



Yatra



DTS
PONDICHERRY UNIVERSITY
AKANKSHA'11

Annual Publication

Vol-3, No-3, 2011



Travelogues...

Innovations in Tourism...

Indian Tourism - Challenges...

Editorial Committee



Advisory Board

Dr. G. Anjaneya Swamy

Dr. Sampad Kumar Swain

Dr. Jitendra Mohan Mishra

Dr. Sherry Abraham

Ms. Sibi George

Editor

Dr. Y. Venkata Rao

Editorial Board

Sindhiya R A

Swetapadma Pati

Vaibhav Bhatt

Manjunath MVVS

Design

Ramakrishna K

Pranav Kumar

Ramachandra Rao

Anshuman

‘A Journey of thousand miles
Begins With a Single step...’

yatra

Vol-3, No-3, 2011



**Department of Tourism Studies
School of Management
Pondicherry University**

Department of Tourism Studies

The Department of Tourism Studies (started off as Centre for Tourism Studies) was established in the year 1991, as a nodal centre for advanced learning in tourism and allied disciplines with the seed financial grant from Ministry of Tourism and Civil Aviation, Government of India. Ever since, the Department has been offering Master of Tourism Administration (MTA), a two-year program spread over four semesters with focus on hospitality and tourism. During the academic year 2003-04, the MTA Program was rechristened as MBA (Tourism). Some of the alumni of the DTS have reached the middle and senior level managerial positions in multinational travel companies. Some have chosen to become educators and researchers while a few have opted to be entrepreneurs. The Department is a Permanent Associate of the Travel Agents Association of India (TAAI). The department is also an institutional member of the industry associations like Indian Association of Tour Operators (IATO) and South Indian Hotels and Restaurants Association (SIHRA). It is also one of the few Tourism Studies Departments in the country assisted by the UGC at DRS-1 level of SAP.





Vision

The vision of the Department is:

To become an agent of change for principled, socially responsible and creative relationship in tourism by providing the highest quality education for present and future business and academic leaders; and advance the understanding and practice of Tourism Management through research and outreach.

Mission

The *mission* of the DTS is threefold:

- To train management graduates to successfully assume leadership positions in the tourism and related industries;
- To undertake and disseminate contemporary applied research and extend consultancy services in tune with the growing needs in the industry;
- To participate actively in the corporate life of the university and also the local community.



Contents...

1. Akanksha'11 Technical sessions and its members.....
2. PQube of Tourism Profession: *Passion, Patience and Persistence*.....
3. Travel, Culture and Tourism: The Indian Experience.....
4. Indian Tourism and Its Challenges.....
5. Indian Tourism and Challenges Ahead.....
6. A Land like no other (A Travelogue on Sri Lanka).....
7. Quality of Life and Cultural Heritage Tourism.....
8. Where are the Vilagewallas in India travelling to these days?.....
(Innovations through 'Fortune the bottom of the Pyramid'
in travel businesses in India)
9. Development of Information Technology and
Its impact on Indian Tourism sector.....
10. Marketing of services –
A case study on Social Media Marketing in Hotels.....
11. Cultural Symbols and Tourism Promotion:
A Case Study of 'Dhanu Yatra' in Odisha.....
12. Innovation in Tourism: The Thrust Areas
13. Pondicherry – An Architectural marvel (A Travelogue).....
14. Genesis of Contemporary Human Resources.....
15. HRD: A Key to Service Industry.....
16. Human Resource Development – A Key to Service Industry.....
17. A Journey to the Soul of Asia (A Travelogue).....
18. MICE Tourism Potentiality in India.....
19. Mega Sports in India: Planning and Long term Implications.....
20. Tourist Destinations and De-congestion – The Indian Perspective.....
21. The Golden sands of Azhimala (A Travelogue).....
22. Obesity: The Problem of Future (Special Article).....
23. A Tale of Two Seas (Special Article).....
24. Nyuto (न्यूटो) an invitation to the Royal Rajasthan.....
25. Akanksha – 2011 Organizing Committees.....

Akanksha'11 Technical Sessions

Panel:1

Indian Tourism: Challenges Ahead

Student Presentator: Ramakrishna k
Panel Coordinators: Subbarayudu G
Swati

Panel:2

Innovation in Tourism: The Thrust Areas

Student Presentator: Preethi S
Panel Coordinators: Anshine Thomas
Siddarth Shankar

Panel:3

Human Resource Development: The Key to Service Industry

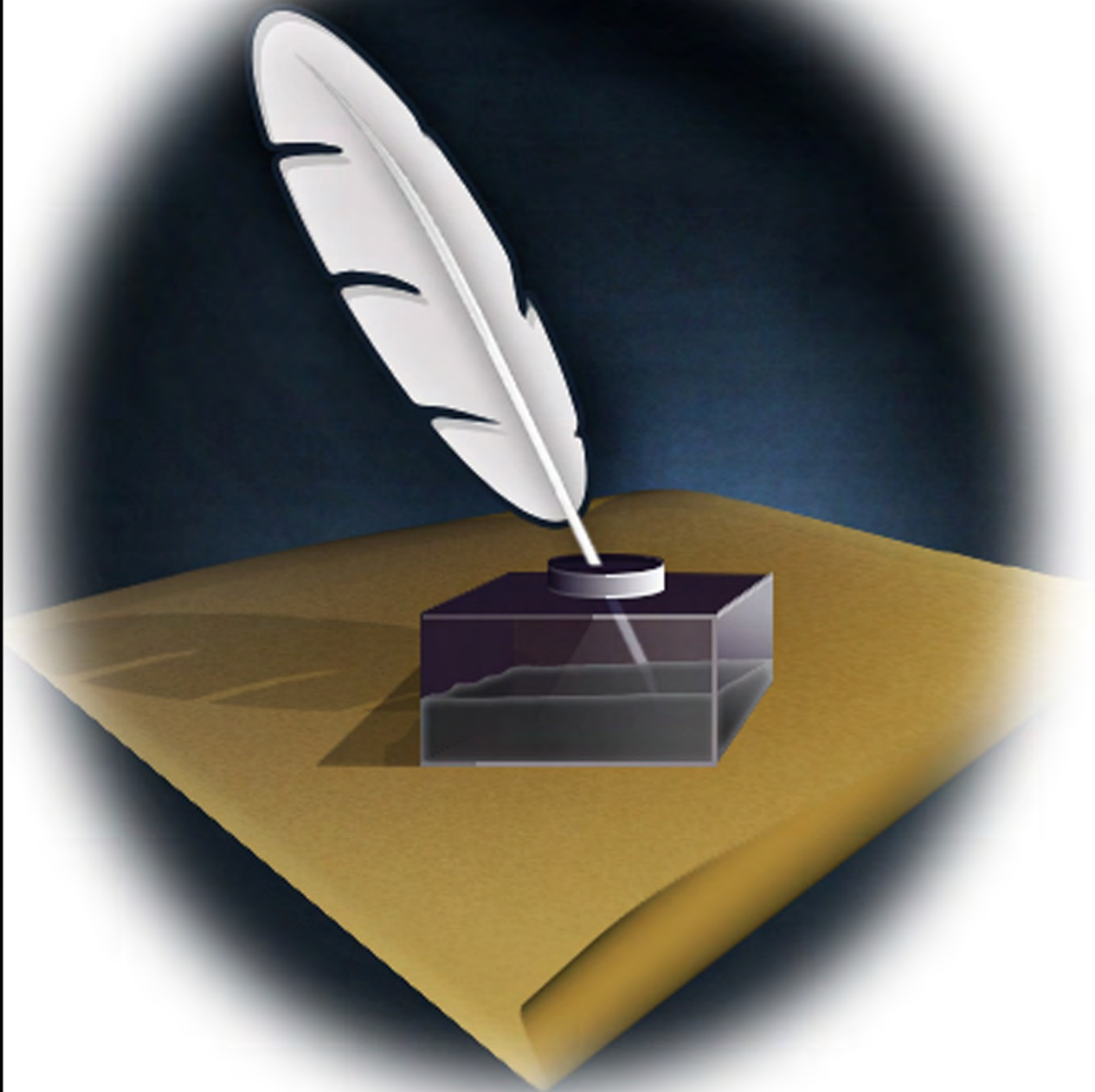
Student Presentator: Lakshmi C
Panel Coordinators: Senthamil Selvan
Sebasis Mohanty

Panel:4

Event Management: India as a hub of MICE Tourism

Student Presentator: Bhuvanesh B
Panel Coordinators: Amisha Antony
Prateek

Articles



Panel Discussion - 1



Indian Tourism : *Challenges ahead*

PQube Of Tourism Profession: *Passion, Patience And Persistence*

Valmiki Hari Kishan, Head – Leisure, Pricol Travel Ltd.Chennai

“I see my path, but I don’t know where it leads. Not knowing where

I am going is what inspires me to travel”

Introduction

My hearty congratulations to the students and management of DTS, Pondicherry University, for the successful launch of their Annual Yatra Magazine, during Akanksha 2011. I am a proud participant almost every year as my passion allows me to help spread awareness and motivation, to build more leaders in the travel industry by participating in the Industry Institute Interface being organized by DTS and others.

Attributes

Attributes required for a successful career in the travel and the tourism industries are passion, patience and persistence...

First Hand Reflections

First, hearty congratulations to every student who has taken up Tourism as a career. I would suggest three simple steps to help build your career in this very exciting field – passion, patience and persistence. I have personally enjoyed every moment of my career and

of course, you must remember that ups and downs are common in every industry.

I have been inspired by my parents, frequent travelers themselves, who enjoyed pilgrimages and visiting family and friends. My father further motivated me, by helping me become a collector of stamps, coins and bank notes of the world. Thanks to these hobbies, I learnt more about the different countries, and their socio economic development, culture, customs and tradition, the last two attracting me the most.

Career Path Finder

Add to this the Path Finder program in my school, where I was actively involved in Bharat Scouts and Guides, through which I learnt to become a guide. Today, there is a great career in becoming a Tour Escort anywhere in the world.

So, as you can see, my passion for people and places began young, and fuelled my early career, where I did tours with plenty of groups. So it was

that my wife and I did many adventure tours – like witnessing the peak of Mount Everest during our honeymoon. That became a leitmotif of our life together – and we began celebrating every anniversary with an adventure tour. We even exchanged our wedding rings during our second wedding anniversary under the sea, with beautiful corals around us. One anniversary, we celebrated parasailing.

Conclusion

Today, travel is a necessity, no more a luxury. The demand and supply of

logistics is huge – the Common Man has the wherewithal to travel the world. From the hotel industry to airlines, to transport logistics, the list is long. Your attitude then, counts for a lot – with both internal and external customers.

You must have the patience to serve with a smile, not get disheartened or lose your temper. Quitting is never an option if you have passion for your work. Attrition is often just lack of patience and persistence. Work hard and wait for the results.

*“Patience and perseverance have a magical effect before
which difficulties disappear and obstacles vanish.”*

Wish you all tourism leaders; let us nurture patriotic professionalism in tour and travel



Travel, Culture and Tourism: The Indian Experience

(Professor Venkata Raghotham, Professor and Head, Department of History, PU)

The globalised world in which we live today is witnessing the movement of people across cultures and continents on an unprecedented scale. People are traveling for a variety of reason: for the pleasure of seeing new places, for experiencing new sights and sounds, education, health and work. Software professionals have taken to international travel and India is providing much of the manpower for this emerging industry. Given the very nature of the travel industry, a wide range of skills are necessary in addition to the soft skills of communication, management and cultural sensitivity. The Department of Tourism Studies, a Special Assistance Department of the UGC, has been providing just the kind of training this industry requires.

Travel has been part of the human experience throughout history. In India we find movements of groups and individuals from one place to another in search of knowledge, markets for goods,

spiritual experiences and raw materials. With the movement and circulation of people and with them of ideas and culture, there emerged there is any inherent unity behind the myriad forms in which the culture of India displays itself. Tourism, both domestic and international, is promoting the cultural diversity of India as an intangible heritage of all humankind. It is often said that every few hundred kilometers the cultural practices, at the most elementary level food and attire change, thereby indicating a facet of the multiple forms in which this diverse country presents itself. Of course, the pressures of mass democracy, media, politics and the resultant homogenization of culture is straining the fabric of cultural diversity, but enough resilience is there in the culture to resist the forces of flattening the cultural landscape of the country.

In the two decades after the dawn of liberalization, the world is seeing tourists from China and India visiting places far and wide. In the 1970's and the decade of the 80's we could see only



tourists from Japan and USA travel in search of that experience which encounter with a different culture can impart. Now we find citizens of this country flocking to Rome, Petra, Istanbul, London, Bangkok and destinations across the globe in search of the tourist experience. As is generally predicted, India may become a middle income economy by the end of this decade and then the numbers involved in this industry will be indeed high. Therefore the potential for this segment of the service sector to expand and grow is there and we are confident that professionals trained in Travel Industry Management and Tourism Studies will find job opportunities.

Tourism is contributing nearly 5 to 6 billion dollars to the national GDP and this figure is certainly headed northwards. In spite of certain adverse events that took place the arrival of tourists has not declined. Unfortunately, the places most sought after by tourists are the World Heritage Sites inscribed as such by the UNESCO. The impact of unregulated tourism is degrading the fragile environment and is a cause of concern. There is need to introspect and promote new places so that the stress on the World Heritage Sites is reduced. The magnificent paintings at Ellora and Ajanta have already begun to peel and in spite of the best efforts taken by

concerned scholars and institutions, the site is showing all signs of irreversible decay. What is called for is a policy of sustainable tourism, particularly when it comes to World Heritage Sites. The other great Asian country that also faces a similar problem is China and there the management regulations in place to preserve the sites are strict and implemented at the local level with the informed participation of local people and communities. In India, the Archaeological Survey of India is not addressing the issue of conservation and preservation of the Monuments that come under the mandate of the Protection of Ancient Monuments Act.

The academic discipline of Tourism Studies is of great importance in the changing context of the international economy. There are vital issues to be addressed and a sound theoretical and conceptual framework is needed to deal critically with the questions and challenges faced by this industry. The Department of Tourism Studies has acquired an enviable reputation for itself in the short span of time it has been in existence and through programmes such as this the students and faculty are provided a platform for interaction with Industry leaders and this synergy will go a long way in making the academic programme strong and vibrant.

Indian Tourism and Its Challenges

Sanjeev Kumar Sirnoorkar, MD, Disha Travel world, Gulbarga, Karnataka

India is so vibrant, colorful and rich. The towering temples of south India with ornamental sculptures, jewels and ornaments of Rajasthan, serene nature of North east mesmerize everyone. India's travel and tourism industry is one of the most profitable industries in the country. Industry is experiencing a strong growth driven by the newly rich Indian middle class, growth in foreign tourist numbers boosted by the 'Incredible India' campaign. Tourism also made handicrafts, construction, horticulture etc. to grow. As any fast growing industry tourism also has its own challenges to be addressed.



labour are very cheap and easily replaceable. Most of them end up with no skill for higher paying job and juvenile delinquents. They rarely earn enough money for a decent living.

India is home of all kinds of attractions but foreign tourist are restricted to Golden triangle and parts of kerala. This is because of lack of Tourism Information to both the traveler as well as the Community members there are ample of sites that can be developed but

due to either ignorance or negligence and lack of initiative they are not promoted. The local are not properly educated about the attractions nor there is any proper sign boards or user friendly brochures to guide tourists.

Tourism sector is a labour intensive industry with long working hours and unstable employment. The lure for quick money encourage the poor to send their children as child labors in this sector. The official figure states that there are 13 million children who work in the tourism sector.. Children working in the tourism sector are exposed to risks of sexual exploitation and abuse. Most of these children are engaged as bell boys, helpers and cleaners. Child

The much sought out and popular destination has another great challenge of maintaining their authenticity. Host community attracts tourist by turning their rites and tradition merely as a commodity of tourist interest. Kathakalli originally takes twenty four hours for a performance but now it is even performed for few minutes for tourists. The festivals are reduced and modified as per the expectation of tourist.

Souvenirs, arts and crafts are slightly modified with the recent trends to make it in line with tourist needs.

Few tourist really look for a completely different thing in their trip. Most of them are confined to well known hotels and fast food joints. In the process of satisfying the tourist services are standardized. Host communities are looked down and are considered as weaker party. Economic inequality, low self esteem, changes of values in society leads to cultural clashes. For sustainable tourism development maintaining the rich tradition and culture is vital.

