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EDITOR'S NOTE

Greetings from Kerala Institute of Tourism and Travel Studies (KITTS). It is our pleasure to bring out the June 2021 issue of the **INDIAN JOURNAL OF TOURISM AND HOSPITALITY MANAGEMENT** (Vol. 11, No. 1) in spite of hardships faced by Tourism industry world over. Travel has its roots in the minds of people from time immemorial. Be it traveling to international or domestic destinations, this phenomenon is a lifeline to a large number of its stakeholders. The inner call to travel is the nature of mankind. Travel paved way to the evolution of civilisations and cultures the world over and has shaped the destiny of mankind. Even though tourism is a relatively new area of study compared to many other sectors, it has gained in stature in an exponential manner. Research studies provides answers to unanswered questions and opens up unexplored avenues for further research. We believe that the Indian Journal of Tourism and Hospitality Management has addressed many research problems in tourism since its inception in 2010. The journal provides a much needed platform where tourism students, teachers, researchers and industry personnel can present real time studies and cases of relevance. Tourism has emerged as serious branch of academics over the years. There is no doubt that planned development in tourism can be realised only through sustained research. This issue contains research papers from eminent academicians and research scholars that reflect quality and relevance. In this context the Indian Journal of Tourism and Hospitality Management, has made its presence felt in tourism education and research. It is our fervent hope that this issue will fulfil the expectations of its readers. In spite of the unprecedented events that affected tourism worldwide due to Covid 19 pandemic, we feel happy and proud to place this issue in your hands in time.

Dr. Venugopal C.K.   **Dr. B. Rajendran**
Associate Editor   Editor

THE ROLE OF INFORMATION SYSTEMS IN TOURIST DESTINATION MANAGEMENT AND MARKETING

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Ajeesh V.**

Abstract

In recent years, tourism, as a service industry, became one of the main sectors which contributed considerably in employment generation and Gross Domestic Product of the country. The advent of internet has contributed tremendously towards a radical change in the travel and tourism business worldwide. Information Technology is of great importance in the tourism industry as in any other industry in today's world. It can be used in different sectors of tourism industry like travel arrangements in transportation sector, attractions related promotion services and for booking and purchase related services in accommodation sector. Information technology provides both the service providers and customers with right information at the right time. It also helps the service providers to build long term relationship with the travellers. The changes in Information Technology helped the service providers to widen their existing market by reaching the potential customers in any part of the globe and it also helped to reduce the cost and ensures timely distribution of services. Information Systems are used in many industries as a tool for providing better services to the customers and for updating and improving the activities and services of the business. In tourism industry different information systems are available like Information Systems in Tourism, Information systems related to intermediaries in travel and accommodation sector, Travel Distribution Systems, Hospitality Information Systems and Destination Information Systems. Information systems can contribute to fields such as policy making, planning, management of destinations and other operations. It can be used by tourists and other stakeholders in the tourism industry.

Keywords:Tourism management, Information Technology, Information Systems, Transportation, Hospitality.*

Introduction

Tourism can be referred as the most remarkable economic activity and every economy

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in the world today has a reasonable space for tourism in their gross earnings. In the earlier days, tourism was considered as a luxury phenomenon and a service accessible and affordable to a limited class of people only. But the increase in popularity and advent of a number of tourism markets, products and different sources of information about these products and services made tourism available to all kind of travellers with various income groups.

In India, the Ministry of Tourism is the nodal agency responsible for coordinating the activities of various agencies related to tourism and they have an important role to play in framing and maintaining policies related to tourism and allied activities in the country. Recently the Government also decided to finance the private players in tourism sector including eligible hotels, agencies, online travel portals and airline companies for up to 50% of their budget for promoting tourism in the country. The Government also considered the multiplier effect of tourism activities and the impact of tourism in creating job opportunities in the country. Currently the percent of world tourist arrivals in the country is only 0.63%. In order to increase this figure, the Government should have to invest in infrastructure facilities, marketing and branding of tourist products and services in the country.

Internet and Information Systems has become the most important tool for business to business communication and business to consumer communication today. Information systems in tourism can be used for the purpose of processing the data in order to help both the tourists and the service providers. It is a synthesis of people, data, networks, data processing software and tools. In the context of globalization and increasing competition, the term Information System is of much importance in the tourism industry as in any other industry. In fact, the industry has earned a lot of attention as well as economic gains from Information and Communication Technologies. The industry has changed their way of performing various activities after the development and innovative changes in the Information Technology and Systems.

Review of Literature

(Buhalis & O'Connor, 2005) identified some key changes in information technology that are able to revolutionize the tourism sector and the capabilities of such systems to

develop, brand, and manage tourist destinations. They also focused on the implementation of systems that focus on consumers to ensure that the needs of experienced and sophisticated customers are addressed. (Eraqi & Abd - Alla, 2008) in their paper regarding information systems and its applications in tourism sector pointed out the importance of information systems in improving the quality of services in tourism sector. They found the need for implementing the information systems in the tourism sector and the importance of increasing the online presence of the tourism service providers. According to the authors, online presence needs the support of information and it requires the implementation and application of information systems. They suggested the tourism sector to use the advantages of the already establishes information systems and make the work force aware about the importance and opportunities of the ICT.

(Muhammad & Usman, 2010) explained the importance of Information and Communication Technology (ICT) and the usage of the technologies in managing the destination and the flow of information for the tourism service providers. They tried to explain the process and working of information systems. They pointed out the direct relationship between the efficiency of information systems and the performance of destinations and tourism service providers. The availability of accurate information will lead to the timely and apt decisions and effective management of the organization. (Singh & Dhankhar, 2014) presented their paper on development of Information and Communication Technology as a tool for tourism destination development and marketing. They investigated the uses of Information Technology in marketing of tourist destinations and the application of ICT based tools in destination development.

(Buhalis, 2014) explained the importance of Information Systems in tourism both in operational and strategic fields and described the opportunities of using such systems where information is treated as the life blood tourism industry. He tried to explain the utilization of Information Technology in a strategic perspective proposing a continuous re-engineering process. He pointed out the scope of cooperation among the players in the tourism industry and thereby opened the chances of globalization by revolutionizing the current operations and workforce. The implementation of the IT tools will help to identify the consumer needs

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quickly and it provides up to date information needed by the consumers.

Role of Information Systems in Tourism

Information Technology not only encourages and facilitates the smooth running of operations and activities in tourism but it also reduces the cost and time associated with such activities. Information and Communication Technologies and the new developments in this field are closely and directly related with the development of Tourism and its allied sectors. Industries like Airline, transport, hospitality and tourism services like travel agencies and online booking cannot be used and operated without the help of Information Systems. It has also an important role in the development and operation of a tourist destination and its marketing. It helps to develop a destination management system for the destination managers to ensure the smooth running of travel and tourism business. Information systems can also be used for the purpose of promotion and marketing of the tourist destinations. It will also help in collecting feedback from the customers and complaint handling which will result in repeat visiting by the travellers and increase in profit. The role of information technology in different sectors of Tourism can be discussed below.

In the context of globalization and increase in competitiveness, data and information which together constitute Information System plays a crucial role in the operation of business organizations. Information Technology is an inevitable tool of management actions and decision making irrespective of the nature of business and field of operation. A thorough review of literature regarding the application of information systems in the field of managerial decision making clearly showed the positive impact of such systems on increasing the efficiency and the performance of different activities and departments which are being inter connected with the help of information systems and sub systems. Information Technology has a clear role in strategy formulation and implementation in strategic management. Information System is set of interrelated components or sub systems that collect the data from different sources and disseminate the processed information through manual, mechanical or computerized means to the decision makers. Information systems used by the managerial level persons termed as the Management Information Systems (MIS). There are many kinds of information systems at various levels like operational level

systems, transaction processing systems (TPS), knowledge level systems, management level systems and strategic level systems.

Application of Information Systems in tourism is difficult unlike other industries and businesses as the products in this industry are mostly intangible. But still, Tourism is one of the sectors which have been influenced by Information Technology in a most beneficial manner. With the advent of various information sources, the traveler can access the most reliable and required information regarding the destinations and the means for reaching the destination using those sources. The basic aspects which made Information important in the field of tourism include the need for information about the locality, climate and culture of the destination, the means of transportation to a particular destination, the features that motivate a person to travel to a specific location, information regarding accommodation and culinary options and most importantly it gives the information regarding the formalities of entry and exit to an international destination. The importance of Information has not been confined only to the tourists, it is crucial for the management and policy makers also. Information is the vital element in management decision making and planning. It also has its importance in the promotion and branding of it products and services using different channels and resources.

Information Systems in Transport Sector

The application of Information Technology in the field of Transport is the result of all measures to reduce the cost of transportation and increase the reliability of transport services of different modes. It helps the managers to manage their domestic as well as international operations and reduces the supply chain complexities. An efficient and apt selection and application of a Transport Management Systems will reduce the cost of transportation and it helps in route optimization and mode selection.

Information Systems used in transportation can be classified in to two sub categories namely information systems for airlines and other modes of transport. In the Airline mode of transport different kinds of information systems and sub systems are being used for the smooth operation of the industry. Some of the systems are baggage and cargo handling systems, expert systems in airline industry, safety systems, gate management and departure

controlling System, flight information display systems, automated ticket machines and immigration control systems. Important information systems used in road transport are intelligent transportation system, automated vehicle location Systems, fleet management system and automated traffic management system. Some of the important IT tools used in transportation sector are as follows:

Baggage and Cargo Handling Systems: The articles can be tracked and identified at any point of time in transit using the modern-day information systems available to shipping companies. It is possible with the combination of systems of databases and network of computers.

Expert Systems in Airline Industry: Expert systems are established and operated in the airline industry to design and control the airline communication networks and it ensure the timely check - ups and maintenance of aircraft and its engines. It assists in job allocation to the crew members and the calculation of fares. It also used for the purposes like rescheduling of the trips and gate management and control.

Safety Systems: Safety and security of the passengers is one of the main issues in an airline industry especially in international context. IT based safety systems are being used by the Airline industry in order to ensure the security of the passengers. It also helps in reducing the maintenance cost of the aircraft by giving timely instructions regarding the maintenance and services of the engine and other related parts.

Gate management and Departure Controlling System: It helps in allocating a gate for the aircraft and ensures no delay in arrival and departure.

Automated Ticket Machines: It is available for the consumers to know the database of travel.

Flight Information Display Systems: It provides the consumers with the details of flight and services available in the airports.

Immigration Control Systems: The implementation of this system will help to avoid long waiting periods in the immigration department by incorporating automated passport verification.

Systems Used in Road Transport

Intelligent Transportation System: It includes subsystems like traffic control systems, container management systems, automatic number plate recognition and route guidance system.

Automated vehicle Location Systems: It helps to monitor the location of a vehicle and it gives up to date information of emergency vehicles and service vehicles.

Fleet Management System: It helps the management of fleet of vehicles of large service providers.

Automated Traffic Management System: It is a combination of vehicle location system and traffic flow management system.

Information Systems in Accommodation Sector

Information Systems help the operations of the hospitality industry through automation of activities and services and it saves time and ensures quality services to the customers. It acts as a source of data related with customers and marketing information and reduces the complexities of reservations, check in, etc. The application of perfect information systems will help the hotels to achieve growth in sales and to establish and maintain a healthy relationship between the customers.

The hospitality industry has been using the modern Information tools in order to ensure convenience and easiness to the travellers and customers. Some of the important information systems used to reduce the complexities in the hospitality are; Property Management System, Integrated Property System, Revenue Management System, Yield management System, Back Office System, Back Office System, Point of Sale System and Central Reservation System. Some of the important IT tools used in transportation sector are:

Property Management System: It acts as the information hub of a hospitality system. It processes all information regarding the daily activities of a hotel and is the central computer system. It also served as a coordinator with all other sub systems of a hotel.

Integrated Property System: It has been used in hotel chains under a single management

Revenue Management System: These kinds of systems are used by large hotels with a

number of departments and divisions.

Yield management System: It is a system used to forecast the demand for rooms in advance with a view to maximise the revenue per room

Back Office System: It is responsible for the preparation of payrolls, budgets, credit requests, accounts etc.

Point of Sale System: It is a sub system used for the management of payment handling and receipts.

Central Reservation System: As the name indicates, it processes the reservation of customers at the central reservation office of a hotel.

Destination Management System

Destination Information Systems have been used by the Destination Management Organizations (DMOs) to ensure the data management and analysis of the information which plays a vital role in the success of a tourist destination. Such systems provide the timely and accurate information to all stakeholders of a tourist destination like visitors, service providers, Government authorities and so on. It can also be termed as Tourism Information Systems. Destination Management Systems or Destination Marketing Systems are some of the terms used for Destination Information Systems. TIS Cover, Tour MIS, Tmona are some of the examples of Destination Information Systems used by multinational companies.

Destination Management and the Role of Information Systems in Destination

Information technology has a vital importance in the field of tourism industry and destination development as well. Information regarding the Destination, its features and uniqueness and its location and the means to reach the destination are vital information to potential customers. IT increases the access to information to both the consumers and service providers. It helps the service providers to reach the potential travellers anywhere in the world. The application of information Systems help in timely exchange of information and it will decrease the cost of advertising and promotion of destinations and attractions. Various Information Systems co ordinate the activities of allied sectors like transportation and hotel industries.

Information Technology and Tourist Destination Management

Information Technology can be used in a tourist destination for many managerial as well as administrative decision making and actions. It can be used as a tool for sustainable maintenance and development of the attributes of a tourist destination. Today, the application and opportunities of various Information Systems in Tourism has been widely accepted for its competencies, delivery of quality services and products and the ability to address the feedback quickly. The opportunities include the development and marketing of a destination with innovative ideas and technologies. The role and importance of Information technology in managing a tourist destination can be summarized below.

Collection and Analysis of Information

A successful deployment of Information Technology in the field of Tourism ensures the free flow of information required for the decision making and further development which is vital for the success of any destination. It is responsible for providing timely information to both the visitors and destination managers. It also ensures the coordination between different stakeholders of the tourism destination and it results in the quality products and services. Community participation can be facilitated through the application of Information Systems and tools. It will also help to analyze the data and developing the goals and objectives on the basis of analysis of the collected data.

Marketing and Branding of a Destination

The application of Information technology tools will help to segment the market of potential visitors on the basis of information and feedback. Information Technology and its tools will help the destination to e-promote its attributes globally to a large audience. It helps to brand the destination image and its uniqueness through promotion and marketing. The Destination Managers can use the innovative capabilities of the Information Systems to market the features and uniqueness of the destination and brand accordingly.

Economic and Socio Cultural Development of Destination

Economic development can be attained using the Information Systems by reducing the cost of operations by digitizing the day to day operations and by improving the

performance of the products and services offered in the destination by frequent updation and follow up. It can also ensure the flow of tourists irrespective of seasonality through its wide coverage marketing which also support regional development. It also increases the competitiveness of the destination by coordination and collaboration among the players.

Environmental Protection

Energy consumption has become a major issue in the tourism sector in the globalization era due to climate change and environmental degradation. Each destination requires a reasonable amount of energy and resources for its daily operation to satisfy different stakeholders and to facilitate the allied sectors of tourism. The implementation of Information Systems will ensure the tourist flow as per the carrying capacity of the destination. The IT tools will help the optimum allocation of resources in a destination considering the interests of all the stakeholders including the local community.

