

ENTREPRENEURIAL TRAVEL, TOURISM & HOSPITALITY INDUSTRY PROBLEMS TO POSSIBILITIES

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I N S P I R ATM
Reg. No. SH-481 R- 9-V P-76/2014

JAIPUR • DELHI (INDIA)

Published by
INSPIRA
25, Modi Sadan
Sudama Nagar, Tonk Road
Jaipur-302018, Rajasthan, India

© Publisher

ISBN: 978-93-91932-00-8

Edition: 2023

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Price: Rs. 660/-

Laser Type Setting by
INSPIRA
Tonk Road, Jaipur
Ph.: 0141-2710264

Printed at
Shilpi Computer and Printers, Jaipur

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A Study on Evaluating the Impact of Social Media Platforms on Tourists Destination Selection

Abhimanyu Sharma*
Dr. Amit Kumar**

Introduction

Due to its continued growth and deepening diversification, the tourism industry has been one of the fastest growing industries on a global scale for many years. As one of the active service industries, it contributes to gross domestic product (GDP), provides ample employment opportunities for society and helps reduce the global unemployment rate (Hua et al., 2017). The World Travel and Tourism Council (2013) found that the tourism industry is congesting other sectors such as retail, financial services, manufacturing and telecommunications, with an estimated 3% increase in GDP and 5 to 260 million employment opportunities. I reported that it has increased to 10,000. Media and Communications Technology is essential for front-line investment in indicators of sustainable and globalized tourism development. The powerful impact of media communication can significantly change the attitudes and behaviours of key stakeholders in local, national and global tourism for peace, security and sustainable development. The social, cultural, economic, political and environmental interests of tourism will usher in a monumental and historic change in the country (Praveen Kumar, 2014). As of June 30, 2019, approximately 58.8% of the world's people are using the Internet (Internet World Stats, 2021). The number of Internet users in 2019 was 4.39 billion, an increase of 366 million (9%) from January 2018. According to a 2019 survey, approximately 3.48 billion people use social media, of which 3.26 billion use social media on their mobile devices (TNW News, 2019). Social media is a set of online communication channels used for community-based input, interaction, content sharing, and collaboration purposes. Social media is becoming an integral part of life. Social media has become more popular in recent years because it allows you to share

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photos / videos, opinions, events and more in real time. Social media provides subscribers with the opportunity to meet new people, join groups that share their interests, and build professional networks. The use of social media as a source of information is increasing rapidly (Paul et al., 2019).

The use of ICT technology and the Internet has changed the way tourism operates. In the 21st century, tourism promotion has entered a new era, with the Internet becoming a powerful tool for promoting tourism in any country, region, state, or tourist destination (Gohil, 2015). The 1990s are seen in the history of advertising as a decade of transition to a new phase known as digital advertising. Social media can be defined as a website built on Web 2.0 technology, providing space for deep social interaction, community building, and embarking on collaborative projects (Bruns & Bahnisch, 2009). A tourist destination, unlike other destinations, is a natural entity with unique conditions and characteristics regarding tourism. Before visiting a destination, visitors create an image of the destination and a set of expectations based on past experience, reviews, press, advertising, and general beliefs (Baloglu & Brinberg, 1997; Chon, 1992). They form a spiritual image of the destination through rational and emotional interpretations (Konecnik, 2004; Kavoura and Bitsani, 2013). Attractive destinations reflect the feelings and opinions of visitors about their ability to meet their needs and provide personal benefits (Mayo & Jarvis, 1981). Today's visitors can choose from a variety of travel destinations, but the time to make a purchase decision is shorter. To be successful in the target market, your destination needs to be prominent from your competitors. The development of information and communication technology and its increasing use have fundamentally changed the relationship between destinations and their visitors. The increasing role of social media in tourism is undeniable. Selling tourist destinations using social media has proven to be a good strategy (Királ'ová & Pavlíčeka, 2015). The main purpose of this paper is to identify the dimensions of social media platforms, compare different social media platforms for tourist destination choices, and analyze the impact of social media platforms on tourist destination choices.

Review of Literature

Identification of Social Media Platforms

With millions of active users, social media platforms such as Facebook, Twitter, Instagram, Flickr etc. have become potential big data sources of individual behavior. Nearly 80 percent of Americans use social media while two third of the global internet population visits social networks (Perrin, 2005). Thus, ubiquitous uses of social media platforms have created a tremendous opportunity to gather digital traces. Analyzing millions of user footprints, it is possible to extract travel behavior at a scale unimaginable before (Hendrik and Perdana, 2014). Table 1 is indicating various social media platforms utilised by tourists for their destination selection:

Table 1: Identification of Social Media Platforms for Tourists Destination Selection

Authors	Title of the Paper	Social Media Platform
Kim and Kim (2014)	The effect of searching and surfing on recognition of destination images on Facebook pages	Facebook
Garay and Pérez (2017)	Understanding the creation of destination images through a festival's Twitter conversation	Twitter
Arefieva et al. (2021)	A machine learning approach to cluster destination image on Instagram	Instagram
Huertas et al. (2017)	YouTube usage by Spanish tourist destinations as a tool to communicate their identities and brands	Youtube
Amaechi-Chijioke (2021)	Effect of Social Media Communication on Selected Tourist Sites in Nigeria	Whatsapp
Maurer and Hinterdorfer, (2013).	The adoption of Pinterest for destination marketing: The case of Austrian destinations	Pinterest
Chen et al. (2014)	The effects of perceived relevance of travel blogs' content on the behavioral intention to visit a tourist destination	Travel Blogs
Pennel (2008)	Russia is not in Rhode Island": Wikitravel in the Digital Writing Classroom	Wikitravel
Tuominen (2011)	The influence of TripAdvisor consumer-generated travel reviews on hotel performance.	Tripadvisor
Cosh (2013)	Text mining wikipedia to discover alternative destinations	Wikipedia
Fang et al. (2016)	Analysis of the perceived value of online tourism reviews: Influence of readability and reviewer characteristics	Consumer review sites
Padhi and Pati (2017)	Quantifying potential tourist behavior in choice of destination using Google Trends	Google search

Impact of Social Media Platforms on Tourists Destination Selection

De Souza and Machado (2014) tested the usage of social media on exceptional ranges of journey making plans. Their findings discovered that tourists use social media in all ranges of journey making plans as a dependable supply of data. Gretzel et al. (2008) anticipated that the capability effect from social media on individuals` visiting can also additionally dramatically increase. They defined that social media via way of means of and massive serves as conversation platform and channel, helps user-generated content, and produces the journey-associated data which can also additionally manual purchasers` shopping behaviour. Sahin and Sengun (2015) studied the significance of social media on tourism advertising. Their findings discovered that social media can have an effect on tourism enterprise each undoubtedly and negatively and younger technology is noticeably suffering from contents shared via way of means of others on social media. Social media affords vacation spot advertising groups with a device to assist them attain a international

target market with enormously restrained resources. Most of the social media web sites including Tripadvisor, Booking.com, Wikitravel, etc. permit purchasers to percentage their pictures, videos, comments, and reviews, which function supplementary data or stories to others obsessively searching for beneficial data on vacation (Xiang & Gretzel, 2010). Carnoy (2017) said that social media have appreciably modified the manner the journey businesses talk with their capability customers. The recognized that social media have converted the tourism advertising in 5 ways; i.e. journey research, social sharing, improved patron service, interactive journey corporations and modified visitor conduct. Consumers' conduct can also additionally changed dynamically over the years once they undertake the technological trends of their lives (Renny et al., 2013).

Olenski (2014) stated that 20% of amusement travelers take assist from social media webweb sites in making their journey plan and vacation spot selection. Kazak (2016) additionally determined a big effect of social media in our each day choice making such as the choices associated with journey and tourism. Stepchenkova et al. (2007) held that social media makes it simpler for travelers to attain vital data, which can also additionally subsequently assist them make journey-associated choices. According to Litvin et al. (2008), the variety of tourists having the disposition to collect data from social media is gaining momentum in evaluation with greater conventional advertising practices wherein entrepreneurs and providers offer comparable data. Dwityas and Briandana (2017) additionally determined that social media play an critical function as an data supply in tourists choice making and those data assist tourists in each ranges of choice making.

Objectives of the Study

- To identify the various social media platforms utilised by travellers for their destination selection.
- To compare the various social media platforms for destination selection
- To analyse the impact of social media platforms on tourists' destination selection.

Research Methodology

Sampling and Data Collection

The data for the present research were collected from tourists of Punjab who utilises various social media platforms while their tourists destination selection in the month of January 2022. Data was collected with the use of structured questionnaire and respondents submitted their response through online platform Google Forms. Respondents were asked closed-ended questions related to their demographic profile, various platforms of social media and impact of social media platforms on their destination selection There were three sections in the structured questionnaire. The first section included questions on demographic profile of hotel employees. The

second section consisted closed ended questions on various platforms of social media on a likert scale of 1 to 5 where 1 not at all influential, 2 slightly influential, 3 indicates somewhat influential, 4 indicates moderately influential and 5 indicates extremely influential. The third section consisted various questions on impact of social media platforms on tourists destination selection on a scale of 1 to 5 where 1 is strongly disagree, 2 is disagree, 3 is neutral, 4 is agree and 5 is strongly agree. The primary sources of data collection was structured questionnaire and secondary sources of information were Government reports, national and international journals, published research articles, theses, books, websites, magazines, newspapers, etc.

Analysis and Findings

• Demographic Profile of the Respondents

Questionnaire was distributed to 150 respondents and out of which 100 respondents had filled the questionnaire. The gender distributions showed 46% of the respondents were males and 54% were females. 82% of the respondents were of the age group between 18-30 years, 10% were between 31-40 years and 8% were between the age group of 41-50 years. 78% respondents were single, 20% were married and 2% of the respondents preferred not to mention their marital status. 54% of the respondents were undergraduates, 24% were graduates, 16% postgraduates, 2% were doctorate 4% were having other professional educational qualifications. 38% of the respondents lives in rural area where as 62% of the respondents lives in urban area. 74% of the respondents were students, 6% are working in government sector, 12% are having private job and 8% are having their own-business. 70% of the respondents are not earning, 20% are earning an annual income of up to 3 lakhs, 6% of the respondents 3-6 lakhs and 4% of the respondents are earning an annual income of 6-10 lakhs. Table 2 is indicating demographic profile of respondents:

• Identification of the Various Platforms of Social Media

The first objective of the study was to identify various platforms of social media used by tourists for their destination selection. From the past literature mentioned in table 1, it has been found that facebook, twitter, instagram, youtube, whatsapp, Pinterest, travel blogs, tripadvisor, wikitravel, Wikipedia, online consumer review sites and Google search are some of the common social media platforms used by tourists for their destination selection.

Table 2: Demographic Characteristics of Respondents

Variables		(%)
Gender	Male	46
	Female	54
Age	18-30 years	82
	31-40 years	10
	41-50 years	8
	51-60 years	----
	Above 60 years	----

Marital Status	Single	78
	Married	20
	Preferred not to say	2
Educational Qualifications	Under Graduates	54
	Graduate	24
	Postgraduate	16
	Doctorate	2
	Others	4
Ares of Residence	Rural	38
	Urban	62
Occupation	Students	74
	Government Job	6
	Private Job	12
	Others	8
Annual Income	Not earning	70
	Up to 3 Lakhs	20
	3-6 Lakhs	6
	6-10 Lakhs	4
	More than 10 Lakhs	----

- **Comparison of Various Social Media Platforms for Destination Selection**

The second objective of the study was to compare various platforms of social media utilised by tourists of Indian State of Punjab. Central tendency technique was used to compare various platforms. Ranking was given based on the weighted mean score. Platform with high weighted mean score was considered as most influential social media platform. From table no. 3, it has been revealed that Google search is most influential social media platform used by tourists for their destination selection. Google search has received rank 1. Instagram with weighted mean score of 4.24 has got 2nd rank and Youtube with weighted mean score of 4.2 has received 3rd rank. Travel blogs received 4th rank, Wikipedia 5th, Wikitravel 6th, consumer review sites and whatsapp both jointly received 7th rank. Tripadvisor 8th, Pinterest 9th, Twitter 10th and facebook received 11th rank.

Table 3: Analysis on Various Social Media Platforms

Social Media Platform	Not at all Influential	Slightly Influential	Somewhat Influential	Moderately influential	Extremely Influential	Total	Weighted Total	Weighted Mean	Ranking
Facebook	20	22	10	14	34	100	320	3.2	11
Twitter	20	12	14	18	36	100	338	3.38	10
Instagram	6	2	14	18	60	100	424	4.24	2
Youtube	6	6	8	22	58	100	420	4.2	3
Whatsapp	8	16	20	10	46	100	370	3.7	7
Pinterest	12	12	22	24	30	100	348	3.48	9
Travel Blogs	14	2	12	24	48	100	390	3.9	4
Wikitravel	14	8	10	28	40	100	372	3.72	6
Tripadvisor	16	12	6	32	34	100	356	3.56	8
Wikipedia	10	8	20	22	40	100	374	3.74	5
Consumer review sites	12	14	8	24	42	100	370	3.7	7
Google search	4	10	6	16	64	100	426	4.26	1

- **Impact of Social Media Platforms on Tourists' Destination Selection**

Table 4: Impact of Social Media Platform

Parameters	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
Social media provides information about 'new tourism destinations'	2	2	8	36	52
'Tour reviews' of others in social media help me to select destination	0	6	18	26	50
'Comment' and 'Reply' in social media provides important information.	2	2	20	24	52
'Videos' shared on social media influence me to select any destination	2	0	18	34	46
'Images' of tourism spots shared on social media attract me to visit that place.	2	0	10	40	48
Information found on social media regarding tourism seems reliable to me.	0	4	26	28	42
Social media help me to gather tourism cost related information.	2	4	18	32	44
Social media help me to get travel route information	6	6	14	30	44
Safety and security issues tourism destination can be identified from social media.	14	8	12	20	46
Problems or risks in tour destination can be pointed from social media	4	8	12	28	48
Social media can be helpful to know about the restaurant or food facilities.	2	2	18	30	48
Idea about accommodation facilities can be obtained through social media	0	6	20	28	46

Table 4 is representing reviews of respondents towards the impact of social media platforms on their destination selection. Majority of respondents (52% strongly agree and 36% agree) agreed that social media provides information about 'new tourism destinations'. Majority of respondents (50% strongly agree and 26% agree) agreed that tour reviews of others in social media help to select destination. Majority of respondents (52% strongly agree and 24% agree) agreed that comment and reply in social media provides important information. Majority of respondents (46% strongly agree and 34% agree) agreed that videos shared on social media influence to select any destination. Majority of respondents (48% strongly agree and 40% agree) agreed that images of tourism spots shared on social media attracts to visit that place. Majority of respondents (42% strongly agree and 28% agree) agreed that information found on social media regarding tourism seems reliable to them. Majority of respondents (44% strongly agree and 32% agree) agreed that social media help them

to gather tourism cost related information. Majority of respondents (44% strongly agree and 30% agree) agreed that social media help me to get travel route information. Majority of respondents (46% strongly agree and 20% agree) agreed that safety and security issues of tourism destination can be identified from social media. Majority of respondents (48% strongly agree and 28% agree) agreed that problems or risks in tour destination can be pointed from social media. Majority of respondents (48% strongly agree and 30% agree) agreed that social media can be helpful to know about the restaurant or food facilities. Majority of respondents (46% strongly agree and 28% agree) agreed that idea about accommodation facilities can be obtained through social media. Thus, the findings of the table 4 suggested that social media platforms positive influence tourists destination selection in the state of Punjab.

Conclusion

The first objective of the study was to identify various platforms of social media used by tourists for their destination selection. From the past, it has been found that facebook, twitter, instagram, youtube, whatsapp, Pinterest, travel blogs, tripadvisor, wikitravel, Wikipedia, online consumer review sites and Google search are some of the common social media platforms used by tourists for their destination selection. The findings of the second objective revealed that Google search, Instagram and Youtube are the most influential social media platforms which influence destination selection of tourists in Punjab. The findings of the third objective revealed that social media platforms positively influence tourists destination selection.

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**Problems Associated with Sanitation, Sewerage and Solid Waste Disposal in the Oldest and Historically Significant Municipality of Murshidabad District, WB:
A Geo-Environmental Assessment**

Dr. Ayan Das Gupta*

Introduction

Berhampore Municipality is one of the oldest municipalities in West Bengal. Many eminent and adorable personalities, including Maharaja Chandra Nandi and Maharaja Shris Chandra Nandi chaired this municipality in different times which made this institution a heritage one. The areal boundary of Berhampore Municipality was specified distinctly in the year of 1869 and in 1876, Berhampore Municipality was established formally. The first Chairman of Berhampore Municipality (1884) was Ray Bahadur Baikunthanath Sen, who was a reputed Advocate and the President of District Bar Association as well. During that time, the area of Berhampore Municipality was divided into 6 micro urban units only. Now the municipality comprises of 25 wards. Total area of this municipality is near about 31.42 sq. km. and it has a population of 1, 95, 223 (Census of India, 2011). It is the district head quarter of Murshidabad.

Berhampore Municipality at a Glance

Berhampore Municipality is composed of total 25 Micro-urban units which are commonly known as wards. This urban local body was established in the year of 1876. Roybahadur Baikuntha Nath Sen (1885 – 1894) was the first revered

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Chairperson of this particular Nodal Agency. It covers an area-extent of 31.42 square kilometers. The soil is mainly of alluvial types. The main river Bhagirathi serves the urban local body over here. The ULB is 200 Km away from the Kolkata City. Berhampore being the main subdivision, police station and District Head quarter is so important location in the entire district of Murshidabad. National Highway 34 i.e. the Kolkata Siliguri Road is passing through this municipality.

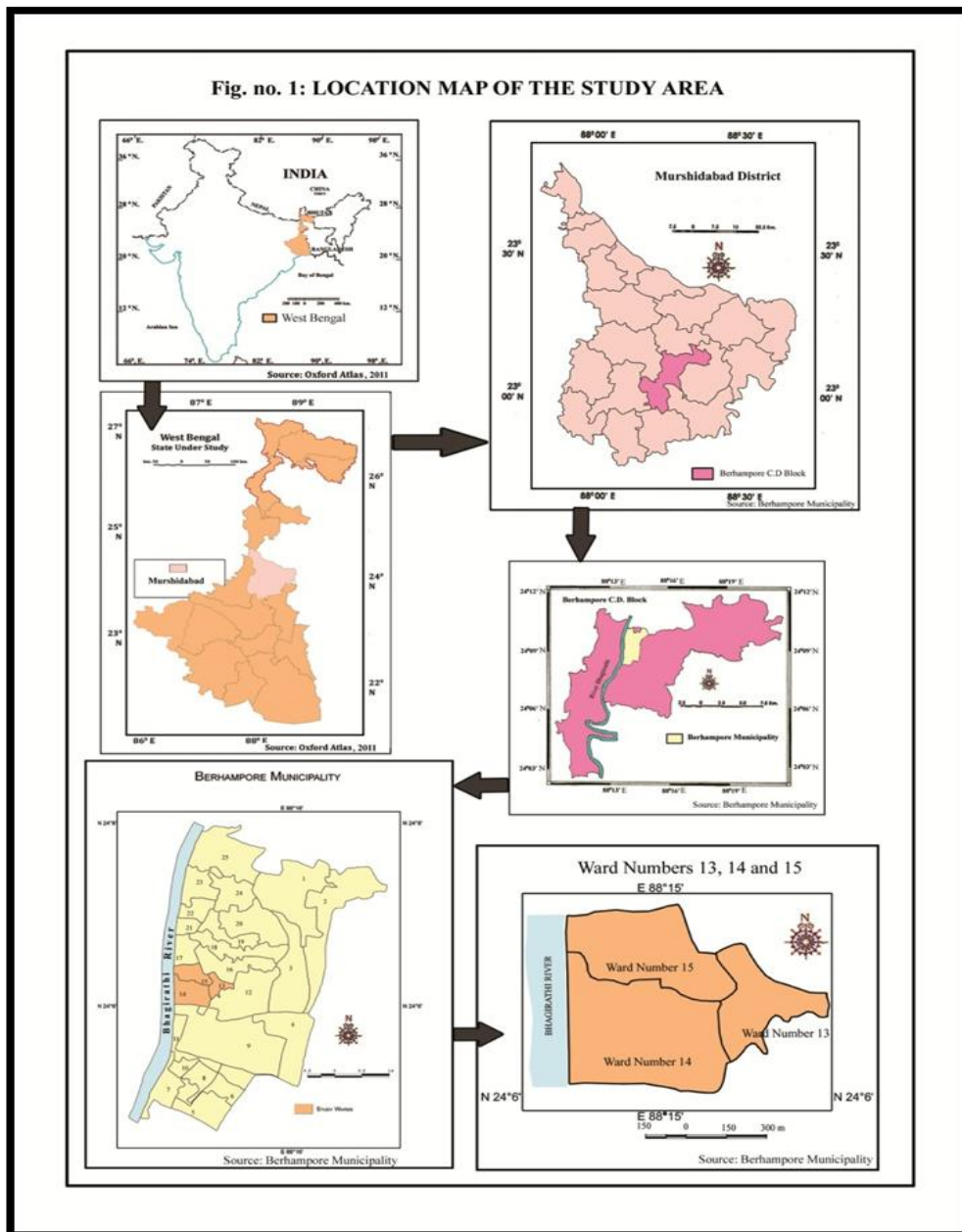
Rationale Behind the Selection of Study- Area

Just after the establishment of Berhampore Municipality, it undertook a systematic plan for the drainage of this cantonment town. The then Executive Engineer designed the whole system. Main objective of this drainage system is not only for flowing the polluted water out of the town but also using the water for irrigation. Lakshmijola drainage, Osmankhali drainage, Khagra sluice and Bibigunj sluice were constructed under this scheme. The water supply system of Berhampore Municipality was constructed in the year of 1894. It was a century old system and definitely a wonderful example of engineering. Maharani Swarnamoyee Devi donated 2 lakhs rupees for the construction of this water system. This system is still working but it needs proper reconstruction for more improved and wide water supply according to the growing population pressure of the town.