Young Indians with high disposal income are towards adventure sports. The mighty Himalayas provide ample scope for trekking, the much sought out activity of adventure tourist. These trekking tourist leave behind a great deal of waste forgetting the fragile ecosystem of the mountains. These remote areas have fewer garbage collection units or disposal facilities.

In Ladakh, Tibeto-Bhuddhist area of Kashmir tourism brought prosperity. Building of hotels, development of arts and crafts generated new income however major profit goes to the tour operators who operate from outside. It created high inflation and increased living cost for people who are not directly involved in tourism. The

trekking routes are filled with empty bottles, used batteries which locals hardly use. Proper planned waste management is the greatest challenge of the hour.

Internet and mass media create interest in people to visit even the remote ancient sites. No more the ancient sites are covered by jungles instead by cars and buses. Most of these sites are subjected to bad and unplanned development. Due to Uncontrolled development, encroachment day by day many monuments are disappearing. Preservation of monuments by strictly following carrying capacity without enhancing the visitor satisfaction poses a big challenge to archaeologist and Government officials.

Tourism is a major industry for many of the Asian countries. They bring the much needed foreign exchange and stimulate the economic development. Singapore, Hong Kong, Thailand remains as starts of Asian destination. India has the difficulty of competing with the images developed by these stars. In tourism the image includes cost of travel, convenience and quality of facilities. The high operating cost in india hampers it progress as a business tour destination. Comparing with china rooms of similar quality for business travelers cost \$185 in Delhi, \$150 in Mumbai versus \$120 in Beijing.

Indian Tourism and Challenges Ahead

Ramakrishna Kongalla, MBA (Tourism), PU

... Truly speaking, Tourism is a non-polluting industry but due to lack of awareness we end up polluting tourist centers...

India is so varied that very few countries in the world can provide such a mix of nature, richness of architecture, wildlife, festivities, shopping etc in one holiday. Thus India provides real tourist experience, The Travelers' of all ages, all budget and all interest can find their visit very satisfying. Looking into all these aspects, one always feels that we have not been able to utilize our potential in full. In fact, we lack positive attitude to do something big that is also reflected in the tourism field. Of course, there are some real problems and many of those are influenced by internal and external factors. More important are the internal factors where a clear-cut policy directive is needed by giving priority attention to tourism, higher budget outlay, tax incentives and creating tourism friendly environment with sound service providers. Tourism provides many jobs for relatively less investment. It is capable of creating large scale

employment opportunities, particularly in rural and backward areas where there are many attractive sites for tourists. It is, possibly, the biggest generator of foreign exchange.

Indian Tourism has got both positive and negative effects which pose as a great challenge for Indian Tourism industry and as responsible citizens it's time for every one of us to act now. There is a need for *Innovative Marketing (Branding and Advertising India)* in India. According to the latest statistics released by the World Travel and Tourism Council (WTTC) the future prospects are:

- The demand for travel and tourism in India is expected to grow by 8.2
- second largest employer in the world
- fifth fastest growing business travel destination between 2010 and 2019

To achieve these goals we need to question ourselves thus: Can we think beyond Incredible India? Can we market India like 'Gods Own Country' - Kerala? Can we make use of media and advertisement like the heart of Incredible India - Madhya Pradesh? Can we be number one in attracting foreign tourists like Enchanting - TamilNadu? Can we be number one in domestic tourism continuously in a series, like Unending Andhra Pradesh?

Tourism is a labor intensive industry with a few administrative positions with little upward mobility. India has 1 employee for every 500 tourists.

Employment is marginal with low wage and low skill which is paving a way for low services, prostitution, and drug trade and gambling. Important thing to talk here is about concentrated employment in specific area and also seasonal employment? Moreover, large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local staff for senior management positions, preventing local farmers and workers from reaping the benefit of their presence. This has often created a sense of

antipathy towards the tourists and the government.

Infrastructure facilities like roads, water, electricity, telecom etc have to be improved. Outside hiring, outside decision making and concentrated development like airport, roads, water, and electricity to tourist destinations makes development inaccessible to locals.

Do you know this...?

Indian Tourism
Contributes 7.8% to
India's GDP, 8.9% to
Employment, 5.3 million
Foreign Tourist arrivals,
600 million Domestic
Tourist arrivals and 7042
Crore (\$ 1.510 billion)
Foreign Exchange
Earnings

The great challenge ahead is **preservation of historical monuments**; there is a great need for educating and creating awareness among tourists. Tourism sometimes leads to the **destruction of the social fabric of a community**. More the number of tourists

arrive, more the perceived risk of the place losing its identity. A good example is Goa. From the late 60's to the early 80's when the Hippy culture was at its height, Goa was a haven for such hippies. They came in thousands and changed the whole culture of the state leading to a rise in the use of drugs, prostitution and human trafficking. This had a ripple effect on the country creating a sense of antipathy.

One of the most important adverse effects of tourism on the

environment is increased pressure on the carrying capacity of the ecosystem in each tourist locality. Increased transport and construction activities led to large scale deforestation and destabilisation of natural landforms, while increased tourist flow led to increase in solid waste dumping as well as depletion of water and fuel resources. Flow of tourists to ecologically sensitive areas resulted in destruction of rare and endangered species due to trampling, killing and disturbance of breeding habitats. Attractive landscape sites, such as sandy beaches of Goa, Maharashtra, Kerala and Tamil Nadu, lakes, riversides, mountain tops and slopes are characterized by species-rich ecosystems. The threats and pressures on these ecosystems are often severe because such places are very attractive to both tourists and developers. Examples may be cited from Krushedei Island near Rameswaram. What was once called paradise for marine biologists has been abandoned due to massive destruction of coral and other marine life. Another area of concern which emerged at Jaisalmer is regarding the deterioration of the desert ecology due to increased tourist activities in the desert. Tourism can cause the same forms of *pollution* as

any other industry like air emissions, noise, solid waste and littering, releases of sewage, oil and chemicals, even architectural/visual pollution. Air pollution from tourist transportation has impacts on the global level, especially from carbon dioxide (CO₂) emissions related to transportation energy use. Some of these impacts are quite specific to tourist activities where the sites are in remote areas like Ajanta and Ellora temples. In areas with high concentrations of tourist activities and mountain areas of the Himalayas and Darjeeling, tourists on a trek generate a great deal of waste. Tourists on expedition leave behind their garbage, oxygen cylinders and even camping equipment. Such practices degrade the environment, particularly in remote areas. Sewage runoff causes serious damage to coral reefs because it stimulates the growth of algae, which cover the filter-feeding corals, hindering their ability to survive. Changes in salinity and siltation can have wide-ranging impacts on coastal environments. And sewage pollution can threaten the health of humans and animals. Examples of such pollution can be seen in the coastal states of Goa, Kerala, Maharashtra, Tamil Nadu, etc.

"Come on! We will move together, hand in hand, to face all these challenges and make India the number one Tourist Destination."

A Land like no other (A Travelogue on Sri Lanka)

Sindhiya R.A., MBA (Tourism), PU

Distraught people, lagging infrastructure, ravaged countryside; these were few of my preconceptions before my trip to Sri Lanka. But one trip was all it took to prove to me that this was a country that was not about to lower its head just because of the havoc that its political system had reigned on it.

After an unimpressive Anna International Airport, the Bandaranaike Airport in Colombo stood in stark contrast with our very own Chennai Airport. Spic and span, the airport boasted of cleanliness and good maintenance, along with a proud infrastructure. On exiting the airport it feels as if one is leaving a well protected nature reserve. Such is the beauty and tranquillity of the airport brought on by the expanse of greenery around the airport.

Instead of driving into Colombo city which was 42 kilometres away we decided to drive away from the city, to the popular hill station, Nuwara Eliya. Eight hours drive from the

airport, Nuwara Eliya is to Sri Lanka what Ooty is to Tamilnadu.

But instead of Ooty's narrow winding roads with steep climbs, that is interjected with hairpin bends, the climb to Nuwara Eliya is rather pleasant and pretty much level. One hardly feels the familiar dose of dizziness that is quite common on the climb up our hills. But in Nuwara Eliya the climb up is as smooth as it can possibly get.



Reaching the town at ten in the night, we lodged at the cosy the Alpine Hotel. Freezing temperature did not allow me the luxury of wandering into the night; it had to be reserved for the morning. Stretching out in the elegant room, after a warm and long bath and watching a crucial India vs. Australia cricket match on TV, I quite easily felt at home.

Although I had spent only one day at Sri Lanka by then, I could not ignore the Sri Lankan hospitality. Right from the airport to the hotel, the Lankans were pleasing to be around with. Helpful to foreigners,

at the same time mindful of their privacy, Sri Lankans are not just hospitable, but also highly sensible people.

At dawn, the beauty of the town dawned on me. Throwing open my window and my heart to this tranquil town, I was instantly mesmerised by its quintessential beauty. Stepping out and breathing in fresh air, it seemed to put to shame the polluted atmosphere of my home. Taking a decision to go on a walk was quite natural, and ironically so was the rain that played spoilsport to my plan. But sitting inside the room, watching over the beautiful countryside wasn't bad either.

After the rain had settled down, I took a hike to the famous Sita Amma Kovil where as the epic Ramayana would have it, Sita was kept imprisoned by the evil Ravana. A truly serene temple, the gushing of a stream nearby only added to the peacefulness of the place. A place of calm and inspiration, this fabled place would be equally fascinating even without its famed temple.

The afternoon saw me driving into the heart of the town. Walking along the busy streets I realised that commercialism had taken its toll even on this town. Yet there was a distinctive charm about Nuwara

Eliya that assured me that despite the flocking of tourists the town would not lose its appeal.

Settling into a warm restaurant for my lunch I am initially fluttered when a waiter places a large tray of confectionaries on my table. But my companion is quick to assure me that it was custom and not worry, but not before he has a hearty laugh. In Sri Lankan bakeries, as a custom, a tray of assorted confectionaries would be placed on the table. The customers could then choose which ever they wanted and leave out the rest; the ones that had been eaten alone would then be billed for. I found this a unique tradition, and an excellent marketing tactic, as the confectionaries served are very tempting indeed. So tempting in fact, that it is hard to say no to a hot dog even after the chicken buns and vegetable rolls have filled your stomach. You are further tempted to pack a few, "just in case." This is exactly what I did.

Sri Lanka has not just retained its confectionary specialities from its British era, but also the architecture. Most of the buildings are of British style, and a British ambience is clear in the air.

After a hearty lunch I head to the botanical garden which is a famous hangout for tourists and the local

community alike. Children merrily swinging away, under the scrutiny of their parents; young couples lost in the mental embrace of each other; wandering tourists ardently clicking away trying to capture evocative moments and random images; these are some welcoming sights that cannot be ignored at the garden. Nuwara Eliya has so far been as green as a town can get but the Garden is the icing on the cake here. Resembling an organised jungle with an impeccable array of flowers, the garden is a surely a magical one.

As I head back to my hotel I can't help but notice how organised the traffic here is. I also remember that even as we climbed the hills no vehicle dared to honk, yet the drive was smooth. It seemed people

understood, appreciated and FOLLOWED traffic rules in this country. In fact the pedestrians actually used the pavements, bikers wore helmets, drivers waited for vehicles on their right, and they also used seat belts!

It was all in all a true surprise, especially in a country that was devastated up until recently by war. Unknown to me two words would define my feelings towards Sri Lanka through my five day holiday there - surprise and amazement.

And thus began a spectacular holiday in a fascinating country that was soon to become a destination I would come to embrace with, with all my heart, and wonder at, for how seemingly effortlessly it has gotten back on its feet.

Do you know this...?

Tamil Nadu is the top state in attracting the maximum number of foreign tourists in India with more than 34000 temples. This state also holds the credit of having maximum number of UNESCO heritage sites (5) and Pichavaram the world's Second largest Mangrove forest are located in this state.

Panel Discussion - 2



Innovation in Tourism:
The thrust areas

Quality of Life and Cultural Heritage Tourism

Prof.P.Chennareddy, Director, Archaeology & Museums Dept., Govt. of AP

It is difficult to convince the public and private sectors to support any kind of tourism, even cultural heritage tourism. As a result, many tourism programs have found that building on a community's history can be more broadly appreciated when qualitative impacts accompany traditional economic measures.

Many successful towns have discovered that focusing on their quality of life can ignite a host of positive outcomes, dramatically elevating a region's ability to compete for businesses that create jobs for residents. To fully appreciate the qualitative impact of cultural heritage tourism, it is important to understand that visitors to the community exert an influence that goes far beyond the common notion of "heads in beds."

Cultural heritage amenities can attract potential employers and employees to the community as visitors, introducing them to

opportunities to relocate. Visitors who then become residents have a tremendous economic impact on everything from construction and real estate sales to restaurant and retail purchases. Cultural heritage tourism, then, can be a quality-of-life development that is as beneficial for residents as it is for visitors. While some tourism products have the potential to divide and destroy communities, cultural heritage tourism, can help preserve a community's identity and bring residents together around a common agenda. Cultural heritage tourism invites residents into the story; they become part of the development, not passive outsiders watching a new tourism product being built in their backyard.

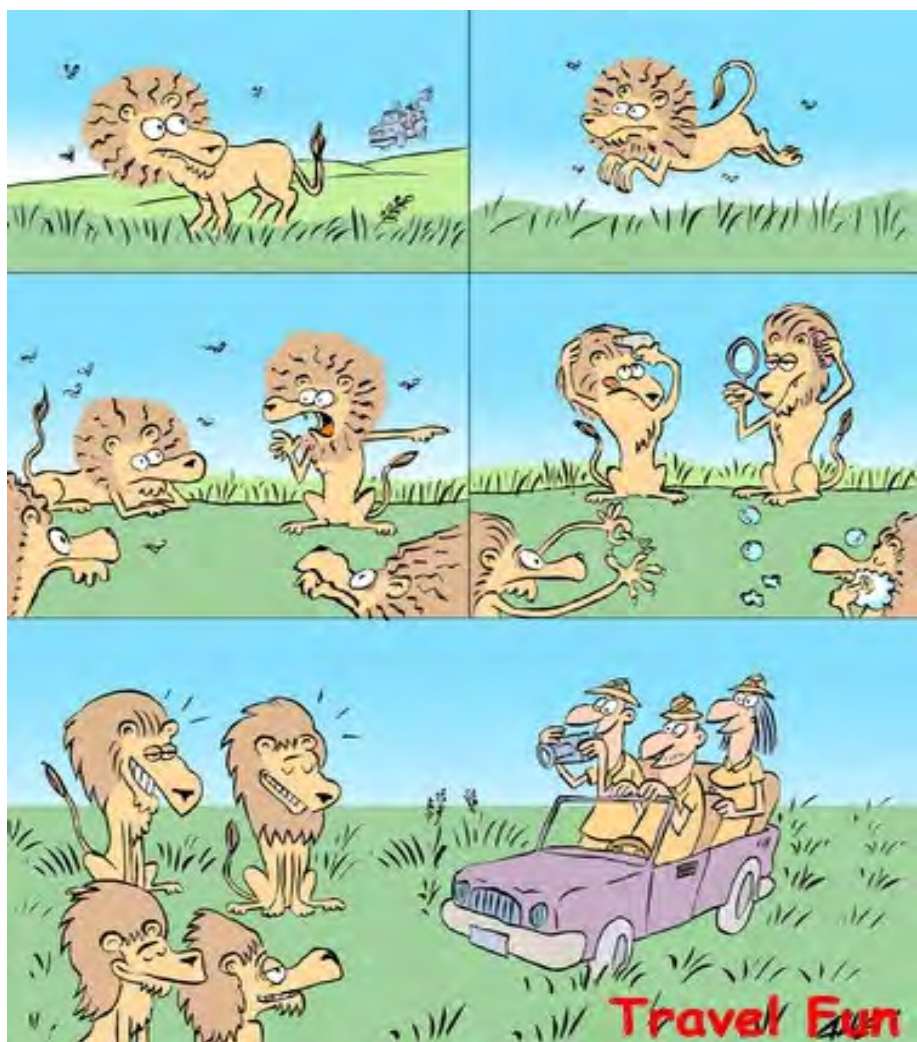
For that reason, one will seldom see local opposition to anew cultural heritage product—unlike the controversy some towns experience when community leaders want to build a new theme park or shopping mall, for example. In most cases the local community will see the development of an archaeological



park or interpretive center as an important economic *and* quality-of-life asset.

