entice them to come back. By using Google Analytics, for instance, you can configure this technique based on the user's interests or demographics. It is also possible to filter these queries to gather the data you require regarding website visitors.

Connect with Travel Companies to Boost Bookings

One of the most important distribution channels in the hotel marketing industry is travel agents. The number of travel agencies has greatly expanded in recent years. Instead of visiting the websites of individual businesses, this enables users to search online for travel-related goods or services. As a result, collaborating with travel agencies is crucial. You may learn why dealing with travel agents is so crucial by reading "Connect to Travel Agencies to Increase Bookings." Additionally, you have access to a list of the major travel agencies, arranged according to their areas of expertise.

A Growth in E-Tourism

With its significant impact on travelers, the internet has transformed the tourism sector. Travelers are the driving factor behind personalization and customization, influencing their choices. They now also choose making reservations and bookings online. To take advantage of these profound technological advances, purchase a basic travel package suggested by a tour operator.

Digital Marketing

With advent of various forms as discussed in hospitality and tourism trends, digital marketing tools such as social media (Facebbok, Instagram, linkedin, youtube etc.) has led the enterprises at higher level to utilize the potential sources with great benefits. The virtual reality, augmented, big data etc. are proving to be boon to the industry to market the products in the global villages.

Conclusion

Since current and arising innovative and socio-cultural patterns are altogether affecting customer choice making process, it is significant for hospitality consumers showcasing and the board analysts to distinguish current and arising patterns that are particularly applicable to both hospitality consumer's shoppers and supervisors. In the past, a huge part of hospitality scientists' endeavors have centered on fulfillment, inspiration and steadfastness ways of behaving. While

those are still significant exploration subjects, future examination endeavors ought to zero in on distinguishing the effects of arising mechanical and socio-cultural patterns on fulfillment, inspiration and reliability ways of behaving, the predecessors also, results, and the causal connections, likely using exploratory investigations. Moreover, scientists ought to focus harder to development and specialty hospitality ways of behaving utilizing deep rooted speculations since the buyers markets keeps on being further divided into more modest, more specific sections. The rising utilization of Internet and innovation among hospitality consumers shoppers and hospitality associations has given a few examination roads for scientists and researchers as reflected by the articles distributed on this subject (Hahn,et. al, 2017; Israeli, Lee, and Karpinski, 2017).

Hospitality & tourism contribute majorly in any nation's GDP, when we talk about India, its diverse culture, the geographical diversities, that can attract any traveler in the world; the marketing tools are something which is going to take this whole thought of becoming number one travel destination in Asiatic countries or maybe in the world, on the broader level. Dependable services Marketers need to develop a thorough understanding of the distinctions between the marketing of goods and services if they want to succeed in the tourism and hospitality industries. Market research is a tool used by successful businesses to understand the tastes and behaviors of important client segments. Organizations and destinations build a marketing orientation through a strategic planning process in an effort to accomplish business goals while identifying client needs and igniting their desires. Activities are created to support reciprocal communications in integrated marketing communications across many platforms, i.e., talking to customers as opposed to just broadcasting content. Smart marketers will take advantage of these discussions to stay on top of changing customer preferences while looking to identify new trends in order to predict requirements and wants.

Limitations

The hospitality & marketing scenarios are changing rapidly with this fast pace environment. The focus of industrial marketing tools is shifting from old ones to new web based, social media specific ones. This article provides insights on the viewpoints generated from secondary data only. The inferences could be better if the study would have been taken place with the primary data and analysis with the statistical tools.

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