Table 1

Managerial Implications of Tourist Destination Information Systems

I T Tools	Applications and Implications
Destination management system	Marketing, Promotion, Websites Maintenance, Attractions Management
Intelligent transport system	Destination Transport Management, Traffic Management, Transport Information
Environment management information system	Managing Sustainable Tourism, Waste Management, Management of Environmental Issues
Location based services	Location Sensitive Information, Accommodation Information, Weather Information
Global positioning system	Movement Tracking, Monitoring
Geographical information system	Identification of Destination Location, Developing Potential Location
Community informatics	Enhance Community Participation, Economic Development
Carbon calculators	Determine Carbon emissions, Environmental Consciousness
Virtual tourism	Tourist Behaviour, Information Gathering
Computer simulation	Alternative Management Practices, Model Designing

Conclusion

In this age of information, all the companies irrespective of the nature and industry need to develop and implement an Information System to collect and analyze the data required for planning, executing and policy making. Tourism industry is a combination of transportation, attractions and hospitality and technical support and coordination of different sectors is needed for reducing the complexities of the industry and to facilitate travel for the visitors. Information Systems promote direct selling and cost reduction to all stakeholders in the industry. The service providers can incorporate modifications and changes to meet the customer requirements through feedback and interaction using the information available through the systems. Moreover, the Information Systems provide an opportunity to build a world class destination using the most advanced and state of the art technologies and information systems. It can also be used for the promotion of the tourist destination using the opportunities of Information Systems in the context of e - Tourism and e - Commerce. The tourism service providers must develop IT based expansion strategies and policies to utilize the technological advancement at its best.

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DEVELOPING A REGRESSION MODEL FOR ANALYSING CUSTOMER SATISFACTION LEVELS – A STUDY ON KTDC HOTEL SAMUDRA

Dr. Venugopal C.K.*

Abstract

This study aims at developing a regression model that analyses customer satisfaction levels at KTDC Hotel Samudra. Customer satisfaction holds key to success in hotel business. Identifying factors that determine customer's satisfaction level is important to a hotel in order to improve its performance level. Based on the secondary data available from similar studies, few determinants were identified. further to this a primary data analysis was conducted. This yielded the key determinants. On the basis of this using regression analysis a model was developed. Using this model the effect of determinants on customer satisfaction can be derived. This predictive model will help in fine tuning the performance of the hotel.

Keywords: *Customer satisfaction, Regression model, Determinants, Hotel Samudra, Correlation*

Introduction

Analysing customer satisfaction levels is a mandatory in service sector. Hospitality sector thrives by keeping customer satisfaction levels high. With increasing competition, every property will find it advantageous to keep track on their customer satisfaction levels. The tag line 'Official host to God's own country' defines the role of KTDC, a company in Government sector catering to the hospitality sector. KTDC is Kerala's biggest service provider in tourism and allied areas. KTDC has around 70 properties ranging from luxury hotels to budget accommodations set in the excellent and scenic locations in Kerala. Samudra is a beach resort ideally located in the famed international beach destination of Kovalam. This study aims at developing a regression model for analysing customer satisfaction levels in Samudra. This model can also act a predictor model to analyse the effect of various factors affecting customer satisfaction levels in this famed resort.

Objectives of the study

- To develop a regression model that can be used to analyse customer satisfaction levels in Hotel Samudra.

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●   To analyse the findings and give recommendations to improves customer satisfaction levels in Hotel Samudra

Customer Satisfaction Studies in Hospitality

A study was carried out to determine as to whether the characteristics of conservative hotel customers in hotel facilities differ according to the individual and socio - cultural characteristics of customers. It is seen that customer expectancy changes according to the period and conditions of the time of operation and to compare the current situation with the expectations of the customers is useful (Eygu & Gulluce, 2017). Customer satisfaction and its relation to service quality, search and experience qualities and the disconfirmation paradigm, which includes expectation and performance concepts, are rigorously reviewed. The review analyses the importance of the tangible and intangible in the overall service encounter. A questionnaire with a 5-point Likert scale was applied to measure the differences between their perceptions of hotel attributes and customer satisfaction. Data were analysed using factor analysis, multiple regressions and the independent sample t test. Results indicated that differences between Asian and western evaluations of hotel quality did exist (Poon et.al, 2005). The purpose of this study is to examine hotel guest comment cards (GCCs) and customer satisfaction management schemes in Opatija's hotels. This study adopts the applied content analysis approach which (Gilbert & Horsnell, 1998) used in their study, utilizing comparison and recording of findings based on a set of best practice criteria (Holjevac et.al, 2010).

Through our empirical study, we discovered that most hotel attributes act as basic factors, the absence of which leads to customer dissatisfaction. All five focal hotel attributes constitute basic factors for hotels with 4 - 4.5 and 5 stars for both domestic and international guests. Findings indicate that cleanliness, location, room, service and value should be conceived as essential attributes for luxury hotels (e.g. 4 - 5 stars hotels) to reduce dissatisfaction among both domestic and international guests (Li et.al, 2020). The objective of this research is to identify the factors of image and customer satisfaction that are positively related to customer loyalty in the hotel industry. Using data collected from chain hotels in New Zealand, the findings indicate that hotel image and customer satisfaction with the

performance of housekeeping, reception, food and beverage, and price are positively correlated to customer loyalty (Kandampully & Suhartanto, 2000). A study found that transportation convenience, food and beverage management, convenience to tourist destinations and value for money are identified as excellent factors that customers booking both luxury and budget hotels consider important and for which the performance is much satisfactory to them. Customers paid more attention to, but were less satisfied with bed, reception services and room size and decoration. Most determinants of customer satisfaction also showed a consensus over luxury versus budget hotels, except for factors referring to lobby and sound insulation. As per its findings, the article concludes by presenting theoretical and managerial implications (Li & Law, 2012).

This study, by performing a path regression analysis, examines a mediating effect of customer satisfaction between corporate social responsibility (CSR) activities and firm value for US hotels and restaurants. Further, the study differentiates positive and negative CSR activities in the analysis. Findings suggest that the customer satisfaction does not play a role of a mediator between the two factors for both hotels and restaurants (Lee & Heo, 2009). The purpose of this study is to examine the association between traveling for business and customer satisfaction with hotel services. To that end, a multilevel analysis is conducted of an empirical data set comprising over 1.6 million customer reviews pertaining to 13,410 hotels located in 80 major urban tourism destinations across the world. The results suggest that customers report significantly lower (4% on average) levels of overall satisfaction with hotel services after for-business stays than after for - pleasure stays. This effect is, moreover, found to be moderated by certain contextual factors, such as the traveler's general leisure versus work orientation, and the economic and cultural characteristics of the destination and the traveler's country of origin. Most importantly, the effect is found to be strongly moderated by certain hotel attributes; this finding allows hotel managers to offset the adverse effect by focusing on, and investing in, those attributes, making their properties more competitive (Radojevic et.al, 2018).

Factor analysis identified four dimensions of perceived service quality, namely reliability, empathy and competence of staff, accessibility and tangibles. Multiple regression

analysis showed that reliability, accessibility and tangibles had a significant and positive effect on overall customer satisfaction. On the other hand, empathy and competence of staff positively influenced hotel guests' satisfaction, but this impact was not statistically significant when other dimensions were involved. These results indicate that hotel service quality is indeed a significant predictor of customer satisfaction. Thus, improving hotel service quality, results with higher satisfaction levels of hotel guests (Marković & Janković, 2013). This study aims to examine how performance of hotel services symmetrically and asymmetrically affects overall customer satisfaction. Data were first analyzed by multi-variable regression analysis for clarifying the symmetric impacts of eight service dimensions on overall customer satisfaction. Results showed that entertainment services, restaurant services, cleaning of general areas and foreign language knowledge of staff had the highest influences on customer satisfaction (Davras & Caber, 2019).

Understanding the asymmetric effects of attribute performance (AP) on customer satisfaction (CS) is important for the managers in the hotel industry. Although several studies concerning this issue have been conducted, the variances of asymmetric effects across different market segments have not been revealed. To this end, this study aims to explore the asymmetric effects of AP on CS with respect to different market segments, including different types of hotels, different types of travelers and travelers from different regions (Zhang et.al, 2020). This paper aims to examine the factors that measure different satisfaction levels between the Asian and Western travellers during their stay in hotels in Malaysia. The paper also seeks to analyse the importance of the tangible and intangible factors in the hotel industry. Results indicate that there are significant differences between Asian and Western evaluations of hotel quality, with clear indication that satisfaction levels Malaysian hotels were higher among Western travellers than the Asian travellers. Both Asian and Western travellers perceive hospitality as an influential factor in determining the overall satisfaction level (Poon & Low, 2005).

The hotel industry faces the difficult task of managing the temporal demand for its product. Also, the supply of rooms has outpaced the demand over the last decade. Under this competitive environment, hotels have two basic means of achieving a sustainable competitive advantage within their product markets: (1) low price or (2) high quality. This

study examines the relationships between price, value and satisfaction in regard to hotel services (Bojanic, 2008).

Hotel Samudra – An Insight

The highlights of this beach resort include a) rooms overlooking sea b) Surrounded by greenery and sprawling lawns stretching up to the beach c) The GV Raja convention centered) Ideally suited for ayurvedic therapies e) Also a well-known honeymooners' paradise. The total number of rooms is 64 and the classification of rooms. Table 1 shows room types and tariff.

Table 1
Room Types and Tariff

Room Types	Season (CP)		Peak Season (MAP)		Off Season (CP)	
	1st October 2018 to 19th December 2018 & 11th January 2019 to 28th February 2019		20th December 2018 to 10th January 2019		1st March 2019 to 30th September 2019	
	Single	Double	Single	Double	Single	Double
Avenue rooms (10 no's)	3600	4400	5100	6100	2400	3000
Deluxe rooms (52 no's)	4400	5900	6700	7900	3500	3900
Premium (2 no's)	8900	8900	12350	12350	5400	5400

*CP – Continental Plan * Modified American Plan

Continental Plan

The Continental Plan also known as CP in Hotel jargon means rate quoted for accommodation includes breakfast for the guest who stays overnight in the hotel and usually given in the restaurant.

Modified American Plan

The Modified American Plan, sometimes also shown as MAP in hotel listings, confirms that the quoted rate is inclusive of two meals a day, including breakfast and either lunch or dinner. In MAP these meals are provided usually in the hotel dining room.

Facilities

Centrally air conditioned rooms, Multi cuisine restaurant, Beer and wine parlour, Ayurvedic rejuvenation centre, Conference hall, Swimming pool, Car hire, Laundry, Doctor on call, Travel assistance, Convention centre and Currency exchange

Banquet Service

An ideal place to celebrate and rejoice, the banquet service provides the perfect mood and setting. The conference hall can accommodate 1000 persons. The lush green lawns can host party for up to 1000 persons.

Linear Regression Modeling

Linear regression modeling helps in understanding the relationship between a scalar response (dependent variable) and one or more explanatory variables (independent variables). When only one independent variable is involved this regression is called simple linear regression. When more than one independent variables are involved this process is known as multiple linear regression. Linear regression is used widely in practical applications. The advantage of this approach is that this model depends linearly on unknown parameters. Linear model is easier to fit than models which are non-linearly related to their parameters. Hence the statistical properties of the resulting estimators are easier to determine. Applications of linear regression can be can be categorised as follows:

·   In case the objective of the model is forecasting, reducing error or prediction, linear regression modelling can be used. Based on the observed data collected from responses and the corresponding explanatory variables, the linear regression can be used to fit a predictive model. The advantage of this type of model is that even of additional explanatory variables given without the related response, the fitted model will help in prediction of the response.

·   If the variation in the response variable is to be explained on the basis of the variation in explanatory variables, linear regression can be used to quantify the strength of relationship between explanatory and response variables. This will also help in determining if some explanatory variables do not have linear relationship with the response. This approach also helps to identify the subsets of explanatory variables that may contain information that is redundant with respect the response.

Study

The study focussed on guests who arrived in hotel Samudra during the period 1/3/2019 to 1/3/2020 and stayed overnight at least once. The feedback of 120 guests were examined based on information in registers, guest books and feedback forms. The data collected using questionnaires were categorised to derive the variables taking into account the feedbacks and remarks evidenced guest books. The variables identified from the secondary data were cross checked with those obtained from the primary survey. Based on this the independent variables were identified. Further to this regression analysis was applied to arrive at the regression equation.

Table 2
Model Summary Showing R and R Square Values

Regression				
Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807[a]	.651	.638	12.605
a. Predictors: (Constant), Quality of Service (Qos), Pricing, Accessibility, Amenities				

The R squared value of 0.651 shows that the model fits the data

Table 3
Coefficients Table

Coefficients[a]						
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	11.206	3.633			3.084	.003
Pricing	-0.459	.058	-0.591		-7.963	.000
Accessibility	0.219	.041	.324		5.403	.000
Amenities	0.181	.040	.291		4.481	.000
Quality of Service (Qos)	0.204	.045	.286		4.575	.000

Dependent Variable: Customer Satisfaction

The coefficient B, gives an idea about the number of units Customer Satisfaction (dependent variable) increases for every unit increase in each independent variable. From Table 2 it can be seen that every 1 point increase in pricing results in to 0.459 point decrease Customer Satisfaction. Likewise 0.219 point increase in Accessibility results in 1 point increase of Customer Satisfaction, 0.181 point increase in Amenities and 0.214 point increase in Quality of Service (QoS) will result in 1 point increase in Customer Satisfaction respectively. From the above table we can predict Customer Satisfaction levels by using the formula:

Customer Satisfaction = 11.206 + (-0.459 x Pricing) + (0.219 x Accessibility) + (0.181 x Amenities) + (0.204 x Quality of Service)

Out of the four B coefficients, pricing coefficient is negative while those for accessibility, amenities and quality of service are positive. Which means higher pricing is associated with reduced customer satisfaction while better accessibility, amenities and quality of service are result in higher levels of customer satisfaction. It can also be seen from the table that since the p-value is less than 0.05, all B coefficients are statistically significant.