It is important to understand that quality-of-life amenities, such as heritage-based attraction, thrive in

communities that attract visitors. In communities that understand this, support for institutions that preserve an area's heritage, with an eye on serving both residents and visitors, often follows.



WHERE ARE THE VILAGEWALLAS IN INDIA TRAVELLING TO THESE DAYS?

(Innovations through 'Fortune the Bottom of the Pyramid' in Travel
Businesses in India)

Prof. G. Anjaneya Swamy, Prof. & Head, Department of Tourism Studies, PU

Sanjeev Reddy C K, Faculty, IITTM Nellore, AP

I remember my grandma, amma, appa, brothers, sisters and neighbors sitting in bullock carts, four or five in a row depending upon the crowd, taking the mud roads to the nearest places of worship widely known and visited by the villagers and the neighborhood but less known and hardly visited by the outside world. Not far into the Indian rural history am I referring to, but a mere 20-25 years ago. Most of the temple complexes around my village at a reach of 20-30km had their unique congregations seasonally which attracted thousands of villagers. We used to travel mostly in bullock carts

and some of the rich in tractors to fairs and festivals without missing most of them. That invariably used to be the travelling experience which the villagers started with and majority of the older generation actually ended with.

I am told by a number of the learned people in tourism industry that most of the rural population in India has actually not travelled beyond their district or neighboring districts. I recall the excitement my parents had for the first time travelling to Tirupati a pilgrimage many of them those days would just dream of going on - a dream my mom realized after forty years. They were fortunate to have that slice of

spiritual accessibility realized but the story with most of their generation remained unrealized for many more years.

Travelling their own country was a dream unreachable/unrealistic in the recent times too. How unimaginable it looks for the globalised world where we talk about; the 'global village', 'squeezed world' etc. It is indeed the responsibility of the stakeholders in the industry to enable these village folks to see the world outside of their little confined spaces.

'Fortune the Bottom of the Pyramid' as envisaged by late professor C K Prahlad should show a way out for the entrepreneurs and the businesses to look towards this unventured market so far. Before we analyze the intricacies of tapping the rural market for tourism businesses, it is important to dig into the de facto status of today's movement of people from villages.

Rural population in India has been migrating from villages to urban areas looking for opportunities. The growing stress on farmers for sustenance due to failure of seasonal crops, encroachment of cultivable lands, less demand for the agricultural produce and high risk combined with dreams of giving better life to their next generations. Reasons are aplenty for migrating, some seasonal and some permanent, but the fact remains, migration is at an ascending level. In fact this migration from rural to urban has added numbers to the domestic tourism. People from small hamlets are travelling to nearby tourist destinations for pilgrimage and leisure purposes but at a very slow pace. 'I visited Srisailem last sivaratri with my wife and children and have planned to go to Sirdi the next season,' says Mr. Balaih a resident of Pochampalli a rural tourism destination in Andhra Pradesh. He says he is motivated by tourists who visit his village and have saved some money for his next trip. Not

everyone as lucky as him to afford to travel but a beginning is always welcome.

Mr. Binu Alakode who visited Kumbalangi, an award winning rural tourist destination near cochin in Kerala opines that villagers here are economically benefited due to

growing tourism activities

and are also taking time

off to travel to other

parts of the country,

thanks to the

recognition and

coordinated

development of the

destination. Come winter

many people across their

beliefs are found to wear the black

on black Ayappa attire in south

India especially the rural folks, for

forty days and make a visit to

Sabarimala in Kerala.

The missing element in the process

of these developments is

sustainability. In the middle of an

ocean of green paddy fields all

around my little village in itself was

a spectacular piece of nature's grace two decades back. Today it pains to witness the missing paddy fields amidst human habitation. So is the case of millions of destinations around the world. Their villages apart, atleast their dreams be fulfilled!

Onus also lies with the governments to help in not

only the sustainability of

the rural destinations

but also the rural folks.

One of the best ways to

sustain the rural folks is

to help them travel,

support them to see India

which they are equally entitled

to. One of the revolutionary

initiations in this line has been taken

by IRCTC by launching its 'Bharat

Darshan' travel packages. Insiders

though say one would hardly find

villagers getting their share of

chances to have Bharat darshan since

urban middle class can easily access

these services. Sixth pay commission

with pay hike has satiated domestic

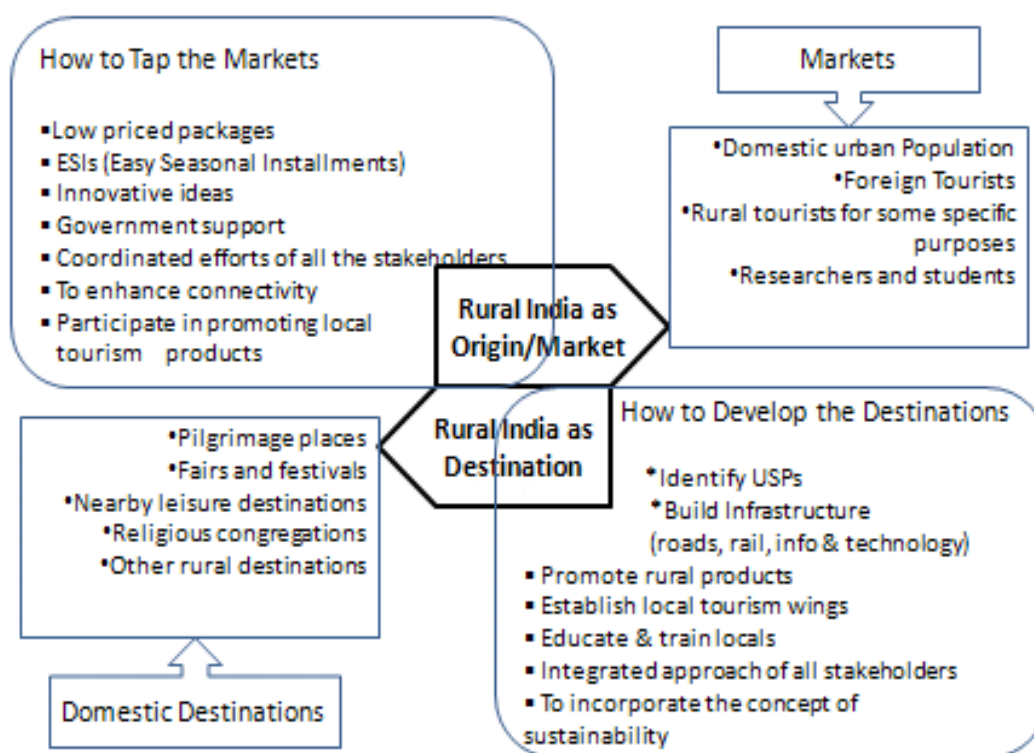


as well as outbound travel. There is a huge section of employees now travelling to far off places in the country from north to south and even to north eastern states. Middle class in the recent years has suddenly found in their accounts the much needed 'disposable income' which they can spend for their vacationing. It speaks good of tourism growth and for dynamics in the economy. Such an attempt needs to be instigated in rural India in order to enhance their disposable incomes so that their long awaited dreams of having Bharat darshan are fulfilled in the near future.

Stakeholders in the tourism industry in India must work towards these objectives. Risk taking entrepreneurs should venture into this bottom of the pyramid with innovative travelling projects. If shampoo was a product meant for high end customers in eighties bottled and sold, innovative product development with 'out of the box' distribution channels by C K

Ranganathan; the sachet king of FMCG tapped the market at the bottom of the pyramid. It is evident from CavinKares's unimaginable growth from Rs15,000 to Rs 950 crore between 1983 and 2010 - a phenomenal growth which vows its credit to the bottom of the pyramid of India. Similar creative start ups in travel industry for the vilagewallas will surely give a new fillip and definitely raise money for the operators. It is also evident from certain rural destinations that pilgrimage tour businesses are on the run in an unorganised manner. There are small players in the rural market who are organizing trips to pilgrimage destinations across the country but to very conventional destinations like Varnasi, Sirdi, Tirupati, Nasik, Hardwar-Rishikesh, Puri, Sabarimala, Vaishnodevi, Pushkar, Amritsar, Ajmer, Veilankani, Bodhgaya etc. The rural markets for these pilgrimage spots are mainly the neighbouring regions. If the cost factor is worked upon, it would change the way the world

A Two way Model for Rural Travel Businesses Development



looks at the Indian rural market especially in tourism activities.

The general perception of the purchasing power of the villagers being low may partly be true. But there is also a section of the population in rural India involved in petty businesses and harvesting good crops. This section is otherwise very potential market in itself. A group of five from Mudhol, a remote village in north Karnataka was found vacationing in Goa last summer. One of them Mr. Ravi

shared, “We often plan for a vacation trip every summer, last time we had been to Ooty and next year probably we would go to a hill station somewhere in north India. Such groups who plan their own trips from villages are growing in numbers in the recent years. Given proper guidance and motivated to participate in organized travel business, this will have a multiplier effect on others as well. Now the question is, who will do this job of motivating and organizing? Certainly here comes the role of

catalyst organizations especially enterprises, intermediaries and the local bodies.

The responsible task of developing rural tourism business may be initiated by the stakeholders in a coordinated approach. Firstly, it is necessary to look at villages as markets for tourism businesses and secondly to create villages as

destinations. The latter aspect is being currently addressed by the Ministry of Tourism with the support of UNDP under the flagship project of 'endogenous tourism.' It is also being promoted under the programme 'Explore Rural India'. It is high time to see the things from other angle as well i.e., to tap the rural markets for tourism businesses.



Development of Information Technology and Its impact on Indian Tourism sector

Saravanan. A, Ph.D. Scholar, PU

Introduction:

As one of the India's largest and persistent industries, the travel and tourism sector is as exposed as any other sector to the force of change that are being brought by on-going developments in the information and communication Technology. The advent of the Internet is also having profound impacts on the industry; travel and tourism has become the single largest category of services/products sold over the Internet and the proportion of business being transacted through this medium is constantly growing and it could achieve greater heights in the forthcoming years. The IT sector is one of the fastest growing sectors of Indian industry and now it making the tourism and travel industry is

one of the most profitable industries in the country, by contributing a substantial amount of foreign exchange and further it helps the Indian economy to consistently achieving the growth rate of near about 9 percent in the recent past years. The contribution that the tourism sector makes to the Indian economy in terms of percentage share of all employment also shows the significant positive growth as compare with the other sector.

Information systems in tourism, such as computer reservation systems, yield management systems, and tourism-marketing systems, have been among the pioneers of leading-edge technology applications and have driven the dynamics of development in tourism services. The paper is synthesizing and analyzing the current situation,

trying to set the stage and to show the influence of IT and its impact on the tour and travel sector. Information technology is one of the external environment elements for tourism, travel and hospitality; although in recent years technological development has supported tourism innovation and creativity. Selling the tourism related products through the retail travel agency and tour operators are seeing the decline stage because of the technology development.

The information and technology development has enabled customers to get all the information just by a just a click of the

mouse, where they can also compare and analyse the better product, services and their prices; for example, comparing different tour packages which are offered by many online travel portals. Tourism is

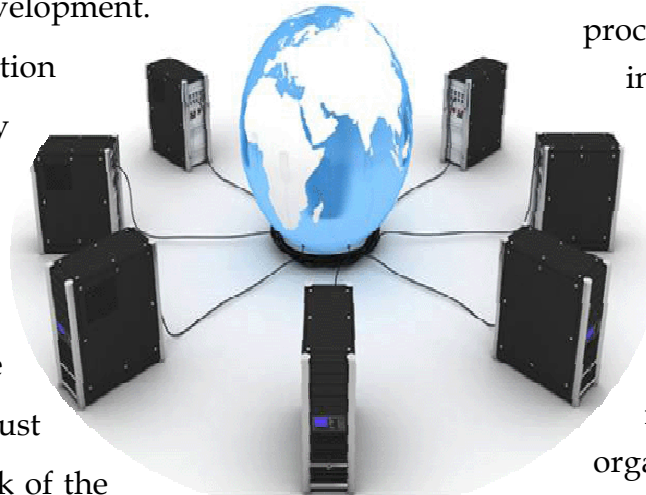
perhaps one of the most successful applications of electronic commerce.

Tourism and Information Technology

“**Tourism Technology** is a term coined by the Korea Tourism Organization, which refers to the recent trend of incorporating technology within the tourism industry”

From both a technological and a management point of view, the work focuses on inter-organisational processes and information systems, it takes a network-oriented approach, corresponding with the fact that travel and tourism is an inter-organisational business.

In order to provide a consistent picture, the work is located within a triangle of tourism research, information technology and computer science, and management science. In other words, IT is the modern way of using computers to communicate and get information through search engines.



IT relates to tourism in many ways, hence the only option before the advent of IT globally, had you wanted to travel anywhere, was to personally visit a travel agency. At the agency office you might end up searching endlessly through their brochures without any idea. With the advent of IT this can now be done online. Sitting in your room you can get all the necessary information without stress; it has become a matter of settling down with your laptop in your house and logging into your desired website. So IT opens up the possibilities for tourism.

The tourism industry has proved particularly suitable for the adoption of information technology because of its dependence upon the supply and exchange of information throughout the production and distribution chain. As an extremely information intensive industry, tourism is undergoing rapid and radical modern changes. A wide range of opportunities discover on daily basis through the use of information and communication technology. Now information technology is being used for a variety of functions in the tourism industry, ranging from an internal organization role to external communication between different

parts of the industry. The continuous development of information technology has profound implications for the whole tourism industry. Yet another major contribution of technological developments in computers and communication systems to tourism is the computerised reservation systems (CRS). These systems can now inform subscribers about schedules, fares and seat availability, issue tickets and boarding passes, record bookings, maintain waiting lists, display preferred airlines or classes, search for the lowest fare available or the first available non-stop flight and calculate fares for domestic and international itineraries. The system can also make reservations for other services like hotels, car rentals, cruises, railways, tours, airways, boat charters, theme and amusement parks, theatres, sporting events and many more.

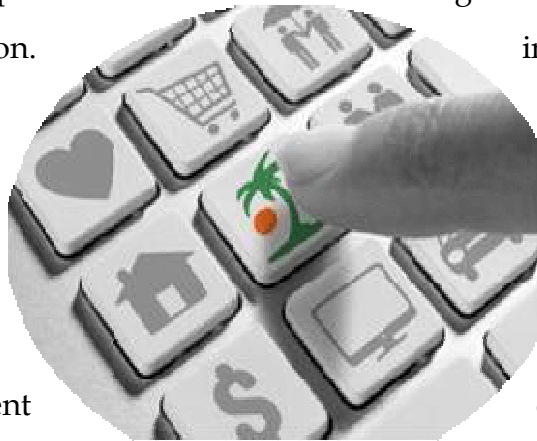
Role of Information and Technology in Tourism

Technological revolutions in the last few decades and the consequent changes in the social systems accelerated its intensity in the current century. Tourism is presently

a mass phenomenon involving every human being in the world. They need detailed information about each place where the people (tourist) intend to travel or visit. The specific elements of such information needs are:

- Geographical information, climate, landscape features etc., of destination.
- Accessibility though air, water, rail and road and availability of the different means of transportation with schedule.
- Accommodation, restaurant and shopping facilities in and around the destination.
- Attraction features and uniqueness.
- Visa formalities and the country's entry rules and regulations.
- Social customs, culture and other special features of the place.
- Activities and entertainment facilities.

- Seasons of visit and other unique features.
- Quality of facilities and their standard prices including exchange rates
- Entry and exit formalities and restrictions if any on tourists, etc.,



Though the ultimate users of this information are the consumers (i.e.) the tourists, the actual benefits in money terms accrue to the tourism industry consisting of the destination managers and service providers. There is, therefore, a strong competition amongst various destination countries in the world to produce and package such information in the most attractive format to draw the consumers from the tourist generating countries. The travel intermediaries like travel agents, tour operators, and reservation system store such information in respect of each destination to service their clients

and improve their business. They need the information in the easiest retrieval format so that the information needs of the clients are met as quickly as possible. Tourists generally need both static and dynamic information. Information on those features which do not change rapidly over time is termed as static information. All the necessary information have to be gathered, stored, updated and disseminated on a real time basis.