Objectives behind the Study

There were specific objectives for the fulfillment of which, the researcher has accomplished this very project and those aims are enlisted below.

- To get a clear picture regarding the beneficiaries and non-beneficiaries of municipal water supply in the entire Berhampore Municipality
- To find out the lacunae for which the distribution of municipal water in different households across the wards is not at all uniform or heterogeneous by nature.
- To show the condition of sewerage system in different parts of the municipality and to comment on their miscellaneous problems and prospects.
- To draw attention of the Local Self Government regarding the spreading of diseases due to existence of a good number of uncovered drains in the Municipal Arena.
- To highlight the problems of solid waste management in selected wards of the Berhampore Municipality.
- To point out the shortcomings of the Urban Local Body regarding scientific treatment of the garbages generated regularly within the municipal area.



Map 1

Source: Berhampore Municipality

Database and Methodology

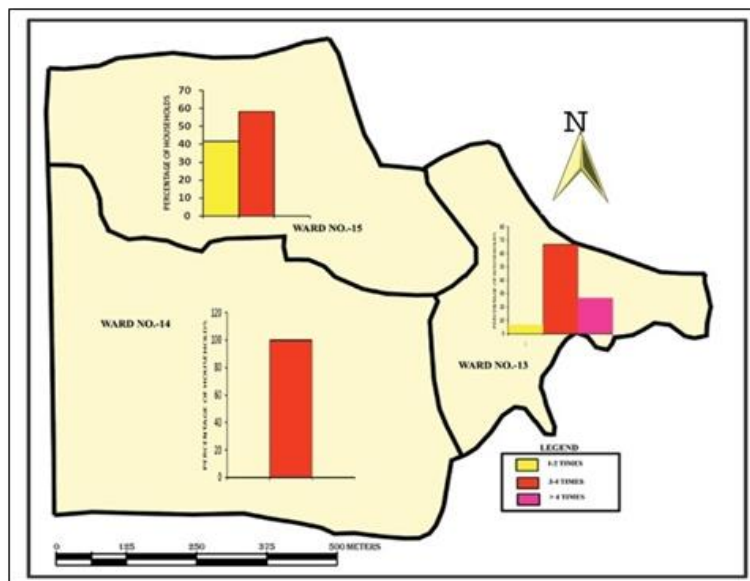
Two types of databases have been procured for making the project worthy and the first one is the secondary data-source where different reports, records, journals, gazetteers, periodicals on the specific problem have been gone through and adequate information have been gathered from those literary sources. This information has

been supported by primary data sources procured from the questionnaire survey. In order to conduct primary survey, basically total hundred households have been chosen from each of the slum-oriented wards to get the exact figure of respondents from the master-table in percentage regarding different urban issues associated with this very project. Total hundred households have been divided into three economic groups depending upon their total family-wise cumulative monthly income. Thereafter thematic maps and diagrams have been constructed based on the dataset obtained from the master table and inferences are drawn accordingly.

Status of Water Supply

Indian cities and towns are increasingly facing potable water crisis due to mounting demand and inadequate measures to meet the demand. This situation is the result of an increase in urban population, population strength in slum-arenas, depletion of nearby water sources, water pollution, and inefficient use of water and inefficient management of water supply system and so on and so forth. This situation needs to be improved so that unadulterated water gets available for all at a reasonable cost. The present scenario of the public water supply system, thus, needs to be understood well in order to take steps to improve the system. This work presents the status of public water supply in three selected wards (13, 14 and 15) of Berhampore Municipality. The research covers different aspects of water supply including source of water, availability of municipal water supply connection, availability of jet pumps in household, municipal tap connection, condition of taps, water problem and so on.

Percentage of Receiving Municipal Water by Different Households Per Day in Ward Numbers- 13, 14 and 15



Households Connected with Municipal Water Supply

The connection of household with municipal water supply of ward numbers-13, 14 and 15 of Berhampore Municipality has been studied thoroughly. It has been plotted in tabular format initially. It is seen that most of the households are not endowed with municipal water supply. The cause behind this is the water tax that the municipality takes for giving the facility. Attempts have been made to show the distribution of connection of municipal water supply in the selected wards of Berhampore Municipality. It has been shown that in ward number 13, 55 percent household is not connected with municipal water supply. In ward number 14, there is only 30 percent household connected with municipal water supply and 70 percent are not connected till date. In Ward number 15, there are 60 percent households connected with municipal water supply and 40 percent are not connected yet.

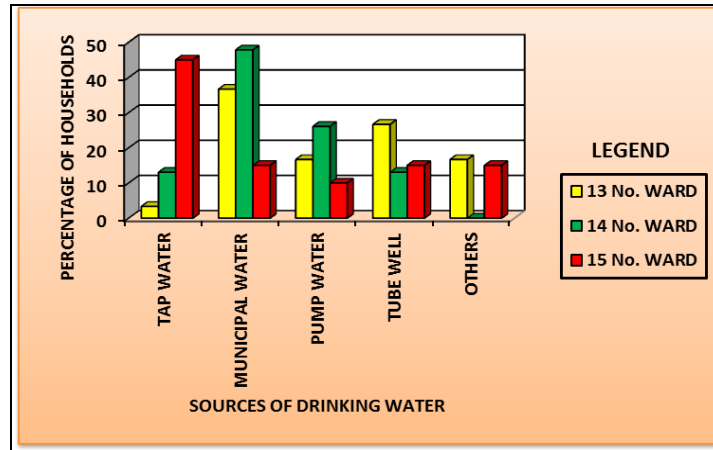
Availability of Jet Pump in Individual Household

Availability of jet pump in household has been obtained through secondary data. When household requires their motor for filling the water tank, they open the jet pump for harnessing the direct ground water. It has been found that jet pump is not present in most of the houses. Availability of jet pump in houses has been counted minutely by the researcher. It has been shown that, in ward number 13, only 25 percent houses use jet pump but 75 percent don't use this. In ward number 14, 70 percent houses are not using the jet pump and only 30 percent houses are using so.

Source of Potable Drinking Water

The source of drinking water of the selected wards of Berhampore Municipality in Murshidabad district has been studied. It has been corroborated as well. It is seen that the people of selected wards collect their drinking water from tap constructed by the municipality, pump and deep tube well and other sources also. Attempt is made to show the distribution of sources of drinking water of the selected wards of Berhampore Municipality. It has been shown that, in ward number 13, almost 36.67 percent houses collect their drinking water from municipality, 26.67 percent collect it from deep tube well, 16.67 percent houses collect it from pump and other sources respectively and only 3.33 percent of houses collect their drinking water from taps. In ward number 14, most of the houses (almost 47.83 percent) collect their drinking water from municipality, 26.09 percent collect it from pump, 13.04 percent houses collect water from tap and deep tube well respectively and none of the houses within this ward collect their drinking water from any other sources. In ward number 15, most of the houses (almost 45 percent) collect their drinking water from tap, 15 percent houses collect it from municipality, deep tube well and any other sources respectively and only 10 percent houses collect their drinking water from pump.

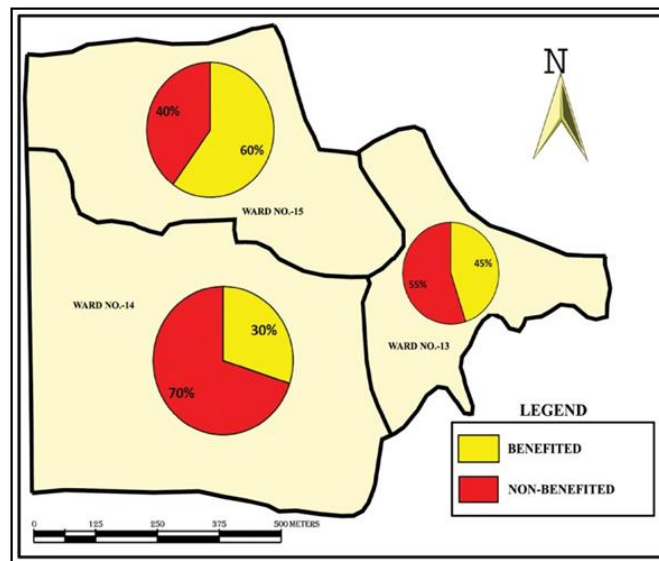
Source of Potable Drinking Water in Ward Numbers 13, 14 and 15 of Berhampore Municipality



Frequency of Occurrence of Taps

Frequency of taps in household in different wards has been calculated. It has been found that most of the household have one tap connection only in their houses for getting water supply. Researcher has tried to show the number of taps used in household of the selected wards. In ward number 13, almost 33.33 percent household have one tap connection in their house, 27.78 percent households are having two tap connections and 38.89 percent are having more than two tap for harnessing water. In ward number 14, it has been shown that 35.29 percent houses owe one tap connection and 29.41% of houses are having two tap connections.

Percentage of Households Benifited by Municipal Water Supply in Ward Numbers- 13, 14 And 15



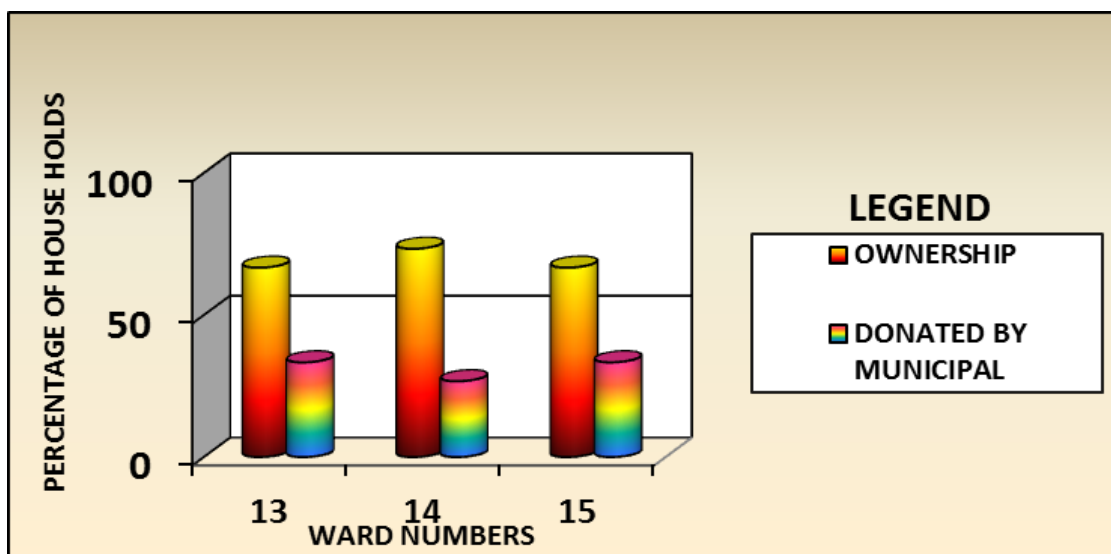
Types of Tap Connection

Types of taps connection in selected wards have been stated in this report. It has been found from that most of the houses have their ownership taps connection. Very few houses are connected with municipality-donated taps connections. With an attempt it has been shown that there are different types of tap connection in houses at Berhampore. In ward number 13, it has been counted that almost 66.67 percent household are connected with ownership taps. In ward number 14, it has been found that most of the houses (almost 73.33 percent) are connected with ownership tap water lines and 26.67 percent has been connected with municipality- donated tap connection.

Recent Condition of Taps

Recent condition of taps has been featured over here. It has been envisaged from that the condition of most of the taps is good and the percentage of bad condition taps is very meager in figure. In ward number 13, it has been shown that almost 80 percent respondents' responses declare that the condition of tap is good and 20 percent respondents say that the condition of their taps is more or less satisfactory. In ward number 14, it has been manifested that 73.33 percent people are declaring about the taps in their possession are in good condition and 13.33 percent state that the condition of taps in their houses is just satisfactory. In ward number 15, it is portrayed that 72.22 percent people declare that the taps are in more or less good condition, 16.67 percent state that the condition of tap in their houses are satisfactory and only 11.11 percent people lodged complaints regarding the poor condition of their taps.

Percentage of People Benefited by Personalized or Municipality- Donated Tap Connection in Ward Numbers- 13, 14 and 15



Per Day Water Supply by Municipality

With the help of master-table prepared based on data derived from questionnaire, the researcher tries to show the frequency of per day water supply by the municipality. In ward number 13, it has been shown that 66.67 percent household receive municipal water 3 to 4 times a day, 26.67 percent houses receive it more than 4 times a day and only 6.67 percent houses receive it 1 – 2 times per day. In ward number 14, every household receive municipal water 3 – 4 times in a day. In ward number 15, almost 58.33 percent houses are receiving municipal water 3 – 4 times a day and 41.67 percent houses are receiving so 1- 2 times per day. So, it is clearly portrayed that there is a variation of receiving municipal water in the same ward.

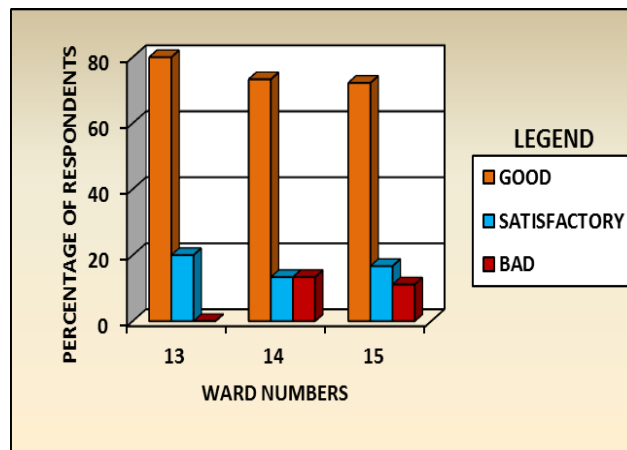
Water Tax Paid

Water tax, in the sampled wards, is levied in very low percent. It has been found that very few houses have paid water tax to the municipality for taking the water supply facility. In ward number 13, it has been shown that 45 percent houses are paying water tax and it’s the highest percent in sampled wards. In ward number 14, only 20 percent houses are paying water tax and 80 percent can’t pay the water tax. In ward number 15, 35 percent houses are paying water tax. So, it is found that a very few percentage of houses pay water tax and a large number of houses don’t pay the tax because, every house is connected with municipal water supply.

Quality of Water

Water quality of the sampled wards has been portrayed and it says that on an average, the quality of water is good. In ward number 13, it is seen as per the version of 50 percent people that the quality of water is good, 35 percent declared that water quality is average and only 15 percent said that the quality of water is dissatisfactory. In ward number 14, it has been shown that the quality of water is good and 40 percent said that the quality is average. In ward number 15, the surveyor got the same response.

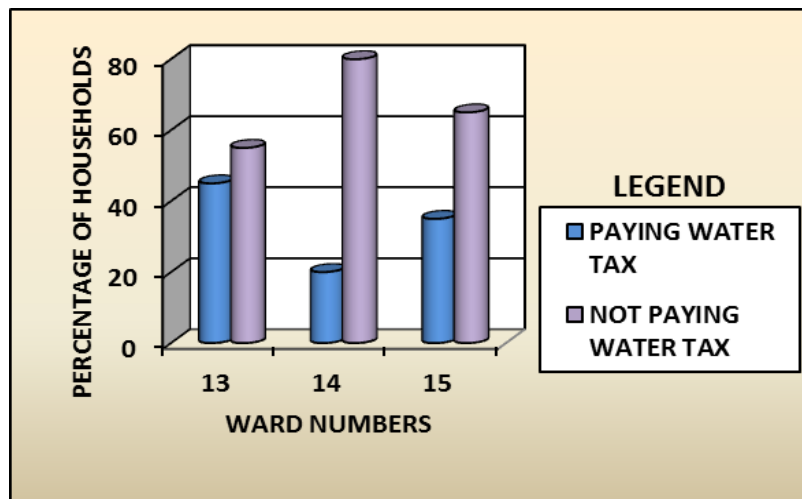
Recent Condition of Tap- Connections in Different Households of Ward Numbers-13, 14 and 15



Sufferers of Water Supply

Almost 90 percent surveyed households in each ward of in Berhampore Municipality are suffering from water supply related problems. It has been found that in ward number 13, 90 percent household is suffering from this problem. In ward number 14, 85 percent households are suffering with the same problem and rests are not.

Percentage of Households Paying Water -Tax in Ward Numbers- 13, 14 and 15



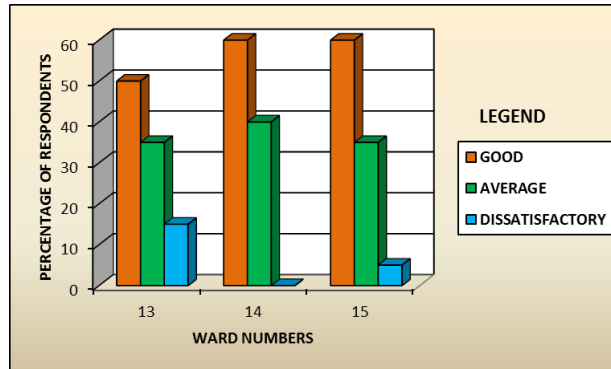
Types of Problem in Drinking Water

Types of problems found in drinking water have been plotted by the researcher. It is found that most of the household are facing the problem of excessive iron infestation in their drinking water. In ward number 13, it has been found that almost 72.22 percent of household drink with excessive iron-mixed water and 27.78 percent household drink arsenic contaminated water. In ward number 14, there is 52.94 percent of household members drinking iron-mixed water and 47.06 percent do drink arsenic contaminated water. In ward number 15, almost 81.25 percent of household drink iron mixed water that is in highest percentage in sample-wards and only 18.75 percent of household drink arsenic contaminated water. So, it is clear from the above discussion that drinking water supply of the selected wards is very poor. If municipality doesn't take any concrete action regarding this type of problem, a large number of people will be affected with different diseases out of arsenic contamination.

Areas Suffering from Problems of Water-Supply

With the help of calculation-table of the surveyor, It is found that ward number 2, 6, 15 and 23 are falling in high risk zone (percentage of people affected by the problem is 8.1). Wards number 14, 20, 21 and 24 are falling in moderate risk zone and rests fall in low-risk zone.

Impression of Respondents about Quality of Water Supplied in Ward Numbers- 13, 14 and 15



Water Pumps Used by Municipality

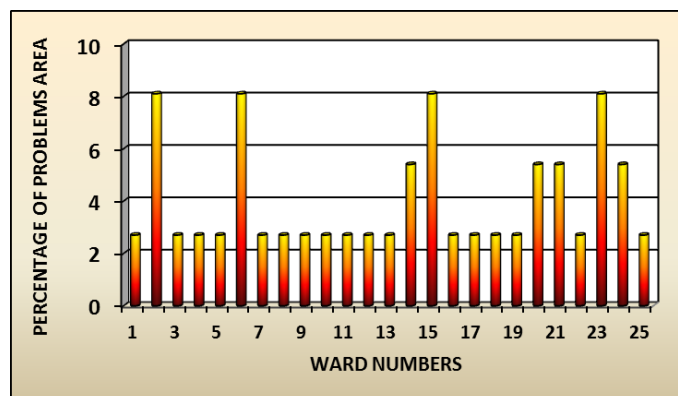
- Types of Pumps Used**

Different types of pumps used by municipality for supplying the water are analyzed thoroughly and It is found that municipality mostly uses the 20 HP submersible pump and motors for water supply and 15 HP, 10 HP and 7 HP pumps are used in very low percentage. It is found that for water supply, municipality use different types of pumps in different numbers depending upon their performance. 20 HP submersible pump and motor and 15 HP VT pump are mainly used by the municipality for supplying the water. But 40 HP slaving motor, 15 HP, 10 HP, 7 HP and 20 HP stand by pumps are used by municipality for water supplying purpose.

- Depth of Hand Pumps**

Depth of hand pump is calculated to show the depth-variation of hand pumps present in Berhampore municipality for providing ground water supply in different wards of the municipality. It is found that total number of hand pumps present in the municipality is 1251. Most of the hand pumps' (866) depth is 100 feet and 385 hand pumps' depth is 50 feet.