Scatter Plots

Figure 1
Scatter Plot Between Customer Satisfaction and Pricing
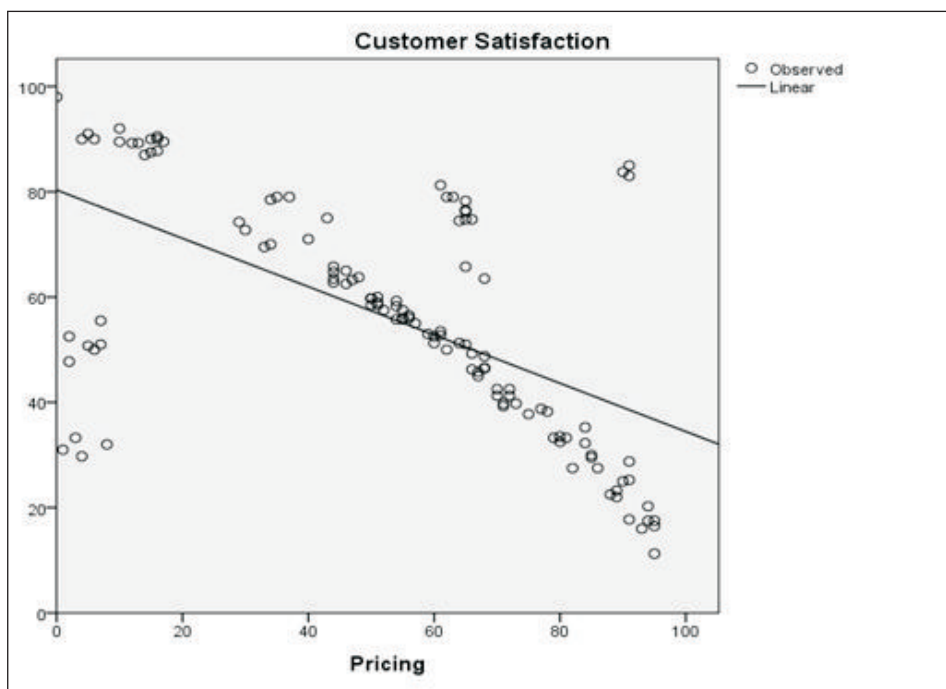
Figure 1 shows a negative correlation between customer satisfaction and pricing

Figure 2
Scatter Plot Between Customer Satisfaction and Accessibility
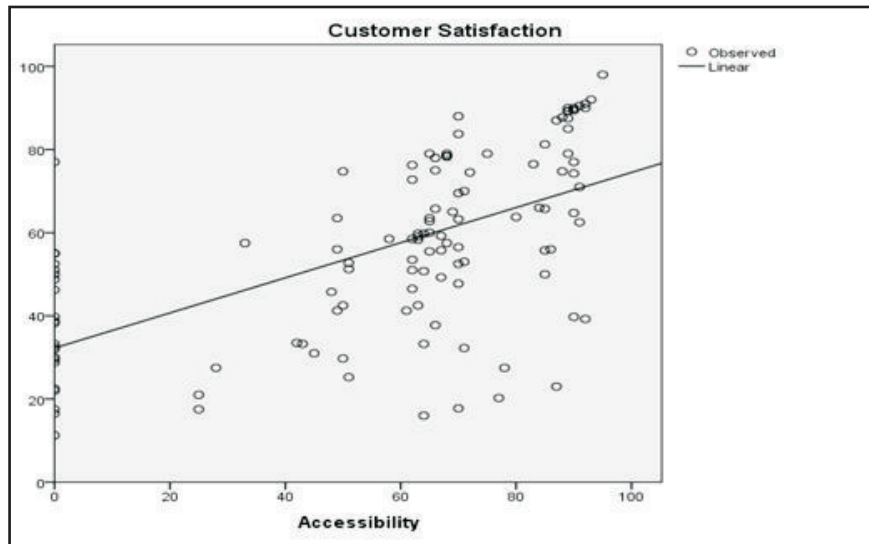
Figure 2 shows a positive correlation between customer satisfaction and accessibility

Figure 3
Scatter Plot Between Customer Satisfaction and Amenities
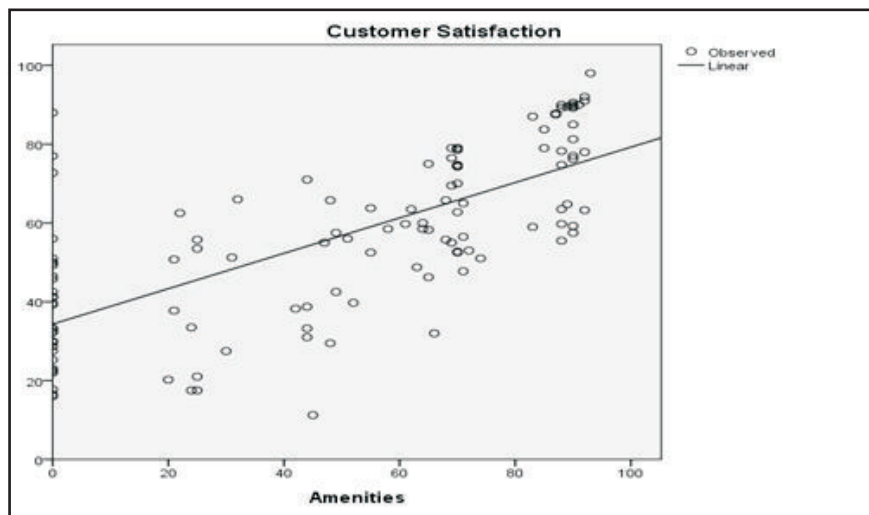
Figure 3 shows a positive correlation between customer satisfaction and amenities

Figure 4
Scatter Plot Between Customer Satisfaction and Quality of Service
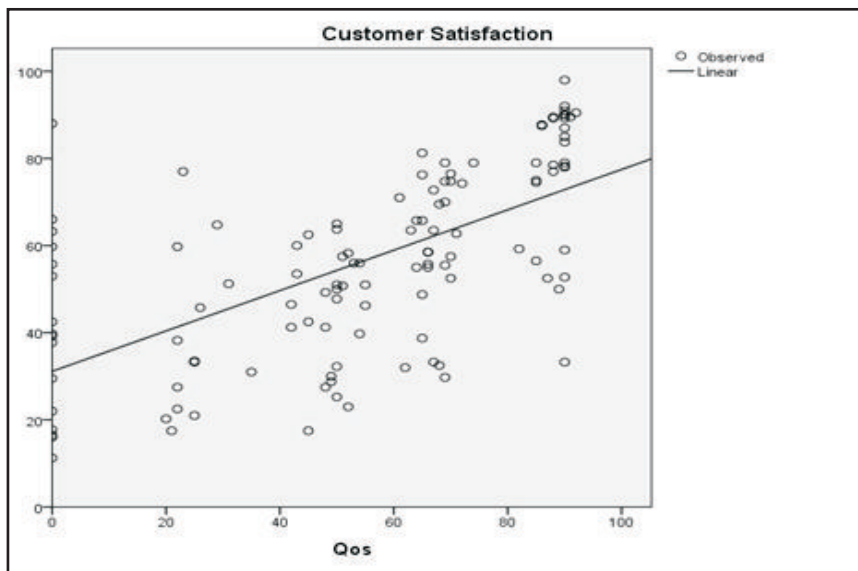
Figure 4 shows a positive correlation between customer satisfaction and quality of service

Table 4
Correlations and Significance of Relationship Between Variables

Correlations		Pricing	Accessibility	Amenities	Quality of Service	Customer Satisfaction
Pricing	Pearson Correlation	1	.244[**]	.187[*]	.065	-.468[**]
	Sig. (2-tailed)		.007	0.041	0.482	.000
	N	120	120	120	120	120
Accessibility	Pearson Correlation	.244[**]	1	.330[**]	.235[**]	.564[**]
	Sig. (2-tailed)	.007		.000	.010	.000
	N	120	120	120	120	120

Amenities	Pearson Correlation	.187*	.330**	1	.464**	.590**
	Sig. (2-tailed)	.041	.000		.000	.000
	N	120	120	120	120	120
Qos	Pearson Correlation	.065	.235**	.464**	1	.518**
	Sig. (2-tailed)	.482	.010	.000		.000
	N	120	120	120	120	120
Customer Satisfaction	Pearson Correlation	-.468**	.564**	.590**	.518**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	120	120	120	120	120
**. Correlation is significant at the 0.01 level (2-tailed).						

Table 3 shows the correlations and significance of relationship between the independent variables as well that between the independent variables and the dependent variable.

Discussion and Conclusion

The data analysis yields four key determinants (independent variables) namely pricing, accessibility, amenities and quality of service. The scatter plots generated from the primary data shows a positive correlation between the three independent variables namely accessibility, amenities, quality of service and customer satisfaction (dependent variable) while there exists negative correlation between one independent variable (pricing) and customer satisfaction. It is clear from the regression model developed in study that an optimal mix of the four independent variables will help in improving customer satisfaction.

This model can predict how much a particular determinant should vary dynamically in order to maximise customer satisfaction. This means that this model can be used to predict value of each independent variable with respect value of dependent variable. Hotel Samudra can use this a base to improve performance.

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HOMESTAY TOURISM AS AN EFFECTIVE TOOL TO STRENGTHEN SUSTAINABLE COMMUNITY DEVELOPMENT IN RURAL AREAS: A CASE STUDY OF HOMESTAY ESTABLISHMENTS IN KERALA

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Abstract

As the tourist industry becomes increasingly important to communities around the world, the need to develop tourism in a sustainable manner so as to strengthen sustainable community development has become a primary concern. Small businesses with tourism as a focus are found in many rural and peripheral areas which led to employment gains and it also contributes to local community development. Tourism is not the only solution for community development, but properly planned tourism has a role to play in sustainable community development. Homestays run by small entrepreneurs started making a dent in the tourism market as travellers opt for homely comfort on holidays. Homestays directly empower and benefit the community members with a vested interest in preserving their surrounding environment and culture. Homestays provide job opportunities for local communities and improves qualities of life of local people thereby contributing to sustainable community development. The present study examines the potentials of homestay tourism in bringing sustainable community development through a case study of homestay establishments in Kerala. The study further attempts to document the best practices prevailing in the destination with respect to the functioning of homestays which would be practically applied in other destinations also.

Keywords: Community, Homestay, Sustainable tourism, Entrepreneurship

Introduction

Being a medium for the livelihood of people tourism has a significant impact on the community. Tourism has been viewed as a promising vehicle for economic development and poverty aleivation, unlocking opportunities for local economic diversification in poor and marginalized rural areas that lack other significant development opportunities.

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community development has become a primary concern. Small businesses with tourism as a focus are found in many rural and peripheral areas which led to employment gains and also contributes to local community development. Tourism is not the only solution for community development, but properly planned tourism has a role to play in sustainable community development. Tourism in which local residents are active participants, land managers, entrepreneurs, employees, decision makers and conservators can bring in sustainable community development in tourism destinations.

Background of the Study

Homestays run by small entrepreneurs started making a dent in the tourism market as travellers opt for homely comfort on holidays. Homestays directly empower and benefit the community members with a vested interest in preserving their surrounding environment and culture. Homestays provide job opportunities for local communities and improves qualities of life of local people thereby contributing to sustainable community development. The present study examines the potential of homestay tourism in bringing sustainable community development through a case study of homestay establishments in Kerala. The study further attempts to document the best practices prevailing in the destination with respect to the functioning of homestays which would be practically applied in other destinations also.

Review of Literature

According to the Merriam Webster Dictionary, Homestay is a stay at a "residence by a traveler and especially by a visiting foreign student who is hosted by a local family". We can say, the homestay program is a tourism product. (Lanier & Berman, 1993) describe homestay venues as "private homes in which unused rooms are rented for the purpose of supplementing income and meeting people". The word 'Homestay' in a Kerala context means a home of a keralite in which a few rooms have been let out to guests to stay and experience the hospitality and life of a local Keralite. The experience includes living with the family and sharing in the life of the family.

It should be noted that community based tourism is protected and supported by various international organizations such as the World Tourism Organization and the aim is

towards achieving a high quality visitor experience, conservation of natural and cultural resources, development of social and economic and community's empowerment and ownership. Furthermore, the focal benefits of community tourism are the economic impact on communities, improvements of socioeconomic and a more sustainable lifestyle diversification (Manyara & Jones, 2007). Sustainable tourism is tourism which develops as quickly as possible, taking account of current accommodation capacity, the local population, and the environment. The development of tourism and new investment in the tourism sector should not detract from tourism itself. New tourism facilities should be integrated with the environment (Richards, 2002).

Environmentally sustainable tourism can be defined as, "tourism which is developed and maintained in an area (community, environment) in such a manner and at such a scale that it remains viable over an infinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well being of other activities and processes" (Butler, 1999). The concept of Community - based Tourism (CBT) can be found in the work of (Murphy, 1985), where aspects concerning tourism and developing local communities are analysed, and in a further study by the same author in 2004 (Murphy & Murphy, 2004). Along with these two studies, there are several other research papers analysing the relationship between tourism and local communities (Richards & Hall, 2000).

Tourism conducted by the local community in a rural area known as Community Based Tourism (CBT). CBT can define as tourism owned and managed by community and intended to deliver wider community benefits. In other words, CBT is local participation, and handing over of control to the community will result in more benefits to livelihood. (Goodwin & Santilli, 2009). According to (Nyaupane et al., 2006), the main limitations local communities have to face when implementing tourism projects are the following: lack of financial resources, infrastructure or know how, limitations of a cultural kind, and potential conflicts between the different public administrations. At the same time, the following factors are described as being highly important for CBT implementation (Kibicho, 2008). The inclusion of stakeholders, the evaluation of individual and collective benefits, the setting

of objectives and analysis of decisions to be implemented. The main benefits of community tourism are the direct economic impact on families, socioeconomic improvements, and sustainable diversification of lifestyles (Manyara & Jones, 2007); (Rastegar, 2010). CBT is certainly an effective way of implementing policy coordination, avoiding conflicts between different actors in tourism, and obtaining synergies based on the exchange of knowledge, analysis and ability among all members of the community (Kibicho, 2008).

A kind of tourism involving the community should focus on the holistic development of the community, which would ultimately lead to the concept "Sustainable Community Development". Sustainable tourism and community based tourism are much heard concepts. But putting together both the concepts need extreme homework. Sustainable community development can be achieved through the careful planning of tourism involving the local community. Sustainability can be promoted by using resources as such to promote tourism rather than converting and exploiting them for the sake of promoting tourism. Homestay tourism is one such option where the local community can explore the possibility of economic benefits without disturbing the resources and thereby ensuring sustainable community development.

Research Gap

A growing literature on sustainable tourism and community-based tourism has emerged over the past three decades in the field of tourism studies. While the discourse of sustainable tourism (ST) is oriented towards long-term sustainability, the literature on community - based tourism (CBT) looks towards local-level responsibilities and practices of tourism development and management. However, literatures with respect to sustainable community development through tourism are less in number. A couple of researches on homestay tourism in the State of Kerala have already been done. But none of them discusses the possibilities of sustainable community development through Homestay tourism. In that way, the present study is significant since the outcomes of which can be experimented in other destinations across the country.

Objectives

1.   To study the potentials of homestay accommodation in the state of Kerala

2.   To explore the possibilities of sustainable community development through homestay tourism

3.   To study the perception of tourists about the homestay tourism in Kerala

4.   To document the best practices prevailed in the homestay sector in the state of Kerala

Research Methodology

The study is exploratory in nature making use of both primary as well as secondary data. Various research papers, newspaper articles, websites and documents available with local self governments have been used for collecting secondary data. Unstructured interview method and observation method have been used for collecting primary data. The researchers personally visited 24 homestay establishments functioning across the state and interviewed the proprietors and personally experienced the modus operandi prevailing over there. Also, almost 60 tourists have been randomly chosen and interviewed during the field survey.

Profile of the Study Area

The study has been conducted in the state of Kerala which is a hotbed of tourism. The tourism department of Kerala always brought attention and laurels for their focussed and proactive involvement in promoting tourism. Kerala is known for its high standards of well-being, a 95% literacy rate, high life expectancy, access to health care and this is the only state where women outnumber men and later marriage age for women and low infant mortality rates. The kind of tourism development in the state in which community development is a thrust area, has succeeded in mobilizing local community and channelizing the resources for strengthening the tourism activity in various destinations. There are ample examples in the state where local community gets involved in tourism and earning a livelihood. Homestay is such kind of initiative where the community works with. The income generated through homestays is directed towards the community since the leakages are minimal. For the study six destinations across the state were chosen – Wayanad, Munnar, Thekkady, Kumarakom,

Kovalam and Varkala. These destinations are chosen considering their touristic potentials as well as popularity with respect to the availability of home stay accommodation.