Application of Information Technologies

For a few decades now, the basic source of information in the tourism sector were pamphlets, brochures, directories, guide books, etc. produced and published by different countries and tourism boards. These sources prevail even today, though they are the most inefficient means of information for the tourists. The last few decades witnessed the application of computer and communication technologies in the field of tourism. Two distinct

streams of information sources viz, (i) online and (ii) offline came into existence. Databases containing information about places, tourist attractions and facilities became available for online access in several countries. The emergence of computerised reservations system (CRS) like Galileo, Amadeus, Sabre, ABASUS, PARS, JALCOM and QAMTAM, etc. opened up a new source of online information on tourism and are being expanded continuously. The latest sources of online information are Internet which contains some pages with all furnished information on most of the tourist destinations in the world, eg. Google, Wiki, Yahoo etc., The CD-ROM technology also took the tourism industry by storm. CD titles which came in the market during the initial period mostly contained geographical information. Soon multimedia CDs on specific tourism products made their appearance. Several such titles are presently available in the market. The next few years are likely to witness a rapid

growth in CD titles covering every aspect of tourism due to improved marketing efforts and increased competitions. Further hotel management and catering technology is fast emerging as an area of information technology application in the field of tourism.

The Indian Scenario

In India, the Department of Tourism took the first initiative to introduce information technology in tourism in the year 1989 by establishing TOURNET with the technical assistance of CMC Ltd. The network



floppy drives and hard discs. Each node was provided with a CD containing textual database on all the major tourist destinations in the country. Recently, multimedia databases on tourism have been developed by Rajasthan, Tamilnadu and Maharashtra Tourism Departments corporations with the assistance of some of the private software development company. Apart from the government

initiatives, a few private firms are also active in the field and many CDs on Indian tourism are already available through their efforts. These initiatives help the sector to attract a

large fold of tourists from all across the globe. The Department of Tourism is presently trying to tie-up with some of the private software development firms to produce a series of multimedia CDs covering

large fold of tourists from all across the globe. The Department of Tourism is presently trying to tie-up with some of the private software development firms to produce a series of multimedia CDs covering

all the major tourist destinations in India. The intention is to bring out a marketable product for sale within India and abroad, various promotional aspects are also taken place within and outside India through the involvement of technology on tourism industry.

Conclusion

Today, a wide range of tourism sectors are taking advantage of the information superhighway. Information technology has radically altered the way in which information is transmitted throughout the tourism industry. Hence, it changes the way in which tourism services are delivered. Because consumer expectations are rising rapidly, the move towards more independent and flexible holidays away from

package holidays, with the emergence of a computer literate generation, requires the service providers to find new ways to satisfy tourists' needs. Technology development facilitates the speed and efficiency with which information of the tourism industry is processed, stored, retrieved, distributed and otherwise manipulated. Information technology can reduce costs of information handling, increase speed of information transfer and retrieval and increase customer involvement in the control of transactions. It has flexibility of product specifications and greater reliability of information transferred. Thus, it offers new opportunities for the tourism industry by making the sector more accessible and convenient to the commuters.

Do you know this...

The Vishnu Temple in the city of Tirupathi built in the 10th century, is the world's largest religious pilgrimage destination. Larger than either Rome or Mecca, an average of 30,000 visitors donate \$6 million (US) to the temple every day.

Varanasi, also known as Benaras, was called "the Ancient City" when Lord Buddha visited it in 500 B.C., and is the oldest, continuously inhabited city in the world today.

MARKETING OF SERVICES - A CASE STUDY ON SOCIAL MEDIA MARKETING IN HOTELS

Dr. Anand Banda, Associate Professor – Hospitality, NITHM, Hyderabad

Introduction

While IT has a great influence, in a world where the customer is King, it must also deliver in two critical areas – Sales & Marketing and Customer Service. A sale becomes merely a starting point of a prolonged relationship between a seller and a buyer. A customer is no longer a one-time or even a multiple purchaser, he /she is someone who patronizes the hotel's brand over an entire lifetime. Management of relationship has become an issue of pivotal significance for business in recent times. A business organization needs to interact with a wide variety of people, groups and organizations for the successful management of operations. Today's hyper-interactive travel consumers are seeing the marketing messages across a variety of different channels. Now more than ever, there is a convergence of new and traditional digital formats, of interactive and offline marketing channels such as

social media and print, hotel websites and social media initiatives, mobile and email, etc. Hoteliers need to reach future and current customers at multiple touch-points. For instance, if you launch an email campaign to the hotel's own opt-in list, combine it with a tweet on Twitter, a posting on Facebook, a promotion on your website (this is a must), and a paid search campaign on Google.

Social Media Optimisation for Hotels (HOTEL SMO)

Social Media Optimisation (SMO) has increasingly become an essential part of any successful hotel Internet Marketing Strategy. After making sure that foundations like PPC and SEO are taken care of, SMO is the next natural progression for a hotel that truly understands that power and influence of the Internet. The way that people interact online has drastically changed which of course offers the hotel new online channels and ways to interact with consumers.

Early adopters who have a strong social media strategy in place are experiencing fantastic results and

increased exposure via the Internet. In addition to this, key Search Engines such as Google are adapting the search landscape to be more universal and include a host of different types of results in listings including: Maps, Blogs, Images, Videos, News etc. With over 500 million users, Facebook has an extremely broad reach and high visibility. According to Facebook, users share over 30 billion pieces of information and spend over 700 billion minutes on Facebook each month. For this reason, it's important to take advantage by a hotel and have presence on this highly used medium in order to fully utilize its impressive viral capabilities. Hence social media is rightly recommended to your marketing plan to outline specific goals and objectives that are to be met. This enables hotels to maximize reach and enhance the performance of their goals. By specifying which segments a hotel is aiming to reach, it can pick out which social media platforms work best.

User Generated Content

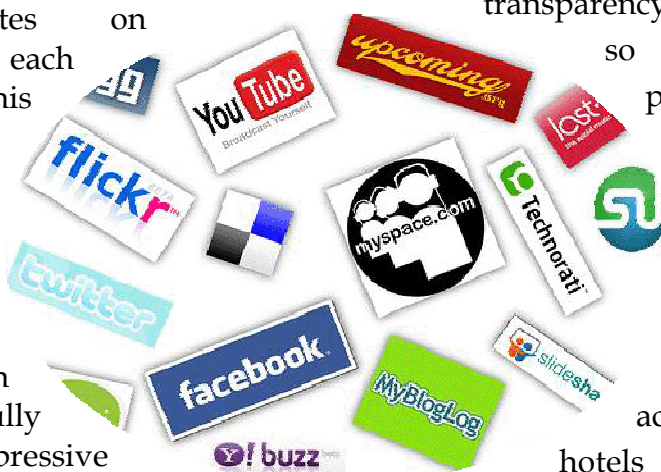
User Generated Content will be a critical element of Web 2.0 strategies. You will find an increasing number of consumer

decisions influenced by user generated comments and reviews. This will be the single largest influencer for consumers looking to make hotel room purchase decisions. This will also become one of the largest differentiators for hotels and will allow good operators to win heavily over the poorly managed hotels. But then, that's what the internet is about - offering transparency to the consumer

so that the better product wins.

The first generation of internet applications offered rate transparency across different

hotels and the next generation of applications are going to separate good products from the not-so-good ones. The most popular channels include: Trip Advisor, WikiTravel, Yahoo Answers, Askville by Amazon, etc. Hoteliers can create utilities on their own websites that allow consumers to post comments. Of course, the comments, whether negative or positive, need to be displayed to have a fair assessment of the hotel. The best strategy is to issue a management response to negative comments so that consumers feel



that their concerns are being addressed. If one chooses to delete negative comments, they are engaging in a one-time sale and pretty soon their reputation will diminish with their hotel guests and website visitors.

Blogs

A Blog (also known as a weblog) is essentially a software or online service that allows you to quickly post your thoughts, interact with people, and promote your business or concept online. Blogs are similar to interactive online journals that update your website with fresh and new content that elevates your value and ranking with the search engines. Some of the key benefits of having a blog include the following:

- Higher Ranking – Posting a Blog pings the search engines every time new content is posted. This results in frequent search engine spider visits and much higher optimization and ranking.
- Networking in the community – Blogs help in securing quality links from other relevant Blogs by track backs, comments, etc. Blogs help gain link popularity and drive relevant traffic.
- Blogs help in establishing credibility and trust – Blogs establish a credible platform for online customer interaction.

By creating a blog a hotel will be able to attract visitors looking for things to do in the hotel's destination. Milestone recommends developing blogs that are "destination centric" – meaning that they are pages discussing dining, local attractions, transportation, local events, etc. List the hotel as the featured property situated within the destination. With pages of the blog discussing all of the local draws to the surrounding area, the hotel will be positioned to capture demand which it never drew in before.

Online Videos

Online videos are one of the fastest growing forms of media on the internet. The online video developed for Search Engines is vastly different from the standard videos. The standard video files are not optimized for search engines. It's the same parallel as a search engine friendly website vs. a website that is set up as a brochure. A search engine friendly website can be found for different things within the search engines; however, to view a brochure type of website, one has to know the website address to get to that site. The search engine optimized video and standard videos differ from each other in the same way. Whereas the search optimized video can be found by

users typing things relevant to your market on the search engines; to find your standard videos, the consumer needs to know the website address for the site where that video is posted. This makes the effectiveness of the 2 videos vastly different

Personal Social Networks

Hotels will benefit from utilizing different personal social media networks such as Facebook and MySpace to network with consumers who are interested in the unique things offered by the property. For example, hotels should create their profiles on Facebook and MySpace. The hotel doesn't like the look and feel of the pages, some of these sites will allow the hotel's to customize the look and feel to their liking one can then post photos and videos on these sites. One can also socialize in the groups available on the channels, such as the Event Planners Group, Travel Groups, or even start a new group. This will allow hotels to increase their awareness with consumers interested in similar activities as those offered by the hotel.

Photo-Sharing

There are several photo-sharing websites such as Flickr, etc where hotels should create their profiles and share the photos of the hotel and

things to do in their market. We have seen tremendous results from sharing these photos. Tagging of the photos under the right categories also assists with search engine optimization, resulting in not only clicks from the photo-sharing websites but also from increased rankings in search engines. .

Social Bookmarking

Social bookmarking is another creative strategy for hotels to enhance their website presence and search engine optimization. Different articles, videos, and the hotels website can be bookmarked using tags on different social bookmarking channels such as Digg, del.icio.us, etc.

Articles and Online PR

Hotels can use online articles and online channels to enhance their web presence and increase their search engine optimization. Using online news channels such as Business Wire and PR web to release articles and news information enhances the search engine optimization and web presence for the hotel.

Qualitative effects of social media include:

- Relationship building
- Heightened brand awareness
- Increased visibility
- Sharing activity

Effective social media helps drive traffic to hotel website. Featuring links to hotel website on the information tab or within posts directs traffic back to hotel website so that users can pursue more information and book. Including tracking codes within links to hotel website allows the to track traffic generated from the hotel social media sites so that hotels can more effectively market to their fans and followers. It is imperative to consider multi-channel marketing initiatives that include social media and mobile. Committing to social media activity and adhering to best practices will allow hotels to strengthen marketing messages and broaden reach. When utilizing social media, the following considerations have to be made.

Social Media Mistakes

1. Utilizing an irregular and infrequent posting schedule
2. Posting boring, one-way content
3. Posting the same content on your Facebook and Twitter pages simultaneously
4. Creating a non-optimized page lacking keywords
5. Not responding to user comments and questions

6. Failing to tag fan pages within posts to increase visibility
7. Not recruiting followers within your target market to help build your follower base
8. Failing to regularly update your fan page with new photos and events
9. Not customizing your Twitter page to feature a branded background
10. Not utilizing fan and follower promotions on Facebook and Twitter

Conclusion

Today's business and leisure travelers are sophisticated, discerning and demanding. To cater to them hotels have to go beyond the physical attribute of hotels, location and design, Thus hoteliers now employ new technologies to offer personalized marketing products that have become the real drivers of revenue growth and customer royalty. To build a successful brand and relationship with consumers hotels are increasingly leveraging communication technology. Moreover the emergence of multi channel marketing of products and services and effective use of direct online channels is becoming important. Thus successfully integrating the offerings to all the channels to segment consumers and implement differential marketing strategies is the need of the hour.

CULTURAL SYMBOLS AND TOURISM PROMOTION: A CASE STUDY OF 'DHANU YATRA' IN ODISHA

Rajib Bhaduri, Ph.D. Scholar, PU

Tourism is based on authentic cultural recourses and cultural heritage is one of the main motivating factors for tourists the world over. Fortunately, one of the most mystical attractions of India is its ancient civilization and culture. Cultural tourism falls in the class of special tourism based on the search for new, deep and fulfilling cultural experiences, which may be aesthetic, intellectual or psychological. In other words cultural tourism is recognized as a potent force for preserving, maintaining and conserving the aboriginality of a place. Fairs and festivals are the cultural symbols which have major impact on the development of cultural tourism in a destination.

Odisha is considered as the land of colourful fairs and festivals; there are 13 festivals in 12 months. In this plethora of festivals, Dhanu Yatra of

Bargarh in Odisha is remarkably distinguished from the rest in sense, style, grace and grandeur. It also happens to be a great mass festival. Every year in the month of Sagittarius (December-January), it is celebrated for eleven days of the month from the 5th day of the bright fortnight till the full moon day. It is believed to have started after the harvesting season of 1947-48 soon after India's independence as a reflection of joyous atmosphere in the society for the end of British misrule. Since then it has become more popular all over the world with every passing year.



A tourism product is an amalgamation of different tangible and intangible elements. It is the sum total of tourist attractions, transport, accommodation and entertainment facilities etc. that produce customer (tourist) satisfaction. In the past, festivals were just community celebrations

and depended more on local visitors. The main purpose of these festivals with the growth of its size and fame are being viewed as tourist attractions which have the considerable economic impact on the host areas, and such, the composition of the visitor market for festivals has changed. Now cultural festivals are organized in Odisha with intention of attracting tourists so simultaneously the organizers arrange so many other programmes such as cultural activities, trade fairs, fireworks, kite competition, traditional dancing, traditional arts and tribal hand loom fair etc.

OBJECTIVES OF THE STUDY:

1. To study the uniqueness of this mass event of Bargarh.
2. Find out the obstacles for promoting it as a tourism product and making solution by giving innovative measures.
3. Give appropriate suggestions for proper advertisement of this event.

DHANU YATRA IN FOCUS:

“Dhanuyatra” happens to be a great mass festival of Odisha which is based on the exploits of Lord

Krishna. The great exploits of Lord Krishna has been instrumental in the creation of folk tales, music, art, literature and mythology. Bargarh is one of the thirty districts in Odisha and it is situated in its Western border in between 20°.20'.0" (North) latitude and 83°.37'.15" (East) longitude. This district is located towards the south of the river Mahanadi and the district headquarters is 330 KMs from Bhubaneswar by road. This district is famous worldwide for the holy place of Nrusinghnath in Gandhamardan Hills, the Papanga Hills, the Sambalpuri Bastralaya and the world famous Dhanu Yatra. During Dhanu Yatra, for eleven days the small town of Bargarh in western Odisha with a population of less than one lakh, is virtually transformed into Mathura Nagar, the capital of King Kansa while the nearby Ambapalli village across the river Jeera becomes Gopapura, the abode of Lord Krishna. Jeera river flowing between Bargarh and Ambapalli is viewed as river Yamuna. The entire town becomes an open air stage, being decorated beautifully to give a feeling of Mathurapura with almost the entire population of Bargarh and its nearby villages making the cast. The play comprises three mythological episodes i.e. 'Krishna Leela,'

'Mathura Bijaya' and 'Kansa Badha'. The legend of Lord Krishna killing the tyrannical King Kansa of Mathura forms the central theme of the play. King Kansa, the maternal uncle of Lord Krishna, invites Krishna and Balaram to witness and participate in the festivity of Dhanuyatra, which is held in his capital Mathura. Lord Krishna, however, understands the evil design of King Kansa to kill him and his brother Balaram and finally exterminates tyrant Kansa, freeing his subjects from perpetual oppression. The play ends with the death of King Kansa. King Kansa becomes the centre of attraction during Dhanu Yatra with the entire population of Bargarh regarded as his subject. Striding along a decorated elephant, Kansa goes on a Nagar Parikrama to different parts of the town on every morning for a few hours.

INNOVATIVE MEASURES:

If some innovative measures would be implemented in proper channel then we can make this mass event a center of attraction to the domestic as well as international tourist.

Product Uniqueness

Uniqueness of the products has an important bearing on marketing. Here the festival tourism as a

product is expected to possess some special features for capturing the attention of the tourists. This can be more attractive by adopting some of the following measures.