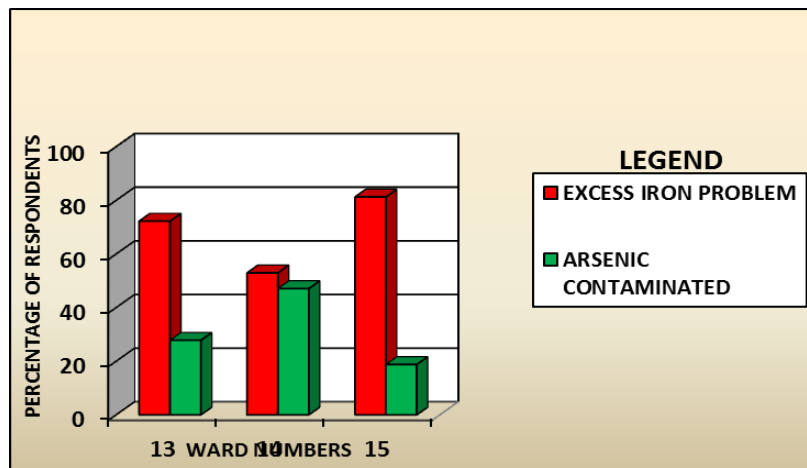
Total Number of Areas Facing the Problem of Water Supply in Different Wards N of Berhampore Municipality



Different Purposes for using Water Extracted from the Hand-Pump

A different purpose of using hand pump-water by different household in selected wards is shown and it is found that more than 70 percent households are using water extracted from hand-pump for bathing and washing clothes. In ward number 13, almost 75 percent household uses hand pumps for the purpose of bathing and washing clothes and only 25 percent household is using so for drinking purpose. In ward number 14, there is only 10 percent household using hand pumps for drinking purpose and a large percent of household that is 90 percent is using it for bathing and washing clothes.

Percentage of Respondents Drinking Arsenic Contaminated and Excessive Iron Mixed Water in Ward Numbers – 13, 14 and 15



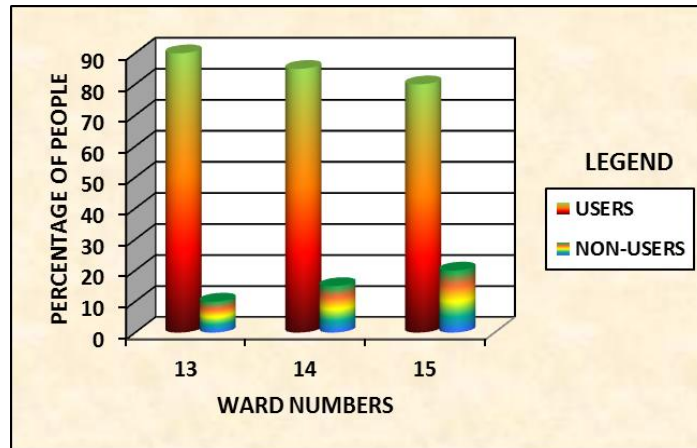
Water Purifiers Used by Household

The percentage of household using water purifier for purifying their drinking water is calculated. It is found that in ward number 13 and 15, most of the household use water purifier and in ward number 14 most of the household don't use this. It has been found that in ward number 13, 75 percent household use water purifier and only 25 percent household does not use water purifier.

Types of Water Purifier Used by Different Household

Different types of water purifiers are used by household in sampled wards of Berhampore Municipality. It has been portrayed that in ward number 13, most of the houses (46.67 percent) are using normal water purifier to purify their drinking water. Almost 26.67 percent houses are using aqua guard and pure-it water-purifier respectively. In ward number 14, 37.5 percent houses are using aqua-guard and normal water purifier for the purpose of purifying their drinking water and 25 percent of them are using pure- it water filter. In ward number 15, almost 50 percent people are using normal water filter, 35.71 percent houses are using aqua-guard and 14.29 percent houses are using pure-it.

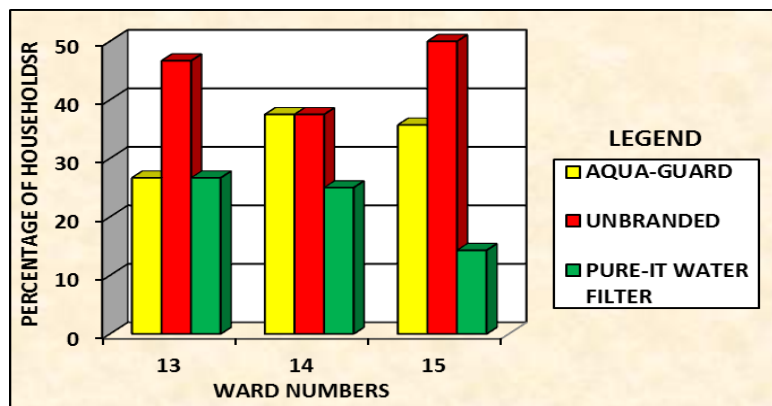
Percentage of Households using Water-Purifier in Ward Numbers- 13, 14 and 15



Performance of Municipality

Service performance related with water supply by municipality has been analyzed to show the municipal-performance of water supply. It is found that in ward number 13 and 15, respondents stated that the performance of the municipality is very bad. 30 percent stated that the performance is average.

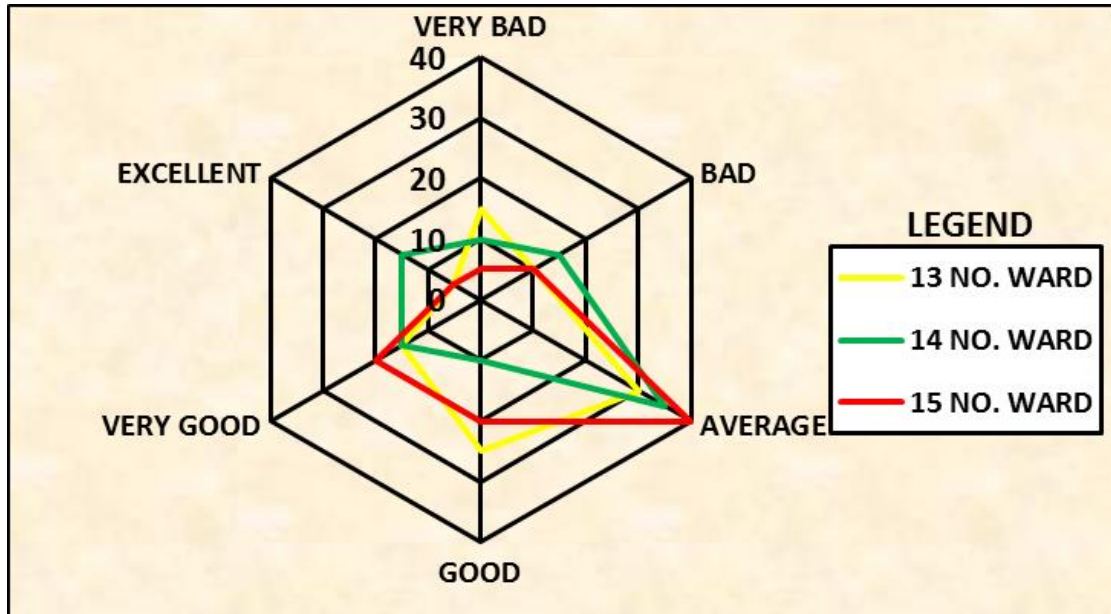
Types of Water-Purifiers used in Ward Numbers- 13, 14 and 15



Status of Sewerage and Low Cost Sanitation System

Sewerage and sanitation are the major areas of problem in most of Indian towns. Only a small percentage of urban centers in the state have a well-designed sewerage system and in some areas though the system exists, the coverage of population by the sewerage system is partial. In some municipality the system does not function properly or is defunct. Many urban centers with sewerage system do not have sewage treatment plants to treat waste-water. Discharge of untreated sewage into water bodies pollutes the limited water sources near urban centers. Improper collection and treatment of sewerage and sanitation creates insanitary conditions and results in serious health problems.

Impression of Respondents Regarding the Performance Level of Municipality Related to Water Supply



Coverage of Wards by Sewerage System

Household covered with proper sewerage and sanitation system is plotted to show the distribution of percentage of household in sampled wards in Berhampore Municipality. From the portrayal, it is found that in ward number 13, 80 percent of household are covered with proper sewerage and sanitation system. In ward number 14, only 40 percent houses are covered with these types of system and it's the lowest in sampled wards. In ward number 15, 75 percent houses are again covered with proper sewerage and sanitation system. So, it is clear from the accompanying portrayal that, in ward number 13 and 15 municipal sewerage service is better than ward number 14.

Methods Used to Provide Better Sewerage System to the Wards

For providing better sewerage facility to the sampled wards as well as in the whole municipality, the local self-Government uses two types of drains for clearance of the wastewater. Length of drains has been calculated here. With diagram, It is found e that the length of pucca drain is 6120 k.m. where the length of kutchra drain is only 610 k.m.

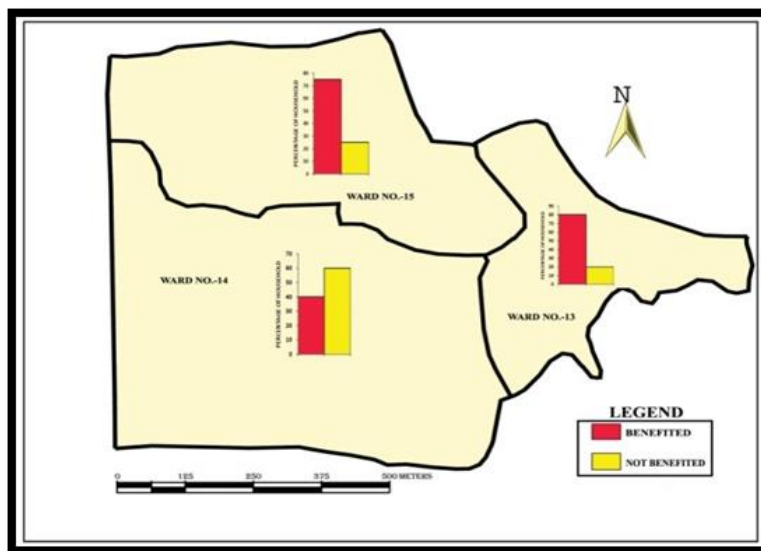
Types of Pucca Drain

In the municipality area, there are two types of pucca drains like covered and open. The length of open and covered pucca drain are plotted. It is found that almost 99 percent pucca drain in the municipality is open. The actual length of open pucca drain is 1615 K.m. and only 5 k.m is covered.

Latrine Facilities

Latrine facility is one of the important parts of sanitation system. Household of the sample wards are facilitated with personalized latrines. It is found that over 70 percent household is benefited with personalized latrine facility and very few percentage of household depends on municipality-provided community latrine facility. It is found that in ward number 13, 85 percent houses are having personal latrine in their houses and only 15 percent depend on community latrine. In ward number 14, 80 percent household is facilitated with personal latrine facility and in ward number 15, 75 percent household are benefitted with personalized latrine facility. It is clear from the above discussion that, in the sampled wards latrine facility as well as sanitation facility is good. Those household being non- facilitated with personalized latrines are very poor and live in slum area and depend on community latrine.

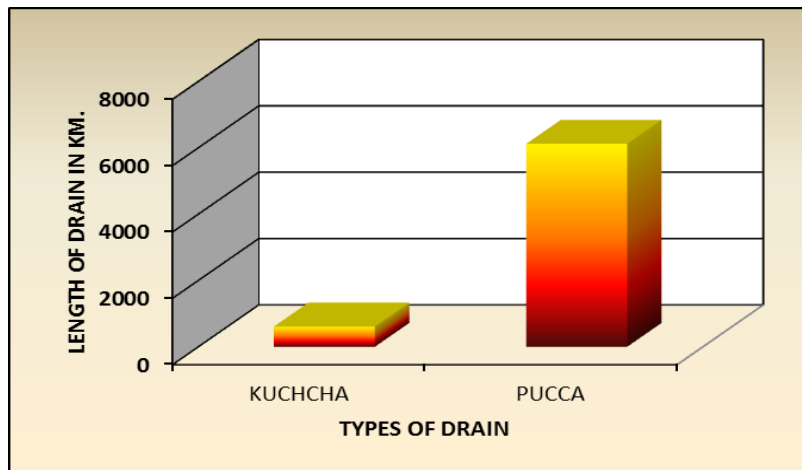
Percentage of Households Endowed with Proper Sanitation and Sewerage Facilities in Ward Numbers- 13, 14 and 15



Frequency of Latrine in Household

Number of latrine present in a household of the selected wards is plotted. It is found from that, most of the houses are having two latrines in their houses and in a small percent of houses more than two latrines are present. It has been found that, in ward number 13, 35.29 percent household are having only one latrine in their house, 47.06 percent households are having two latrines in their houses and only 17.65 percent household are having more than two latrines. In ward number 14, 37.5 percent household are having one latrine, 50 percent household are having two latrines and only 12.5 percent household are having more than two latrines in their house. In ward number 15, 50 percent household is having only one latrine, 43.75 percent are having two latrines and only 6.25 percent household is having more than two latrines in their houses.

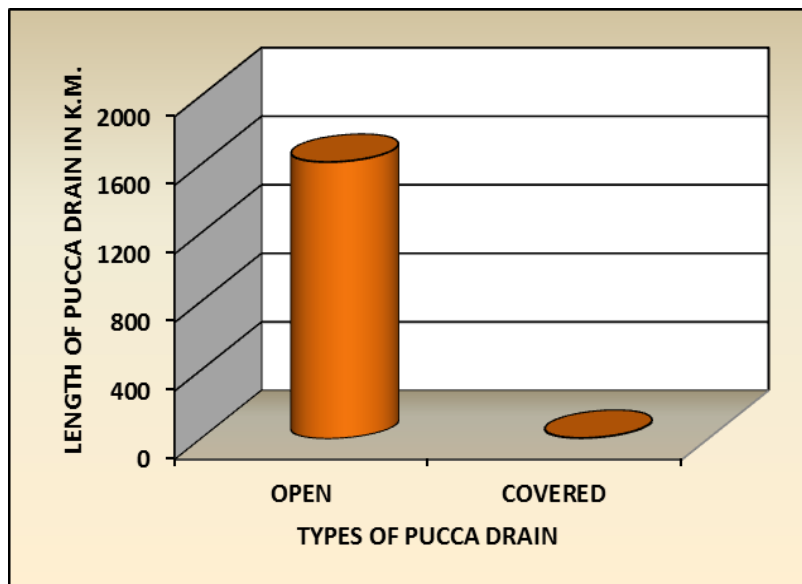
Length of Kuchcha and Pucca Drains in Municipal Area



Types of Latrine

Different types of latrine are used by the households of ward number 13, 14 and 15 in Berhampore Municipality. The different types of latrines used by the household are plotted. It is found that most of the latrines are pucca. In ward number 13, almost 70.59 percent household are using pucca latrine and only 29.41 percent household are using semi-pucca latrine for defecation. In ward number 14, 75 percent household are using pucca latrine and only 25 percent household are using semi-pucca latrine and in ward number 15, 46.67 percent household are using semi-pucca latrine and 53.33 percent household are using pucca latrine. None of the household in the sampled wards is using kutchha latrine for the defecation.

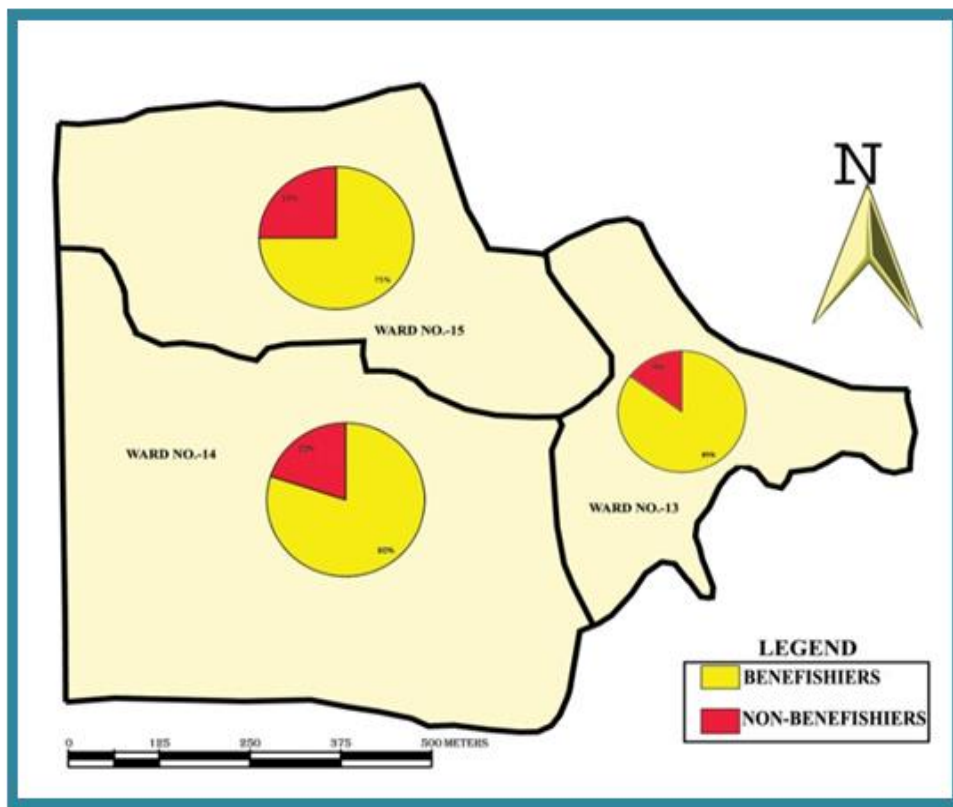
Length of Covered and Open Pucca Drains in Municipal Area



Septic Tanks and Low-Cost Sanitation

Providing sewerage system in the sampled wards requires heavy capital investment and requires regular funds for maintenance. Septic tanks and low cost sanitation systems are the solutions for providing safe sanitation facilities for such urban centers. A section of population in most urban centers uses community toilets while the remaining resorts to open defecation. Dry latrines too are still in existence in some cities. Data on this aspect was very difficult to obtain from the Local Self Government.

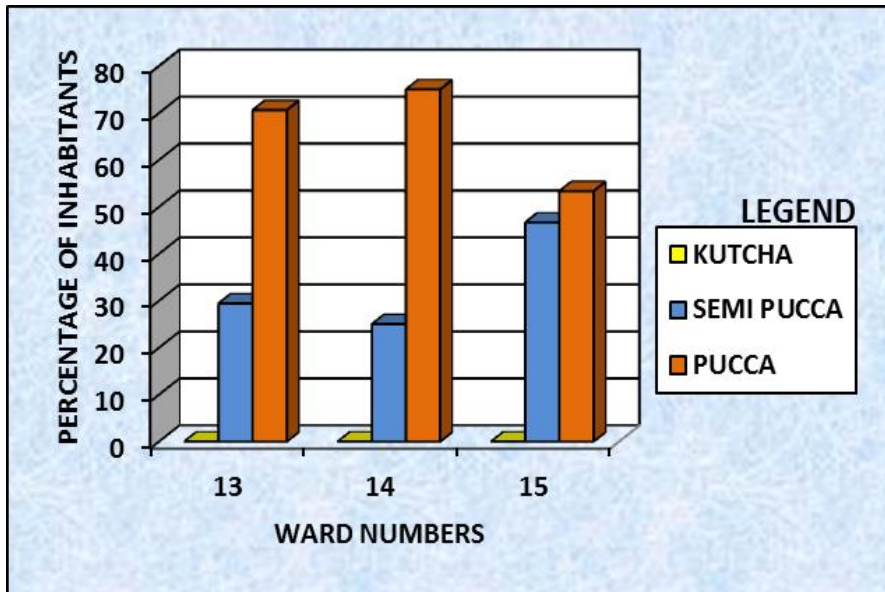
Percentage of Households having Personalized Latrine Facilities in Ward Numbers – 13, 14 and 15



Septic Tanks Used by Household in Sample Wards

Septic tanks used by household in the sample wards is calculated to show the percentage distribution of septic tank users and non- users. It is found from the diagram that, most of the household uses septic tanks. In ward number 13, 75 percent household uses septic tanks and 25 percent households are not using this. In ward number 14, 65 percent households are using septic tanks and 35 percent are not. Similarly, in ward number 15, 80 percent households are using septic tanks and 20 percent are not.