Tourism and Sustainable Community Development

Community-based tourism is a growing market, as new generations of travellers worldwide seek more meaningful experiences from their leisure time. The residents earn income as land managers, entrepreneurs, service and produce providers, and employees. At least part of the tourist income is set aside for projects which provide benefits to the community as a whole.Community based tourism enables the tourist to discover local habitats and wildlife, and celebrates and respects traditional cultures, rituals and wisdom. The community will be aware of the commercial and social value placed on their natural and cultural heritage through tourism, and this will foster community based conservation of these resources.

A major share of the tourist's holiday budget has been spent on accommodation, food and other facilities in the destination. Community development through tourism can be ensured only if the community members are equipped with accommodation and other facilities which could cater the needs of the tourist.

Data Analysis and Discussions

Potential of Home Stay Accommodation in Kerala

A field survey has been conducted in 24 homestay units from across six selected destinations namely Wayanad, Munnar, Thekkady, Kumarakom, Kovalam and Varkala. Observation method and unstructured interview methods have been used to collect information from the homestay owners as well as from the tourists.An expert opinion survey has been conducted among five industry experts. Data and facts have also been extracted from certain published sources. The information elicited through the study reveals that a favourable situation prevails in the state for the further growth of homestay tourism. Some of the points are summarized below.

Acute shortage of land prevails in most parts of the state. The cost of building a hotel is too much expensive while the average occupancy rate of hotels in the state is only 40 to 45 per

cent. Also, the maintenance cost cannot be justified with the returns from the properties. Such costs are minimal in the case of homestay units since these are rooms of an already existing house or an extension of an already existing property. Such units are owned and operated by small entrepreneurs who are referred to as by a new concept – 'hostpreneurs'. The leakages of the economic benefits can be minimized since the tourists are being catered by the family members and there are no employees from outside. In peak seasons, when hotels are full but the demand still persists, homestays are equipped to meet the demand.

The host community is diverse in a homestay unit since it is occupied by a family consisting of young couples, elders and children. Such kind of diversity helps to satisfy guests belonging to diverse age groups. As per the latest statistics provided by the Department of Tourism, Government of Kerala, 66% of the tourists visiting Kerala belong to the age group 20 to 40. The category "millennials" fall under this age group (22 to 37). Further analysis of the data collected through the survey among the 60 tourists visited the homestays reveals that 47% of them are millennials. Hence it can be concluded that there is a growing popularity for homestay accommodation among the millennials.

The major obstacle for the growth of homestay in the country is the absence of a comprehensive government policy at the national level. However, Kerala is proud to have "State Homestay and Tourism Society" which is a consortium of homestay providers and tourism promoters to ensure quality of service.

The Role of Homestays in Promoting Sustainable Community Development

During the field survey, the owners of the homestay units were asked whether they experience any kind of quality of improvement in their economic and social life due to their involvement in homestay tourism and all of them responded positively. Six components have been identified during the study which determines the demand of homestays among the tourists. These components include amenities and facilities, Hospitality, local cuisine, local life style & costumes, cultural performance and handicrafts and safety and security. The tourists were asked to rate the components on a five point scale in which rank 1 is the highest and rank 5 is the least. The responses are summarized in Table 1

Table 1
Rating of Components of Homestays by Tourists

Components of Homestays	Responses of the tourists				
	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
Amenities and facilities	30	07	09	04	10
Hospitality	45	12	01	02	0
Local Cuisine	50	10	0	0	0
Local Life Style & Costumes	35	05	05	10	05
Cultural performances and Handicrafts	29	09	11	10	1
Safety and Security	32	12	07	08	1

Local cuisine is the component which was assigned with highest rank by the majority of the tourists which is followed by hospitality and Local life style and costumes. While analyzing the overall responses, almost 50 per cent of the tourists have assigned rank 1 for all the components. The high satisfaction level of the tourists can be seen as a positive sign for the development of homestays as a mode to strengthen the sustainable development of community. Six indicators were used to measure the level of sustainability in the development of communities where these establishments are located. The responses are elicited through close examination of the community activities as well as through unstructured interview with household members. The responses are summarized in table 2.

Table 2
Summary of Unstructured Interview with Community Members

Indicators	Responses and Analysis
Community Education	Kerala is famous for its high literacy level. The growth of tourism makes further improvements in the education level of people. Most of the respondents express their pleasure stating that the income from running the homestays helped meeting the higher education expenses of their children without taking educational loans from the banks.
Income Generation	Most of the households interviewed operate homestays as supplementary sources of income. Many of them are either doing traditional jobs or working with government or private sector. The additional income generated through homestays makes a fair improvement in their per capita income and overall quality of living
Carrying Capacity	Most of the households have two or three additional rooms which are being used as homestays. These are letting out to tourist on twin share basis which are at no cost disturbing the carrying capacity of the region
Self Reliance in Food Production	Almost all the units have their own kitchen garden which provides essential vegetables for the use of household as well as tourists. Some of them own milking cows which is a source fresh milk products. Those who don't have cows depend own cooperative societies for milk and milk products. A few of the households have small ponds in the premises which are used for growing edible fishes
Fuel Consumption	Even though majority of them depend on LPG for cooking, a few of them have bio-gas production using cow-dung and organic house house-hold waste. The local self governments are providing assistance for bio-gas production
Promotion of Cultural Factors	Evenings in these accommodation units are live with performance of local art forms. When some households arrange cultural programmes by using family members, others take assistance of arts clubs in the villages which ensure additional income to the artists. Many of these units encourage tourists to buy traditional handicrafts as souvenirs which in turn promote those items.
Waste Management	Single use plastic materials are banned in these units. In the local shops also paper bags and leaves are used for carrying household items. Organic wastes are used either to produce bio-gas or used as fertilizers in the kitchen garden. Non-degradable wastes are collected by local self governments and disposing it properly.

All the above indicators are strong enough to conclude that the communities are in process of attaining sustainable development.

Documentation of Best Practices

The study analyzed the best practices prevailing in the homestay sector of the state which could be followed by other states also for the comprehensive development of the sector. It has been found that these accommodation units are planned in a more sustainable way comparing to the traditional hotel accommodation sector. Some of the best practices are as follows:

- Artificial constructions are less since homestays are extension of residential buildings. Some of them are even having ancestral look which gives a traditional touch.

- The guests are allowed in the kitchen and are even involved in cooking so that the authenticity and cleanliness are can ensured.

- The modern kitchen equipments like mixer, grinder etc are replaced with traditional stone equipments.

- They grow vegetables and fruits in the property which makes it very green as well as guests can be provided with healthy diet. The guests are also allowed in the planting and harvesting process.

- Homestays in the state are flexible while meeting the culinary needs of the guests. More personalized dining services are available and even the special dietary requirements are met.

- Some of the homestays even encourage the foreign guests to drape themselves in traditional clothing and costumes.

- The local artisans are promoted by homestay owners to sell their handicrafts to the guests.

- The night lives in the homestay establishments are so vibrant with live performance of traditional art forms. Hence contributing to cultural sustainability.

Limitations for Further Establishments

The study reveals that there exists a favourable situation in the state for the development of homestays. Still, a couple of bottlenecks stand in the way of further development which hampers the sustainable growth of the community. Few of them are discussed below.

- Homestays are still considered as unstructured segment unlike hotel industry. Currently, it is more by word of mouth or local travel agencies that these segment gets most of the business It is not yet fully structured

- Homestay is an established concept abroad; it is not yet well-known in India. The full potential of the segment can be tapped only if it is established as a concept in the country.

- Most of the homestays in the state are located in remote areas. The roads and transport system connecting them from the city centres are not well enough to influence to choice of the tourists

- Government of Kerala is trying to bring this sector in the front line along with the hotel sector. Still lack of proper co-ordination is evident from the words of the community members.

- The absence of a proper data base of homestay accommodation units also hinders the growth of such establishments

Conclusion

The Indian tourism market is huge and it has numerous things to offer. The concerned stakeholders have to exploit and reap the benefits. While doing so ultimate care should be given to divert the benefits into the local community. A tourism plan which incorporates the interests and values of the community has far reaching benefits. Though Home-Stay is a micro tourism entrepreneurship, it can have a major impact on the main stream tourism sector. In most of the homestay tourism destinations, there is a problem of benefit sharing among all the community members. Therefore while planning for homestay tourism development of the area, every member of the community should be taken care of for the benefit sharing mechanism which will describe the sustainable community development of the destination

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WELLNESS TOURISM IN KERALA: A STUDY ON THE TOURIST PERCEPTION TO ANALYZE THE PRE-VISIT EXPECTATIONS AND POST- VISIT EXPERIENCES.

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Abstract

The Indian Medical value Travel which has pegged at $3 billion in 2015 is estimated to become a $9 billion worth opportunity by 2019 is ensuring a positive trajectory for Health Tourism development. The Kerala Tourism statistics has revealed that around 3.58% of foreign tourists who visited the state have opted for Ayurveda and similar Wellness Treatments. In the course of branding the health tourism especially in wellness tourism, the state of Kerala has to build a brand as like in the case of other popular types of tourism in the state. The study aims to identify the 'determining factors' which decide the 'positive tourist's perception' and brand value thereto of wellness tourism by analyzing the pre-visit experiences and post- visit experiences of the wellness tourists.

Keywords: *Wellness tourism, Perception, Pre-visit expectations, Post-visit expectations*

Introduction

Tourism has been registering dynamic growth globally in terms of number of tourists engaged in travel and also with respect to the revenue generated. Many prominent destinations have been emerged worldwide along with the evolution of different types of Tourism. Now the tourism has been evolved as a potential sector which has many functional sub sectors to stimulate the local economies in ensuring overall development of many countries. According to UNWTO[1] (United Nations World Tourism Organization statistics, 2019); 10% of the world GDP (gross domestic product) comes from tourism and is ranked as world 3rd largest export sector with 7% of world exports and 30% of the service exports. As per the Indian tourism statistics[2], 2019; the number of foreign tourist arrivals (FTAs) in India has touched 10.56 million in 2018 with an annual growth rate of 5.2%. The domestic tourist visit (DTVs) in 2018 has reached 1854 million with a growth rate of 11.9% which ultimately stimulated the growth of tourism in India. Government has targeted to increase India's share

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of foreign tourist arrivals in world's international tourist arrivals to 1% by 2020 and thereafter to further increase to 2% by 2025.

The Kerala Tourism statistics, 2018; shows that there has been an increase of 6.35% in DTV and 4.2% increase in FTA when compared to the previous years. The foreign exchange earnings from tourism sector during 2018 have increased by 4.4 % to 8,764 crores. The total revenue from tourism has grown to 33383.68 crores. The ayurveda, being a wellness segment offering is having high demand in the foreign source markets. There is also much demand for medical segment (for both modern allopathic and (CAM) complementary and alternative medicine) in Kerala as the tourists from Maldives, Africa, UAE and West Asia have been increasingly coming to Kerala in the last few decades for availing the health services. All these are indicators to further strengthen the health tourism products and services in Kerala.

Research Design & Methodology

The primary data was collected from the wellness tourists (n=211) using the 'tourist questionnaire' which has been developed for the study and the internal consistency was conducted using 'cronbach's alpha' reliability analysis. The data collected were analyzed using SPSS (20.version) and various statistical techniques such as correlation, ANOVA (f-test) and regression analysis have been religiously used for the interpretation of the study.

Findings

The study identifies various factors which were influential in deciding the satisfaction of the wellness tourists in terms of wellness treatment, wellness services, wellness Infrastructure and wellness cost corresponding to pre-visit expectations and post- visit experiences. The identified value structure would be useful in building 'the wellness tourism brand of Kerala'.

Practical Implications

The study will reveal the crucial factors which determines the 'quality of wellness tourism deliverables' and attractiveness of Kerala as a wellness destination based on the 'loyalty constructs' of 'therapeutic indicators and wellness industry performance indicators' The study aims to help the destination planners to understand the basic parameters towards

developing a 'holistic health destination'.

Review of Literature

More recently, (Sweeney &Witmer, 1991) presented a holistic model for wellness and prevention namely 'the wheel of wellness' which spans across the life span that comprised of eighteen (18) characteristics. Building on this concept, the authors (Myers et.al, 2000) define wellness as being 'a way of life oriented toward optimal health and well-being' in which the 'body, mind, and spirit are integrated by the individual to live more fully within the human and natural community'. (Sheldon & Bushell, 2009) have defined wellness tourism that follows a holistic mode of travel that integrates a quest for physical health, beauty, or longevity, and or a heightening of consciousness or spiritual awareness, and a connection with community, nature, or the divine mystery. It encompasses a range of tourism experiences in destinations with wellness products, appropriate infrastructures, facilities, and natural and wellness resources. (Smith & Kelly, 2006) define six dimensions of wellness tourism based on tourist motivations and the locations where the relevant activities usually take place. These include:

- Medical/cosmetic: for example, hospitals, clinics.
- Corporeal/physical: for example, spas, massage, yoga.
- Escapism and relaxation: for example, the beach, the spa, mountains.
- Hedonistic/experiential: for example, festival spaces.
- Existential and psychological: for example, holistic centres focused on self-development and philosophical contemplation.
- Spiritual: for example, pilgrimage, new age events and yoga retreats.
- Community-oriented: for example, voluntary work, charity treks and holistic centers.

It is thus within this changing context, the birth of the notion of 'wellness' and understanding the role of both supply and demand can be traced. Wellness tourism represents a response to a global, societal, and individual desire to maintain or restore health (Bennett, King, & Milner, 2004) and to avoid illness (Dunn, 1959, Wilson, 2012, p. 68) and Puczko(2008) suggest that wellness includes elements of lifestyle, physical, mental, and

spiritual well-being, and one's relationship to oneself, others, and the environment. This can be recapitulated as follows.

- Wellness is much more than "spas", as some spa-goers are motivated by self-reward and indulgence rather than personal health. Wellness includes physical fitness, body care, nutrition and diet, relaxation, rest and meditation, and mental activity.

- It can include leisure and recreation (beauty treatments, sports, and pampering in spas); holistic activities (yoga, meditation, and spiritual activities in retreats and ashrams)

- Medical wellness where the tourist/patient is focused on improving health.

(Voigt, 2010) defined wellness as a continuous act of self-responsibility that balances the wellness lifestyle which includes exercise, nutrition, and stress management along with psychological wellbeing of happiness, personal growth, and a fulfilled life. There is, however, no agreed definition of health tourism (Rodrigues et.al, 2010). Many researchers tend to use health tourism as an umbrella term to cover all tourist activities related to health (Cohen, 2008; Connell, 2006; Garcia - Altes, 2005); (Gonzaleset al., 2001; (Hall, 2011); (Lunt & Carrera,2010); (Mueller & Kaufmann, 2001); (Voigt, 2010), while others use the terms such as healthcare tourism (Gilbert &Weerdt, 1991); (Goodrich & Goodrich, 1987); (Henderson, 2004)), medical tourism (Bookman & Bookman, 2007), or holistic tourism (Smith & Kelly, 2006). The variety of these definitions reflects the complex nature of the concept of health and the degree to which medical intervention is used. Previous studies seem to regard wellness tourism as a subset of health tourism (Gonzales et al., 2001); (Hall, 2011); (Konu, 2010); (Mueller & Kaufmann, 2001); (Voigt et al., 2010). For those who do not intend to undergo medical treatment in a hospital but want to improve or maintain their health conditions, wellness tourism seems to be an appropriate alternative.