Travel Literature:

Government of Orissa as well as intellectual writers should start writings articles in tourism journals and magazines related to Dhanu Yatra.

Brochures:

Tourism Department, Govt. of Orissa as well as Government of India must promote it through different attractive, eye catching & colourful brochures.

Making a new Circuit:

As the Golden Triangle (Puri, Konark and Bhubaneswer) and Diamond Triangle (Budhist Circuit-Lalitagiri, Ratnagiri and Udayagiri) are popular in this way it is now necessary to make another Circuit especially in Northwest Orissa including Bargarh as a major tourist hub.

Itinerary making according to the Yatra:

Travel intermediaries like travel agencies, tour operators as well as government and private organizations related to tourism

should make appropriate itinerary where there will be sufficient time for visiting Bargarh & Dhanu Yatra.

Set up a Cultural Institution in Bargarh:

Due to the negative impact of ultra-modernization gradually the interest as well as the artistic performance decline. Hence emerges a need for establishment of a cultural institution in Bargarh where people can learn the glorious dance, music and art forms of the State and try to sustain this unique cultural heritage.

Road shows:

For sustainability of this rare event, school, college, university students and youth from different sectors should come forward and organise road shows regarding the importance of this event not only for tourism but also for creating awareness towards our culture and heritage.

Government Funding:

Money is one of the primary motivator for conducting such type of huge mass event. Without money nothing can happen, so both government as well as corporate funding is essential for making it a world class event.

ATTITUDE OF LOCAL PEOPLE:

As far as tourists are concerned, the place of visit is new and they are not familiar with the people and other environmental factors in the locality. In this situation, the attitude of the local people towards tourists is very important. The local people must care for the tourist and help them to the extent possible at festival centers. This approach can create a favorable atmosphere for the prosperity of tourism. More awareness is created among the local people because they themselves constitute a major part of the audience at the event.

UNDERSTANDING

TOURISTS'(CONSUMER) NEED:

Tourists are coming from different parts of the world; naturally possessing varied wants and needs. The extent to which they are satisfied contributes to the development of tourism. The most common need felt by the tourists are appropriate transport facilities, accommodation, communication, basic amenities etc.

• TRANSPORTATION:

At the time of event both government and private transporters should run good conditioned buses from different districts of Orissa connecting Bargarh. In Bargarh district *Hop on Hop off* bus services should be operated and that can touch each and every tourist

destination of Bargargh. Apart from it Special Local Train, auto rickshaw, Eco-friendly cycle rickshaw and taxi can function for quick hustle free transport for the tourist.

- **NEW CATEGORY OF ACCOMMODATION:**

It is essential to provide safe accommodation and delicious food upon the choice of the tourists. Government Circuit House, PWD Guest House, NAC Guest House and other budget hotels are available for accommodation purpose. Yet it has a great need for sufficient accommodation for all categories of tourists. Hence, budget hotels, luxury hotels more Dharmasala as well as Ecotels, should be built for catering the need of the tourists.

- **SECURITY:**

Tourists coming from different parts of the world are concerned about their safety and security in the smooth movement in tourist places. Usually the festival centers are over crowded and this creates heavy burden for the organizers. Efficient tourist police should be appointed on the event so that unpredicted antisocial activities can be kept under.

- **PROMOTION:**

Promotion effort acts as a powerful weapon in providing the cutting edge of the entire marketing programme. In Orissa, the organizers of festivals are keen in providing entertainment like other festivals (Car festival), performing arts like Odissi, Puri Beach Festival, Konark Dance Festival, Ekamra Utshav, Paraja Tribal Feastival etc. But to attract more and more tourist aggressive promotion is required.

- **ADVERTISEMENT:**

Tourism requires attracting the attention, creating interest, fostering desire and inspiring action. It is possible to communicate the information regarding availability of hotel accommodation, transportation, shopping facilities etc. to the tourist only through the right advertisement induced with professionalism. The foreign tourists are unaware about this unique event and dull advertisement cannot woo domestic tourists in a large number.

SUGGESTIONS:

I would like to highlight following points to make this festival attractive; so that, it can be an international festival.

1. Is the govt. putting enough effort for advertising this unique festival? The Odisha govt. should take proper steps for advertising

“Dhanu Yatra” in national and international print and electronic media. This will attract foreign tourists and tourists from all corners of our country.

2. I have not seen any special web site for Bargarh “Dhanu Yatra.” It is necessary to have an e-portal dedicated to “Dhanu Yatra”. It should contain all the information about “Dhanu Yatra.” In addition, it should provide all the necessary information for tourists like hotel information, information on nearest tourist centers etc. If we want “Dhanu Yatra” to be an International festival like “Rath Yatra” we must share information about this spectacular festival with all corners of the world.

3. It is said that more than 14 places of the festival would be decorated in organizing different cultural activities. To make this festival world famous, proper investment is required like it is happening in other states like Kerala and Rajasthan.

4. The govt. must organize light-music shows during this festival. This whole region is famous for its

unique cultural heritage (songs and dances). Organizing a light music show will help this region to showcase its cultural-vastness in front of the whole world.

5. “Dhanu Yatra” is the World’s largest Open Air Theater (OAT). This festival must be broadcast in various national and international channels. Further, a branch of National School of Drama (NSD) can be opened in Bargarh for the same.

CONCLUSION:

Of late, tourism has emerged as an important sector in the economy of Orissa. It is found to be an economic bonanza that contributes substantially to the development process. If the managerial decisions are creative, innovative and rational, Orissa can expect a lot from the tourism industry. There are many opportunities for developing cultural tourism. A fair blending of heritage, culture, art, handicrafts would be efficacious in attracting a large number of tourist not only from abroad but also from neighboring states.

Innovation in Tourism: The Thrust Areas

Preethi S, Kanimozhi S, Anshine Thomas;
MBA (Tourism) PU

Abstract

Innovation in tourism brings new ideas, services and products to the marketplace. Encompassing the whole tourism value chain, innovation does not only mean adapting the tourism industry to the changing tourism patterns with new marketing strategies, but also fostering new and innovative services, products and processes. Innovation in tourism is to be seen as a permanent, global and dynamic process. The emergence of new information and communication technologies (NICT) has become significant in the tourism industry. This paper briefly discusses about the various types of innovation in tourism and the unique features about tourism innovation when compared to other industries.



Importance of innovation in tourism

Even though lot of innovation originates from the service sector, there has so far been relatively little discussion as to its importance and prevalence in tourism. Innovation and product development in tourism are the unique selling propositions and a strategy towards gaining new markets. The Tourism industry is in metamorphosis – it is undergoing rapid and radical change. New technology, more experienced consumers, global economic restructuring and environmental limits to growth are only some of the challenges faced by the tourism industry. Existing destination management strategies can no longer satisfy market requirements. Especially small-sized and fragmented tourism companies are facing increased competition and are confronted with declining numbers of tourists. In the future the tourism industry's challenge is to provide increased

value for money either through innovation-driven cost reducing changes in production and marketing processes or through product changes - providing more varied tourism experiences for quality conscious and saturated multi-option customers.

Definition of the term “innovation”

Generally innovation can be defined as follows:

“Innovation is the search for, and the discovery, development, improvement, adoption and commercialization of new processes, new products, new organizational structures and procedures”

There are various definitions of the term “innovation”, which derives from the Latin word “innovatio” which means “creation of something new”. The diversity of definitions lies in the different purposes of examining this phenomenon.

Probably the most useable definition was provided by the late Schumpeter who distinguished five areas in which companies can introduce innovation:

1. Generation of new or improved products.

2. Introduction of new production processes.

3. Development of new sales markets.

4. Development of new supply markets.

5. Reorganization and restructuring of the company.

Successful innovation, innovation that is profitable to the tourism firm in a competitive market, must increase the value of the product or tourism experience. Since the value of the product is customers perceived quality divided by the price (cost) of this quality. Successful innovation must increase the value by improving quality or by lowering price (cost).

The production and marketing of tourism products is distinct from industrial products and displays specific characteristics which often create constraints or problems and hence serve as stepping stones for increasing the value of products via innovation. Tourism Products are intangible, perishable and involve active participation of the customer.

Potential areas for innovation in tourism

First of all, in today's saturated markets customers look for experience rather than destination driven products. Hence, in the future it will be important to create a rewarding tourism experience through innovation and product development instead of offering singular tourism elements. The creation of experience should cover "entertainment", "educational", "aesthetic" elements and product features. Experience in this context means content, (i.e.) core of the holidays. The destination acts as a stage and the different tourism companies as actors on this stage. Continuous learning and the acquisition of knowledge from the customers will become essential.

Despite of the intangibility characteristic of the tourism products, its value can be enhanced by adding sensations (design, fragrance, light, colour, emotional attachment). As a consequence of such product changes the emotional value of the "tourism experience" will be enhanced. Capital-intensive tourism industry can bundle resources and minimise risks by building up networks. As a result, new markets can be served, fewer resources must be invested and

entrepreneurial options will be created. Similarly, IT based innovation in distribution and marketing as well as firm alliances or other forms of co-operative marketing will help to reduce cost, thereby increasing customer value, market share and market extension.

Drivers to Innovation in Tourism

There are three factors which determine the level of innovation actively in tourism. They are:

- Supply and supply-related determinants.
- Demand drivers.
- The level and pace of competition.

Supply factors

The availability of new technologies led to the development of new skills, new materials, new services, and new forms of organisation. This is especially true for the last two decades where the role of technological innovation was crucial. In tourism, technology created a new form of business called e-tourism, which today is the biggest force in e-commerce.

Demand changes

Basic driving forces for the availability and quality of basic

service quality elements are punctuality, accountability, convenience, speed, and price. All other elements like aesthetics, individual attention, and multiple options are secondary elements, which are considered as added features. But these secondary elements in particular create a special “value for money” for the customer. Customer orientation plays a fundamental role in service innovation. Valuable information can be gained from the behaviour of the customer during the service process. As the customer is highly involved in the production of a tourism service, enterprises have to adjust to the changing interests and values of their guests.

Competition

Many parts of the tourism industry but notably such businesses as transportation, airlines, hotel chains, tour operators and/or car rental agencies are highly concentrated and act as global

Niche innovations (*e.g.* co-operation with a tour operator) emphasis new forms of co-operation and do not touch existing competencies. Architectural innovations (*e.g.* arctic tourism) introduce new structures and

players in the industry. With the maturity of markets, heightened technological change in the IT field and the decreasing demand, in many parts of the industry rivalry has turned into ruinous competition. Globalisation and deregulation have further heightened competition.

Innovation types

Useful distinction of innovation types in tourism has been made by Hjalager, who adopted concepts developed by Abernathy and Clark and who developed a model to measure innovation levels (degrees) in tourism using core competencies as the unit of analysis. This differentiation seems to be more suitable, as innovation in tourism is often based on core competencies. Hjalager distinguishes four types of innovation dealing with either the breaking up or deepening of relationships to clients or to the market and the abandonment or preservation of competencies

redefine relationships to customers and existing markets. In Revolutionary innovation the external branch structures and the target groups remain unchanged, although services have changed by using new technologies. Regular or

incremental innovations are realized with existing competencies and existing relationships, some examples are increased productivity, quality improvements or further training of staff members *e.g.* of a hotel. Hjalager describes an appropriate sub-division of innovations into five categories. They are as follows:

Production Innovation:

This category consists of new products or services developed to the stage of commercialization. Their novelty should be evident to producers, suppliers, consumers or competitors. Loyalty programs, events based on local traditions and environmentally sustainable accommodation facilities are examples of production innovations.

Process Innovation:

These innovations involve a way of raising the performance of existing operations with new or improved technology or by redesigns of the entire production line. These kind of innovations can be combined with or result in product innovations. Robots for cleaning and maintenance, self service devices and computerized management and monitoring systems are good examples for process innovation.

Management Innovation:

New job Profiles, collaborative structures and authority systems among others belong to this category, often in combination with the introduction of new products, services and production technologies. These can for instance lead to staff empowerment through job enrichment, training and decentralization.

Logistics Innovation:

Materials, transactions, information and customers constitute examples of the flows handled. Recent innovations in this field are internet marketing, enhancements of airport hub systems and integrated destination information systems.

Institutional innovation:

This category deals with collaborative and regulatory structures in communities. Institutional innovations go beyond the individual firm. They transect public and private sectors and forms new rules and regulations. Reforms of the financial incentives that restructure social or health tourism concepts, the setting up or change of credit institutions and changes in the

conditions for obtaining finance are such examples affecting tourism.

Innovation in tourism services: the unique features

Identifying the nature of innovation in tourism entails looking for features that are either shared with or distinct from those of innovations in other service industries, but it also entails comparisons with the more general models found in manufacturing.

1. Comparisons of the approach to innovation in tourism and in other service industries: retailing, banking, recreation, etc

Tourism products are “experience goods”, validated by consumers, who commit their experience to memory and build upon it. In addition, tourism activity is deeply rooted spatially, the stage being set by the surrounding heritage, attractions and lodging facilities. Consumption also has a sequential dimension that affects the quality of the tourist’s overall

experience. The tourism industry also involves activities that feature proximity to leisure industries: cultural, sporting and recreational pursuits.

2. Unique features of services as compared to industrial models: marketing of services, the role of R&D, lack of patentability, attitude towards markets (tendency towards responsiveness), low degree of technology culture, etc. Services cannot be analyzed exactly with the same analytical categories as are used to understand innovation in manufacturing industries. The emphasis is on non-technological forms of innovation, such as professional know-how, brands and design, which then play a major role.
3. Non-unique features: an indistinct boundary between industry and services: the industrialization of tourist services makes tourism more innovative.

Thrust Areas for the Tourism Growth

The following are the common thrust areas for the growth of tourism as a service sector

- Price competitiveness in accommodation, chartered coaches etc.
- Safety measures for the tourists
- Improving destination image as a tourist's destination.
- Responsible Tourism.
- Sustainability
- Hassle free environment
- Crisis management

Conclusion

The services sector is made up of a heterogeneous group of economic activities. The study of innovation in the tourism sector has attracted the attention of the

researchers only in the recent years. The reason for this is because there was a misconception that the sector is innovative enough and that only the manufacturing sector needs innovation. Technological innovations in the tourism sector is characterized by fundamental marketing processes such as the case of Internet use and these in turn are linked to the generation of non-technological innovations. Information and Communication Technology (ICT) is one of the key elements of economic performance. There is a strong relationship between the services sector and ICT, because ICT disseminates information services in abundance. Thus the tourism companies are creating a dynamic environment to build their capacity for innovation. Many organizations incorporate innovation into their processes and adopt an open attitude to change in order to have a better position in the market.

Do you know this...?

The Proposed new names of Indian Cities

- | | |
|-------------------------------|---------------------------------|
| ▪ Ahmedabad to Karnavati | Allahabad to Prayag |
| ▪ Aurangabad to Sambhajinagar | Bhopal to Bhojpal |
| ▪ Delhi to Indraprastha | Indore to Induru |
| ▪ Mangalore to Mangaluru | Mughalsarai to Deen Dayal Nagar |
| ▪ Mysore to Mysuru | Hyderabad to Bhagyanagaram |
| ▪ Patna to Pataliputra | |

PONDICHERRY - AN ARCHITECTURAL MARVEL

P. Vijayalaxmi, MBA (Tourism) PU

Pondicherry is not only a place on the tourist map, but it is a state of mind. The name of the town will bring visions of a pristine blue sea, peace and serenity to one's mind. But it is also famous for its architecture. Pondicherry's love, design and culture is evident in its heritage buildings. The town has a lot to offer for architecture lovers.

The 1.5 km. long promenade running along the beach shows the pride of the town as it houses all the important landmarks of the town. The promenade starts with the Chief Secretariat office and ends with the statue of Dupleix, one of the successful Governors of Pondicherry during the French regime. The statue of Mahatma Gandhi stands majestically in the middle of the promenade, amidst eight carved pillars. Other notable spots are the War Memorial raised by French, "Mairie" which houses municipality offices, the twenty seven metre tall, old light house and the circular shaped customs house.

The marvelous part of the town is the French quarter. The heritage buildings of Pondicherry can be divided into buildings with only French architecture and buildings with only Tamil architecture. The town is divided into Tamil and French quarters. The French quarters are near the sea. The streets are extensive and well laid with huge buildings surrounded by high walls and elaborate gates. Painting, windows and doors all resemble the traditional mansions of the French. The Tamil quarter has many temples and residential buildings. The Tamil houses have porticos with wooden or iron pillars and open courtyards.