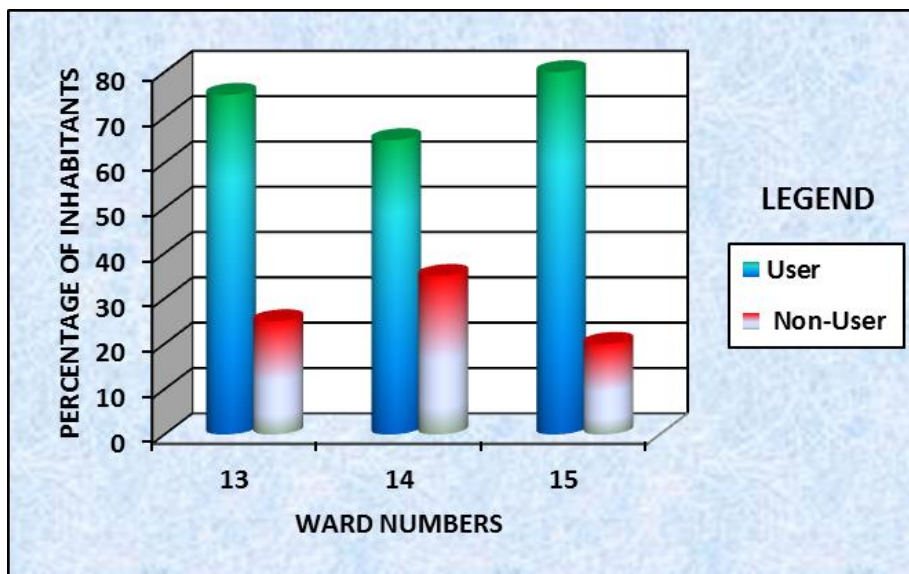
Types of Latrine used by Different in Habitants N Ward Numbers- 13, 14 and 15



Sewerage Problem- Infested Area of the Municipality

Sewerage problem area in different wards of Berhampore Municipality has been plotted to show the percentage of people suffering in the problem area in different wards. It is shown that, ward number 17 is more affected with sewerage problem and other wards are affected averagely. Most of the wards (wards no. 1,2,3,4,5,7,9,10,11,12,13,16,18,19,23 and 25) are affected in a little percent (3.77%) by this problem, wards no. 8,14,22 and 24 are affected in 5.66 percent.

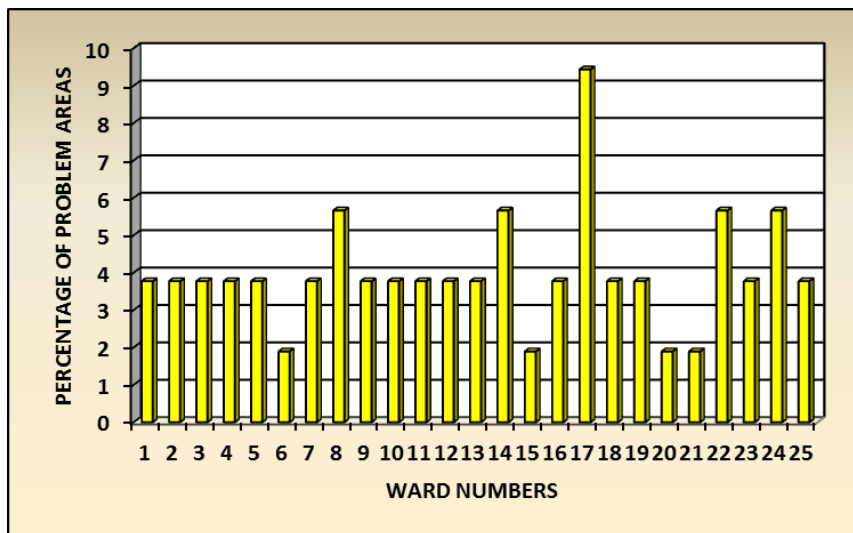
Uses of Septic Tank by Local Inhabitants in Ward Numbers – 13, 14 and 15



Water Logging Problem

Water logging problem faced by the selected wards is plotted to show the percentage of sufferers and non-sufferers in the wards. It is found that, most of the households in ward number 13 and 14 are not facing the water logging problem. In Only ward number 15, most of the households are facing water logging problem. With the help of diagram, it is clearly manifested that, in ward number 13, 45 percent households are suffering with the water logging problem and 55 percent are not suffering. In ward number 14, 60 percent households are facing the problem and 40 percent are not facing. In ward number 15, different results are found. Here 80 percent households are facing the water logging problem and 20 percent are not.

Total Number of Areas Facing the Problem of Sewerage and Sanitation in Different Wards of Berhampore Municipality



Performance of Municipality

Service performance related with sewerage and sanitation system provided by municipality to the selected wards of Berhampore Municipality has been plotted to show the municipal-performance of sewerage and sanitation. It is found that in ward number 13, 10 percent respondents responded that the performance of the municipality is very bad, 10 percent declared it to be bad, 25 percent responded its status to be the average. Only 30 percent declared this to be very good.

Municipal Solid Waste Management

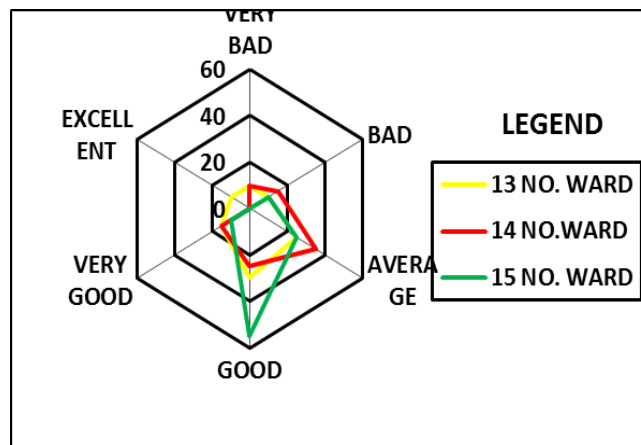
Generation of solid waste continues to increase in urban areas of India with rapid urbanization, rising incomes, changing consumption and a shift from recycling to a throw – away society. In urban areas the problem of solid waste management (SWM) is very acute due to dense development and congestion. Solid waste management is an obligatory function of urban local bodies (ULBs) in India. Most ULBs are unable to cope-

up with the challenging task of collection, transportation and disposal of solid waste which not only occur due to rapid urbanization and rising incomes but also happens due to the non-availability of required open spaces, wasteland, streets, and even stagnant water bodies causing serious health and environmental hazards. While SWM generally consumes a significant proportion of municipal budgets, revenues from the service are negligible. The ULBs are also often under – staff and lack in adequate number of vehicles to transport waste. Disposal of waste is becoming serious mainly due to rapid growth of cities and towns. Management of municipal solid waste is a service, which needs efficiency, improvements and also substantial financial support in order to bring about significant change in the service. This work reveals the status of solid waste management in the ward number 13, 14 and 15 in Berhampore Municipality of Murshidabad district with respect to generation, disposal, collection, transportation and recycling of solid waste. The research also portrays the municipal performance regarding with solid waste management.

Solid Waste Generation

From the personal interview of Mr. Kuntal Basu, the Officer in Charge from the Department of Solid Waste Management in Berhampore Municipality, the detailed account of monthly solid waste generated in the Municipality was obtained. Details of waste generation sources are given below-

Public Opinion on the Performance of Municipality Related to Sanitation and Sewerage



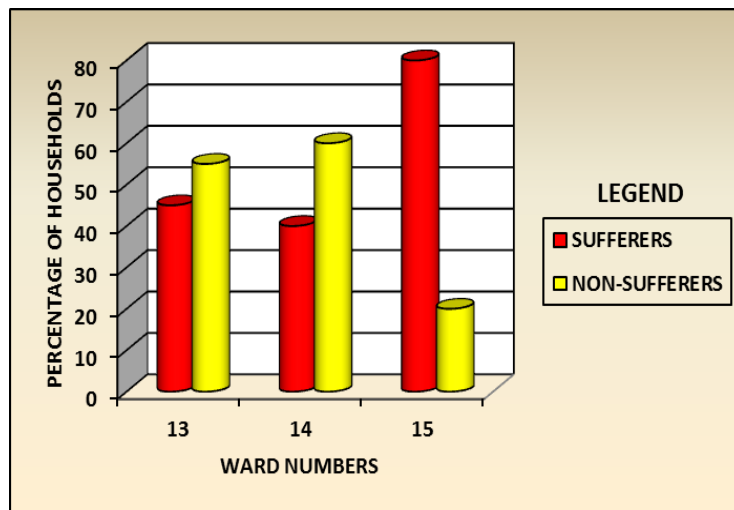
Source of Waste Generation	Waste Generated in Metric Tons/ Month
Household	1800
Street Sweeping	300
Hotel and Restaurant	15
Market	260
Commercial Area	45
Other Sources	300

So, the total waste generated per month in different sources is 2720 metric tons. But the variations in the quantity of waste generated in municipality depends upon the population size of the wards, the floating population, the income levels of the population, the economic activities, the cultural habits of people and so on and so forth.

Method of Solid Waste Disposal

Method of solid waste or garbage disposal in the different wards of the study area is plotted to show the different modes of garbage disposal. The households are generally used for garbage dumping. It is found that most of the household uses road side disposal and garbage disposal bin for garbage dumping. With the help of a calculated table, it is found that, in ward number 13, 15 percent households dispose their garbage in the road side, almost 60 percent households are disposing it in garbage disposal bin and 25 percent of households are disposing it at municipal van. In ward number 14, almost 556 households are using garbage disposal bin for the disposal of garbage, 30 percent are accustomed with road-side disposal system and only 15 percent households are disposing their garbage in municipal van. In ward number 15, 45 percent households are disposing their garbage at road side, 40 percent households are using municipality van for garbage disposal and 15 percent are using garbage disposal bin.

Percentage of Households Facing the Problem of Water Stagnation in Ward Numbers – 13, 14 and 15



Garbage Collection

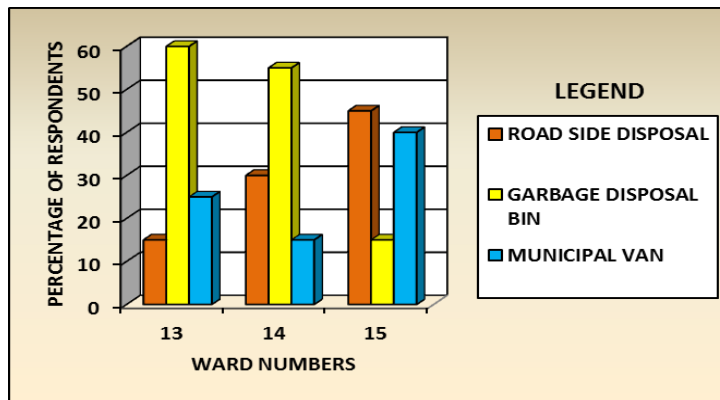
Garbage collection places by the municipality in the sample wards are calculated to show the places from where the municipality collects the household-garbage. In ward number 13, it is found from the figure that, almost 65 percent households' garbage is collected by the municipality from the dumping ground and 35 percent household's' garbage is collected from the individual households. In ward

number 14, 85 percent household's garbage is collected by the municipality from the dumping ground and only 15 percent households' garbage is collected from the individual household. In ward number 15, 60 percent households' garbage is collected by the municipality from the dumping ground and 40 percent households' garbage is collected from the individual household.

Regularity in Garbage Collection

Regularity in garbage collection by the municipality is plotted to show the regular or irregular clearance of garbage by the municipality. It is found that, in the selected wards, regular clearance system of garbage by the municipality is very good.

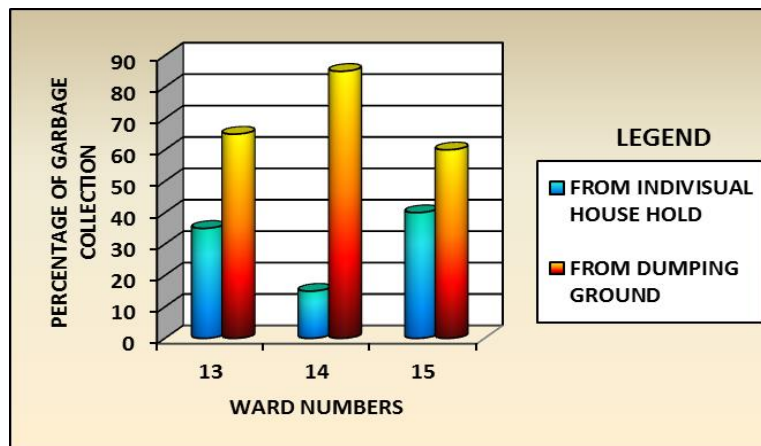
Percentage of Respondents Disposing Regular Garbages in Different Places Within Ward Numbers – 13, 14 and 15



Problems Related with Solid Waste

Ward –wise solid waste related problems areas are identified and it is found that, the highly problematic areas are 4, 7, 11, 13, 14, 16 and 20 and the least risk areas are the wards 9, 10 and 19.

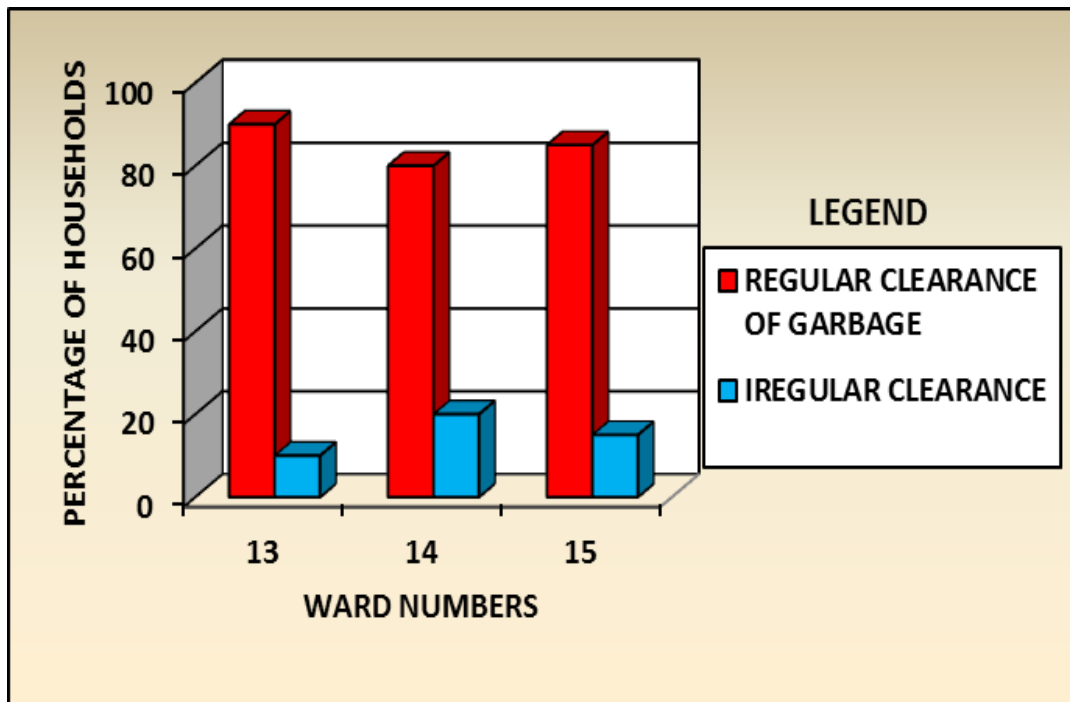
Places of Garbage Collection in a Regular Basis by the Municipal Authority in Ward Numbers – 13, 14 and 15



Spread of Diseases

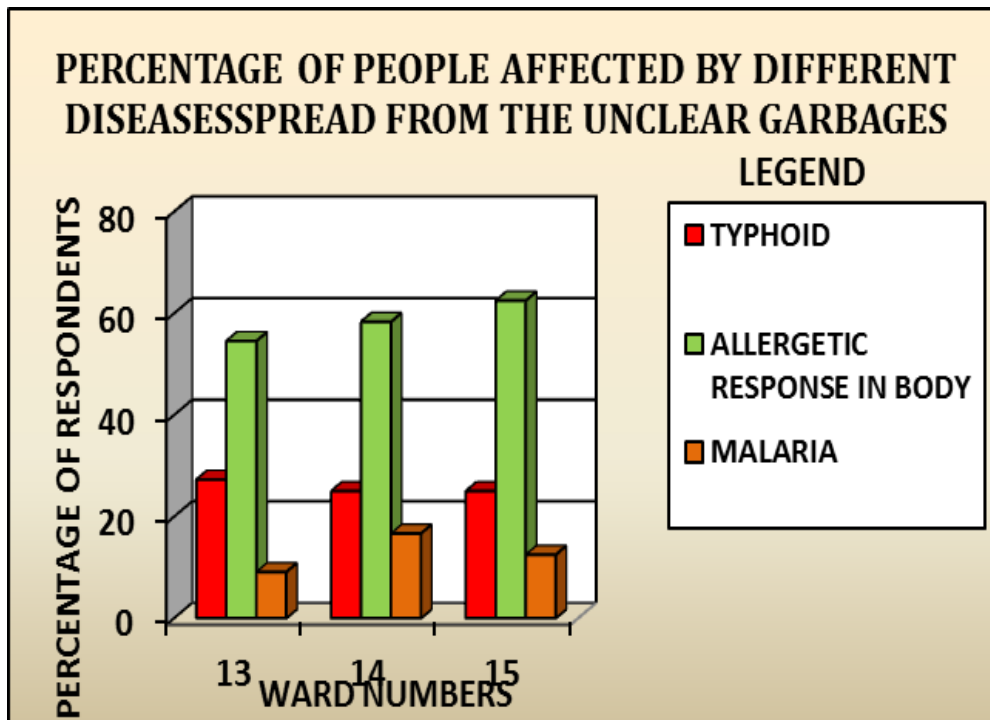
Spread of diseases from unclear garbage is plotted and from there it is found that, in ward number 13, 45 percent pupil are affected by the diseases spread from the unclear garbage and 55 percent are not affected here. In ward number 14, 60 percent are affected and 40 percent are not affected. In ward number 15, 40 percent are affected and 60 percent are not affected by the diseases spread from the unclear garbage.

Regularity in Garbage Collection by Municipality from Different Households in Ward Number- 13, 14 and 15



Types of Diseases Spread

Different types of diseases are spread from the unclear garbage and this is plotted wherefrom it is found that, in ward number 13, most of the people, basically children are affected by the allergetic problems spread by the biting of mosquitoes, 27.27 percent respondents are affected by typhoid and 9.09 percent are affected by both malaria and dengue. In ward number 14, almost 58.33 percent respondents stated that, their children are affected by the allergetic problems, 25 percent are affected by typhoid and 16.67 percent are affected by malaria. In ward number 15, the same result prevails. 62.5 percent responded that their children are affected by the allergetic problems, 25 percent are affected by typhoid and 12.5 percent are affected by malaria. None of the respondents stated in ward number 14 that they are affected by dengue.



Transportation of Waste

The quantity of waste transported is a function of the number of vehicles of each type, their capacity and the number of trips they make. For example, if the municipality has 3 trucks with a capacity of 5 tons making two trips a day, the total waste transported would be given as 10 tons. Primary waste collection is generally done by using wheelbarrows and tricycles. The waste collection through street sweeping is heaped at various points and then transferred into dustbins.

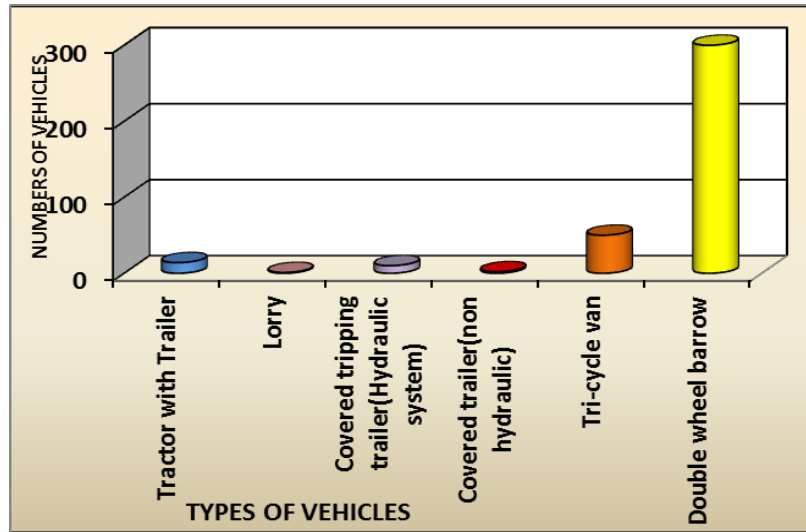
Vehicles used for Transportation of Waste

Different types of vehicles are used for clearance of solid waste and the total number of vehicles is divided in different categories which are used for the transportation purpose of waste collection. It is clear that, for primary level collection of waste, municipality use 300 double wheel barrows, 50 try-cycle van, 10 covered tripping trailer, 14 tractor with trailer and only one lorry is used for transportation of the solid waste.

Capacity of the Vehicles

Capacity of vehicles used to clear the garbage is plotted to show the vehicles' capacity in tons. With the help of diagram, it is clear that the highest capacity of collected waste in lorry is 8 tons, then tractor with trailer and covered tripping trailer both have the same capacity as 4 tons and the lowest capacity vehicles are tri-cycle van and double wheel barrow.

Frequency of Miscellaneous Vehicles used for Clearance of Solid Waste in Berhampore Municipality



Recycling of Solid Waste

From the personal interview of Mr. Kuntal Basu, The Officer in Charge, the Department of Solid Waste Management in Berhampore Municipality, and the surveyor came to know about the details of recycling system of solid waste. At first, the municipality collects waste by using different types of vehicles. Then the collected waste is transported to Kalyani by lorry for recycling.

Performance of Municipality

Service performance related with solid waste management provided by municipality to the selected wards of Berhampore Municipality has been plotted to show the municipal -performance of solid waste management. With the help of star diagram, It is found that in ward number 13, 10 percent respondents do state that the performance of the municipality is average and 70 percent respondents responded that the performance is good.