Scope of the Study

After the outbreak of the covid - 19 pandemic, the 'holistic well being' has become the central theme of health tourism by focusing on the Indian wellness philosophies of 'rejuvenation, nutrition, balanced diet and energy therapies'. The Indian tourism sector has realized the growing potentials for 'wellness tourism' considering the inherent resources for

this type of tourism and thereby intends to offer many wellness packages in the days to come. Thus many of the Indian tourism service providers have started offering the benefits of wellness retreats and recuperation therapies. The wellness tourists who are coming to India look for traditional wellness retreat destinations as like the state of Kerala and is now looking beyond a mere spa and leisure travel. The wellness tourists in the post-covid time are looking for 'enhanced wellness opportunities and long term health benefits' and prefer for traditional wellness therapies and treatments. These tourists seek for the holistic healing of Indian wellness streams such as 'Ayurveda, Yoga, Unani, Naturopathy, Homeopathy and many more. It is also widely believed that the post-covid complications can be effectively managed by following the pathways of wellness tradition of healing and these can be integrated into the life style by taking up a wellness holiday in India which offers the holistic healing of wellbeing. The wellness wisdom of practice also mobilize the health and immunity of the health seekers by integrating the various wellbeing components such as daily physical activities, balanced diet and methods of fasting and detoxification. The core aspect of every travel is that the benefit of refreshment and rejuvenation it bestows. The wellness travel helps the travelers to unearth the traditional and natural ways of healing by realizing the nature, energy flow and self-realization of oneself. After combating with the unprecedented days of lock down and struggle for survival in the testing times of Covid -19 pandemic, the wellness holiday makes the health seekers to detoxify, eat better and regain physical fitness through a wide range of wellness retreats synergizing the mind, body and spirit.

Kerala has been projected as a complete "health destination" which is blessed with "holistic traditional and new age practices" in terms of wellness treatments/therapies and medical interventions". These emulations have been effectively promoted to establish a brand value for health tourism with the value additions of the different and varied health offerings bracketed as Complementary and alternative medicine (CAM). It is realized that such "brand perceptions" is an attractive selling point as Kerala stands first in this line by and large with the presence of ayurveda / detoxification centres, retreat centres, spas, health resorts and beauty clinics/ exfoliation centres. These centres are much popular because of its

holistic offerings and new age health care practices with conditioned service deliverables which intend to enhance the 'wellness and well-being' of the health tourists who comes to the state of Kerala. In the course of branding these, a mechanism for quality adherence should be set within a realistic framework to ensure the 'performance of the health tourism' sector in Kerala. This study intends to explore satisfaction level of health tourists by analyzing the absolute (objective) quality of services rendered against the 'tourist perception' in wellness sector around the 'brand image' which has already been marketed at the source markets.

Research Design and Methodology

The study focuses to design an effective 'research design and methodology' to reveal and analyze the performance of the identified wellness tourism indicators. The perception based study approach followed in this research intends to understand and analyse the 'pre-visit expectations and post-visit experiences and its interplays among the wellness tourists in Kerala. In other words, the destination image established, the tourist perception and the tourist satisfaction of the wellness tourism services with respect to tourism in Kerala is proportionate to the 'quality deliverables'. The study aims to help the destination planners to understand the basic parameters towards developing a 'holistic health destination' by analysing the tourist perception.

The study also intends to identify various factors which determine the success of wellness tourism in Kerala by analyzing the 'perception of wellness tourists' in 'two quality parameters' namely 'therapeutic indicators' and 'industry performance indicators' which were found to be vital in the development of wellness tourism as explained in Figure 1.

- **The therapeutic indicators (variables)** of wellness tourism services / facilities are fundamental to deliver wellbeing / relief / state of balance to the wellness tourists.

- **The industry performance indicators (variables)** of wellness tourism focuses on the system, status, institutional framework, process and delivery of wellness tourism sector which help in setting up of benchmarks for ensuring 'quality treatments / therapies' for wellness tourists.

Figure - 1
Structure of the Study
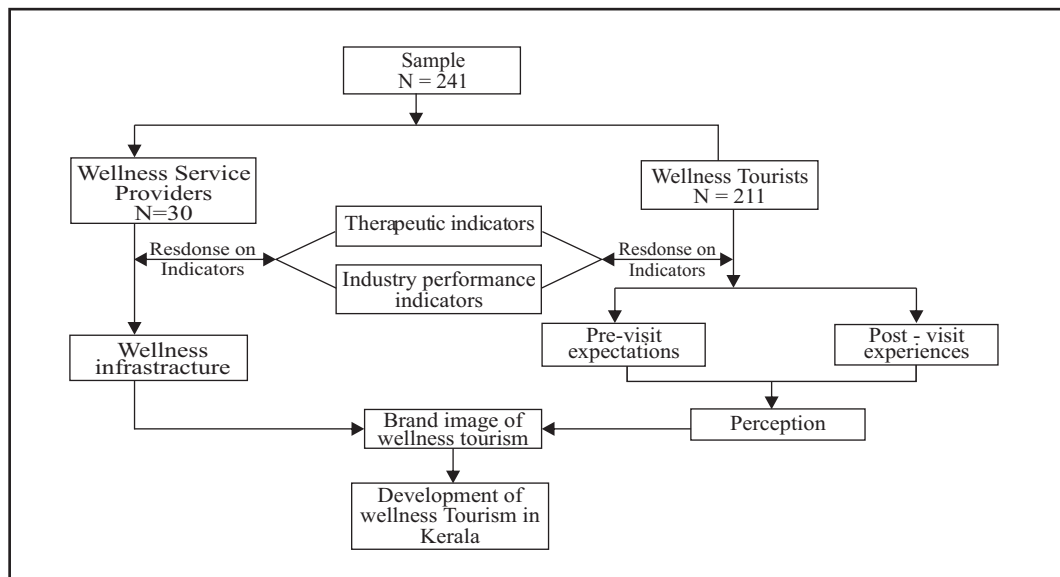
Objectives

●   To study and analyze the perception of wellness tourists in terms of wellness services opted during the course of travel to Kerala.

●   To reveal the relationship between various factors that determines the various levels of satisfaction corresponding to wellness services.

●   To put forth a model for the development of wellness tourism in Kerala.

Hypothesis

There is no significant relationship between 'professionally administered services' and its explanatory variables in determining the post-visit experiences corresponding wellness services in the supply side of wellness tourism.

Research Instruments for Data Collection and Internal Consistency

The 'tourist questionnaire' was used for collecting data from the wellness tourists for understanding the profile, diverse travel needs and travel decisions. The tourist perception in terms of the pre-visit expectations and post-visit experiences in relation to the treatments opted, therapies applied and services demanded during the various service encounters corresponding to wellness tourism in Kerala were also analyzed. The 'reliability analysis as given in table 1 of the questionnaire and the identified variables were validated using the Cronbach's Alpha reliability test. Among a sample of 100 wellness tourists, the pilot study had been conducted and the reliability was tested.

Table 1
Reliability Statistics

Sl. No	Latent variables	No. of items	Cronbach's Alpha
1	Wellness travel decisions	13	0.779
2	Wellness treatments	9	0.781
3	Wellness services	7	0.836
4	Wellness infrastructure	11	0.764
5	Wellness cost	7	0.806

As the Cronbach's alpha values of all the latent variables were found to be in the range of 'acceptable value' in terms of internal consistency and hence the questionnaire was found to be reliable.

Sampling

The researcher took the sample from across the identified 73 classified wellness centers which are providing wellness treatments/ therapies in the study area. These centers attract a majority of health tourists as these are standardized in tune with international

benchmarks for proving quality and affordable wellness services. The traditional wisdom in wellness offerings along with the insights of complementary and alternative medicine (CAM) is an added advantage of health services in these centers. Among the population of the wellness tourists who had visited Kerala, a total of 211 wellness tourists (consisting of 79 foreign wellness tourists and 132 domestic wellness tourists and 30 wellness service providers) constitute the sample of the study. Stratified random sampling method was used for collecting data for the research study.

Analysis and Interpretations of the Study

The relationships between various factors determining satisfaction of the wellness tourists in shaping the post-visit experiences corresponding to the wellness services were analyzed. Table 2 shows the relationship between different variables which were major factors in shaping the satisfaction of the wellness tourists towards 'wellness services' which were offered in the wellness establishments in Kerala. This was investigated using 'Pearson's r', which is also known as 'product - moment correlation coefficient' to know the strength and direction of the linear relationship.

Table 2
Correlations Matrix of the Satisfaction Levels with Regard to
Wellness Tourism Services in Shaping the Post - Visit Experiences.

Variance / Correlations(r)	PAS	AWS	C&PCS	F&DS	TPM	A	PC
Professionally administered services(PAS)	1	1.27	14.66	.462	2.85	5.06	15.13
approach & attitude of wellness practitioners/ staff (AWS)	.113	1	13.24	.828	1	5.38	.084
Pre-treatment counseling & post care services(C&PCS)	.383**	.364**	1	16.81	9.61	13.83	11.56
Food & dietician service (F&DS)	.068	.091	.410**	1	18.49	35.88	27.98
Technology in patient management(TPM)	.169*	-.100	.310**	.430**	1	49.42	29.0
Accommodation (A)	.225**	.232**	.372**	.599**	.703**	1	42.51
Personalized care(PC)	.389**	.029	.340**	.529**	.539**	.652**	1

**. Correlation is significant at the 0.01 level (2 - tailed).
*. Correlation is significant at the 0.05 level (2 - tailed).
c. Listwise N = 211

Table 3
Regression Model Summary for Identified Variables
in Satisfaction Levels Corresponding to the Wellness Services

Model	R	R^2	Adjusted R^2	Std. Error of the Estimate
1	.536[a]	.288	.267	.420

a. Predictors: (Constant), Personalized Care, Approach & attitude of wellness practitioners/ staff, Pre-treatment counseling & post care services, Food & dietician service, Use of technology in patient management, Accommodation.

Table 4
Regression Statistics (t-test) on the Factors Which Determines
Satisfaction in Shaping Post - Visit Experiences in Terms of Wellness Services

Model		Un-standardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. error	Beta			Tolerance	VIF
1	(Constant)	3.192	.418		7.639	.000		
	Approach & attitude of wellness practitioners/ staff	-.035	.078	-.033	-.455	.650	.668	1.497
	Pre-treatment counseling & post care services	.348	.066	.381	5.263	.000	.668	1.497
	Food & dietician service	-.226	.057	-.309	-3.934	.000	.565	1.769
	Use of technology in patient management	-.095	.092	-.095	-1.029	.305	.409	2.445
	Accommodation	.042	.081	.057	.518	.605	.287	3.483
	Personalized care	.302	.057	.438	5.332	.000	.518	1.931

a. Dependent Variable: Professionally administered Services

The unique contributions of each of the variables were presented in the table 4. The summary was presented to identify which of the variables (response variable (constant) and explanatory variables) included in the model have contributed to the prediction of the dependent variable (professionally administered services) which is regarded as the most important factor in determining the levels of satisfaction which influences the tourist perception on wellness tourism in Kerala. The variance inflationary factor (VIF) for each explanatory variables corresponding to the response variable is less than 5 (VIF<5), which indicates that there is no existence of multi collinearity.

As the column of the standardized coefficients in the table (6.43) shows, the Pre-treatment counseling & post care services (β=0.381, t=5.263, P<0.01), Food & dietician service (β=-0.309, t=-3.934, P<0.01) and Personalized care (β=0.438, t=5.332, P<0.01), made significant contribution in explaining the 'professionally administered services' when the variance explained by other variables in the model was controlled for. On the other hand, approach & attitude of wellness practitioners &staff (β=-0.033, t=-0.455, P>0.05), use of technology in patient management (β=-0.095, t=-1.029, P>0.05) and accommodation (β=0.057, t=0.518, P>0.05 were found not to make any significant contribution to the dependent variable. For the test of statistical significance of the result, the regression ANOVA (F-test) was performed and the summary was presented in the table (1.5).

Table 5
**ANOVA Summary for the Prediction of the Factors Determining
Satisfaction in Shaping Post - Visit Experiences in Terms of Wellness Services.**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.544	6	2.424	13.731	.000[b]
	Residual	36.015	204	.177		
	Total	50.559	210			

a. Dependent Variable: Professionally administered Services b. Predictors: (Constant), Personalized care, Approach & attitude of wellness practitioners/ staff, Pre-treatment counseling & post care services, Food & dietician service, Use of technology in patient management, Accommodation

From Table 5, the analysis of the results of multiple regression for the prediction of 'Professionally administered Services' with various explanatory variables were found to be statistically significant at F (df - 6, 204) = 13.731, P<0.01. Hence, at 0.01 level of significance, the null hypothesis is rejected and concluded that the following explanatory variables (pre - treatment counseling & post care services, food & dietician services and personalized care) were found to have significant linear relationship with response variable (professionally administered services). Therefore the fitted linear model is valid.

Findings and Suggestions of the Study in Terms of Wellness Services

The analysis explains the relationship of various factors which were influential in making the levels of satisfaction among the foreign and domestic wellness tourists in shaping the post - visit experiences corresponding to wellness services. There were no significant differences between foreign and domestic tourists corresponding to wellness satisfaction levels in shaping the post-visit experiences with respect to wellness services.

The 'professionally administered services' have significant moderate positive correlations with 'pre - treatment counseling & post care services' and personalized care. The 'approach & attitude of wellness practitioners & staff' had significant moderate positive correlations with 'pre - treatment counseling & post-care services'. The 'pre-treatment counseling & post care services' has significant positive moderate correlations with 'food & dietician service', use of technology in patient management, accommodation and personalized care. (Table – 1.2). The multiple regression results summarized in the (table- 1.3, 1.4 and 1.5), explains the degree of relationship between various influential factors on levels of satisfaction with respect to wellness services in shaping the post-visit experiences. It was found that the pre-treatment counseling & post care services, Food & dietician service and Personalized care, made significant contribution in explaining the 'professionally administered services'.

It is suggested that along with the quality of wellness treatments that has been offered in every wellness establishments, the wellness services should also be stabilized in terms of wellness tourism in Kerala. This ranges from approach and attitude of the wellness staff, food & dietician service, patient management system and personalized care.

Model Developed for the Growth of Wellness Tourism in Kerala

This research has been undertaken to understand and analyze the demand patterns and supply aspects of wellness tourism in relation to Kerala. The research objectives of this study has been focused entirely on the established notions of wellness tourism system ranging from the source markets, global trends and changes in socio, economic factors along with psychological and physical needs which influences the travel decisions of the wellness tourists. (Crompton, 1979); (Mayo & Jarvis, 1981). Factors on the demand and supply aspects of the model interact with one another either directly or indirectly to influence the choices of the wellness tourists during the selection process and the significance of each factor varies accordingly. The destination selection process of wellness tourism are related to the tourist's assessment of destination attributes and the 'perceived quality' of treatments/ therapies along with other auxiliary services which have been offered at the destination. (Kozak, 2002).