Few Hindu houses are built blending both the Tamil and French styles. They are usually two storied buildings with Tamil styled ground floor and French styled first floor. Such houses are found in Vysial Street between Mission Street and Mahatma Gandhi Road. These houses belong to rich Tamil merchants. The mansion of Ananda Ranga Pillai showcases the beauty of Indo French architecture. The notable heritage buildings are Raj

Nivas, Romain Rolland library, French Institute, Societe Progressite High School, Cercle de Puducherry, Mairie and Aayi Mandapam.

The French rule also brought their missionaries to this sea side town. The Immaculate Conception Cathedral built in 1791 duplicates the design of a church in France. L'Eglise de Notre Dame Des Anges is built with finest limestone mixed with white of egg making it identical to white marble. The Sacred Heart of Jesus Church in South Boulevard is built in neo-gothic style with stained glass windows and panels depicting the life of Jesus Christ. It is a very common sight to see tourists cycling

around the boulevard with maps, as all the roads are perpendicular enabling tourists to find their way easily.

The architectural feast of the town can be experienced by guided heritage walks. A guided heritage walk or cycling around the town is the best way to enjoy the architectural vocabulary of this old seaside town.



Panel Discussion - 3



Human Resource Development:
The Key to Service Industry

Genesis of Contemporary Human Resources

D. Lawrence Sagayaraj, General Manager, Anandha Inn, Puducherry

Changes

Today we experience a rapid change in the social structure and norms, which has its impact on the basic unit of society 'THE FAMILY.'

The socio- economic changes that are overtaking the traditional and cultural norms in our society strike radical changes in the family structure. Today's family comprises of a Father, Mother and a child as against the large joint families of yesteryears. The child from this small unit of family often grows up with the focus of both the working parents. All activities of the family revolve around the child to the extent that the parents become over protective often in the little time that they get to spend with the child. To compensate the lack of time the parents land up providing mostly all that the child asks for and often without even being asked for it. Thus, the child grows up getting everything that they want and never get NO for an answer.

Consequences

The educational institutions (especially urban) that shape the child often lack the infrastructure, are overcrowded and run with profit motive. The child lacks the opportunity to evolve as a team player. This kind of formation of the child will lead them to become isolated islands in the society. They will be the future Human Resources available to the organizations.

Challenges

Organization is a group of individuals who team up to achieve a collective goal and in the process also achieves their own individual goals. The Human Resource professionals will need to concentrate on bringing these isolated islands together to work as a team. Thus, the Human Resource professional's role takes a new dimension and a very important role in the Organization. The new role of the Human Resource professional would be that of a counselor who would have to act as a binding force building bridges to connect these islands through training.

HRD: A Key to Service Industry

Jayamani, Executive, MICE Operations, TUI

Industries don't 'evolve', instead it is the people who overturn the untapped opportunities, re-draw the 'accepted practices', set new performance expectations and re-invent the product or service levels. This applies perfectly to the core segments of the service industry namely the tourism and the hotel industry.

Gone are the days when people were carried away by the big brands, and when monopolies dominated the market. It is now, the buyers' market where there is a perfect competition and every other organization with brilliant and trained professionals can come out with flying colors.

International or Long-haul tourism is just one perfect example for this context. For example, an 'X' tour package is launched by couple of market players at the same time with same inclusions (hotel, airline, sightseeing, transfers etc); the one who delivers the product with human touch and value will only succeed since that is where the difference can be made. They can hardly change the hotel's facilities,

the flight's service level or the quality of the sightseeing. Those companies with traditional ideas of mass consumption through standardized procedures and mass tourism without customization and concern will no longer be successful in the most dynamic and highly vibrant market.

It is also the nature of the trade that it has to have people to work for longer hours and in some cases for all the 365 days in a year and hence it requires a constantly motivated and committed workforce for its successful going. Since they're the front-liners they should be empowered and be kept happy.

Unlike other products, tourism products are highly intangible and people-oriented. Neither can you squeeze a steak before you dine, nor can you test drive a night stay at a hotel. It is again, the efforts of the human workforce to effectively sell (or) deliver the product to the consumer.

The 'new consumers' for tourism are simultaneously both cause and effect of the new developments in the industry. Most of them in the current

society are relatively highly educated, have access to infinite amounts of information in any direction they wish to pursue (internet web portals, magazines, CD/DVD ROMs etc). But even then, many people think twice or restrict themselves from taking an online package / service due to perceived notions. They want somebody to personally assist them with their requirements with human concern. They combine to add up to more sophisticated, more experienced, more demanding, often angry and litigious consumers who deny to accept poor standards or poor value for money, and unforgiving of businesses that fail to deliver.

Mass transition of human resource from one organization to another, has become a recent trend in the industry. This transition has made wonders in the market as many new brands have become highly successful and many giants faced a

huge downfall. This conveys one thing to us - 'despite of all the brand value, it's the people who makes or breaks the businesses in any organization' and every organization should strive hard to retain and develop its existing work force.

For most visitors, what they receive or encounter with the host environment is not provided by the local residents. Ultimately, the long-run future of big businesses in mature markets are heavily dependent on the service deliverance capabilities and the impression made by the people in businesses like pubs, cafés, restaurants, taxis, tourist guides, travel professionals, hoteliers and so on.

Finally it is no wrong to conclude that, the future of service industry is driven by the creative and quality human workforce, who will leave no stones unturned, with lots of insights, inspiration, information and involvement.

Do you know this...?

There are 300,000 active mosques in India, more than in any other country, including the Muslim world.

The oldest European church and synagogue in India are in the city of Cochin. They were built in 1503 and 1568 respectively.

Human Resource Development - A Key to Service Industry

C.Lakshmi, Sibasis Mohanty, Sentamil Selvan, MBA (Tourism), PU

Patience and a smile on the face are the two pillars of the service industry; with it, we can solve the many problems that march ahead. The service sector is defined by people, rather than by the products it offers. The industry's heterogeneity, geographical spread and stochastic demand cycle provides both opportunities and challenges in mapping these against the aspirations and expectations of those attracted into this service sector, either as new entrants to the labourforce or in the context of change opportunities within their working life.

The hospitality sector as a whole is made up of 14 sub-sectors:

Hotels; restaurants; pubs, bars and night-clubs; contract food service providers; membership clubs; events; gambling; travel services; tourist services; visitor attractions; youth hostels; holiday parks; self-catering accommodation; hospitality services.

The service sector is the world's largest and fastest growing industry and today it enjoys an undisputed position as the world's foremost industry, whose field of influence infiltrates every possible area of economic activity. Since this sector capitalizes heavily on manpower resources, it has also established itself as the largest employment generator in both direct and indirect employment creating more than 350 million worldwide. For developing countries having larger populations, such as India, this is particularly important, as tourism is known to create more jobs for the semi and unskilled compared to job requirements in other industries.

According to World Travel and Tourism Council, in this decade, the tourism and hospitality industries will add one job for every 2.5 seconds and create approximately 125 million new direct and indirect jobs, thereby accounting for 350 million jobs. The industry employed an estimated 24,349,000 people in 2006 (5.4% of total employment or 1 in 18.4 jobs). WTTC also predicts India will be a tourism hotspot from 2009-2018, having the highest 10-

year growth potential. The Travel & Tourism Competitiveness Report 2007 ranked tourism in India 6th in terms of price competitiveness and 39th in terms of safety and security. Despite short- and medium-term setbacks, such as shortage of hotel rooms, tourism revenues are expected to surge by 42% from 2007 to 2017.

People, we are frequently told, are a critical dimension within the successful delivery of tourism services. The story of successful tourism enterprises is one that is largely about people - how they are recruited, how they are managed, how they are trained and educated, how they are valued and rewarded and how they are supported through a process of continuous learning and career development.

The International Labour Organization (ILO, 2001) in their wide-ranging report on the global tourism and hospitality industry provides evidence that suggests that the industry globally is largely reliant on so-called 'marginal workers,' such as women, young workers, casual employees, students, relatively high numbers of part-timers and migrant workers. Young people are also prominent within the hospitality, leisure, travel and tourism sector, creating 2.7 % of total

employment and 4.5 % of growth in the country. With regard to qualifications only 12 per cent of employees in hospitality, leisure, travel and tourism have a degree or equivalent, with 15 per cent of the workforce having no qualification.

Workforce challenges are industry-wide. Being in service industry nothing can be preplanned but then various sub plans can be chalked out to meet those challenges in this unstable industry. The major HR challenges are:

1. The challenge of recruiting workers
2. The challenge of retaining workers
3. The challenge of training and development
4. Salary
5. Unsocial hours and shift patterns

The quality and efficiency of services is the primary concern of service industry. The travel and tourism industry is only as good as only its people, and it is the people that make the real product. The right person in the right job is essential for the success in any business. In travel agencies, tour operations units, hotels, restaurants, motels, resorts and similar businesses, this factor is particularly important. There are a

number of problems and constraints, which concern the human resources development in the tourism sector, viz., shortage of qualified manpower, shortage of tourism training infrastructure and qualified trainers, working conditions in the tourism sector, and lack of proper strategies and policies for human resources development.

The resource generation ability of the tourism industry which utilizes the services of well educated and well trained human resources will be definitely higher. Numerous decision-making activities, having their bearing upon planning, control, investment, product-mix, etc., stand hampered by a growing shortage of relevant, reliable and timely statistical data on both the micro and macro levels. This too necessitates the involvement of well-educated and well-trained personnel in the tourism industry. Pressures for more efficient allocation and utilization of organizational resources will require the use of far more effective personnel in tourism industry as a whole and its subsectoral activities adding to higher productivity.

Tourism industry in India suffers from several weaknesses both in qualitative and quantitative terms. The purpose of Human Resource Development is to improve the

capacity of the human resource through learning and performance at the individual, process and organizational levels. By applying a well-ordered and professional HRD approach to work in the protected areas field, the skills, knowledge and attitudes of park personnel will be enriched and this overall quality of work performed will improve. Today, human resource planning is considered as the way management comes to grasp the ill-defined and tough-to-solve human resource problems facing an organization. Thus, the role of an HR manager is very crucial in selecting and recruiting the right kind of people who can be an asset for the tourism sector. The success of an organization depends on its ability to affect continuous improvement and provide quality products and services to its customer. This will require every personnel in the organization to possess the requisite knowledge, skill and attitude. Work can be a significant source of satisfaction if opportunities are provided for the recognition and meeting of employee's needs.

A Journey to the Soul of Asia

Swetapadma Pati, MBA (Tourism) PU

A land that you'll love now and forever; a country with different races of people spread all over; a land with a myriad range of colours adding to its beauty; it is the soul of Asia. Yes! I am hinting at the wonderful destination: Malaysia- Truly Asia.

If you are planning for a vacation especially anytime between May and September, then Malaysia is just the place for you. The country situated in the south eastern part of Asia, although is small in size is no less in comparison to the major tourist attractions in the world. Malaysia is rich in tourism products and natural beauty. A visit to the country will provide a sense of joy and a peace of mind. Now let's have a glimpse of some of the attractions of the "Tourists' Paradise"...

To begin with, first let's travel to the vibrant capital city, Kuala Lumpur. The famous *Petronas towers* or the twin towers are the major source of attraction for the tourists. The 88 storied towers stand majestically in the heart of Kuala Lumpur. They are connected with a sky bridge in the 41st and 42nd floors which enables people to move from one tower to the other. Visitors are allowed to

cross the sky bridge only on the 41st floor. The amazing architecture and construction of the towers with the use of steel and glass facade is bound to leave the visitors wonderstruck.

Now let's travel 51km north east of Kuala Lumpur, the exciting theme park of Malaysia- The Genting Highlands. It can also be termed as the 'City of Entertainment'. Along with lots of adventures and entertainment in the theme park, there is also number of hotels available in the city for tourists belonging to various profiles. A joy ride on the ropeway is bound to give immense pleasure and satisfaction to every fun loving soul.

I know now your heart must be dancing with joy at the thought of visiting Malaysia. But take a pause... what to eat? When we are in a foreign land the first and foremost or so to say the major problem is food. It is very difficult to adapt yourself to the food habits of the country where you are just a visitor. Don't panic! There is a solution to this problem as well. There are n number of food stalls providing variety of food items such as Indian, Chinese, Continental and lots more. There are even large number of Indian hotels ran

and owned specifically by Indians. Ranging from starters to desserts, every item is prepared with perfection. So, food is not a problem in Malaysia.

What more does a tourist thrive for in a new destination? Obviously shopping! There is a myriad range of products available in Malaysia for a tourist to shop. Starting from a tiny key chain to the latest choice of electronics, every variety of products is available which can steal away a visitor's heart. Hold on! I just said that it'll steal away your heart, not your pocket. Of course there are places in the country where products may be too expensive but one needs to know the right places where one can shop for a reasonable price. For the purchase of small stuffs like gift items or garments, China Town can be the best place. But you need to be good at bargaining.

One final question that must be bothering you mind is about accommodation? For this, I personally assure you that in Malaysia, one need not consider this to be a problem. You can find several hotels and lodges in every part of the country for varying

ranges. So, tourists belonging to any profile can avail a hotel for themselves.

Although you'll find a good majority of the Chinese population residing in the country, their friendly behaviour and warm welcome is sure to touch your heart. There's a sense of love and warmth in the air all around, along with a disciplined atmosphere. The roads are unbelievably clean all around and the traffic is such that vehicles need not demand a horn to get their way. And at every parking area, all the vehicles are very strategically arranged according to the area allotted.

Malaysia in true sense is the essence of a true Asia. Here, I would like to share a few lines from the song, 'Malaysia- truly Asia', "This land is so beautiful, it steals your heart away... This land is a paradise, just a smile away". I hope by now you must have started humming the tune of this song. This article is just a glimpse or a trailer of the paradise country, Malaysia but you'll get the joy of the true picture only when you reach there. The beautiful sceneries and the enchanting attractions are awaiting your visit. So, let the journey begin..

Do you know this...?

For those of us who thought Goa and the so-called golden triangle - Delhi, Agra, and Jaipur - were the hotspots in India for tourists, the latest data from the Ministry of Tourism has a different story to tell. Andhra Pradesh is the most sort out Domestic Tourism Destination, which ranks First in a series from last three years in attracting Domestic Tourists because of Tirupati, Hyderabad and Vishakhapatnam.

Panel Discussion - 4



Event Management:
India as a hub of MICE Tourism Destination

MICE Tourism Potentiality in India

Dr. Sampad Kumar Swain, Reader, Dept. of Tourism Studies, PU

Ravish Mathew, Doctoral Scholar, PU

With technology reaching its pinnacle today, we find the best connectivity through all the modes of travel today and specially the aviation sector which has expanded widely and in Indian context twenty-two regional airports go through a facelift, and exclusive business hotels and exotic resorts spring up in new and established locations, choices for corporate to conduct Meetings, Incentives, Conventions and Exhibitions (MICE) within India are rapidly multiplying. Hyderabad, Pune, Bangalore, Noida, Gurgaon and Chennai are stiff competition for established destinations like Delhi, Mumbai and Kolkata. Goa, Kerala, Agra and Rajasthan are non-traditional business locations, but extremely high on the "wow" factor. Similarly, Chandigarh, Ludhiana, Mussoorie, Nainital, Bhubaneswar,

Simla and Srinagar are catching the imagination of conference planners for the 'freshness' that they have to offer. Choices for MICE in India will expand exponentially by 2010-12 when under construction projects by global hotel brands such as the Four Seasons, Mandarin Oriental, Sofitel, Aman, Marriott, Crowne Plaza, Novotel, Grand Hyatt, Shangri-La and Radisson are completed. India by hosting the Prestigious Common Wealth Games proved that India has got that credibility to organize such mammoth events and given an opportunity India can organize many more mega events in the near future to come. Today India has become a hot spot destination in organizing Meetings/Incentive Tours/Conventions/Conference/Exhibition/Exposition and many more. Today we find some important hub in India where Events are organized frequently

such as Delhi, Hyderabad, Cochin, Kolkata, Chennai, Agra, Noida. MICE- the new form of business tourism is the fastest growing section of the International tourism market has become a huge business in the international sphere as well. It caters to various forms of business meetings, International conferences and conventions, events and exhibitions and is slowly but steadily capturing every big hotelier's attention. Being a hot favourite tourist destination, India is also very much into the business. After the hot-spots like Hong Kong, Malaysia, Dubai, Singapore and Pattaya. India is fast gaining its pace in the competition to become an ideal MICE destination. With the advanced technology and facilities, warm hospitality, personalized services coupled with immense natural beauty and rich cultural heritage, the goal seems to be not very far. MICE tourism is the new buzzword in the international tourist market and relates to various business groups and individual travelers. The importance of the MICE industry lies in the fact that it converts the annual business meetings

and conferences into a glamorous and enjoyable event for the delegates and attendants. Be it a meeting to bring people together either from within one company or from a broader spectrum or an international conference of 100 delegates or product launch party or exhibition, MICE tourism finds itself being inevitable in all the occasions. To grow the business tourism in India, the country boasts of some world-class convention centres. The Ashok, New Delhi; Hyderabad International Convention Centre, Hyderabad; Le Meridian, Cochin and today we find conference and meetings use to be conducted in the House Boats in Alleppey where the delegates can have a cruise as well as meetings in a fully equipped house boats. Thus many innovative ideas are coming for the MICE business. Besides that Exposition has become a trend where new product launch starting from an herbal shampoo to huge automobile exposition thus making a huge business to the event organizers as well as event planners. A trade fair is another important branch which is gaining momentum and there

are specialized trade fair operators who organizer trade fairs all over the globe. This gives a great opportunity to buyer and seller on a particular product. Hotel Industry too have a major role in event business as today we find different types of hotels which cater to the need of the guest in different ways. Coming up of budget hotels like Ginger, Lemongrass has given a good boost to the event business as even a second class family can think of staying a night or organizing a function. Globally the

segment of Meetings, Incentives, Conventions & Events, popularly called MICE, contributes to as much as 30 per cent to the overall travel volumes and India is no exception to it. Both as a MICE destination and in MICE outbound, India stands to gain hugely. India is in a process of raising its MICE facilities. Efforts are going on in a continuous attempt to build world class infrastructure, convention centers, airports that match with the best in the world.