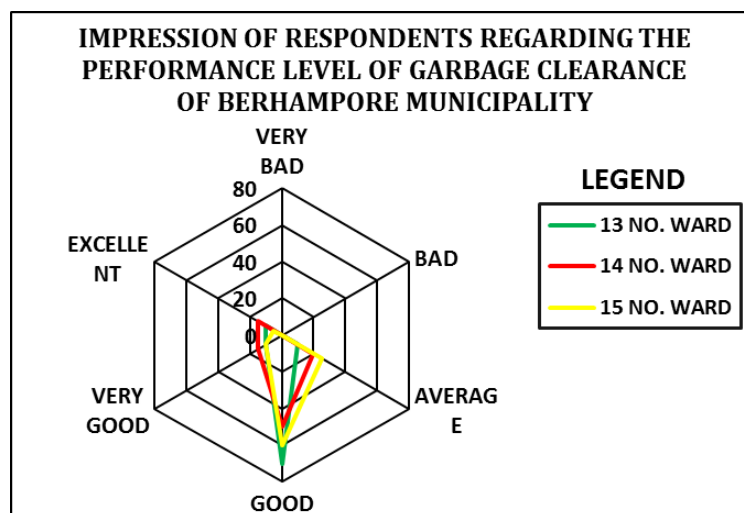
Policy Suggestions

Water supply, sanitation and solid waste management constitute basic essential services for which the main responsibility lies with the public authorities. Provision of potable water and safe sanitation to all is the ultimate goal of the municipality. However, achieving this goal and providing services at the desired level have been the main challenge for public authorities concerned with these services. Solid waste management is another essential service, the responsibility of which lies with the municipality. All these basic services have a major impact on the health of the citizens and therefore need to be accorded high priority in planning and implementation. However, in order to understand the magnitude of the problem, an

overview of the status of these basic services is necessary. The present report brings out the status of these three essential services by looking at the coverage, the service levels, and the best efforts requirements to achieve 100 per cent coverage at the desired level. The conclusions drawn from the study are presented in subsequent paragraphs. Water is essential for survival and is required in adequate quantity to remain healthy. Increasing urbanization, growing water demands, pollution of nearby water sources and depletion of sources due to over exploitation have all contributed to the current crisis of potable water. It is thus time to take stock of the situation and initiate remedial measures to avoid the impending crisis. In the selected wards (13, 14 and 15) of Berhampore Municipality, the municipal water connection is available at most of the households. The jet pump facilities are not present in most of the houses in a percent over 70. Water is supplied only for a limited number of hours daily in almost all the wards. A round the clock supply, though desirable, is not possible in many cases due to inadequate water at source and other factors such as limited pumping and treatment capacity.

Summary of Results

The municipality covers almost 60 percent of household by municipal water connection. The coverage is marginally better in ward number 14 with an average 70 percent. The municipality covers almost 30 percent of household by municipality-donated tap connection. The tap connection is marginally better in ward number 14. The sample wards are getting municipal water mostly 3 to 4 times in a day.



Conclusion

Problem of water distribution should be taken up immediately by the municipal authorities to address the problems of water supply. Problem in drinking water must be taken care of by the municipal authorities to solve the drinking water problems. The situation with respect to safe sanitation is very encouraging in the wards of the

municipality. A significant amount of wastewater generated is not collected in these wards by the municipality. Low-cost sanitation covers about one-third of the population in the sampled wards. However, a significant percentage of the population is still not covered by safe sanitation and is forced to use open spaces for defecation. Some people still depend on community latrines, though information on this aspect is not very easy to obtain. 70 percent of the sampled household in each wards have a sewerage system. The system is marginally better in ward number 13 with an average of 80 percent beneficiaries. Almost 40 percent households are depending on community latrine. Ward number 15 is mostly depending on this. In the rainy season, the households are facing the water logging problem in a little percentage. But ward number 15 is facing the problem mostly with average 80 percent victims. Rehabilitation of sewerage systems must be taken up in the selected wards by the municipality especially where the sewerage system persists but has become non-functional. Wastewater treatment must be made mandatory for all the wards of this municipality. Recycling/reuse of wastewater must be encouraged. Technical and financial assistance must be provided for this, if required. Though there is a solid waste management system prevailing in the locality, still its application is not that much wide-spread. Not all the micro urban units of the Berhampore Municipality receive the same type of benefit in this regard. Therefore, the system should be much more improved to incorporate all the wards of the Municipality under its umbrella. If the persisting problems of the Municipality can be alleviated by implementation of the suitable Government strategies, then in near future the urban status of this well-known urban local body will be much more glorified and if non-governmental organizations also extend their hand of kind cooperation in this regard, then in very near future, the entire Municipality will be glorified more and more not only within the District but also within the entire state.

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Impact of Regional Festivals on Tourism: A Case Study of Madhya Pradesh

Sitwat Sultan*

Introduction

Tourism is the fastest growing industry in the world, and even more so in the eastern hemisphere of the world. Approximately 600 million tourists travel around the world each year, of which only India visits with 2.3 million people, this is the third largest total foreign currency in the country (Dr. A. Satish Babu). The concept of tourism is different among people in different industries. Tourism is a recreational or business trip and the provision of services for this activity. Tourists are those who "travel and stay in places outside the normal environment for more than a year in a row for leisure, business, and other purposes not related to the pursuit of activities that reward the places visited." That is (official UNWTO definition). The distance between these two places is irrelevant. Tourism and travel are sometimes used interchangeably. Travel in this context has a similar definition to tourism but means a more purposeful trip. In 1976, the British Tourism Association called it "Tourism is a temporary, short-term trip to a destination outside the place where people normally live and work and is an activity at each destination. This includes moving for any purpose. ""The broader definition is that tourism is a service industry, covering a variety of tangible and intangible elements. Tangible elements include air, railroads, roads, water, vegetation (forests), and now space in transportation systems. Hospitality, accommodation, food and drink, tours, souvenirs. Related services such as banking, insurance, and security. The intangible elements are Rest and relaxation, Study Area Madhya Pradesh literally means "Central Province" and is in the geographical center of India between 21.2 ° N 26.87 ° N and 74 ° 02' 82 longitude° 49. 'E. The state straddles the Narmada River, which runs east and west between the Vindhya and Satpura ranges; these ranges and the Narmada are the traditional boundary between the north and south of India. The state is bordered on the west by Gujarat, on the northwest by Rajasthan, on the northeast by Uttar Pradesh, on the

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east by Chhattisgarh, and on the south by Maharashtra. Madhya Pradesh has a subtropical climate. Like most of north India, it has a hot dry summer (April–June), followed by monsoon rains (July–September) and a cool and relatively dry winter. The average rainfall is about 1,370 mm (53.9 in). It decreases from west to east because monsoon wind moves from west to east and drained clouds in western part takes less quantity of water vapours with them to eastern part. The southwestern districts have the heaviest rainfall, some places receiving as much as 2,150 mm (84.6 in), while the western and northwestern districts receive 1,000 mm (39.4 in) or less.

Today festivals are considered to contribute to the cultural and economic development wealth of India. Festivals have major impacts on the development of cultural tourism to the host communities. The event organizers are now using the historical and cultural themes to develop the annual events to attract visitors and create cultural image in the host cities by holding festivals in the community settings. This does not cater to one group. The hosting of events is often developed because of the tourism and economic opportunities additional to social and cultural benefits.

Events have the potential to generate a vast amount of tourism when they cater to visitors from different places either by direct or indirect way. The government also support and promote such events for economic development, nation building and cultural tourism.

This paper initially reviews literature related to cultural tourism and the role of festivals in the creation of opportunities for both communities and host. Moreover, the paper will argue that community-based events and festivals provide a platform for the celebration of local identity.

Development of Cultural Tourism through Festivals

Festivals have changed over the years, before festivals were based on key calendar moments, linked specifically to seasons and heritage sites. Over the period these have been changed and developed upon, there is now a broad range of festivals events taking place all over the world.

Getz (1997, p.1) introduces festivals events as a:

“Events constitute one of the most exciting and fastest growing forms of leisure, business, and tourism-related phenomena.”

The revolution in festivals has been stimulated through commercial aspect to meet the changing demand of local community groups and increasing business opportunities for the event organizers and local businesses. Festivals are attractive to host communities, because it helps to develop local pride and identity for the local people

Impact of Festivals on Host Community

Event organizers do not consider the social and environmental impact into consideration. It is argued that there is a clear need to adopt a holistic approach:

“In any location, harmony must be sought between the needs of the visitor, the place and the host community.”

(English Heritage, 2000 p.29).

About Madhya Pradesh

Madhya Pradesh is a state in central India. Its capital is Bhopal, and the largest city is Indore, with Jabalpur, Ujjain, Gwalior being the other major cities. Madhya Pradesh is the second largest Indian state by area and the fifth largest state by population with over 72 million residents. It borders Uttar Pradesh to the northeast, Chhattisgarh to the southeast, Maharashtra to the south, Gujarat to the west, and Rajasthan to the northwest.

Climate

Madhya Pradesh has three major seasons – Summer, Monsoon, and Winter. During summer (March–June), the temperature ranges above 29.4 °C. The Monsoon breaks out in mid-June and state receives a major share of its rainfall between June and September.

The winter starts from the month of November. The daily maximum temperature in the month of January remains between 15 and 18 °C. The climate is generally dry and pleasant with a clear sky.

Development of Madhya Pradesh Tourism

Madhya Pradesh has a long historical and cultural tradition dating back to the days of the Harappa civilization established by relics found at Lothal. Situated on the central part of India. Tourism is one of the most important sectors in Madhya Pradesh, which is to be exploited in the coming years. Tribal life in Madhya Pradesh celebrates music, dance and colorful traditions. Activities such as religious and archaeological tourism, cultural heritage, coastal and beach tourism, adventure tourism, and highway tourism are promoted. Therefore, the state will move into tourism-related activities in the form of accommodation projects, gastronomic projects, amusement parks and water sports, village complexes with handicrafts, sea / river cruises, safari projects, sports / health facilities complex, etc. Provides room for investment. The government also wants to promote service-oriented projects such as tour operators, tour operators and transport operators. Madhya Pradesh has a long and diverse history and many interesting places to visit. Some of the most important sites in Madhya Pradesh are scenic beauty, national parks, wildlife sanctuaries as a Khajuraho temple, Panna Tiger Reserve, Khana National Park, Bandhavgarh, Sone crocodile sanctuary etc. The tourism policy in India provides boost to the tourism industry to harvest the socioeconomic benefits of this service providing sector. The ministry of tourism in the year 2004 has launched the “Atithi Dev Bhav”, “Guest is God” & is the latest key to the Indian tourism sector, to attract a good chunk of tourists both

local as well as international. Similar type of promotional movement can be seen in almost all the states as for example, "Madhya Pradesh, where life is celebration" is the new mantra of the Madhya Pradesh state tourism corporation & has declared the year 2006 as tourism year to promote tourism in Madhya Pradesh.

Tourism and Resource Development

According to Professor Zimmermann, a resource is not a thing or substance, but a function that a thing or substance can perform, or an operation that it can participate in. The meaning of the term tourism-resource relationship can be understood by economic geographers. Because resources are neither substances nor entities, they are positive interactions between humans and nature, positive in meeting our individual needs and social goals. Use tourism development. Tourism and resources are both linked. Tourism contributes to improving the quality of undeveloped resources. Suppose most of the hills and mountains remain untouched. This means that it is generally inaccessible and therefore untouched and can be developed as mountain tourism or mountain tourism such as adventure, mountaineering, hiking, hill station tourism. The plain is now the center of all cultural development. In fact, it has the most developed and potential tourism environment in the world. Now, a new kind of tourism is attracting attention That is, forest and wildlife tourism that attracts many tourists from all over the world because of its natural environment. In MP, such places are Khajuraho, Panna National Park. Kana National Parks, Ken and Sone Crocodile Reserve, Bandhavgarh National Park, Major National Parks and Reserves. Tourism can have a positive impact on resource development by contributing to environmental protection and conservation. It is a way to raise awareness of environmental values and can be used as a tool to fund the protection of natural regions and increase their economic importance. The quality of both natural and man-made environments is essential for tourism. The impact of tourism on the rural environment can be seen in the form of fast-growing hotel restaurants and other related infrastructures that meet the demands of tourists. The rise of cultural landscapes in the form of natural parks, nature reserves, parks, golf courses, etc. will change the natural landscape. In other words, land use patterns are changing where tourists are interested. Gosling (1999) proposes that nature-based tourism derives from the existence of natural regions without paying particular attention to the protection of natural regions, while ecotourism is a rural economy primarily by people living in rural areas. It deals with the protection of natural areas to achieve development. Record economic non-use values from natural regions. 1.1. Some basic issues related to foreign tourists in Madhya Pradesh Foreigners are blinded and flattered almost anywhere in the state, but they are treated terribly unfair when it comes to paying tourism fees. In Madhya Pradesh, foreign tourists have to pay almost eight times, and sometimes 25 times, as much as Indian tourists. The federal government is currently planning to end

discriminatory regimes across the country, but it will take even more time to increase tourist traffic in Madhya Pradesh. For example, admission to the Panna Tiger Reserve for foreigners (adults) is \$ 5, while for Indians it is only Rs 30. If a foreigner wants to take a camera, the Indian must pay 50 rupees, which costs him an additional \$ 5. Foreigners must pay \$ 200 to shoot amateur videos and \$ 1,000 to shoot feature films. Indians must pay 2,500 rupees or 20,000 rupees respectively. Hotel and meal costs are also high. The cost of an AC room is \$ 50 for foreigners and rupees 1,000 for Indians. Due to the predominance of these issues, the number of tourists has been lost except on other continents, which is a major obstacle to tourism development in Gujarat. Apart from tariff differences, the state has many other disadvantages. Poor infrastructure, ineffectual marketing and inefficient management of resources ensure that tourists steer clear. The cumulative effect is that tourist traffic seems to be falling in the state. According to Madhya Pradesh Industrial & Technical Consultancy Organization (MPITCO), which collates tourist data in the state, number of foreigners has dropped in the past two years. In 201011, 37,252 for foreigners visited the state, which dropped to 31,271 in 201112 and to 21,567 in 201213. But tourism officials say that the data was incorrect. "MPITCO collected the numbers only from the hotel. We also instructed the airline to get the data," officials claim. Between April and December 2012, after the changes were made, MPITCO data show that the number of foreigners shot dead increased to 48,020. The government is plagued by accurate tourism dates, but observers say the government needs to unite itself and develop sound tourism policies.

Tourism Resource Management Strategies

Maintaining the natural resource power planning & getting the result in the tourism corporation is a challenging task for Madhya Pradesh Govt. due to inefficient human resource as well as planning techniques. The attempts have been made to provide the management strategies & planning techniques to maintain the sustainability, they are follows: The semigovernmental organizations would work more in the needed areas of tourism development, because of their knowledge about people behavior as well as local resources because they are more mingled with local people as well as the local resources. This sort of management will have the following advantages as compared to the governmental system:

- The freedom to utilize foreign funds.
- The ability to experiment freely with innovative approaches.
- Flexibility in adapting to local situations and responding to local needs.
- Good rapport with people and ability renders micro assistance to very poor people as they can identify those who are most in need and tailor assistance to their needs.

Festivals of Madhya Pradesh

No matter, where and when one is travelling in Madhya Pradesh, they will always witness a festival or fair to claim their attention.



- **Lokrang Festival:** Lokrang is a cultural festival in which all the dancers put their best foot forwards and matches their steps with the folk music. During the festival, various forms of folk dances, music is displayed. Lokrang fest is organized by the Madhya Pradesh Adivasi Lok Kala Academy.

Where : Bhopal

When : January

Duration of Festival : Four to Five Days

Special Attractions : Folk dance performances and exhibition

- **Akhil Bhartiya Kalidas Samaroh:** Writers, Poets from around the world come together for seven brilliant days of poetry recitation, story reading, and cultural performances.

Where : Ujjain

When : January

Duration of Festival : 7days

Special Attractions : Poetry Recitation & Story Reading



- **Khajuraho Festival:** Dance and music should be the middle name of Madhya Pradesh. One weeklong, Khajuraho dance festival is the manifestation of the true India's dance forms. All the performances take places in an open-air stage

When : February

Where : Khajuraho

Duration of Festival : Seven Days

Special Attractions : Dance Performances



- **Bhagoria Haat Festival:** In the local language, the carnival is called as the festival of love. Celebrated with great pomp and show by the tribal people of Madhya Pradesh, it is one of its kind in which young girls and boys have a right to elope after choosing their life partner.

When : March, Before Holi

Where : West Nimar (Khargon) and Jhabua

Special Attraction : Festival of Love



- **Holi:** Holi is celebrated just for two days on the last full moon day of the lunar moon. On days one, a bonfire is organized by the different temples. Day two is the time when the real enjoyment begins.

When : March,

Where : Allover Madhya Pradesh

Duration of Festival : 2 day

Special Attractions : Festivals of Color



- **Ujjain Kumbh Mela:** Ujjain is one of those places in India where Kumbh Mela takes place. The festival is organized four times in every twelve years in the four cities of India- Allahabad, Haridwar, Ujjain or Nasik. It commemorates the victory of good in the battle of supremacy against the evil.

When : April to May

Where : Ujjain

Duration of Festival : One Month

- **Malwa Utsav:** Malwa Utsav is one of the biggest, largest and most spectacular events in Madhya Pradesh. Dance and music performances are the most integral part of the festival.

When : May

Where : Indore & Ujjain

Duration of the Festival : 2-5 days

Special Attractions : Dance & Music Festival



- **Nagaji Fair:** It is celebrated to remember the great saint, Saint Nagaji. He is being paid respect through this fair who lived about 400 years ago during Mughal Emperor Akbar's reign.

When : November/December

Where : Murena

Duration of the Festival : Monthlong

Special Attractions : Tribal Dance Performances
- **Chethiyagiri Vihara Festival:** One can see the massive moment of Buddhist monks and followers during this to Sanchi. People come here to see the relics of the two great disciples of the Buddha.

When : November

Where : Sanchi

Duration of Festival : 1 day

Special Attractions : Ancient Buddhist relics on display
- **Tansen Samaroh or Tansen Sangeet Samaroh:** the sole purpose of this is just to hear some soulful rhythms of classical and folk music. The fest acts as an amazing platform for new comers to perform their best in front of the world.

When : December

Where : Gwalior

Duration of Festival : 4 days

Special Attractions : Indian Classical Vocal and Musical performances
- **Pachmarhi Utsav:** Pachmarhi Utsav feature the best of folk art from Madhya Pradesh and all over India, with demonstration, workshop, and exhibition. For five days, every evening a cultural evening is organized that feature artists of national and international repute.

Where : Pachmarhi

When : December

Duration of Festival : 5-6days

Special Attractions : Exhibition, Cultural Festival

Festival / Event in Madhya Pradesh	Location / Place	Details
Festival of Dances	Khajuraho	Indian Classical Dance Performance
Akhil Bharatiya Kalidas Samaroh	Ujjain	Literary Presentations along with dramas and Indian Classical Dance programmers.
Dhrupad Samaroh	Bhopal	Vocal performances of Dhrupad style of Indian Classical Music.
Allauddin Khan Sangeet Samaroh	Maihar, Satna	Indian Classical Music.
Ameer Khan Festival	Indore	Indian Classical performances.

Rashtriya Hindi Nritya Samaroh	Bhopal	Hind's Best Drama's performances.
Pachmarhi Utsav	Pachmarhi	Indian Folk Art's performances.
Mandu Utsav	Mandu	
Orchha Utsav	Orchha	
Keshav Jayanti Samaroh	Orchha	Literary Presentation.
Alauddin Khan Vyakhyanmala	Bhopal	Lectures based on Classical Music.
Muktibodh Samaroh	Bhind	Literary Program.
Bhavbhuti Samaroh	Gwalior	Sanskrit's Literary Programs.
Makhanlal Chaturvedi Samaroh	Jabalpur	Literary Programs.
Rashtriya Ramleela Mela	Different Parts of MP	Country's Best Ramleela Mandlis Performance.
Pt. Balkrishna Sharma "Naveen" Samaroh		Hindi Literary Programs.
Rajshekhar Samaroh		Sanskrit Literary Programs.
LokrangSamaroh	Bhopal	Indian Folk Art's Presentation and performance.
Pt. Kumar Gandharva Samaroh	Dhar	Sanskrit Literary Programs.
Padmakar Samaroh		Hindi Literary Programs.
Bhoj Samaroh	Dhar	Sanskrit Literary Programs.
Shankari Samaroh	Throughout Madhya Pradesh	Sanskrit Literary Programs
Kabir Samaroh	All over Madhya Pradesh	Folk Arts, Music, Dances and Literary Programs.
Rashtriya Alankaran Samaroh	Bhopal	Distribution of Cultural Awards
Jagar Samaroh		Indian Classical and Folk Arts Display.
Krishna Rao Samaroh	Gwalior	Indian Classical Music.
Pandit Samaroh		Performances.
M.P. Sangeet Samaroh	Throughout Madhya Pradesh	Nimar Utsav, Maheshwar Indian Folk and Classical Performances.
Bharat Bhawan	Bhopal	Various Folk arts exhibition and performances throughout the year.
Subhadra Kumari Chauhan Samaroh		Hindi Literary Programs and performances.
Film Festival	Bhopal	Films from India and Abroad.