Figure 2
Model Developed for the Development of Wellness Tourism in Kerala.
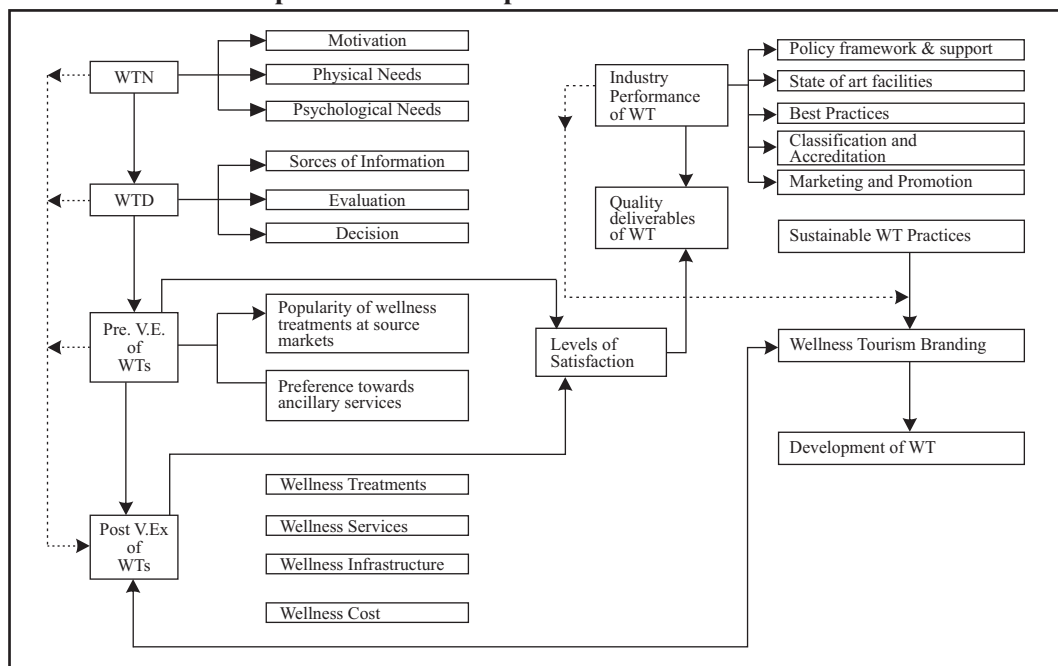
As explained in the figure 2, the wellness travel needs (WTN), wellness travel decisions (WTD) and the evolved pre-visit expectations of the tourists will have a direct impact in shaping the levels of satisfaction after availing various wellness tourism products and services in Kerala as part of customer exchanges/ encounters. The tourism motivators in travel decision model had incorporated the various factors which shape the push factors in tourism. As presented in the figure 1, the motivation, physical needs and the psychological needs of the wellness tourists have direct effects on wellness travel needs (WTN). The identification of various sources of information, evaluation of these sources and choosing a destination and the decision corresponding to wellness travel constitutes the wellness travel decisions (WTD). The term demand in the proposed model figure 2 reveals the factors that affect tourist decision in terms of the wellness destination and the offered deliverables of wellness products and services. These demand factors represent the expectation of potential wellness tourists in relation to the wellness travel needs (WTN), which ultimately will be applied in making wellness travel decisions (WTD).

The supply side of the model encompasses all of the efforts, facilities, and services offered by the wellness tourism host destination. All these play a major role in shaping the pre-visit expectations of the wellness tourists. The authenticity of the traditional wellness treatments/therapies along with service standardization plays a major role in 'branding the wellness tourism' at source markets. These factors will have forward and backward integration with the 'popularity of the wellness products / services' of wellness tourism along with 'ancillary services' in the tourism sector. All these plays a crucial role in determining the pre-visit expectation and the corresponding levels of satisfaction of the wellness tourists.

As depicted in the figure 2, the post - visit experiences are derived out of the therapeutic indicators such as wellness treatments, wellness services, wellness infrastructure and wellness cost. Also, the industry performance indicators such as policy framework & support, state of art wellness facilities, best practices in tourism sector, classification & accreditation and marketing & promotion also determines the quality of deliverables corresponding to wellness tourism supply chain. In that way, the therapeutic indicators and industry performance indicators will have direct effect on the levels of satisfaction corresponding to the post - visit experiences and also the pre-visit expectations based on the

perceived quality of wellness products and services. Thus, the derived 'sustainable wellness tourism practices' thereto will have an impact on the 'quality of wellness tourism deliverables' by the augmentation of the therapeutic and industry performance indicators. All these, correspondingly plays a significant role in establishing the 'wellness tourism brand' thereby enabling the overall development of wellness tourism in a given country.

Conclusion

The wellness destinations must have specific considerations in planning so as to conserve the innate qualities of the traditional wellness therapies once it is marketed in the parlance of tourism. This has to be continued at the marketing and promotion stage by effectively targeting the desired group of wellness travelers. Kerala has enough potential to foster itself as a well acclaimed up-market tourism destination and this can be achieved by integrating tourism with other niche segments of the tourist economy like health and wellness segments which can attract more dedicated and product oriented tourists over a longer period of time and with high spending capacity. To achieve the billion dollar mark in health tourism, the state of Kerala needs a thoughtfully devised strategy which improves the 'health infrastructure' duly supported by marketing efforts. The wellness treatments/therapies and similar wellness orientations will help the wellness tourists to develop a positive outlook and channelize the followers to stay healthy and proactive. The study signifies the various 'wellness service standardization parameters' which were detrimental in deciding the 'satisfaction of wellness tourists' in shaping the pre-visit expectations and post-visit experiences of the wellness tourists while availing the 'wellness deliverables.

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SUSTAINABLE TOURISM AS A GATEWAY FOR WOMEN EMPOWERMENT – A MICRO LEVEL ANALYSIS OF URAVU - AN INDIGENOUS SCIENCE AND TECHNOLOGY STUDY CENTRE IN WAYANAD

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Abstract

The development of Tourism Industry contributes to eliminating the divide between women and men in society. Women have been motivated by the industry as work prospects. Their involvement in business and the active involvement through leadership in tourism have made them stand their own feet. The concept of sustainable tourism mainly focuses on low impacts on the environment and local culture and positive experience for local community people. Empowerment of women through sustainable tourism had resulted in positive impacts on the socio-economic, cultural and sustainable development of the locals in a particular destination or region. Uravu is a non-profit organization set up with the aim of rural empowerment. It is located in the Wayanad District of Kerala and is considered as the main center for bamboo products. The aim of this study is to investigate into the role of Uravu in empowering women with focus on economic and social empowerment. The study is based on primary data which was collected using questionnaires, group discussion, interviews, and also through direct interactions.

Keywords: Uravu, Sustainable Tourism, Women's empowerment, Wyanad

Introduction

From centuries ago the process of empowering women began. But still this may be the most discussed issue in our present society. Majority of the people think that women are the weakest link in a society. In fact they are not weak. Most people around the world, including India, think women are vulnerable. Today, several legislative acts have also been passed by many countries to ensure women's empowerment. But do you think women are empowered? The majority of them have been suffering from disability, discrimination, injustice and inequality all over the world. Once Nehru said, "Women should be uplifted for the upliftment

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of the nation. If a woman is uplifted, society and nation is uplifted." The empowerment implies the ability of a women to make decisions with regard to their life and work and giving equal rights to them in all spheres like personal, social, economic, political, and legal. Empowerment is a multi-dimensional process which should enable individuals or a group of individuals to realize their full identity and powers in all walks of life.

The tourism industry is one of the best options for empowering women in changing the lives of poor women, enhancing incomes, and increasing their self-esteem. There are a number of tourism related projects that support women's empowerment. Compared with other global industries, travel and tourism employs a higher proportion of women and has more businesses owned or managed by women. It also gives more opportunities for women's entrepreneurship and leadership. Tourism is increasingly being seen as a means of economic development and the United Nations designated 2017 as the Year of Sustainable Tourism Development. The emergence of the Women Entrepreneur's Financing Initiative (We-Fi) in 2017, a USD1 billion fund for women entrepreneurs to be housed at the World Bank that provides a means of promoting opportunities for women when developing tourism projects. Uravu is a Non-profit NGO established in 1996 located in Thrikaipetta village of Wayanad District, Kerala, Set up with the Aim of Rural Empowerment through Sustainable Solutions. In this study, we try to evaluate the role of URAVU as a sustainable development NGO for Women empowerment.

Review of Literature

A thorough review of the literature of the past research studies and concepts has been used to study the various aspects of women empowerment and sustainable development. Though voluminous literature is available in these areas, only a few important related works are reviewed. A review of earlier studies on issues relevant to the research problem undertaken is attempted in this study.

(Nayak et.al, 2009) researched Women Empowerment in India. This study reveals that women of India are relatively disempowered and they enjoy a somewhat lower status than men despite many efforts undertaken by the government. A gender gap exists in access to

education and employment. Household decision-making power and freedom of movement of women vary considerably with their age, education, and employment status. It is found that acceptance of unequal gender norms by women are still prevailing in society. More than half of the women believe a wife-beating to be justified for one reason or the other. Fewer women have the final say on how to spend their earnings. Control over cash earnings increases with age, education, and with a place of residence. The study concludes that education and employment are only the enabling factors to empowerment, achievement towards the goal, however, depends largely on the attitude of the people towards gender equality.

According to (Guleria, ý2010), Women empowerment is an important tool to bring about the required social changes in the society and the mindset of the people. To empower any woman of a society it is pertinent to first make her aware of her rights and correct role. The topic under research is the direct fallout of the ill-treatment meted out to women in India and the prevalent social situations adverse to women. It's a well-acknowledged fact that the media has played a proactive role in highlighting women's problems and thereby compelling the policy maker's to devise ways and means for women's development.

(Rajamani et.al, 2013) states that Women empowerment is one major issue of this age. Various international organizations, and governments are engaged in empowering women economically, socially, and politically. United Nations World Travel Organization implemented an action plan for empowering women through tourism. As far as Sikkim state is concern, tourism is one of the main sectors in the state and contributing to income and employment to people. In this context, the present study examines the contributions of tourism in women's empowerment in Sikkim. The study is based on secondary data. A statistical test shows there is a difference in the participation of male and female workforce in tourism in the state. Out of the total workforce in tourism, only 30 percent of the workforce is female, which is less than that of the average female workforce of the state (34 percent). Further, there is wide scope for women's empowerment through tourism in Sikkim. The steps should be taken by the government, banks, NGOs, Self - Help Groups, and so on to

encourage and facilitate women in tourism - related activities.

(Ramchurjee, 2011) in his paper conducted a research on challenges faced by women in tourism sector. His importance of women in the tourism sector analyzes and evaluates the reasons for and constraints to women's vertical mobility while addressing the issue of how tourism affects their activities. More specifically it investigates issues concerning the access to natural resources by women. In addition to this, the paper discusses the new opportunities for income generation that the tourist market might provide for women in both informal type employment arrangements and informal sector activities, such as handicraft production. The present study looks at the following conditions and how they affect the lives of women in tourism: 1) Income generation and poverty alleviation through tourism development 2) Participation in tourism planning and management 3) Women rights - stereotypical images of women 4) Sharing experiences and networking.

Methodology

The present study is mainly intended to find out the role of Uravu in empowering women through sustainable solutions. The level of systematic study depends upon the proper collection of the data. The data has been obtained by both primary and secondary data. The application of scientific tools is essential for ideal research. The primary data has been collected through adopting various primary data collection techniques especially such as personal observation and direct interviews with women workers and trust members at Uravu, in Thrikaipetta. Apart from the primary data, secondary data were also used to draw inferences.

Role of Sustainable Tourism in Empowerment of Women.

Sustainable tourism is the one that establishes a suitable balance between the environmental, economic, and socio - cultural aspects of tourism development and plays an important role in conserving biodiversity. It attempts to minimize its impact on the environment and local culture so that it will be available for future generations while contributing to income generation, employment and conservation of local ecosystems.

During the twentieth century, the tourism industry continued to grow in the world and it provided economic benefits like revenue generation and employment opportunities. However this uncontrolled economic growth of the tourism industry resulted in both positive and negative impacts. On one side, the positive impacts include revenues for the local community, employment, the development of infrastructure (economic), the contact between different civilizations, learning new languages and about new cultures, the increase of the quality of life, promoting a global community (socio-cultural) and the protection and conservation of regions/landscapes (environmental). On the other side, the negative impact includes seasonal jobs, financial leakages, and inflation (economic), losing traditions, standardization of societies, the import of bad habits, brought by the tourists (socio-cultural), pollution, and expansion of the built environment in the natural one (Bac, 2013). Taking into consideration the above points, the World Tourism Organization launched the concept of Sustainable development in tourism. There are three core elements that need to be harmonized in order to achieve sustainable development namely economic growth, social inclusion, and environmental protection. Sustainable development aims at eradicating poverty through, in particular, creating greater opportunities for all, reducing inequalities, raising basic standards of living, and fostering equitable social development and inclusion.

The UN General Assembly adopted in New York on 25 September 2015 the resolution on the post-2015 development agenda entitled "Transforming our world: the 2030 Agenda for Sustainable Development". In that seventeen goals of sustainable development, the fifth goal is explaining about "Achieve gender equality and empower all women and girls" and that mainly focused on Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life, Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance, and natural resources, in accordance with national laws, etc. Increasing power and control over natural resources: Women in developing nations are usually in charge of securing water, food, and Fuel and of overseeing family health and diet. For this reason, they

tend to put into practice whatever they have learned about preserving the environment and natural resources. sustainable tourism development could be a tool to introduce environmentally-conscious practices within Livelihoods by stressing the importance of conservation and sustainable practices within the environment so that it can function as any Kind of tourism supply and thus as a new income generator. Further, by learning and improving techniques of crop planting and other types of production, women can become suppliers within the value chain production for the tourism market.

Uravu as a Sustainable Development NGO

Uravu is a nonprofit trust established in 1996, with the aim of Rural Empowerment through Sustainable Solutions. URAVU works with people, governments, and businesses to facilitate initiatives with the prime motive of sustainable development and implements focused end-to-end programs in the bamboo sector. Situated amidst the green hills and paddy fields of Thrikaipetta, Uravu started as a collective of individuals who were determined to make a difference in the lives of the rural poor by protecting traditional knowledge systems and technologies which are environment friendly and promoting them as an alternative source of livelihood. And this NGO showed us the importance of bamboo in meeting the core objectives of reviving traditional knowledge, protecting the environment, and generating an alternative source of livelihood. Bamboo forests have many environmental benefits because they function as carbon sinks, produce oxygen, control soil erosion, provide organic matter, regulate water levels in watersheds, conserve biodiversity, beautify the landscape, and essentially contribute to the purification and regulation of the environment. Nowadays the above-mentioned things and keeping the sustainability of bamboo plants are major issues moreover, the bamboo-based works in India generally caste-based occupation. In Kerala, mainly the Indigenous People carried out bamboo work but this bamboo craft was affected by modernization. These understandings led Uravu to venture on sustainable developing bamboo plants and bamboo craft beyond caste barriers and make it applicable to all classes of people.

Now The Thrikkaipetta village in Wayanad district is known as the Heritage Village of

Bamboo, the only one of its kind in Kerala. The village can now boast of a heritage built around bamboo, the green gold. In the homesteads in the village, small farmers cultivate several species of bamboo and reap substantial secondary income. There are a couple of innovative bamboo houses, bamboo bridges, and even a bamboo bus shelter in the village. There are a demonstrative bamboo grove and bamboo cottages built in it that receive tourists. In one corner of the village, there is a community centre built entirely of bamboo where the villagers now hold their community meetings. This routing of bamboo in the psyche and economy of the village and the recovery of a sustainable mode of living and production is one main feather.

The Programs of Uravu

- Uravu runs a bamboo nursery, supplies planting materials of varied bamboo species to local farmers and conducts bamboo planting programs.

- Establishing sustainable rural micro enterprises based on processing and value addition of local, natural resources is the major challenge taken up by Uravu.

- Uravu works mainly with bamboo, the "Green Gold," the "resource of the 21st Century," and implements end-to-end programs in the bamboo sector.