Mega Sports in India: Planning and Long term Implications

Dr. Jitendra Mohan Mishra, Asst. Professor, Dept. Of Tourism Studies, PU

Mega events are a unique resource of tourist attractions. Large and internationally known events such as the Olympics, Commonwealth, Asian Games or World fairs bring in a huge flow of tourists to any destination in a short span of time. Such events enhance the image of a destination by bringing it in the world tourist map, the benefit of which the destination reaps in long term basis. While hosting mega events the country sends a strong message to the world about its abilities and potentialities. By enhancing a local community's image and providing activities and spending outlets for locals and visitors, these events play a considerable role in community lives (Getz 1993).

Events are understood to be a major source of revenue generation for the host destination. In case of sports events, the governments build infrastructure at places, those later on get transferred to local sports clubs. In recent past a number of mega events are being conducted in India like first Afro-Asian Games (2003) in Hyderabad, Commonwealth Games (2010) in New

Delhi, Annual National Games (34th national games 2011 in Jharkhand), and latest being to be played 10th ICC World cup (29 of 49 matches to be played at 8 venues) co-hosted by India, Sri Lanka and Bangladesh.

Necessary infrastructure for such mega sports events can be categorized as good stadium with night play arrangements, suitable accommodation for players and audience, health care, other civic amenities, and connectivity in terms of Air, Rail and Road transportation. These infrastructure need to be planned carefully before actual implementation, to ensure that over supply of such infrastructure for instance should not lead to non- performance in case of lack of special demand (Cho,2004), and under supply on the other hand should not create inconvenience during the event.

The long term implications of organising mega sports events can also be forecasted. Mega sports events are organised depending upon the climate of a place. Such hospitable climate coincides with the tourist season in India. Such visits of sports audience in



addition to traditional tourists at a destination require additional accommodation units. Thus supply of accommodation and other supporting services strengthen tourism industry after the event. Organisation of big scale events too bring in increased business by opening new opportunities for the entrepreneurs. Service sector of the destination expands as providers of support services enter the market.

Till recently lack of sports infrastructure was seriously impeding Indian performance in international sports. Houghton observes that “the state of infrastructure in the country as the sole reason for India not qualifying for the FIFA soccer’s world cup”. Organisation of sports events bring in new sports infrastructure those are handed over to the local clubs for maintenance and proper use. This promotes a sporting culture rapidly at the destination region that has a long term effect on the lifestyle of citizens in terms of health and fitness.

Mega events are assembly of a huge population, not only at such venues but millions get connected through mass media network like radio, T.V. and internet. Private organisations invest in mega events as they tend to get desired return through advertisement and publicity. As the government acts as a facilitator, private sector plays a

leading role in raising funds and managing the events.

However there are questions pertaining to organisation of such events that develop interest for managers, researchers and planners. Such as; do the investments in sports events bring the desired result expressed in quantitative terms, as were expected? Should there be priority of investing on sports and sports persons, to building infrastructure? From tourism point of view, whether there exists a significant relationship between organisation of mega events with that of flow of tourists or to what extent tourist flow increase after such events? To what level small and medium scale entrepreneurs benefit from mega events? Should there be an integrated sports policy to include development of sports infrastructure across the country? Is there any specific plan for utilising sports and other surplus infrastructure after the event? Whether mega events are integrated into the long term tourism policy of the country? And at last whether events bring benefits to the local residents? An in-depth qualitative interview and focus group discussion along with the structured survey method should be adopted to find answers to such questions. So that recent mega sports events would be objectively planned, effectively implemented and would be corroborated with empirical result.

India: A Hot MICE Destination for Meetings, Incentives, Conferences and Exhibitions

Bhuvanesh.B, Amisha Antony, MBA(Tourism) PU

MICE- the new form of business tourism is the fastest growing section of the International tourism market. It caters to various forms of business meetings, International conferences and conventions, events and exhibitions and is slowly but steadily capturing every big hotelier's attention. Being a hot spot tourist destination, India is also very much into the business. After the hot-spots like Hong Kong, Malaysia and Dubai, India is fast gaining its pace in the competition to become an ideal MICE destination. With the advanced technology and facilities, warm hospitality, personalized services coupled with immense natural beauty and rich cultural heritage, the goal seems to be not very far. MICE tourism is the new buzzword in the international tourist market and relates to various business groups and individual travelers.

India an emerging hub: The importance of the MICE industry lies in the fact that it converts the annual business meetings and conferences into a glamorous and enjoyable event for the delegates and attendants. Be it a meeting to bring people together either from within one company or from a broader

spectrum or an international conference of 100 delegates or product launch party or exhibition, MICE tourism finds itself being inevitable in all the occasions.

India has arisen as the latest offbeat in MICE Tourism. This has been made happen of the fact that India has a vibrant private space. To consider a few

- 47 Indian Companies listed in Forbes Global 2000
- 80% credit goes to private sector

The preferred criterion in identification of India as MICE destination is:

- Support infrastructure
- Season/Climate
- Tourist Attractions (sightseeing)
- Cultural Diversity
- Low Budgets (airfare, visa, accommodation, attractions)
- New destination novelty
- Destination image and destination combination
- Connectivity – hubs in India
- Shopping
- Recreation activities like Golf Course and Yoga & Ayurveda Centre
- Educated manpower

To grow the business of tourism in India, the country boasts of some world-class convention centres: The Ashok, New Delhi; Hyderabad International Convention Centre, Hyderabad; Le Meridien, Cochin are forerunner in the Indian MICE tourism facilitating both domestic and International level of business meetings and conferences.

A large number of Convention Centres are available in India with a seating capacity of up to 1700 persons. The important conference centres in the country are at New Delhi, Mumbai, Agra, Bangalore, Chennai, Cochin, Goa, Hyderabad, Jaipur & Kolkata. Some important hotel chains like the Taj Group, ITC-Welcome group, the Oberoi's, Meridien Hotels, Marriott Hotels etc. also have excellent conference facilities.

North India: Delhi's location and infrastructure makes it a popular venue for exhibitions and events, its MICE facilities extending over a string of five star possessing facilities and infrastructure in par with international standards. India's largest convention centre with a capacity for 12,000 delegates is to be shortly established in Dwarka, Delhi. While Noida is adorned with a range of international centres for B2B and B2C exhibitions, conferences and seminars, Gurgaon, Jodhpur and Udaipur are emergent MICE destination supported by a bouquet of sophisticated meetings and convention facilities. Agra, Jaipur

and Shimla are no less choices for MICE venues due to their tourism significance.

South India: Chennai and Bangalore with high-end luxury hotels with world class banquet facilities are geared to host meetings and conventions. The heritage city of Hyderabad with its sophisticated IT hub Hyderabad International Convention Centre, has positioned itself in the forefront hosting PATA travel mart which led to a build up of similar facilities in six other centres across the country, expected to be completed by 2010-11. The port city of Vishakapatnam, will witness world-class convention and exhibition venues with the upcoming Vizag project. Cochin in Kerala is a much sought after MICE destination with the possibility of a conference aboard a luxury houseboat, access through three international airports in the state and scenic environs. No less sought destinations in Kerala are Kumarakom, Varkala and Thekkady.

West India: Mumbai set the standards for the new wave of convention centers in India with an innovative range of luxurious locations. Pune, Surat and Vadodara are other prominent destinations to make any event conducted here a memorable one.

Goa's resorts along its lovely beaches are fully oriented to cater to MICE. Ahmedabad's Porbandar and Mandvi beaches, Daman's peaceful

environs and unexplored beaches, Aurangabad's proximity to the world heritage sites of the Ajanta caves and Ellora rock cut temples makes these spots interesting MICE venues.

East India: Kolkata's star attraction, the Floatels, the Vedic Village in Rajarhat and tranquil environs opt the corporates find it perfect for MICE. Bhubaneswar offering a serene business environment, Puri, with its lovely beaches and the world famous Jagannath Temple, Guwahati the Gateway to the North East, with its untapped tourist attractions, lovely countryside of Shillong, Gangtok's unaffected landscapes and adventure has much to offer.

Future of MICE in India: Choices for MICE in India will expand exponentially by 2010-12 when under construction projects by global hotel brands such as the Four Seasons, Mandarin Oriental, Sofitel, Aman, Marriott, Crowne Plaza, Novotel, Grand Hyatt, Shangri-La and Radisson are completed. The inbound MICE (meetings, incentives, conventions and events) segment is growing at 15 to 20% annually. It is estimated that the total national and international MICE meetings market all over the world is in excess of \$280 billion. Of this, the share of Asia-Pacific region alone was \$60 billion and India accounted for \$4.8 billion. India ranks 27th

position in the Global Meetings Market.

India could also offer the credit to the world class incentive programs with her ability to heal spiritually, her unmatched offering as a health destination or continually improving infrastructure facilities, even as most other preferred hotspots are marking a decline in their tourism graphs.

It is estimated that currently over 3 million foreign tourists throng her yearly generating over US \$30 billion as revenue,

The advantage of promoting MICE tourism is enormous as it is estimated that each delegate to a conference on an average spent 2.5 to 4 times more than the leisure traveller, adding to the scope for existing hotels and resorts to position themselves effectively as MICE destinations.

Apprehending this enormous prospect of MICE Sector, the ministry of tourism has initiated the development of mega destinations and circuits with investment of Rs 25 crore for each mega destination and Rs 50 crore for circuits. So far, 22 mega projects were identified, of which 10 were mega circuits, including the Ganga heritage circuits in West Bengal.

In short, India is undoubtedly a unique Conference Destination with its cultural and heritage sites, the exotic and mystical beaches and adventure spots.

Tourist Destinations and De-congestion – The Indian Perspective

Mr. Anu Chandran, Asst. Professor, Dept of Tourism Studies, PU

The closest metaphor to tourism in all probability and possibility is a *four wheeler*. Hence, it is imperative that there are four key aspects to ‘drive’ tourism and they must be in perfect condition, periodically maintained and properly managed. Tourism, as we know, is a vehicle for economic growth, preservation of flora and fauna and indigenous cultures, national understanding and international goodwill. The four wheels in tourism are aptly represented by *ethics, good governance, aesthetics, and business*. Among the four ‘driving’ forces of tourism, all the three except the first are positively dealt with, but in various degrees in India.

In India, both the Central and State Governments are giving ample thrust to tourism, realizing its great potential for fast track progress of the tourist destinations. However, the political will is not absolutely complementing tourism development in India. There are grey areas like red tapism, corruption, and unplanned and uncontrolled development apart from lack of innovative, invigorating initiatives. Tourism is so much an art as it is the business of selling dreams. The aesthetic delights of India have been catapulted to glory, thanks to the visionaries and designers. Yet, there are

places especially in the north-east, and rural India, in which the awesome facets of tourism remain untapped.

Tourism business in India is booming mainly owing to the synergized ventures of the public and private sectors. The credit also goes to the meticulous marketing efforts spearheaded by the brand campaign ‘Incredible India’. The time has come for India Tourism to reposition its brand. The foreign tourist arrivals to India according to WTO touched the figure of 5.58 million in 2010. By offsetting certain short falls, this figure can be substantially improved in the next few years.

Even Henry Ford will not dream of driving a four wheeler with a flat tyre. This is exactly the position from which Indian tourism is attempting a ‘take off.’ Ethics in tourism has to be addressed for Indian tourism to assume vitality and to be a force to reckon in the global tourist generating markets.

It is quite often noticed that many tourist destinations in India are flooded with tourists, especially during peak seasons. The repercussions of overcrowding and congestion pose threat to the very stability of its attributes and resources. During my recent visits to Mamallapuram, Chidambaram, kanyakumari, Bangalore

and Mysore for research purpose, I was stunned to see the tourists' deluge. This left me wondering about the pleasure derived from 'destination experience', sandwiched between hordes of people (some unruly and disturbing) and in a deafening atmosphere. Tourism of such kind will certainly have a de-motivating effect on many. The opening-up of tourist destinations in India is not in sync with the facilities meted out to the incoming visitors. The lacunae in tourist amenities results in the sprout of other problems such as pollution of ambience, littering, harassment, crowd hysteria, stampede, stealing, etc.

The psychological impact on tourists consequent upon visits to congested destinations is relegating instead of revitalizing. It is strange to find that in some Indian destinations the authorities are yet to wake up from their slumber and are unmindful of the golden goose being suffocated for temporary gains. Furthermore, tourism stakeholders turn a blind eye to the effects of visual pollution, which is tampering the destinations' landscape. Ugly looking resorts not matching the local architectural design and blocking the view have sprung up in nook and corners of renowned beaches and hill stations of the country. Permission has been granted by the governments citing the need to cater to the ever increasing tourist influx. The vehicular movement disrupts many vulnerable aspects of the destinations. The line-up of vehicles

adjacent to ecotourism havens is indeed a paradox. Tourists often complain about the physical evidence of Indian destinations and also the problem of fleeing. It is tedious to preserve a spot and keep it pristine clean when the visitors per day exceed the carrying capacity.

In this backdrop, regulative measures have to be in place for sustaining the image as well as the features and charm of destinations. Upcoming destinations could be identified and marketed to divert the tourist traffic. Tourists may be enticed by the novel facets of a new destination. Since excessive commercialization will hamper the sustainable development of the destinations- parks, greenery, pavements and trails must be decongested. Shopping malls could be set-up in separate areas and it is proven to be a more convenient arrangement.

Tourism is often promoted as a rejuvenating practice through an escapade, away from the stress and strain of routine life filled with drudgery. The process of tourism in the modern day is ironical, as I cannot resist to state that it is escaping from the deep sea, but only to be caught by the devil. Ethical conduct of tourism business will certainly fetch far-reaching benefits for Indian tourism. The time is ripe for the realization to dawn that quality tourism is the buzz word for destinations which would make a mark in the long run.

The Golden Sands of Azhimala (A Travelogue)

B.Bhuvanesh, MBA (Tourism) PU

For many of the tourists, the search for a beach in Trivandrum, starts and ends with Kovalam. But surprisingly, there are many tourists who have explored the pearl white shores which lie beyond the hill. Long, beautiful shores that give their occasional visitors the tranquillity we often demand; the perennial silence interrupted by the chime of a temple. In mornings, the traffic is not heavy and the road surprisingly has no potholes. The steep road gives no clue as to what lies ahead. As you take a last turn, you note that the road ends in front of a temple. A beautiful temple, the Azhimala Shiva temple, with pristine blue waters as its backdrop.