Conclusion

From the above study it can be said that the growth of economy generated by tourism industry would affect positively to all levels of people, not only at higher level but also to local level, which may help in improving their social economic conditions & will results in balance growth. The proper planning and management techniques will play a key role in improving the standard of living of people who are dependent on the tourism. The Gujarat endowed with plenty of resource (both physical & human resource), which must be utilized in a sustainable manner. The state should give importance to the concept of ecotourism & development of nature-based tourism rather than setting up the environment exhaustive economic activities. The encouragement of private sectors to enter in this field would make a lot of difference in managing the available tourism resource. Only just capital investments will not help in development, but the local people participation is also required. The various

institutions working in this field should undertake the long terms planning methods to develop the region. The Madhya Pradesh being a sovereign of almost all type of potential resource, it has great future prospect in the tourism development. The findings of this research show us that the festivals have contributed in the development of cultural tourism. Festivals attract culture tourists to local community events to promote cultural exchanges between tourists and resident. The research suggests, there is no doubt that tourism festivals have major effects on the local economy directly and indirectly. That the spendings by visitors on local goods and services has a direct economic impact on local businesses and these benefits pass more widely across the economy and the community. On the other hand, cultural tourism does not consider the loss of local beauty, environmental degradation, and effects it creates on the local people of the host communities through their direct and indirect involvement with tourists.

- From the tourism perspective, festivals are significant because they attract tourists. They are important tourist assets of a given area.
- They are also tourist products satisfying the tourist needs.
- Tourist traffic, in which the motivation to travel is the willingness to attend festivals is referred to as festival tourism.
- It is believed that it may be treated as a separate type of tourism, considering its characteristic tourist asset (the festival).
- Moreover, the individuality of festival tourism is expressed through its multifaceted impacts on different elements of tourist space.
- Festivals have an influence on the natural heritage, for example by promoting nature protection.

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Night Life Impact on Food Industry

Ms Lovely Singhal*

Introduction

Eating food is essential for every person; it continues us alive and additionally gives us leisure at the same time. Food habit has been shifting over the historical periods. The phenomenon of fast food is growing at a fast pace. Fast food is any food quickly prepared and dished up, often at chain restaurants, and typically related to less expensive and less nutritious items. This food is a sort of mass-produced food designed for commercial purposes. Fast food or junk meals is described as meals that contain a lot of fat and sugars, oils, salt, excessive calories however, it has low nutritional value and quality. The common fast foods are chicken nuggets, burgers, fried potato cutter, canned chips, pies, pizza, tender liquids, etc. At the outset, it is called fast food because it is easy to make and consume. Those ingredients are smooth to prepare and devour. Fast food is famous due to its simplicity of manufacture, gobble, taste, etc., but fast food influences our lives in many aspects negatively. The ingredients in fast food are low in nutritional value and have the best lying flat on it, inflicting an effect on the fitness of the person. Fast food incorporates an excessive degree of refined sugar, white flour, trans fat, and so on. Many people like fast food as it has a delicious flavor. Fast food has unique tastes as it lets in a solid bunch of spices that make it tasty. Furthermore, due to the fact many restaurants provide transport services, the food will become easier to get at any time. Since our life becoming busy day by day, we are going for easily made food like fast food. As the swift way of life has come to be very busy, this now controls us at paintings and

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home at the identical time. Economic objective plays a prime position in eating fast food. There are numerous motives why human beings eat fast food while they knew approximately its dreadful outcomes on their health and family. When people consume junk foods frequently, it precedes a person to an increased risk of obesity, cardiovascular disease, and many other chronic health conditions

Night Life Effects on the Food Industry

Recreational activities, which people do in their spare time are usually known as "integration with nature" but also include socio-economic activities in urban life. People want to get rid of job stress and daily routine. Therefore, some of them prefer to go to entertainment venues such as café-bars, pubs, and nightclubs. They leave behind the daily problems and have a good time listening to music, dancing, and chitchat. Far from the burden of life, having fun without any responsibility is satisfying, and provides pleasure, and psychological well-being. People have freedom, joy, and psychological well-being with recreation activities. After the industrial revolution, urbanization has begun.

After moving to the city from rural areas people changed their leisure time habits. People needed new kinds of activities to relax. The eating and drinking habits of people living in big cities have changed, and night entertainment venues have become popular. Since women get into the active business life, people started to prefer entertainment venues to get rid of the stress of working life. Places, where they eat food, listen to music, escape from daily routine thoughts, are among the activities preferred by many people. Especially the young population prefers entertainment venues to socialize

Reasons for Fast Food's Popularity

Lifestyle The main cause of spreading fast food is the way of life which differs between the beyond and the current in lots of exceptional factors consisting of the rhythm of lifestyles which are divided into major styles: the frenzy styles and the sedentary style. The primary fashion is the rush style, which shows how people are busy and hold their time and manner of lifestyles as a consequence. In modern life, every moment is considered valuable and important. As a result, everybody looks for extra time to work, recreation, or fast-Food Advertisement Advertising is a commonly applied marketing strategy to promote fast food products and to reach out to the wider public.

The nature and extent of advertisement influence people for the consumption of fast food which influences obesity-related dietary behaviours in people. The key food marketing vehicle to reach children is television. Fast-food companies spend the bulk of their budget for publicity on it. The ad campaigns are not merely the straight type (hallway posters, free food tasting, and so on) but also involve indirect advertising (for example, including sponsors' logos on school materials).

Reasons for Avoiding the Fast Food

High-Fat Content Fast food together with burgers, pizza, fried chicken, and chips will reason human beings to put on weight and be overweight, being overweight is a risk to the health of the heart and causes different diseases. The dark side of rapid meals is not an unknown truth. Numerous research studies have proven that quick ingredients and processed ingredients have multiplied adolescence, weight problems, heart sickness, diabetes, and other chronic illnesses. High Salt Content Junk has regularly had too much salt. There is lots of salt already in meals such as bread, breakfast cereals, and biscuits. So, humans have become saltier than they need after they consume fast food, an excessive amount of salt is terrible for fitness. Feeding too much salt can damage your health. Over time, too much salt can contribute to high blood pressure, and it increases the chances of a stroke or a heart attack. A diet high in sodium is also unsafe for people with blood pressure conditions. Sodium can promote blood pressure and put stress on your heart and cardiovascular system.

Effect of Fast Food on Health

A study conducted by Shanthy A. et al. in America (2004) resulted in consumption of fast food among children in the United States seems to hurt dietary quality and also increased the risk of obesity. Another study by Heather M. et al (2006) showed that fast food consumption and breakfast skipping increased weight gain from adolescents to adulthood. According to Nitin Joseph, et al. the prevalence of diabetic Mellitus (DM) and cardiovascular diseases (CVD) are increasing in urban India. Overweight in adolescents is the marker of overweight in adult age this will be due to eating more fast food. Recent scientific studies point out that asthma and high blood pressure may associate with the consumption of fast food. Another study conducted by Christopher Robert Aloia, et al (2013) in Chandigarh showed that people from high-income groups consume more fast food and eat in restaurants as compared to low-the income group. When the food choices of children changed from traditional to fast food, it leads to a dietary problem and affects the health of the children.

Conclusion

Food is an essential source of power. Food may be an illustration of kindness and friendly relationship throughout the globe. Fast food is popular because the food is reasonably priced, convenient, and tastes good. The majority number of people nowadays consume fast food because they do not have the required time to cook for themselves, or because they do not hassle at all. The common existing notion of average people is that fast food restaurant makes their life easy and uncomplicated. The popularity of this type of restaurant is growing because of its speedy service. Unfortunately, the reason fast food tastes so good is often that it's loaded with fat, sodium, and sugar. Fast food restaurants spend a great deal of money marketing their meals to consumers. Some people do not have time to cook at home because they have to do many things at the same time.

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The Role of HR Practices in Enhancing Employee Performance in the Tourism Sector with Special Reference to Kumarakam

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Introduction

Tourism's importance to the world's economy has grown considerably throughout the years. The industry is crucial to the development of many economies since it creates jobs and tax income. Kerala, with its backwaters, beaches, and scenic beauty, is a famous tourist destination in India, and the tourism industry there is a major contributor to the country's GDP. Tourists from all over the world go to Kerala to visit the popular tourist spot of Kumarakam.

Human Resource (HR) practices are critical in raising employee output, which boosts tourism's development prospects. Employee morale, output, fulfillment, and loyalty can all benefit from well-executed HR policies and procedures. However, the tourist industry presents its own set of challenges when it comes to implementing good HR practices, including a seasonal workforce, significant employee turnover, and a disproportionate number of part-time and temporary workers.

Despite the importance of HR practices to the growth and sustainability of the tourism sector, there is a dearth of study on the difficulties businesses encounter in establishing HR policies and procedures that really improve worker productivity, especially in Kumarakam. Therefore, the purpose of this research is to identify the unique difficulties encountered by Kumarakam-based businesses in establishing efficient HR procedures and to propose solutions to these issues.

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The results of this research will add to the body of knowledge about the importance of HR practices in boosting tourist workers' productivity. The research will also illuminate the obstacles that businesses in Kumarakam experience when trying to adopt best HR practices, and it will propose realistic ways to get beyond them. The study's findings will improve Kumarakam's tourism industry's viability and competitiveness, which will boost the city's economy and create more jobs.

Review of Literature

Human resource policies and procedures have a substantial influence on how well tourist industry workers perform. Training and development, employee participation, and performance appraisal are just a few of the human resources (HR) strategies that have been shown to increase productivity, according to research by (Singh and Kant 2016). Employee productivity is directly correlated with their level of job happiness. Human resource strategies, such as employee engagement, job autonomy, and job security, have a substantial effect on employee job satisfaction, which in turn affects their performance, according to a study by (Sam and Munda 2018). Improving productivity in the workplace often comes down to better communication. (Kim and Lee 2018) found that effective communication is crucial for creating a pleasant workplace, boosting morale and productivity. The level of motivation among workers is also crucial, as it has a direct bearing on productivity. HR strategies including rewards and recognition, job design, and performance management were found to have a beneficial effect on employee motivation and, in turn, performance in a study conducted by (Yap and Tiong 2016). Human resource initiatives that encourage a healthy work-life balance can boost productivity (Ramanathan and Ramanathan 2018) discovered that HR strategies including flexible work arrangements and leave policies improve work-life balance and, in turn, employee performance.

Empowering workers is a critical aspect that has a constructive effect on productivity. (Elango, Paul, and Kundu 2016) discovered that employee performance improves when HR policies and procedures like employee input into decision making are put into place. Employee performance is also heavily influenced by the culture of the company. Positive organizational culture, defined as a set of shared values, beliefs, and practices, has been found to considerably improve employee performance (Devi, Singh, & Das, 2019). A productive work environment that encourages and rewards employees requires strong leadership. Human resource strategies, such leadership development programs, that foster effective leadership have a beneficial effect on employee performance, according to research by (Sharma and Sahay 2017). Training and development of employees is an essential human resources activity that has a direct impact on productivity. Staff performance in the tourism industry can be improved by training and development programs, according to research by (Nair, Ramanathan, and Ramanathan 2017). Human

resource practices that encourage a healthy work-life balance can have a positive effect on productivity. Human resource techniques that encourage work-life balance, such as teleworking and flexitime, have a beneficial effect on employee performance in the tourist industry, according to research by (Soares, Pascoal, and Ferreira 2019).

Research Gap

There is a lack of research on the unique context of Kumarakam, despite the expanding body of literature on the impact of HR practices in enhancing employee performance in the tourism sector. Training and development, employee engagement, and rewards and recognition are three HR activities that have been the subject of prior research on their effects on employee productivity. Nonetheless, studies examining the relationship between HR policies and the performance of employees in Kumarakam are scarce. Furthermore, prior research have mostly considered the viewpoint of managers and employers, while ignoring that of employees.

Statement of the Problem

Employee motivation, productivity, and job satisfaction suffer as a result of the difficulties inherent to implementing good human resource practices that boost performance in Kumarakam's tourism sector. The HR policies and practices, the training and development opportunities, the work-life balance, the employee engagement, and the leadership practices that may be at fault for these difficulties. Therefore, it is important for businesses in Kumarakam to understand the unique difficulties they confront in establishing efficient human resource procedures, and to devise solutions to these problems in order to boost employee performance in the tourism industry.

Research Objectives

- To Examine the current HR practices implemented by Kumarakam's tourism sector employers.
- To identify the specific challenges and obstacles encountered by Kumarakam employers in implementing effective HR practices that enhance employee performance in the tourism industry.
- To investigate the influence of HR practices on worker efficiency in the Kumarakam tourism sector.

Research Methodology

This study will use a qualitative research approach and a case study design to investigate the challenges and barriers encountered by Kumarakam employers in implementing effective human resource practices that enhance employee performance in the tourism industry. The research will utilize both primary and secondary data sources.

Data Collection

Through semi-structured interviews with employers, employees, and HR administrators in the Kumarakam tourism industry, primary data will be collected. There will be a total of 20 participants selected using purposive sampling. Face-to-face interviews will be conducted and recorded with the participants' permission. The interview questions will be designed to elicit the participants' perceptions of the current HR practices implemented in their organizations, the challenges and barriers encountered in implementing effective HR practices that enhance employee performance, and their suggestions for overcoming these obstacles.

Secondary data will be gathered from published sources, such as academic journals, books, and industry reports, to provide context for the role of HR practices in enhancing employee performance in the tourism industry and the challenges and barriers faced by employers in implementing effective HR practices.

Data Analysis

The collated data will be subjected to thematic analysis in order to identify recurring themes and patterns. The analysis will involve coding the data, categorizing the codes into themes, and interpreting the themes to identify the challenges and barriers encountered by Kumarakam employers in implementing effective HR practices that improve employee performance in the tourism industry.

Validity and Reliability

To ensure the validity and reliability of the study, the researcher will use triangulation to acquire and analyze data from multiple sources. The researcher will also ensure that the interview queries are open-ended and objective, and that the responses of the participants are accurately recorded. The researcher will maintain the participants' anonymity and confidentiality to ensure that they feel secure expressing their opinions.

Analysis and Discussion

The interview data revealed that the most prevalent HR practices in the tourism industry of Kumarakam include recruitment and selection, training and development, performance management, and employee engagement. There was, however, variation in the degree to which each HR practice was implemented across organizations. For example, while all interviewed organizations conducted employee recruitment, the recruitment process varied in terms of the methods used and the extent to which employees were involved.

Employers in Kumarakam's tourism sector face numerous challenges and obstacles when instituting effective HR practices to improve employee performance, according to data gathered through interviews. These include a dearth of skilled employees, the inability to retain employees, a lack of resources, and cultural

differences between employees. In addition, some organizations lacked a complete understanding of the advantages of instituting effective HR practices, which hindered their implementation.

Interviews with employees in Kumarakam's tourism industry revealed that effective HR practices positively influenced worker productivity. When employers implemented HR practices like training and development, performance management, and employee engagement initiatives, employees reported feeling more engaged, motivated, and satisfied. The data also revealed that employees who perceived their employers to have effective HR practices were more loyal to their organization and less likely to quit.

Major Findings

The study found that the most prevalent HR practices in the tourism industry of Kumarakam are recruitment and selection, training and development, performance management, and employee engagement. There was, however, variation in the degree to which each HR practice was implemented across organizations.

Employers in Kumarakam's tourism sector face a number of challenges and barriers when implementing effective HR practices to improve employee performance, including a lack of skilled employees, difficulty in retaining employees, a lack of resources, and cultural differences among employees.

Effective HR practices have a positive effect on worker productivity in Kumarakam's tourism sector, according to the study. When employers implemented HR practices like training and development, performance management, and employee engagement initiatives, employees reported feeling more engaged, motivated, and satisfied. The data also revealed that employees who perceived their employers to have effective HR practices were more loyal to their organization and less likely to quit.

The study found that organizations that did not implement effective HR practices had higher employee attrition rates than those that did. This emphasizes the significance of HR practices for retaining employees and decreasing turnover rates.

The study discovered that cultural differences among employees in Kumarakam's tourism sector can present a challenge to employers attempting to implement effective HR practices. In designing and implementing HR practices, it is crucial for employers to take into account cultural differences.

The study revealed that some tourism sector employers in Kumarakam were unaware of the advantages of implementing effective HR practices, which hindered their implementation. This emphasizes the significance of educating employers on the benefits of HR practices and how they can enhance employee performance.

The study discovered that communication is crucial to the effective implementation of HR practices. Employers who effectively communicated HR policies and practices to their employees tended to have more engaged and satisfied employees.

Suggestions

Employers in the tourism industry of Kumarakam should prioritize the implementation of effective human resource practices, including recruitment and selection, training and development, performance management, and employee engagement initiatives. This can contribute to boosting employee performance, lowering turnover rates, and enhancing the industry's overall competitiveness.

When designing and implementing HR practices, employers should take into account the cultural differences among employees. This may involve providing managers and employees with cross-cultural training to improve communication and understanding between employees of diverse cultural backgrounds.

Employers should be educated on the advantages of instituting effective human resource practices, such as increased employee engagement, motivation, and retention. This may entail organizing workshops and training sessions for employers and managers to increase their understanding of the significance of HR practices in enhancing employee performance.

Communication is essential for the effective implementation of HR practices. Employers should ensure that HR policies and practices are effectively communicated to employees in order to increase their comprehension and participation. This may entail the use of multiple channels of communication, such as email, newsletters, and meetings.

To investigate the efficacy of specific HR practices in enhancing employee performance in Kumarakam's tourism sector, additional research could be conducted. This could entail a more in-depth analysis of the impact of HR practices on employee engagement, job satisfaction, and retention, and it could provide additional insights into the industry's most effective HR practices.

Conclusion

In conclusion, the research examined the role of HR practices in improving employee performance in the Kumarakam tourism sector. By analyzing the research objectives and findings, it is evident that effective HR practices play a crucial role in enhancing employee performance, lowering attrition rates, and enhancing the competitiveness of the Kumarakam tourism industry. The study identified several HR practices commonly implemented by tourism sector employers in Kumarakam, including recruitment and selection, training and development, performance management, and initiatives for employee engagement. However, the study also highlighted the challenges and obstacles employers experience in implementing

effective HR practices, such as cultural differences between employees, a lack of skilled workers, and a lack of resources.

The study also discovered that effective HR practices influence worker productivity positively in the tourism industry of Kumarakam. When employers implemented HR practices like training and development, performance management, and employee engagement initiatives, employees reported feeling more engaged, motivated, and satisfied. In addition, employees who perceived their employers to have effective HR practices were more committed to their organization and less likely to abandon their position.

Employers in Kumarakam's tourism sector were advised to prioritize the implementation of effective HR practices, consider cultural differences among employees, educate employers on the benefits of HR practices, and ensure effective communication of HR policies and practices to employees. It is also recommended that additional research be conducted to determine the effectiveness of particular HR practices in enhancing employee performance in Kumarakam's tourism sector.

This study provides valuable insights into the role of HR practices in enhancing employee performance in the tourism sector in Kumarakam and emphasizes the importance of addressing challenges and obstacles in implementing effective HR practices to improve the industry's competitiveness and sustainability.

Ethical Considerations of the Study

The study will adhere to ethical guidelines for human participant research. Before conducting interviews, the participants will be apprised of the purpose of the study and their consent will be obtained. The submitted information will only be used for research purposes and will be kept strictly confidential. Before beginning the study, the researcher will obtain approval from the relevant institutional review board.

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Analysis of Determinants of Medical Treatment in India

Harish Naik*

Introduction

The tourism is regarded as a phenomenon of human activities involving travel to various destinations, such as trade, religion, education, and enjoyment of leisure time. So tourism has existed since 4,000 B.C., when the Sumerians of the Babylonian period developed the ability to pay for transportation and lodging through a bartering or monetary exchange system. The nineteenth-century industrial revolution had an impact on the tourism industry, particularly with the increased production of machinery used in railways and resorts. However, at this time, tourism is only available to the "bourgeoisie" or wealthy individuals. After WWII, prosperity began to grow as a result of increased revenue, lower prices, better transportation, and more vacation time for workers. This shift promotes the growth of the tourism industry, which leads to an increase in employment, tourism workers, and package tour packages.

Tourism plays vital role in the success of many economies in and around the world. Tourism activities are associated with several benefits to both home and host destinations. Further, it is believed that tourism boosts the income of the economy, creates jobs, develops the infrastructures, and creates a sense of cultural exchange between foreign tourists and citizens of host country. Most of the time tourists travel to experience the host countries' culture, traditions, and cuisine. Tourism is very profitable to local restaurants, shopping centres, and stores, health sector, transportation sector etc. Number of jobs created by tourism sector in many areas is significant. Jobs are created not only in tourism sector but also in the agricultural sector, communication sector, the educational sector and health sector. Many

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governments across the world that rely on tourism revenue invest huge amount on tourism infrastructure of the country. They try to attract more and more tourists to visit their country to enhance the revenue and boost economic development. Development in infrastructure for tourist leads to new roads, developed parks, improved public spaces, new airports, and possibility of better schools and hospital services. It also helps local people to experience the opportunity of economic growth. Further, tourism is a great opportunity for foreigner's nationals to learn about a new culture. Tourism activities allow young entrepreneurs to establish new products and services which support tourism. Moreover, host country residents experience the benefits that come along with tourist's arrival in their own country.