- The focus of Uravu is on developing bamboo processing skills among rural women through training programs and introduction of appropriate tools, technologies and processes.

- Uravu conducts design development and product diversification programs for artisans and runs a Common Facilities Centre for bamboo processing.

- Uravu provides various escort services for stabilizing producers' self-help groups and micro enterprises. Uravu Eco Links Ltd., a public limited company promoted by Uravu trust members, assists producer groups in marketing their products in various markets.

- Uravu conducts diverse programs in the Thrikkaipetta village including the Bamboo Village Program for demonstration of applications of bamboo, community - led eco - tourism, annual Jackfruit Festival, Travelers' Forest Program etc. Uravu also

promotes farmers' self - help - groups, floriculture groups etc.

Today Uravu is known as one of the best model NGOs in Kerala and it has matured as a Knowledge center of Bamboo - a one - stop point for Bamboo solutions - that spearheads the development of bamboo sector beyond the state.

Participation of Uravu for Empowering Women with Particularly Focusing on Economic and Social Empowerment.

Women's empowerment based on five components, which are: Women's sense of self-worth, Their right to have access to opportunities and resources, Their right to have the power to control their own lives, both within and outside the home, their right to have and to determine choices, Their ability to influence the direction of social changes to create a better social and economic order, national and internationally. Taking this all in mind empowering women is not about employment opportunities instead of helping them to make their own decisions. Thrikaipetta village is the best example of women empowerment in Kerala. Uravu established in 1996 at thrikaipetta village, Wayanad, Kerala is an NGO that strives for rural women empowerment through sustainable solutions. Uravu has trained and established 16 SHGs units in Wayanad that depend on bamboo handicrafts as their primary source of livelihood. Out of 16 units, one t is a tribal unit that is only focusing on the empowerment of the tribal community.

Around 200 artisans are working under uravu in that 90% of women workers. Also, there is no age limit for workers and students, the uravu allows doing the job part-time for earning money on vacation. The plus point of this NGO is that no work pressure or target is assigned to them although the duty time is from 8:30 am to 5 pm each individual can take as much time for finishing their products. It has helped tremendously to improve the social status (Evolved micro - enterprises wherein women from different caste, class and community groups work together, removing caste-based perceptions on the occupation, Establishing enterprises has led to the empowerment of women, especially those from Scheduled Castes and Scheduled Tribes background) and economic status (Organized viable

women's SHGs / Micro Enterprises / Cooperative Societies to provide livelihood sustenance to over 150 Below Poverty Line families, Ensured forward and backward linkages for the production units by establishing the Common Facilities Centre and tie-ups with various marketing agencies, Built business development linkages at local, regional and national levels) of rural women by removing caste-based perceptions in the occupation. Per day income levels have risen from Rs. 20 - 30 in the 1990s to Rs. 250 – Rs. 1500 now. The uravu offers many training programs for their employees from different part of India (mostly Tripura and Assam) this gives many new skill and techniques in creating bamboo-based products and also they conduct on-demand training and workshops to meet the aspirations of different groups – rural unemployed youth; tribal communities; school children; design and architecture students and professionals, etc Women and their family in thrikaipetta village, they are happy with uravu; because uravu is the only one NGO which given a meaning for their life. Now around 100 families depend on bamboo-based actives as their primary income source in Thrikaipetta village alone today, transforming the whole village economy.

Discussion and Conclusion

Empowerment is a process of transformation that enables a woman to exercise freedom, capability, to identify her strengths, power to use her resources skills to challenge and transform her resources and skills to participate in the decision - making process. The results of this study suggest that sustainable development through uravu as an NGO program significantly influenced women's participation actively and empowered them socially, psychologically, and economically at thrikaipetta village. Moreover, this study also suggests that the Village can be a form of sustainable tourism destination and development. The findings of this study have indicated that sustainable mode of livelihood activities at thrikaipetta empowered women by uravu as an NGO in the following manners: Uravu focus on the empowerment of rural women. Their aim is to train and provide them with opportunities for self-employment to improve their social and economic status. At uravu, out of 200 employees, 90% are women workers; it is observed that uravu follow fair payment for all their employee. There is no discrimination between women and me. The payment is

based on the Piece rate system. Focusing only on empowering rural women, uravu established 16 SHG's, In that, one is especially for tribal women empowerment. Moreover, the NGO provide skill development training and workshop to employees at uravu as well as students from various part of Wayanad to improve their social and economic status by the expert from various part of India.

t is observed that the majority of women respondents (79.25 percent) are satisfied with the government and NGO's efforts for improving women's living standards. Also, the workers of the organization are encouraged for creating their designs and also appreciated for self - designed products rather than given designs by the NGO. After careful evaluation, the majority of women respondents are satisfied with uravu and its efforts for improving women's living standards. The fair majority of women respondents experiencing change themselves after joining various programs started by uravu. These organizations are becoming very important for women and trying to make women socio - economically empowered. Although based on the personal interview with the workers at uravu there are some negative aspects; it is that no safety methods are given to the employees especially when they are handling machines for making bamboo - based products and some machines are unfamiliar to the employees who are using it so this will leads to an accident and another major problem of making bamboo products is that the dust coming from the wood creates allergic problems to the workers. To overcome this, no equipment is provided by the organization. The fair majority of women respondents that the uravu is not arranging or providing any medical facilities or insurance policy for the employees who are working in the organization.

The results of this study suggest that sustainable development through uravu as an NGO program significantly influenced women's participation actively and empowered them socially, psychologically, and economically at thrikaipetta village. Moreover, this study also suggests that the Village can be a form of sustainable tourism destination and development. Uravu plays a vital role in the empowerment of women through sustainable development activities and has always been pioneers and innovators covering new fields, consumer

protection, women problems and issues, drug - abuse, tribal welfare, environmental degradation, family planning, rural development, etc. but also they are lack in the independent source of funds and support of the Government as well as other funding agencies for the welfare and development of women. So the NGO must include government fund sources and awareness programs for the welfare and development of rural women. Finally, we see empowerment as multi - multidirectional social processing that helps people achieve control over their own lives. It is a process that promotes power in people for use of their own lives, their communities, and in their society by acting on issues that they define as important.

In light of the study, results and discussion, the following recommendations were derived from Uravu that strives for rural empowerment through sustainable solutions to help/improve the performance of women beneficiaries:

- Uravu should provide more opportunities and support for women entrepreneurs for the upliftment of rural women. And also they must increase the number of credit facilities to women entrepreneurs.

- The NGO should arrange safety equipment for the staff to avoid health problems and also should offer the medical facility for their staff.

- The Uravu must provide insurance policies for all their staff, who are completed more than one year. This will encourage the employees and also gives them a good working environment.

- Uravu should conduct more general awareness among women not only in thrikaipetta village but also in the whole Wayanad district.

- Uravu, as a rural woman centric NGOs must formulate a strategic approach which will expand their scope towards reaching women and empowering them.

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SOCIAL MEDIA IN TOURISM: A MARKETER'S PERSPECTIVE

Shruti Gulati*

Abstract

Social media has spread like wildfire in every aspect of one's life. Starting from socializing to shopping we see social media all around us. No industry has been able to save itself from the after effects of these ever growing networking platforms. With successful business engagements through social media, almost all firms are tempted to experiment in the online domain with launching their own respective social media handles. This is seen to be the new trend in the tourism industry as well. While tourists love to gain information, crack the best deals and have a virtual experience, tourism marketers are leaving no stone un turned to capitalize on the ever rising popularity of social media. While there is an enormous advantage of having this as the cheapest source of marketing for firms and information for tourists. The negative concerns with respect to this technological shift cannot be ignored. This study aims to review literature of the prevalent trends of dynamism witnessed in the tourism industry due to technological advancements and social media.

Keywords: Social media, User generated content, Technology, Consumer, Marketer

Introduction

"You are what you share."

- Charles Lead beater, We Think: The Power of Mass Creativity

This quote by Charles Lead beater has prophetically turned into a realty with today's craze of social media. Social media has changed the basic ideology of people. Starting from what they wear, what they eat, where they go is all dominated with their social image on various social media platforms in the form of profile. Social media is soon becoming the public space of users to show off. The latest trend is seen with tourists taking over social media. Urban dictionary has given birth to various new words to describe internet travel enthusiasts. Some of them are "wanderlust" i.e. a feeling where a person wants to wander around the whole world, travel goals which are setting high standards of travel aspirations, and "travelista" i.e. tourists who travel in style. Following the trend, marketers also believe in the same ideology of sharing their products, services and popularity through social media so

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that now platforms like Facebook Shop, and Instagram Shop allows the merchant to setup a virtual shop on these platforms where customers can directly get in touch with the firms.

Tourism industry has also witnessed a revolution with this growing trend of internet oriented platforms and social media. Traditional travel firms have seen to be transforming with the technological advancements from mere travel agents offices to the new brick and click system of businesses where the click now works on a "web 2.0" interface. For example, in Indian tourism market, leaders such as SOTC, Dpaul'z and Carnation travels have redesigned their web platforms allowing space to user generated content making them a social media platform. On the other hand there are the new era travel websites such as Trip Advsior, Booking.com, Makemytrip, Trivago that have launched their portals for providing travel services such as offering packages, seeking quotes, allowing booking and also providing authentic reviews from fellow users on the valid customer experiences of the hotel property, services and destinations.

Various forms of social media such as blogs, forums, social networking sites etc. affect the tourist's behaviour differently. Where some platforms such as blogs are useful for feedback and personal experiences, some are used for electronic word of mouth publicity. Social networking web sites such as Facebook and Instagram allow tourists to share photographs, videos etc. As a whole social media is impacting the tourism and its consumers i.e. the tourists immensely. With the rise of such high usage amongst tourists, tourism marketers are also taking a cue for strategizing their marketing campaigns accordingly so as to tap the attention of the new internet era.

Objectives

The objectives of this study are as follows:

- To understand the nature of tourism industry.
- To highlight the evolution and rise of social media.
- To evaluate the positive and negative impact of social media in tourism.
- To understand the applicability of social media with global examples.

Research Methodology

This is a conceptual paper based on thorough literature review from books, reputed journals, newspaper articles academic theses and online libraries. A descriptive approach is followed to understand the "Social Media in Tourism: A Marketer's Perspective"

Tourism

People have more than often traveled from their home town to newer places since their very existence for various reasons such as leisure. But it is only in 19th century that tourism was evidently found as a distinct activity (Hunt & Layne, 1991). Tourism means differently to different people. From 1905, when the first definition of Tourism was launched by Guyer Feuler, tourism in itself has undergone transformation with various kinds of tourism emerging. The most important characteristics of tourism are its nature to be experiential along with being intangible (Xiang, Magnini, & Fesenmaier, 2015). The basic essence of tourism can be defined by the following definition given by UNWTO: "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes" (UNWTO, 2017).

Tourism in today's time is found to be crossing the domestic geographical boundaries and is expanding to international destinations. (Mason, 2015) also the purpose of travel has been continuously finding new avenues than just leisure such as socialising (meeting friends, family and acquaintances), medical treatments, religious inclinations etc. Tourism product is a different product that lacks "direct experience" meaning it can't be felt, evaluated before its actual consumption and thus there is lack of knowledge of perceived benefits. (Schmallegger & Carson, 2008) Traditional tourism has been relying on 'intermediaries' often referred as travel agents or tour agents (Xiang et al., 2015). The job of these agents would be to help tourists with their desired touristic experience (Marshall, 2005). The tourists highly relied on the information provided by these travel agents only (Xiang et al., 2015)

Tourism has a broad horizon of activities under its umbrella and different people may choose to travel for fulfilling different needs. In a study (Zatoriin, 2013), it was identified that there are various possible experiences that a tourist can participate in such as winning over

acrophobia with bungee jumping, spending quality time with family or a romantic getaway with a partner, or enriching knowledge through music or painting lessons or enjoying the aesthetics with nature walks. (Michalko & Ratz's, 2005)

Social Media

"People who smile while they are alone used to be called insane, until we invented smart phones and social media."

– Mokokoma Mokhonoana

The evolution of social media dates back to 1990 where in Tim Berners - Lee had come up a combination of developments that resulted eventually into the whole concept of internet. The first was HTTP which stands for Hyper Text Transfer Protocol. This was the mechanism through which communication between computers would take place in the present of internet and was the initial set of codes. Second in which line was Universal Resource Locator which had addresses stored. Finally came in something which is most commonly used in the internet dictionary, World Wide Web. This was the very first web browser that came into existence and paved way for the internet revolution. The use of 'www' required a sophisticated language to format the web pages which was finally fulfilled by the Hyper Text Markup Language (HTML). Soon there were conferences, consortiums that discussed the future scope of internet and its global reach. The most significant consortium that discussed them atters of the web was World Wide Web Consortium (W3C) Internet was finally defined as "a global hypertext project that enables people to work together by combining their knowledge in a web of hypertext documents" (World Wide Web Consortium - W3C, 2009). Internet soon became the hub of information, media, entertainment etc. Ever since the launch of Google in 1998, it was just not restricted to the content of its own web site but many web pages and data bases. Internet usage saw its massive expansion with the invention of smart devices such as mobile phones, tablets and similar devices.

"Internet of things" was a concept that was introduced by Di Nucci which described how internet could move to physical devices through connectivity. Soon every day objects could communicate with each other through the use of internet with the help of machine learning, sensors and automation. Daily use appliances such as TVs, Fridges, and Stereos

were all embedded with wireless networks. But it was O'Reilly and Dougherty that popularised the concept of "web1.0" and successively" web 2.0" (O'Reilly, 2007). These were forms of web which saw transition from mere one way communication to two way exchange and the use of user generated content. "Web 2.0" the successor of the previous form of web based services saw itself diversifying to a "many to many" framework. Linkages between users were strengthened through web interactions giving space to a whole new virtual world (Xin, 2009).

Social media has been defined as those group of internet - based apps that rely on Web 2.0, to allow the creation and exchange of two way media or User Generated Content (Kaplan, 2010). Various authors also suggested close connection between the terms social media and "web 2.0" such that they are of ten used interchangeably (Constantinides, 2008). There has been evolution of social media web sites in the last two decades. The following figure shows a time line of social media apps from 1997 to present.

Figure 1
Time Line of Social Media Web Sites
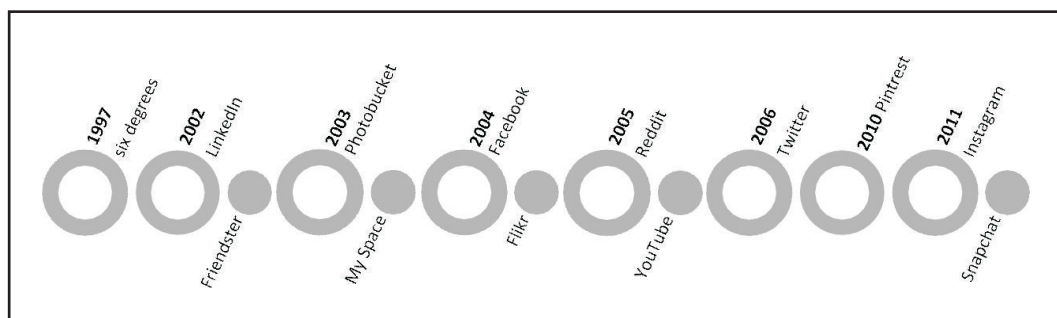
Social Media In Tourism

"*One person's travel snapshots can very easily become part of another person's travel plans*"

– White, 2010

Pioneers such as Cox and King which were the first travel and tourism company launched in 1758 have also adopting social media platforms to enhance their bookings and popularity. Tourism as an industry has also reconnected itself to the growing use of technology, now that they are inevitable and hence altering the way society operates due to rising demand of both (Marshall, 2005). Most companies are happy to leverage on social media as a part of their strategy to market their tourism services and even at the country level to market their tourism industry as a whole (Zeng, 2013). The effectiveness of social media marketing in tourism is attributed the fact that users themselves create and share their own authentic content which acts stronger to reach potential tourists than any other form of promotion (Zeithaml et.al, 2006). Also people enjoy sharing these experiences on social media which acts as a facilitator between tourists and their travel community (Buettner, 2011). Social media has become an effective tool for marketers to address various concerns, and understand consumers easily. But there are also some negative impacts associated with such global reach mass media platforms.