At the temple, one can feel the communion between nature and spirituality. Chants of mantras, chimes of bells, waves crashing against the rocks and wind wafting through the coconut trees, you are one with nature and god. The temple is atop a rocky mountain. To watch the waves crash, you can head towards the temple's balcony. To reach the shore, one has to pass through the groves. No rock cut

steps assures visitors no acrobatic skills are needed. The sight of the stretch of golden sands is rejuvenating and will push you towards the destination. At a distance, one can make out a fishing village. A few boats have been set sail. Seagulls fly aimlessly in the sky. Turn back and take a look at the rocks on which the temple is built on; take shelter from the sun and watch the soothing waves. One can seek the shade under one of the rocks. Enjoy the gentle breeze, the beauty of nature and watch the sunset...

HOW TO GET THERE

Azhimala is 21km away from the city. You have to take the Chakkai by-pass along Vizhinjam towards Chowara. As you reach Pulunudy you can see a big board announcing 'Azzhimala Shiva temple.' Turn right and proceed nearly a kilometre to reach the destination.

Another kilometre from Azhimala you will reach Chowara, another beautiful beach. Evenings are the best time as you can watch the beautiful sunset.

Obesity: The Problem of Future (Special Article)

Thrinadha Rao B. *Ph.D. Scholar*, Rachel Jessie E. *Ph.D. Scholar*

Childhood obesity is best tackled at home through improved parental involvement, increased physical exercise, better diet and restraint from eating.

-Bob Filner

Obesity and Modern Food Habits

Obesity/overweight has become one of the chronic epidemics that are spreading all over the world at a rapid rate. So far obesity/overweight were considered as a genetic problem. But there are interesting insights stating that much of the obesity problems not from the inheritance, but because of the modern food habits. Junk foods with heavy fat, sugar and salt content are the main villain for this.

Junk Food! Every where!!

Junk foods found their way even into the interiors, nook and corners of the world, with the impetus given by globalization, modernization, urbanization and economic growth. Due to this local

cuisines are replaced or dominated by the foreign packed food and themed eating places (e.g. café, pizza) are emerged in almost every city in the world (Rosemary Calidicott 2008). Wide advertisements and propaganda by prominent iconic figures has placed them successfully in the target markets and as a result the obesity/overweight has become more like an epidemic, persistent for long leaving one billion suffering all over the world (WHO 2010). Obesity rates are risen three fold more since 1980 in some areas of North America, the United Kingdom, Eastern Europe,

the Middle East, the Pacific Islands, Australia and China (Rhonda Jolly 2011).

The logical derivative of this development is that world is going to

witness a huge population of



youngsters suffering from diet-related chronic diseases including diabetes mellitus, cardiovascular diseases, strokes, hypertension and certain cancers. The social and economical development of the individuals and concerned nations shall be shaken with this (Rhonda Jolly 2011). Indeed the problem overweight and childhood obesity is global epidemic and rightly recognized by the World Health Organization and it is pointed out that childhood obesity is one of the most serious public health challenge of the 21st century and rapidly it becoming a major public health problem in many parts of the world. It estimated that one billion people are suffering from obesity/overweight, in that 42 millions are children under five years old (WHO 2010).

Policies as Precautionary Measures

Most of the world nations are introducing new food policies and amending existing one which encourages healthy eating habits. However the increasing availability of junk foods across the world has made eating healthy a challenge (Rhonda Jolly 2011). According to Institute of Medicine many markets are highly employed product placement across multiple forms of media, to market food and beverage

to children and youth. Many broadcasters were not maintaining adequate separation between programming and advertising on programs designed for children aged 12 and under (Anjela J. Campbell 2006). British Heart Foundation and Children's Food Campaign concluded that food marketing to children is almost always for unhealthy products with low-nutrient and high calories and this plays an important role in encouraging unhealthy eating habits which are likely to continue into adulthood (Rhonda Jolly 2011, Anjela J. Campbell 2006).

Go for Balancing Diet

According to some researchers advertising on junk foods adversely influences people's food preferences and consumption patterns. Others argue that junk food can be a part of a balanced diet and it is the responsibility of individuals including children, to make decisions about what they consume (Rhonda Jolly 2011). The consumption of junk food not only influenced by advertisements but also by peers, colour and shape of the packing, endorsements given by renowned personalities, popular cartoon characters, societal behavior of individuals (having junk food is symbol of status) and etc., so

countries like Australia, U.K., U.S.A, Ireland, and Sweden are strongly prohibiting advertisements and endorsements on food for children.

Aware and Keep it under Carpet

Change should start from home. Parents have got the moral responsibility towards their kin to teach them good food habits and see that to the maximum possible extent junk foods are kept away and taking/utilizing the availability of local and seasonal food in diet

(S.Gossling a.f.c 2010) . Even the public icons need to have a social responsibility towards this chronic problem and discourage unhealthy foods. On the other hand governments should play a sensible and responsible role in keeping obesity standards in control by creating more awareness in the society about their ill effect. International organizations too have a major role to play given the hazardous effects of this global problem “globesity”.



A Tale of Two Seas (Special Article)

Valmiki Kishan, Head- Leisure, Picol Travel Ltd. Chennai

*D*ear Talents...

Sitting in the Geography class in school, I remember how fascinated I was when we were being taught all about the Dead Sea.

As you probably recall, the Dead Sea is really a Lake, not a sea (and as my Geography teacher pointed out, if you understood that, it would guarantee 4 marks in the term paper!)

It's so high in salt content that the human body can float easily. You can almost lie down and read a book! The salt in the Dead Sea is as high as 35% - almost 10 times the normal ocean water. And all that saltiness has meant that there is no life at all in the Dead Sea. No fish. No vegetation.

No sea animals. Nothing lives in the Dead Sea. And hence the name: Dead Sea. While the Dead Sea has remained etched in my memory, I don't seem to recall learning about the Sea of Galilee in my school Geography lesson. So when I heard about the Sea of Galilee and the Dead Sea and the tale of the two seas - I was intrigued.

Turns out that the Sea of Galilee is just north of the Dead Sea. Both the Sea of Galilee and the Dead Sea receive their water from river Jordan. And yet, they are very, very different. Unlike the Dead Sea, the Sea of Galilee is pretty, resplendent with rich, colorful marine life. There are lots of plants, And lots of fish too. In fact, the Sea of Galilee is home to over twenty different types of fishes. Same region, same source of water, and yet while one sea is full of life, the other is dead. How come?

Here apparently why. The River Jordan flows into the Sea of Galilee and then flows out. The water simply passes through the Sea of Galilee in and then out - and that keeps the Sea healthy and vibrant, teeming with marine life.

But the Dead Sea is so far below the mean sea level, that it has no outlet. The water flows in from the river Jordan, but does not flow out. There are no outlet streams.

It is estimated that over 7 million tons of water evaporate from the Dead Sea every day. Leaving it salty. Too full of minerals. And unfit for any marine life.

The Dead Sea takes water from the River Jordan, and holds it. It does not give. Result? No life at all.

Think about it.

Life is not just about getting. It's about giving. We all need to be a bit like the Sea of Galilee. We are fortunate to get wealth, knowledge, love and respect. But if we don't learn to give, we could all end up like the Dead Sea. The love and the respect, the wealth and the knowledge could all evaporate. Like the water in the Dead Sea.

If we get the Dead Sea mentality of merely taking in more water, more money, more everything the results can be disastrous. Good idea to make sure that in the sea of your own life, you have outlets. Many outlets. For love and wealth - and everything else that you get in your life. Make sure you don't just get, you give too. Open the taps. And you'll open the floodgates to happiness. Make that a habit. To share. To give. Give and take, Live and let live... Try to be the Sea of Galilee!

And experience life. Experience the magic! Hope you may understand what I mean....

Do you know this...?

According to the latest Tourism Satellite Accounting (TSA) research, released by the World Travel and Tourism Council (WTTC)

Tourism in India is expected to grow by 8.2% , will place India at 3 position in the world by 2019

India is second largest employer in the world employing 40,037,000

Capital investment in tourism sector is expected to grow at 8.8 % (US\$ 94.5 billion)

Fifth fastest growing business travel destination with growth rate of 7.6%.

Nyuto (न्यूतौ) An invitation to the Royal Rajasthan

Rekha Radhakrishnan, MBA (Tourism) PU

Aajyo (आज्यो) - Request to come

The kingdom of the royal rajputs, the terra firma of the beautiful havelis and enthralling palaces - Rajasthan. At the mere thought of this mystical place one can picture royalty. The aura of the place is so very elegant and refined that any person visiting or aspiring to visit will certainly be more than satisfied with just one visit. The land for the royals has boundless surprises to offer to the potential tourist by way of grand historical heritage palaces, beautiful majestic forts, gorgeous havelis, incredible culture and more importantly a gratification of "now that was good!!".

For a typical Indian tourist, Rajasthan would probably be just a

place in India where 'sand-dunes' can be seen. That is the motivation that drives many people when the grounds are considered. Rajasthan has got more to it than just the 'sand-dunes'. This piece of personal write up would, with any luck, bring out a diverse view of Royal Rajasthan.



Paili (पैली) -

Early days

Before starting a "travelogue" journey into the land of the royals, here is what I picked up about the times gone by in Royal Rajasthan. First of all, Rajasthan was royal, is not. The rulers and kings had such remarkable talents and taste for living life that no one in the world now could even try to achieve anything close to that. Rajasthan is five hundred years old. Way back then, what kind of

technology did man have? All they had was the human resources and with just that to build such an imposing state which strikes the regal chord just at the mere mention of the name, truly is a marvellous job. Many authors use the historic days of Rajasthan as the age of chivalry. The grand forts and the remnants figuratively almost tell the tale of their heroic exploits and bravery of men and women.

Athai (अठै) Bathai(बठै) -

Here 'n' There

Rajasthan is not a new tourist destination. It has been visited, revisited and visited again. An Indian knows his geography and makes his plan according to the not only the feasibility but also profitability of going to - "If I can go here then I can visit that place too". And with IRCTC providing wonderful train services, every other main city is now connected to royalty. Rajasthan is golden not merely for its values and bravery but the main city Jaipur is a very prominent tourist destination and a part of the Golden Triangle Circuit of North India. The

flight services operate from cities like Jaipur, Jodhpur and Udaipur. After railways, the extensive spread of roads is stunning in India. National highway 8 is the option for travelling from Mumbai and Delhi.

The fun of travelling in a local bus is priceless - one among them (natives) and in the spirit of being an honest tourist, exploring new things. Jeeps too ply within Rajasthan, which is mostly demanded by foreign tourists and hence cost a bomb. Hence travelling around can be fun provided you are an honest and smart tourist.

Guwadi (गुवाड़ी) - The stay

A day at Royal Rajasthan will unquestionably make the tourist feel like an imperial. The whole reality is that any tourist visiting the havelis or Baghs (gardens) would go back in time and literally walk with the kings and queens and fight the wars with the enemies in the majestic forts. The grandeur of the destination is beguiling. The places to stay generate just the same

tone of the bygone heroic and resplendent era of Rajasthan.

Rajasthan has numerous types of accommodation and the most popular and exceptional kind is the havelis and/or the heritage hotels which were formerly palatial buildings for the kings and queens. These buildings have been refurbished to suit the requirements to offer impeccable services to guests from all over the world amidst a royal ambience.

The food of Rajasthan is typically a thaali with various kinds of 'roti' and 'sabzis'. It is spicier compared to the other cuisines of India. Choki-Daani in Jaipur provides the tourist with the traditional Rajasthani food with the customary way of eating. Like this every experience in Rajasthan can be rated as unique.

Barno (बारणौ) – Gate to Rajasthan

A land of magnificent palaces and huge forts, with a rich history filled with tales of courage and sacrifice of the Rajputs. The golden sand dunes, the desert safaris, fair and festivals, the

palaces, with the colorfully dressed folk musicians and dancers all make the state mysterious enough to be visited. The stately destination has a kaleidoscope of opportunities for the tourists which has been well preserved and treasured by many generations.

Right from the Pink galore of Jaipur to the Blue hues of Udaipur and the earthy Brown deserts to the vibrant people and their culture... Rajasthan is the most exciting place to be in India. It has got activities and products to offer for all types of tourists.

Choki-Dhani in Jaipur, is an ethnic village which has dazzled me beyond words. The concept of capturing the whole essence of the Rajasthani Folk culture, their performing arts, the traditional attire, elephant and camel safari, handicrafts and customary food, all in one place, is very amazing to me. The Jantar-Mantar is another such offering which is awe-inspiring. The kings had devised such brilliant scientific methods of calculating time and sun signs way before the initiation of the modern day technology. Sheer

brilliance and architectural craze of the bygone eras' rulers is to be lauded. The forts perched on the hill valleys with a majestic appearance have captivated me till date.

Havelis are found in every nook and corner of Rajasthan and that is not an exaggeration. One can easily get jaded with the constant visits to so many havelis. Rajasthan is that much abundant with heritage and culture. The people of Rajasthan are gems at heart. They are beautiful and colourful on the outside and on the inside. The bhai-sa's and behen-ji's make the place all the more vibrant with their warmth and hospitality.

Dhinmaan (धिनमान) - Thank You

Ram Ram Sa, a standard phrase on everybody's tongue with that gorgeous smile on their lips. That's the perception I have of this magnificent place. A visit that I will relish for the years to come, Rajasthan has indeed been a Royal visit. For the people who

have not stepped into Rajasthan, my sincere advice is to just go and gape at the wonderful destination itself and get blown away by its sheer elegance.

Leisure tourism.. adventure tourism.. nah!!! It's just genuine break-free tourism. One can let go in Rajasthan. Feel the royalty, strut the ethnic clothes in splendid forts, go crazy dancing with the traditional Rajasthani dancers, ride on a camel and elephant, feel the heat on the sand-dunes... Rajasthan was, is and will be my most preferred destination. It has always provided the tourist with more than what one expects and this is what has led to such immense development of the small but imposing destination.

Lastly, a small example as to how Rajasthan invokes the royalty in you. The simple acquisition of the IPL team Rajasthan Royals by Shilpa Shetty created a whole new perspective of life for her and it is evidently visible on her face. Extravagance has been practised and still survives in the splendid land of Rajasthan.

AKANKSHA'11

Organising Committees

Faculty Coordinator: Dr. Y. Venkata Rao

Student Coordinator: Rekha Radhakrishnan

TRANSPORTATION

Faculty coordinator:

Dr. Sampad Kumar Swain

2nd Year: Antony Navin,
Dheeraj , Himangshu Mahato,

1st Year: Sibasis Mohanty,
Anshuman, Avinesh

ACCOMODATION

2nd Year : Rohith Prakash,
SaswathRansingh , Raj
Khungur Brahma, Linson
Darly

1st Year: Setu Ji, Prateek
Prabhat, Arun Raja,
Sharath, Fiyaz, Vipul
Mishra

MEDIA -

Faculty Coordinator:

Dr. Y Venkata Rao

2nd Year: Ashok, Vinoth,
Satish, Karthik

1st Year: Nadesin , Sheryl,
Parthiban, Ravindran.

**PHOTOGRAPHY AND
VIDEO** Harinarayanan ,
Thiru, Kishore

DECORATION

Faculty Coordinator:

Ms. Sibi Goerge

2nd Year: Vineet, Aarthi,
Asha Nikhil, Abhijith, Sivaji.

1st Year: Jagan, Siva, Krupa,
Pradeep, Justin, Sai Baba

CULTURAL COMMITTEE

2nd yr: Manohar Deepika,
Senthamil Ramdass

1st Year: Muthu, Balakrishna,
Surya, Sai Baba, Siddharth

TREASURERS

Yamini , Pavitha

PHOTO EXHIBITION

Balaji , Harinarayanan

TOURISM EXPO

2nd Year: **Manohar**

1st Year: Ravindran

PURCHASE COMMITTEE

Faculty Coordinator:

**Dr. Jitendra Mohan
Mishra**

2nd yr: Aravind ,
Chandramouli Karthik

1st Year: Muthu, Alagar ,
Ravindran

TECHNICAL COMMITTEE

2nd Year: Suresh.M, Balaji,
Sivaji Ravi

1st Year: Alagar Pranav

FOOD COMMITTEE

Faculty Coordinator:

Dr. Sherry Abraham

2nd Year: Mosi, Suresh,
Manohar

1st Year: Jagan, Siva, Priya
Krishna, Pradeep,
Ravindran, Muthu, Thiru,
Durga, Justin



*In the middle ages people were Tourists because of their Religion,
where as now they are Tourists because Tourism is their Religion...*

-Robert Runcie