Medical or health tourism is the concept where in people of a city or country travel to another to get better medical treatment at affordable price. The common reason behind health tourism is that either the treatment is not available in their native place or the treatments will cost them more so they find a place where the same facilities are available at lower rates. Most of the time people around the world travel to the major medical tourist centres in well developed countries to receive good quality medical treatments. In the recent years, we can see a good rise in the number of people from well developed countries, travelling to the third-world countries for medical treatments at affordable price. This trend is due to the availability of good quality medical treatment at low cost in the third world countries or emerging economies.

Literature Review

The demand for global medical tourism is showing remarkable growth. Although medical tourism is increasing and becoming a significant potential source of foreign revenue for developing countries, the relative newness of the phenomenon means that the number of studies on the topic remains limited. Previous studies have concluded several factors that motivate patients to seek healthcare services in foreign countries. Medical tourism is a growing global with an estimated 50 million travellers around the world, mostly from developed to developing countries, Oh et al (2021).

Oh et al (2021) state that medical tourism is a growing global with an estimated 50 million travellers around the world, mostly from developed to developing countries. They also opine that traditional dominance of dental, ophthalmologic and orthopaedic tourism is being challenged by the growing global demand for fertility, stem cell and bariatric surgery tourism. Jyothi and Janardhanan (2009) opine that healthcare travel can be tapped by creating niche tourism segment. Further they suggest that to attract more and more health tourists, a good health tourism destination image should be created by providing standard and satisfying service to the users. They also state that health tourists' satisfaction depends upon their expectations and perceptions of services provided to them. Veitogavi and Nosa

(2021) undertake a literature review and find that most medical tourists are driven by a desire for more economical healthcare services than those in most medical tourists' home nations. They opine that to drive essential improvements, the quality of services encourages investment in technology and facilities in medical tourism-active countries. They also state that Asian Pacific countries have gained substantial foreign revenue with increased medical tourism investment and number of patients. Further they opine that social and political factors such as corruption, political wars, and government uncertainty, all of which can have a significant impact on a country's medical care. They conclude by stating that Fiji requires extensive government support, skilled and qualified personnel, valuable partnerships in its local sector, and infrastructural upgrades to incorporate medical tourism fully.

Chen and Chang (2020), evaluate competitiveness of medical tourism industry in different areas. South Korea, Japan, Taiwan and China are selected as their research target to evaluate competitive ability. Their study result reveals that Taiwan's medical tourism competitiveness falls in backward group. Therefore, they opine that Taiwan government should provide more resources to improve its medical tourism competitive ability for developing medical tourism industry especially some citizens in other countries. Hanefeld et al (2013) examine the effect of inbound and outbound medical tourism on the UK NHS, by estimating volume of medical tourism and associated costs and benefits. They report patients commonly travel abroad for three types of treatments: fertility treatment, cosmetic and bariatric surgery. Findings of their study demonstrate that contrary to some popular media reports, far from being a net importer of patients, the UK is now a clear net exporter of medical travellers. They also report that an estimated 63,000 UK residents travelled for treatment in 2010 and around 52,000 patients sought treatment in the UK. Analysis of their study also indicates possible savings in the case of specific procedures especially in future health care and social costs averted. They conclude that inbound medical tourists offer potentially high income to NHS hospitals. Ebrahimzadeh et al (2013) examine the capacities and functions effective on health tourism in Iran and India. The findings of their study indicate that managed to appropriately exploit the opportunities and the strengths of the health tourism and make the weakness of the sector ineffective. Further they opine that the health tourism planner in Iran should take corrective measures to reduce the weakness and threats and enhance its strengths and opportunities.

Singh (2014) states that India is currently promoting medical tourism aggressively. His research reveals that the key competitive advantages of India in the medical tourism arena arise from low cost advantage, strong reputation in the advanced healthcare segment viz., cardiovascular surgery, organ transplants, eye surgery etc. He identified the key concerns facing the health care tourism include: absence of government initiatives, the lack of a coordinated effort to promote the

industry, the lack of an accreditation mechanism for hospitals and the lack of uniform pricing policies and standards across hospitals throughout India. According to Awang et al. (2015) Malaysian government has intensified its effort to promote the country as a popular destination among foreign travellers seeking medical care outside their country. They state that the medical tourism constructs involved are human capital, physical infrastructure, and patient satisfaction. They explore the factor related to medical tourism system that contributes to equipping the foreign patient willingness towards Malaysia healthcare services. They identified that human capital and physical infrastructure consist two other factors that may relate to them. They find that human capital variable consist of brain drain and education factor whereas physical infrastructure consist of public transport and power supply. Gupta et al (2016) states that non communicable diseases has provided opportunity for the re-emergence of indigenous system of medicine in India which gained popularity across the world and strengthened India's position as a preferred destination for medical tourism. They also opine that the changed patterns of demand and supply of healthcare services in India and it insisted for improvements in the quality of services on par with the international standards and technological innovations in healthcare delivery. They also state that swift changes in Indian healthcare market started attracting attention of domestic and international private players for the investments. Finally, he concludes that Government of India grabs this opportunity for further progression of Indian economy and started changing regulations of clinical trials in the country to make contract research as fast growing segment of healthcare industry.

Najafi et al (2017) seeks to identify the factors that affect destination choice of medical tourists. They opine that overseas travels in which improved health is the main component. Results of their study provide evidence for a comprehensive approach to strategic outreach and market expansion for medical tourism decision makers for attracting more medical tourists to their countries. According to Sandberg (2017) medical tourism is a multi-billion dollar industry today and continues to grow. He states that the competitive phenomenon of the industry is the amount of resources countries around the world are putting into attracting the medical tourist by offering high quality, low cost, specialized care with concierge and hospitality benefits. He opines that medical tourism is a vital part of a growing interest of health care providers around the world to attract and accommodate medical travellers. They also opines that there is a growing concern for the creation of professional standards designed to protect the quality and safety of patient care and the types of business opportunities that are available in this new industry.

Reddy (2017) made an attempts to measure the usefulness of marketing mix on Saudi Arabian Medical tourism. He states that the probable approaches in attracting medical are choosing a treatment of patients (11.74%) and Prerequisites thought of the patients before coming to host countries for treatment (11.68%). His

regression and correlation analysis between the marketing mix reveals is a positive correlation between the variables except place – price, promotion – place, promotion – price. He concludes that marketing mixes play an important role in attracting medical tourists to the KSA and make one of the most desirable destinations for world medical tourism. According to Obiesie (2019) health tourism includes planning and realization of travel, offering accommodation, healthcare, and other complementary services to tourists wish to receive treatment, travelling back to the country of residence, and follow-up of the recovery process where necessary. He also opines that health tourism should be considered as a set of activities in which preventive, therapeutic, rehabilitative or supportive health services are offered together with transportation, accommodation, and leisure time options. Kumar et al. (2020) identify the vital determinants that bring satisfaction to health tourists along with their intent to visit the Indian region again. Results of the their study indicate that perceived quality of services offered drives the choice of a healthcare organization in foreign country and it helps in satisfying the patient needs. Further, their findings reveal that satisfaction of healthcare tourist does not lead to the intention of visiting again. They suggests to the administrators, leaders and healthcare workers, that how they can contribute in enhancing the satisfaction of the healthcare tourist. They opine that commitment of healthcare systems to service quality and qualified staff leads to healthcare tourist satisfaction. According to Mathew, 2021 Lower cost of medical treatments and the diversity of tourist destinations attract global health tourists to India.

Objectives of the Study

Considering the significance of health tourism in economic development and job creation, this research aims to identify various factors influencing medical treatment in India

Research Methodology

Population

This study's target population is foreign medical tourists in India. Over 800,000 foreigners visited India for medical treatment from 2019 to 2022, making it a top medical tourism destination. Between 2019 and 2021, the Home Ministry said 825,000 medical visas were issued to foreigners, in 2019, 2020, and 2021, 410,677, 142,928 and 272,190 foreigners arrived on medical visas. Despite corona virus-related travel restrictions, the numbers are significant.

Sampling

Convenience sampling was used to select the number of medical tourists based on their accessibility at Indian hospitals. Despite the lack of a quota sampling method, the collected questionnaires provided a good representation of the main nationalities of medical tourists in India.

Sample Size

The Study's sample size is arrived at by utilizing information and the number of medical tourists from 2019 to 2022. The sample of this research is calculated by using Taro Yamane (Yamane, 1973) formula. The calculation formula of Taro Yamane is presented as follows.

$$n = \frac{N}{1 + N(e)^2}$$

Where : n= sample size required

N = number of people in the population

e = allowable error (%)

$$n = \frac{800000}{1 + 800000(.05)^2} = 400$$

After calculated the sample size by substituting the numbers into the Yamane formula, the numbers of sample is 400.

Explorative Factor Analysis of determinants of Medical Treatment

Explorative factor analysis for various factors influencing Medical Treatment in India is carried out using the Maximum Likelihood method of extraction and Promax technique of factor rotation. The output of the factor analysis by suppressing the coefficient value less than 0.4 is represented as follows:

Determinants of Medical Treatments.

Table 1: Descriptive Statistics of determinants of Medical Treatments

Items	N	Mean	Std. Deviation
Hospital Image			
• International Standard Hospitals	400	3.43	.994
• Hospitals Affiliated with Medical Institutions	400	3.43	1.028
• Accredited by JCIO (Joint Commission of International Organisation)	400	3.44	.983
• Multi specialty Hospitals Accredited by NAHB (National Accreditation Board for Hospitals)	400	3.44	1.032
• Guarantee the Treatment and Abide by Laws	400	3.48	1.076
Cost of Treatment			
• Accessed from My Home Country at Low Cost	400	3.34	.919
• Treatment at a Lower Cost compared to Other Destinations	400	3.33	1.041
• Healthcare Providers which are Compatible	400	3.28	.952
• Accommodation Costs Low	400	3.41	1.020
• Transportation Cost Low	400	3.31	.919

Cultural Similarity			
• Ease of Foreign Language Understand Ability	400	3.30	.906
• Cultural Similarity	400	3.35	.920
• Religious Similarity	400	3.27	.797
• Openness to Accept Culture	400	3.34	.991
Security			
• Good Security Systems in Buildings (e.g. Fire Evacuation System, Surveillance Cameras)	400	3.36	1.145
• Not Target for Terrorists' Attacks	400	3.21	1.172
• Professionals are Fluent in Languages	400	3.23	1.203
• Politically Stable	400	3.11	1.158
• Low Crime Rates	400	3.11	1.153
Transportation Facility			
• The Hospital Arranges All Works Relating to Your and Travel	400	3.19	.995
• The Hospital Offer Tour Package During Convalescence Period	400	3.42	.998
• The Packages on Tour and Travel are Reasonable	400	3.48	1.072
• The Tour Operator is Accommodative	400	3.45	1.042
• Safe to Travel to by oneself	400	3.42	1.048
Tourism Destination			
• Direct Flights from Residence	400	3.26	1.086
• Safe Transportation system (buses, trains)	400	3.17	1.045
• Convenient Proximity	400	3.32	1.086
• Safe Travel Modes (taxi, auto, metro etc,)	400	3.32	1.086

Table 1 represents the numerical estimates of the mean and standard deviation of items of determinants of Medical Treatments. The first columns of the table represent the item code, the third and fourth columns represent the estimates of the items' mean and standard deviation, and the second column represents the number of responses for each statement. As portrayed in Table 1, the mean value for all the individual items of the components of sensory marketing strategies is more than 3. It indicates that the visitors' are being perceived and agreed with all the statements made in the questionnaire of the study area.

Table 2: KMO and Bartlett's Test of Medical Treatment Determinants

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.895
Bartlett's Test of Sphericity	Approx. Chi-Square	5586.977
	Df	378
	Sig.	.000

The measurement of sampling adequacy of the study is computed by using the KMO test. It compares the magnitudes of the observed correlation coefficients to the magnitudes of the partial correlation coefficients. As mentioned in Table 2, the

result of KMO is .895, which is higher than 0.5. The null hypothesis of the correlation matrix is that an identity matrix is tested using the Bartlett test. The Chi-square value of the Bartlett test of the components of tourism is 5586.977 with 378 degrees of freedom. It is statistically significant at 5% since the p-value is less than 0.05. Therefore, the test outcome suggests that the rejection of the null hypothesis of the correlation matrix is an identity matrix and the correlation matrix appears to be factorable.

Table 3: Communalities of Medical Treatment Determinants

Hospital Image_ International Standard Hospitals	.559
Hospital Image_ Hospitals Affiliated with Medical Institutions	.675
Hospital Image_ Accredited by JCIO (Joint Commission of International Organisation)	.664
Hospital Image_ Multi specialty Hospitals Accredited by NAHB (National Accreditation Board for Hospitals)	.684
Hospital Image_ Guarantee the Treatment and Abide by Laws	.572
Cost of Treatment_ Accessed from My Home Country at Low Cost	.664
Cost of Treatment_ Treatment at a Lower Cost compared to Other Destinations	.671
Cost of Treatment_ Healthcare Providers which are Compatible	.588
Cost of Treatment_ Accommodation Costs Low	.683
Cost of Treatment_ Transportation Cost Low	.607
Cultural Similarity_ Ease of Foreign Language Understand Ability	.614
Cultural Similarity	.728
Cultural Similarity_ Religious Similarity	.602
Cultural Similarity_ Openness to Accept Culture	.684
Security_ Good Security Systems in Buildings (e.g. Fire Evacuation System, Surveillance Cameras)	.776
Security_ Not Target for Terrorists' Attacks	.735
Security_ Professionals are Fluent in Languages	.698
Security_ Politically Stable	.736
Security_ Low Crime Rates	.719
Transportation Facility_ The Hospital Arranges All Works Relating to Your and Travel	.677
Transportation Facility_ The Hospital Offer Tour Package During Convalescence Period	.666
Transportation Facility_ The Packages on Tour and Travel are Reasonable	.668
Transportation Facility_	.771
Transportation Facility_ Safe to Travel to by oneself	.768
Tourism Destination_ Direct Flights from Residence	.611
Tourism Destination_ Safe Transportation system (buses, trains)	.687
Tourism Destination_ Convenient Proximity	.703
Tourism Destination_ Safe Travel Modes (taxis, auto, metro etc.)	.605

Table 3 represents the commonalities for each of the variables of Medical Treatment determinants. The commonality of each variable represents the percentage of the variable's variance subsumed in the five factors that are ultimately extracted in the study. The variable whose variance has been best captured in the six factors is depicted in the table. Generally, the variables associated with the communality values of at least 0.4 can say that enough variance of a variable is included in the factor structure of the study.

Table 4: Total Variance Explained Medical Treatment Determinants

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	7.914	28.263	28.263	7.914	28.263	28.263	5.348
2	2.825	10.090	38.352	2.825	10.090	38.352	5.151
3	2.411	8.609	46.961	2.411	8.609	46.961	4.247
4	2.269	8.105	55.067	2.269	8.105	55.067	4.088
5	1.819	6.495	61.562	1.819	6.495	61.562	4.047
6	1.575	5.624	67.186	1.575	5.624	67.186	4.541
7	.727	2.597	69.783				
8	.655	2.340	72.124				
9	.588	2.101	74.225				
10	.564	2.014	76.238				
11	.540	1.927	78.166				
12	.516	1.842	80.007				
13	.503	1.796	81.803				
14	.460	1.644	83.447				
15	.431	1.540	84.986				
16	.414	1.479	86.465				
17	.403	1.438	87.903				
18	.392	1.401	89.304				
19	.375	1.339	90.643				
20	.373	1.334	91.977				
21	.359	1.282	93.259				
22	.340	1.216	94.474				
23	.299	1.067	95.541				
24	.288	1.027	96.568				
25	.271	.968	97.536				
26	.260	.930	98.466				
27	.234	.834	99.300				
28	.196	.700	100.000				

Table 4 states that the total variance of the set of interrelated items is extracted to identify the underlying dimension in the data set by using the maximum likelihood method of extraction and the Promax Method for factor rotation. The total variance, extracted sums of squared loadings, and rotation sums of squared loadings of dimensions of Medical Treatments are displayed in Table 4. The cumulative percentage of extracted sums of squared loadings is 67.186%. There are six factors identified in the study for Medical Treatment determinants.

Table 5: Pattern Matrix of Factors Influencing Medical Treatment

	Factors					
	Hospital Image	Cost	Culture	Security	Transportation	Tourism
Hospital Image						
1.International Standard Hospitals	.703					
2.Hospitals Affiliated with Medical Institutions	.824					
3.Accredited by JCIO (Joint Commission of International Organisation)	.815					
4.Multi specialty Hospitals Accredited by NAHB (National Accreditation Board for Hospitals)	.848					
5.Guarantee the Treatment and Abide by Laws	.732					
Cost of Treatment						
1.Accessed from My Home Country at Low Cost		.815				
2.Treatment at a Lower Cost compared to Other Destinations		.800				
3.Healthcare Providers which are Compatible		.738				
4.Accommodation Costs Low		.825				
5.Transportation Cost Low		.793				
Cultural Similarity						
1.Ease of Foreign Language Understand Ability			.748			
2.Cultural Similarity			.870			
3.Religious Similarity			.771			
4.Openness to Accept Culture			.789			
Security						
1.Good Security Systems in Buildings (e.g. Fire Evacuation System, Surveillance Cameras				.902		
2.Not Target for Terrorists' Attacks				.810		
3.Professionals are Fluent in Languages				.823		
4.Politically Stable				.866		
5.Low Crime Rates				.833		
Transportation Facility						
1.The Hospital Arranges All Works Relating to Your and Travel					.816	
2.The Hospital Offer Tour Package During Convalescence Period					.778	
3.The Packages on Tour and Travel are Reasonable					.783	
4.The Tour Operator is Accommodative					.895	
5.Safe to Travel to by oneself					.897	
Tourism Destination						
1.Direct Flights from Residence						.759
2..Safe Transportation system (buses, trains)						.845
3.Convenient Proximity						.833
4.Safe Travel Modes (taxis, auto, metro etc.)						.761

The rotated pattern matrix of Factors Influencing Medical Treatment is represented in Table 5, where six factors are extracted from the rotation. All these five factors are having Eigen value of more than 1. The factor loading more than 0.4 and sorted by size are represented.

The names of all extracted six factors are assigned in the row of Table 5. The first factor, namely '*Hospital Image*' explains 28.263% of the variance, the second

factor, namely 'Cost' explains 10.09% of the variance, the third factor, namely 'Culture' explains 8.609% of the variance, the fourth factor, namely 'security' explains 8.105% of the variance, fifth factor 'Transportation' explains 6.495% of variance whereas the last factor namely Tourism 'explains 5.624% of variance after the rotation. Each of the items in the respective factors has a factor loading of more than 0.4, indicating the degree of correlation between the item or indicators to the respective factors.

Conclusion

The globalization of healthcare has created a niche tourism sector known as health tourism. Medical or health tourism is one of the fastest growing tourism sectors internationally, and many countries are currently planning legal and practical framework to tap into this market. Particularly, developing countries are increasingly offering state of the art medical facilities and services to foreign customers. Health tourism refers to a vacation that involves travelling to avail from a broad range of medical services. It may also include leisure, fun and recreational activities alongside the wellness and healthcare services. The primary goal of patients, who avail medical tourism, is to access high quality of healthcare from internationally accredited hospitals at a more affordable price. Examination of determinants of Medical Treatment in reveals six significant factors that influence foreign tourists to India to avail medical treatment. Hospital image, cost treatment, culture, security, transportation and tourism are the prominent factors that determine the foreigners to avail Medical Treatment in India. Hence, government, nodal agencies and hospitals needs to concentrate on these issues to attract more and more health tourists to our country.

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Mapping the Agrotourism Landscape: Insights from Bibliometric Analysis

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Introduction

Agrotourism has gained attention as a blend of agriculture, rural growth, and tourism. Researchers worldwide are actively investigating this intricate field. This study delves into the agrotourism landscape via bibliometric analysis. We analyzed 351 papers from Site Dimensions to identify core terms, explore the thematic layout, and highlight crucial concepts in the field. This study focuses on understanding the key terms related to agrotourism. This study uses a method called "bibliometric analysis" to examine 351 research papers about agrotourism. The goal is to find common themes and important ideas in the field. The study identifies key terms related to agrotourism and uses clustering techniques to group these terms into distinct categories. These categories provide insights into the key aspects of agrotourism, including its management, environmental impact, social and economic effects, and external factors that influence it. This research aims to provide a deeper understanding of the factors influencing agrotourism's growth and development, benefiting both academic studies and practical applications. Additionally analyzing co-authorship patterns and identifying the collaboration networks within the research community focusing on agrotourism, revealing its social structure. By mapping the geographical distribution of scholarly contributions to agrotourism research worldwide, offering a global perspective on research efforts in this field. Furthermore, the study highlights key authors who have made important contributions to agrotourism research, examining the leading journals and conferences that publish agrotourism

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research. This study also provides a detailed analysis of the current state of agrotourism research. Finally, it also helps inform future research in this growing and changing field.

Review of Literature

The exploration of agrotourism, as reflected in various research studies, provides a multifaceted understanding of this interdisciplinary field.

Evgrafova, Ismailova, and Kalinichev (2020) presented a comprehensive approach to rural tourism in Russia, highlighting its potential to drive sustainable development in rural areas. The authors analyze the strengths, weaknesses, opportunities, and challenges in this sector and propose a developmental model to guide future efforts in Russia. Mironkina and Kharitonov (2022) proposed a science and information model for agrotourism that involves young people. This model includes a science and information website to promote Russian agrotourism, especially event tourism. Sinaga and Sitorus (2023) studied Kuta Jungak Village in Indonesia to evaluate its tourism potential based on the 4A i.e. Attraction, Accessibility, Amenities, Ancillary concept. They found the village has natural attractions. However, accessibility and amenities need to be improved to maximize the village's tourism potential. Djuwendah, Karyani, and Wulandari (2021) This study examined Lebakmuncang Village in Indonesia, investigating its potential for agricultural tourism. Researchers explored how visitors experience the area and proposed strategies to develop agro-tourism in a sustainable manner. The study identified diverse agricultural offerings and provided recommendations for responsible tourism development to preserve the village's charm. Siregar, Budiarti, and Sulistyantara (2023) focused on the development of agrotourism in BatangOnang Sub-district. It aims to identify potential tourist attractions, such as natural landscapes, historical landmarks, and educational programs, that can be incorporated into agrotourism activities. The goal is to enhance the tourism industry in the sub-district by integrating these elements and creating a comprehensive tourism experience for visitors. Aryawan, Sara, and Purnami (2019) explored how different interested parties contributed to the growth of agrotourism in Catur Village, Bali. Using a method called Mactor analysis, they identified the most important parties involved, including local residents, farmers, government officials, businesses, and tourism organizations. They stressed that these parties needed to work together for agrotourism to succeed. Siagian, Sitorus, and Talarosha (2023) Examine the idea of agrotourism as part of the food estate initiative in Ria-Ria Village, HumbangHasundutan Regency. Their research aimed to introduce the principles of agrotourism to the farming community there, so that agrotourism can be used to promote financial growth. Wahyuni et al (2023) examined the potential for agricultural tourism in Pancasari Village, Bali. They identified opportunities related to plantations, including strawberry and vegetable farms. The study highlights the importance of collaboration among stakeholders,

including local farmers, businesses, and government agencies, in promoting sustainable tourism in the area. Putri et al. (2021) examined agrotourism opportunities in Sukalarang Village, Sukabumi Regency. It assesses the village's agrotourism potential and suggests strategies for its enhancement. The plan emphasizes collaboration among the government, businesses, and local residents to ensure successful development. Swantari, Ratnaningtyas, and Festivalia (2021) used Location Quotient analysis to find areas in Cibuntu Village, Kuningan, that could be good for agrotourism. After analyzing the location quotient, the study makes suggestions for policies and strategies to help develop agrotourism. Suryani and Sumiarti (2021) examined the establishment and progress of community-based tourism in Tungkal Selatan Village, Pariaman City. The study investigates the phases of development, highlighting the roles of the community and government in starting and developing tourist attractions. Ainakanova et al. (2023) explored ways to boost the competitiveness of Kazakhstan's agricultural businesses by diversifying production into different products. They found that this diversification has a ripple effect on the tourism industry, making it more closely linked to agriculture. They highlight the mutually beneficial relationship between agro-tourism and sustainable agriculture, explaining that both rely on well-developed infrastructure and services for success.

Oshkordina et al. (2015) investigated how organic farming practices affected tourism in rural areas of the Sverdlovsk region. They highlighted the positive impacts of organic agriculture on rural tourism, but stressed the importance of sustainable development and planning events and activities for tourists in light of global challenges like COVID-19 prevention. Karabassov et al. (2023) examined the social and economic impacts of switching to organic farming in Kazakhstan, considering its potential effects on ecotourism. They emphasized the interconnected nature of organic farming, ecotourism, and the necessity of sustainable development. The study explored the difficulties associated with increasing ecotourism in the context of preserving the environment. Vysochan et al. (2022) conduct a comparative bibliometric analysis of "ecotourism" and "agrotourism" concepts, to identify how often these terms are used in different areas. Their study highlights similarities between the two concepts, their importance for sustainable development, and popular research topics in these fields. Jean et al. (2023) investigated the effects of rural and agrotourism on the economies of West African nations. It emphasizes the importance of tourism for overall economic growth and suggests that agrotourism can have positive effects on rural communities. Wanole et al. in their study, through the examination of agriculture-based tourism centers in Maharashtra's Konkan region, an in-depth analysis of strengths, weaknesses, opportunities, and threats (SWOT) was carried out. This analysis underscores the expansion of agro-tourism, its beneficial contributions to the financial well-being of rural farmers, and the prospects for maintaining sustainability through the Maharashtra State Agricultural and Rural

Tourism (MART) organization. Zoto et al. (2013) examined agrotourism as a means of promoting sustainable development in rural regions of Korca. It delved into the advantages of agrotourism in select villages, such as boosting income, creating jobs, and protecting both the natural environment and cultural heritage. Chiran et al. (2016) explored how rural tourism and agrotourism have evolved in Europe. They emphasized how improved transportation and enhanced amenities make countryside destinations appealing. The study focuses on programs and organizations supported by the European Union to promote rural tourism.

Methodology

This research uses a structured approach called bibliometric analysis to study agrotourism research. The study starts by gathering data from Site Dimensions, a database known for its wide range of scholarly articles from different fields. After careful screening and to narrow down the focus to agrotourism, 351 relevant papers were chosen based on specific criteria, resulting in a precise and targeted collection of data. A bibliometric analysis tool (VOSviewer) was used to find groups of related topics within the main themes of agrotourism research. Using a software tool called VOSviewer, we analyzed and visually represented the connections and patterns within a network of research articles retrieved from various sources. The findings from this analysis and a comprehensive literature review are presented in the subsequent section.

Key Term Analysis

Following table provides the summary of key terms occurred most frequently in Agrotourims research papers.

Table 1: Key Terms Occurrence in Agrotourism Research studies

Sr. No	Term	Occurrences
	Cluster 01	
1	village	320
2	government	183
3	attraction	180
4	tourism development	168
5	tourist attraction	150
6	agro tourism area	91
7	accessibility	57
	Cluster 02	
8	agriculture	192
9	country	111
10	rural area	104
11	rural tourism/agro tourism	225
12	tourism industry	75
13	ecotourism	69

	Cluster 03	
14	farmer	307
15	farm	156
16	environment	127
17	agro tourism activity	54
	Cluster 04	
18	covid	74
19	strength	55
20	pandemic	56

Source: Compilation through Vosviewer

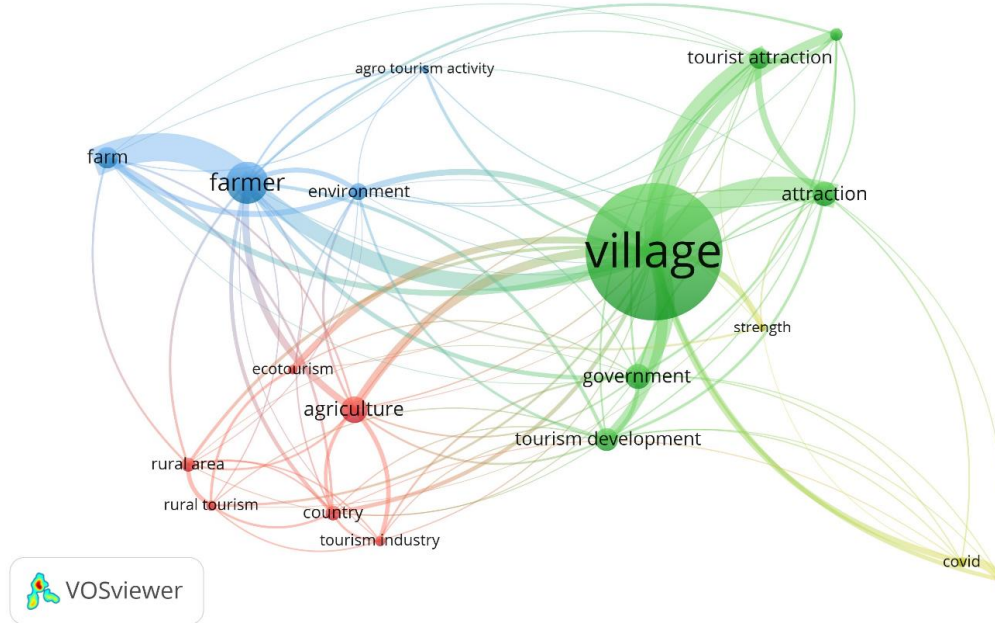
Cluster 01 is heavily centered around the governance and development aspects of agrotourism. The word "Government" appears a lot (183 times), indicating a significant emphasis on the role of governmental bodies in shaping policies and regulations related to agrotourism. The frequent use of terms like "tourist attraction" (150 instances) and "village" (320 instances) indicate a concerted effort to create attractive destinations in rural areas. By utilizing the cultural and natural resources of villages, these attractions aim to draw more tourists. Key terms such as "accessibility" (57 instances), "agro tourism area" (91 instances), "attraction" (180 instances), and "tourism development" (168 instances) emphasize the strategic emphasis on developing specific areas to improve the overall experience for agrotourism visitors.

In Cluster 02, agrotourism focuses on the environment and rural areas. "Ecotourism" (69 mentions) shows a trend towards sustainable and environmentally friendly practices within agrotourism. "Rural area" (104 mentions) and "Rural tourism" (225 mentions) highlight how agrotourism is connected to developing rural regions, making the countryside appealing for tourists. "Rural area" (104 mentions) and "Rural tourism" (225 mentions) highlight how agrotourism is connected to developing rural regions, making the countryside appealing for tourists.

Cluster 03 explores both farming and the social and economic impacts of agrotourism. The frequent use of the term "Environment" (127 times) shows a strong focus on sustainability and eco-friendliness. The presence of the words "Farm" (156 times) and "Farmer" (307 times) highlights the central role of farming and the involvement of local communities in creating agrotourism experiences. The term 'Agro tourism activity' (54 occurrences) suggests a specific focus on hands-on experiences or guided tours within the agrotourism context.

Cluster 04 focuses on the significance of external factors, particularly the COVID-19 pandemic's impact on agrotourism. The frequent use of terms like "Covid" and "Pandemic" suggests a focus on the challenges, changes, and potential response plans in the agrotourism industry during these uncertain times. Additionally, the high frequency of the term "Strength" may indicate a concentration on recognizing positive attributes or strengths within the sector despite pandemic-related challenges.

Figure 1: Clusters of Key Term Analysis in Agrotourism Research studies



Source: Compilation through Vosviewer

Co-authorship and Countries

Analyzing the quantity of agrotourism research papers from countries with at least 5 publications highlights the top 12 countries. Within these countries, two distinct groups of clusters engaged in collaborative research endeavors become evident.

Table 2: Co-authorship and Countries in Agrotourism Research Studies

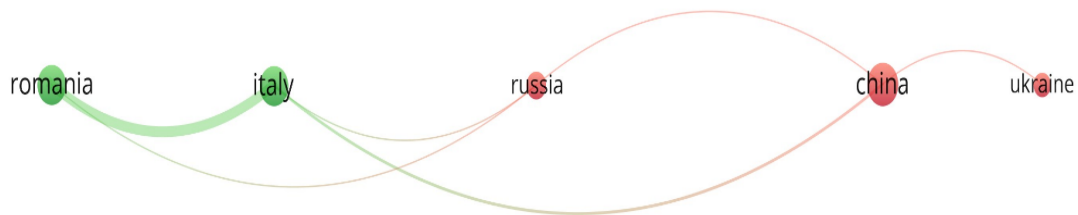
Sr. No.	Country	Documents	Citations	Total Link Strength
1	Cluster 01			
2	China	14	251	4
3	Russia	9	12	3
4	Ukraine	8	7	1
	Cluster 02			
1	Italy	13	160	10
2	Romania	13	58	8
	Other Countries			
1	Indonesia	182	174	3
2	India	9	38	0
3	Malaysia	8	122	2
4	Greece	7	64	0
5	United States	6	66	1
6	Japan	5	19	1
7	Thailand	5	47	1

Source: Compilation through Vosviewer

This table provides a detailed look at agrotourism research around the world, especially in countries that have made significant contributions and worked together. Italy stands out as a major center, with 13 published works and 160 citations, showing both the amount and quality of its research. Italy's strong collaborative efforts are reflected in its total link strength of 10, indicating extensive partnerships with other countries and further enriching the global discussion on agrotourism. Indonesia stands out with a vast collection of 182 research papers, supported by 174 citations. However, its collaboration level is limited, with a total link strength of only 3. In contrast, China's research output is smaller (14 documents), but its high citation count (251) reflects the impact of its contributions. China's total link strength of 4 suggests meaningful collaborations, prioritizing quality over quantity. Romania exhibits a balanced approach with 13 documents and 58 citations. Its total link strength of 8 indicates a solid collaborative network that enhances its research output and impact. Malaysia has shared 8 influential documents with 122 references, establishing 2 connections, suggesting moderate global collaboration. Russia (9 documents) and Ukraine (8 documents) have 3 and 1 connections, respectively, indicating their participation in collaborative networks. Other nations, including India, Greece, the US, Japan, and Thailand, have varying contributions and collaborative involvement, adding to the diversity of agrotourism research. This analysis provides insights into the complex landscape of agrotourism research, emphasizing both individual efforts and interconnected networks that shape the global discussion in this area.

The analysis shows that countries involved in agrotourism research fall into distinct groups. One group includes China, Russia, and Ukraine, which have a close working relationship and shared research interests. This group has a combined link strength of 8. Another group includes Italy and Romania. These countries have a well-connected collaborative network with a total link strength of 18. The clustering of countries in agrotourism research indicates that researchers within each group collaborate and share ideas. This cooperation leads to a more comprehensive understanding of the field. It also highlights the interconnectedness of the agrotourism research community worldwide and the importance of acknowledging collaborative networks.

Figure 2: Cluster of top contributing countries in Agrotourism Research Studies



Source: Compilation through Vosviewer

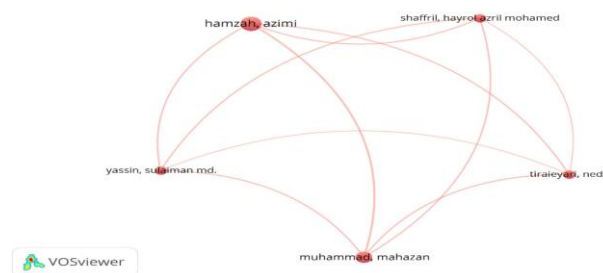
Table 3: Top Contributing authors in Agrotourism Research Studies

Sr. No.	Author	Citations	Documents
1	Hamzah, Azimi	49	5
2	Giurea, Ramona	44	6
3	Ragazzi, Marco	44	5
4	Precazzini, Ilaria	39	4
5	Muhammad, Mahazan	37	4
6	Shaffril, Hayrol Azril Mohamed	35	3
7	Yassin, Sulaiman Md.	35	3
8	Tiraieyari, Neda	30	3
9	Gajić, Tamara	7	2
10	Vukolić, Dragan	7	2

Source: Compilation through Vosviewer

This table highlights prominent researchers in Agrotourism, showcasing their contributions based on citations and research publications. Hamzah Azimi stands out as a leading figure with 49 citations across 5 papers. Giurea Ramona, Ragazzi Marco, and Precazzini Ilaria follow closely with 44 citations each, spanning 6, 5, and 4 papers respectively. Muhammad Mahazan, ShaffrilHayrol Azril Mohamed, and Yassin Sulaiman Md. are prominent researchers in agrotourism, each with over 30 citations each across 4 and 3 documents. Tiraieyari Neda maintains a respectable standing with 30 citations across 3 documents. Gajić Tamara and Vukolić Despite contributing fewer publications, Gajić Tamara and Vukolić Dragan have made significant contributions with 7 citations each. These researchers are shaping the field of agrotourism through their diverse and influential research.

The table shows not only the contributions of important Agrotourism authors but also how they work together. In particular, there is a close-knit group of researchers who have cited each other's papers in their own work. This group includes Hamzah Azimi, Muhammad Mahazan, ShaffrilHayrol Azril Mohamed, Tiraieyari Neda, and Yassin Sulaiman Md. The researchers in this group often cite each other, which shows that they have a shared research community. This collaboration suggests that they share ideas and different points of view, which helps to create a more cohesive body of knowledge in the field of agrotourism research.

Figure 3: Cluster of top contributing authors in Agrotourism Research Studies

Source: Compilation through Vosviewer

Major Journals and Proceedings publishing research work on Agrotourism:

Table 4: Major Journals and Proceedings publishing research work on Agrotourism

Sr. No.	Sources	Documents	Citations
1	Iop Conference Series Earth and Environmental Science	32	47
2	E3s Web of Conferences	11	14
3	Journal of Environmental Management and Tourism	8	19
4	Jurnal Agribisnis Dan Agrowisata (Journal of Agribusiness And Agritourism)	8	3
5	Sustainability	7	70
6	Journal of Business On Hospitality And Tourism	6	7
7	Jurnal Sains Teknologi Urban Perancangan Arsitektur (Stupa)	6	0
8	Planning Malaysia Journal	6	11
9	Agri-Sosioekonomi	5	18
10	Agrokreatif Jurnal Ilmiah Pengabdian Kepada Masyarakat	5	3

Source: Compilation through Vosviewer

The presented table provides a comprehensive analysis of the top 10 journals and proceedings that have significantly contributed to the field of Agrotourism, considering both their document count and citation numbers. The most prominent publication is the IOP Conference Series: Earth and Environmental Science, with an impressive 32 published documents and 47 citations. This highlights its significant contribution to scholarly research. In second place, the E3S Web of Conferences has 11 published documents and 14 citations, showcasing a balance between quantity and impact. The Journal of Environmental Management and Tourism ranks third, with a solid contribution of 8 articles that have received 19 citations. Strikingly, Sustainability claims the fifth spot, despite having 7 published articles; however, its impressive 70 citations demonstrate its substantial influence within the Agrotourism research community. Other journals, including the Journal of Business on Hospitality and Tourism, Planning Malaysia Journal, and Agri-Sosioekonomi, enrich the field with their distinct viewpoints, amplifying the body of knowledge on Agrotourism. Additionally, journals like Jurnal Sains Teknologi Urban Perancangan Arsitektur (STUPA) and Agrokreatif Jurnal Ilmiah Pengabdian kepada Masyarakat, despite having limited citations, play a crucial role in sharing valuable research outcomes, further contributing to the overall understanding of Agrotourism.

Conclusion

An analysis of key terms in agrotourism research uncovers distinct themes: Governance and development, highlighting the role of governments in promoting agrotourism. Environmental and rural aspects, emphasizing the importance of preserving the natural environment and supporting rural communities. Agricultural and socio-economic considerations, recognizing the link between agriculture and tourism and its impact on local economies. The COVID-19 pandemic, exploring its effects on the agrotourism industry. The presence of terms like "Government," "Ecotourism," "Farmer," and "Covid" reflects the complexity and interconnectedness of agrotourism research. This analysis provides a valuable guide for researchers and practitioners to understand the multifaceted nature of agrotourism and identify emerging trends. By examining who collaborates with whom in agrotourism research, we found groups of countries that work closely together. Italy and Romania, and a group of China, Russia, and Ukraine, are noteworthy clusters with strong connections. This highlights how countries collaborate to advance the global understanding of agrotourism. Looking at each country separately shows different levels of contributions and opportunities for further development in the ever-changing field of agrotourism research. Renowned scholars Hamzah Azimi, Giurea Ramona, and Ragazzi Marco are leading contributors who significantly influence the academic discussions on agrotourism. This network of collaborating authors frequently cites each other's research, demonstrating a vibrant exchange of insights. This collaboration fosters a cohesive expansion of knowledge and understanding in the field of agrotourism. Key journals and conference proceedings, including IOP Conference Series: Earth and Environmental Science, E3S Web of Conferences, and Sustainability, play a vital role in sharing research on agrotourism. The number of articles and citations in these sources indicate their impact in the academic community. They offer researchers important platforms to present their work and contribute to the ongoing development of knowledge in agrotourism.

Future Research Avenues

Several avenues for future research work in agrotourism emerge from the comprehensive bibliometric analysis conducted in this study. Firstly, researchers can explore into a comparative analysis of agrotourism trends across different regions or continents, emphasizing regional variations and identifying common themes. Extending the temporal dimension of the analysis would provide insights into the evolving nature of key agrotourism concepts over time. Exploring interdisciplinary connections by examining the intersection of agrotourism with fields like environmental science, economics, or sociology would offer a more holistic understanding of its influences. By considering the practical implications of various agrotourism themes, policymakers can help create effective governance structures that support and foster the growth of agrotourism. Future studies can include forward-

thinking elements, such as: Highlighting new trends, unexplored research areas, and opportunities for advancements. Analyzing the influence of technology (e.g., virtual or augmented reality) on agrotourism experiences. Assessing the effects of external factors like climate change on agrotourism. Exploring collaborations with stakeholders, particularly farmers and local communities, to gain deeper insights. By incorporating visual aids such as graphs and maps into future studies, researchers can make their findings more understandable and visually appealing. Following these recommendations will undoubtedly strengthen agrotourism research, leading to a deeper and more comprehensive understanding of its complex nature.

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