The following table documents a literature review on the positive and negative impacts of social media in tourism from a marketer's perspective:

Table 1
Positive Impact of Social Media in Tourism Marketing

Author	Focus	Findings
Alalwanetal, (2017), Duffett, (2015), Kapoor et. al, (2017), Shareef et. al, (2017)	**Social Media Ads and Consumer Purchases**	Social media ads could help firms with marketing aims, like creating awareness to consumers, enhancing their knowledge, helping perception formation, and motivating them to purchase.
Assante, Sukalakamala, Wen & Knudson, (2014)	**Social Media for Image Creation**	Social media is helping marketers to create an image for tourists of the travel Destinations.

Barbier & Lui, (2011)	**Data Mining through Social Media**	As social media is used for data mining purposes for better understanding consumer opinions and identifying different categories of people, and to study how opinions amongst travelers have changes over the time.
Cheyne, Downes & Legg, (2006)	**Dealing with Complaints and Queries online**	Social media provides an easier space to deal with customer complaints and queries through the web support
Choi, Y, & Hickerson, B, & Kerstetter, D (2018)	**Social Media to enhance Touristic Experience**	Tourists need to understand the use of media technology to create, distribute, and share travel information that will eventually improve the quality of overall touristic experience.
Hausmannetal, (2016)	**Social Media to understand Consumer Preferences**	Social media allows to analyse the spatiotemporal changes or cultural changes and understand consumer preferences.
KevinO' Gorman, (2018)	**Social Media for Positive Brand Engagements**	Social media platforms with the help of the UGCs that they contain help in perception formation process of a product and brand for a consumer. Online fan pages offers various opportunities for tourism marketers for effect positive engagements between their brand and consumer base.
Khan, (2012)	**Social Media to reduce Time and Space gaps**	Social media helps to make things go viral through hits from global audience. Spatial gaps, time gaps, and communication gaps are overcome through interactive exchanges of social media

Leungetal, (2011)	**Social Media as a Cost Effective Tool**	Travel blogs act as an effective way of understanding traveller's experience by destination marketing organisations.
Lu, (2014)	**Tourism Marketing through Online Influencers**	Tourism companies pay online influencers (famous personalities at the web space) as a compensation to write reviews of their services such as hotels, activities as they are more effective than other marketing strategies.
Roberts, (2012)	**Brand Awareness and Equity through Social Media**	Social media helps the marketers to increase brand awareness and thus enhancing brand equity which also leads to increase in spending by customers
Schmallegger & Carson, (2008)	**Social Media for Consumer Damage Control**	It is studied that corporate blogs such as Marriot's blog help in positive publicity and also for effective damage control
Tuten, (2008)	**Word of Mouth and Viral Marketing through Social Media (e-WoM)**	Marketing landscape has undergone a massive change with the launch of social Media providing a platform
		for word of mouth and viral marketing
Wang & Fesenmaier, (2004)	**Social media for Customer Relationship (CRM)**	The communication available through user generated content allows marketers to build, maintain and enhance relationships with customers
Zeng, (2013)	**Social media to promote National Tourism Industry**	Not just tourism products but the whole tourism industry of a nation is now being promoted through social media

Table 2
Negative Impact of Social Media in Tourism Marketing

Barbier & Lui, 2011	**Privacy of consumers**	there is the problem with privacy as travellers post personal opinions and experiences to social media sites because of data mi
Kasvana2008	**Negativity through Criticism**	Social media in tourism also allows space for negativity through unfair criticism and Not so accurate in formation
LeeandLee2004	**Relevance of Information at stake**	Consumers are being impacted negatively through social media and web also as they are unable to locate the Relevant information.
Mkono andTribe (2016)	**Negative Publicity through Trolls and Rumours**	Social media also gives Space to negative publicity
		Through trolls, activism and rumours
Radosevich1997,	**Confusion through excessive information**	Consumers also end up feeling confused due to information overload on the web
Sparks & Browning, 2011;Yoo&Gretzel, 2010	**Trustworthiness**	The trustworthiness of the informations our ceo fb logs, and other forms of UGCs is questioned due to difficulty in identifying the source of information.

## Applicability of Social Media in Tourism Marketing

Tourism industry has seen a dynamic shift over the years as customers move from traditional forms of information access and sharing. While in earlier time's brochures, magazines, travel agents and word of mouth publicity helped to choose and narrow down a

travel plan, now social media has granted the consumers much needed independence and confidence. Amongst the several social media available, YouTube, twitter and Facebook have taken over the marketing industry with maximum results. This is because of the power ful interface that these leading companies have and also because of their wide popularity. Facebook has become the biggest social networking site of all times and hence marketers love to capitalise its massive reach calling it the "holy grail of marketers". (Nelson-Field, Riebe & Sharp, 2012; Shen & Bissell, 2013).

The dynamics of Facebook allow marketers to better understand the preference of their consumers with the help of a "like" button which reflects the approval or liking of a specific thing seen on Facebook. Tourism marketers have taken over Facebook to create a virtual profile of the services offered, amenities available and to add on photos as poof of legitimate property. Not just Facebook, Instagram and YouTube but other media platforms such as Google plus, Flickr are gaining popularity amongst tourist community. (Xiang, 2015).

In a similar study conducted (Hay, 2010) Twitter was noted to benefit many Destination Marketing Organizations due to the several functional benefits that it provided.

Figure 2
Twitter's Use for Destination Marketing
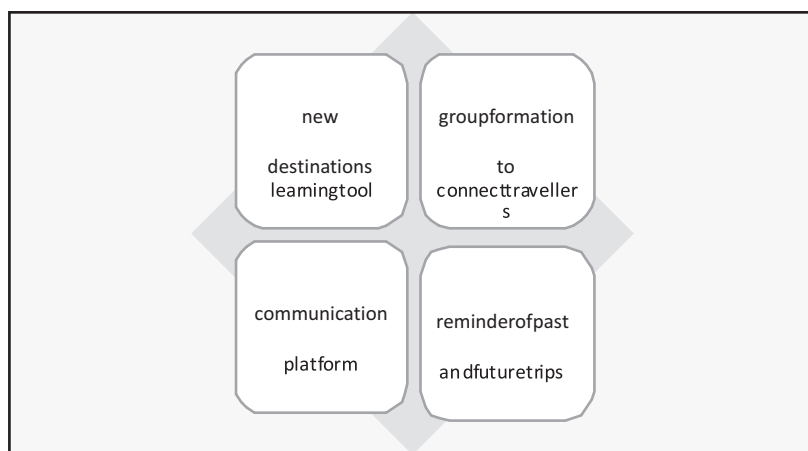
Source : (*Hay, 2010)*

This allowed marketers to maintain an active Twitter handle so as to entertain queries, complaints and even come up with their exciting launches and offers. Twitters wide reach has made it World number one micro blogging website and a favourite amongst the destination marketing organisations. Similarly, YouTube is the world's biggest video streaming platform. It is often used by tourism marketers to promote various contents, share 360 degree live videos of their own services such as leisure and adventure activities, and for launching of new properties. YouTube also allows "like", "share" and "subscribe" to video and has space for companies, individual to open a channel wherein they constantly update and interact with their audience in the comments section. YouTube is the official video streaming platform for some of the world's most important organisations for Tourism such as WTO. At present 'Tourism - Topic' has 144,569 subscribers (YouTube, 2019)

Some Global Examples from Past Studies

Tourism marketers have previously used social media to engage with consumers through out the new consumer decision journey as follows: At the first "consider" stage, social media campaigns are increasingly being used to drive traffic to tourism websites (Tussyadiah & Fesenmaier, 2009). One of the most famous examples is of Visit Britain which used Facebook as a social media technique in the USA, Canada and Australia. They started with a campaign called "Unite the Invite" for their Facebook and Twitter page called "Love UK". People were asked to register on the Unite the Invite app where they had to upload their photo and along side they were given a photograph of another random registered user. They were encouraged to spread their invite's photograph with the help of "share" feature of Facebook. This person was their invite. The fastest pair to be able to unite with their invite was the winner and was given a free couple trip to United Kingdom.

Visit Britain was hence able to get more and more visibility and followers for their "Love UK" page. The "Unite the Invite" campaign was a huge success with 12000 registrations and at the same time "Love UK" gained more than 12000 fans who were updated about British culture through the page. At the next "evaluation" stage, consumers often reach to marketers for gaining insights so as to make choices. Social media is effective for information gathering. Especially social media such as blogs have been successful in

providing guidance to people for their decision making process. Blogs have been instrumental for providing consumer to consumer communication in the tourism industry. Blogs such as travelblog.org or Trip Advisor have been forming a link between consumers and brands (MacLaurin, 2007). Online brand communities can also be influential at this evaluation stage. These help in building brand connection and loyalty (Kim & Kim, 2011).

"Walt Disney World Mom's Panel" is one of the biggest success stories of online brand communities. This community allowed interaction between "moms" for family trip to Walt Disney. Here "moms" with excellent Disney product knowledge were selected as panel lists after answering questions on Disney Products. This lead to passive engagement to the brand Disney. "Buy" stage is often likely to take place on line in the travel sector. It is noted that 2/3rd tourism activities take place online (Kang & Zea, 2012). Some organisations are using social media for relationship management with customers. For example, room booking, service upgrades etc can now be done on the hotel's Instagram and Facebook pages through their "shop" option. This is resulting in to "incremental sales" (Blank, 2011).

Location based social media helps consumers to build connection with the area that the tourist is with. People are allowed to "check in". Social media marketing for tourism helps consumers to reach "newer touch points". Dutch airline KLM has been successfully able to use location based social media Four Square for their unique social media campaign for "random acts of kindness". Along with other social media platforms such as Facebook, Linked in and Twitter, KLM took out information of their passengers. This was used by their surprise team for various personalised gifts for the passenger. This came as a successful marketing strategy to give passengers a feel good effect and thus building an emotional connection with KLM.

For the "post purchase" stage, travel companies use social media to address complaints and for improvements. South west airlines has used Twitter for improving their customer relations. They already have above 1.2 million followers with set timings that deals with customer queries and concerns. (Holmes, 2011). Virgin Atlantic Airways (VAA), after taking into account consumer suggestions came up with a unique initiative of tax sharing.

Conclusion

Social media is the new component of marketing mix for tourism marketers. It provides fast, in expensive and effective means of publicity to consumers regarding the tourism product and also helps to deal with changing preferences of the consumer. Leading social media platforms such as Facebook, Youtube and Instagram have been mostly utilised for enhancing consumer experiences. Judicious use of social media as a marketing tool can help in building the brand image of a tourism product while even a small mistake can tarnish it.

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INTERNATIONAL PERSPECTIVES IN TOURISM GIS – A CONCEPTUAL APPROACH

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Abstract

Geographical Information System has become an indispensable tool in Tourism management world over. Cartographic data is seamlessly integrated in real time systems that give accurate and valuable information in tourism. Ranging from marketing a tourism product to making travel more safe, easy, less time consuming and result oriented, GIS has carved a niche for itself in tourism. In GIS non spatial data can be easily integrated with spatial data making it an ideal choice as the information system in tourism. From time immemorial, maps have been used extensively during travel. In this cyber age manual maps have been replaced by online maps. Taking right decision at the right time holds key to success in any business and this is particularly true in tourism business. Armed with a powerful tool such as GIS, tourism business can get the most out of a demanding situation without incurring losses. With the advent of intelligent systems, there is no doubt GIS will play an important role in molding online tourism business worldwide. This conceptual paper examines various studies conducted across the globe in tourism GIS. The findings and suggestions from this study will act as a stepping stone to further research in the area related to applications of GIS in tourism and hospitality

Keywords: *GIS, International perspectives, Spatial and non-spatial data, Online tourism business*

GIS and Travel

A geographical information system (GIS) allows us to visualize, question, analyze, and interpret data to understand relationships, patterns, and trends. GIS is beneficial to organizations of all sizes and in almost every industry. There is a growing interest in awareness of the economic and strategic value of GIS (esri.com). GIS can refer to a number of different technologies, processes and methods. It is attached to many operations and has many applications related to engineering, planning, management, transport/logistics, insurance, telecommunications, and business.

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For that reason, GIS and location intelligence applications can be the foundation for many location-enabled services that rely on analysis and visualization (en.wikipedia.org). A Geographical Information System (GIS) essentially is designed to capture, store, analyze and manage spatial data. This is a very large domain that encompasses all types of information. The advantage of a GIS is that in addition to spatial data, the non-spatial data associated to the spatial co-ordinates can be used in decision making. Being essentially map based, GIS provides a perfect platform for managing real time situations.

Figure 1
The Basic Components of a GIS

(Source: https://doms.csu.edu.au)
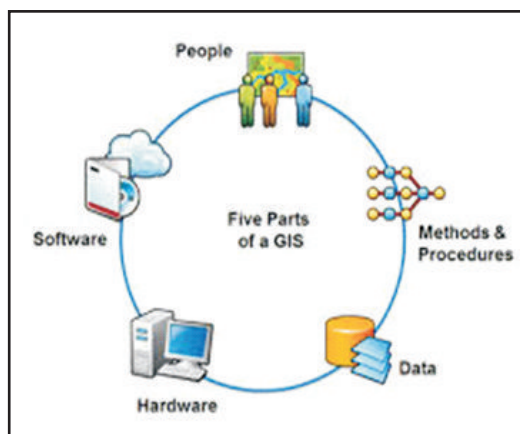
Geographic Information System comprises hardware, the map management software and data related to different networks. It provides a holistic view of data retrieval and processing. Also it uses the technique of data capturing, managing, analyzing and displaying cartographic information referenced using longitudes and latitudes. Using GIS, stakeholders can get immediate feedback on the implications of their choices and reach consensus on outcomes quickly (Allen & Goers, 2002).

Maps have been used by man from time immemorial for travel. GIS is a computerized

cartographic system which gives the user access to geographical data from different views. It is possible to map networks such as railways lines, water supply, drainage and roads into different layers using a GIS. This forms the core of GIS based data retrieval and processing. GIS allows us to view, understand, question, interpret and visualize data in many ways that reveal relationships, patterns, and trends in the form of maps, globes, reports, and charts. A Geographic Information System invariably has maps associated with it. For example to access a tourism destination, it is possible to have map interface through the associated web site. This will help the potential traveler zoom to a destination and select the required information on, say a hotel. On clicking the appropriate icon he may be taken to the web site of the hotel or a web based booking engine. It is not surprising to find travelers using a website for viewing hotel rooms. Thus we can see that a GIS can provide a great deal more decision making capabilities than using a simple mapping program or adding data using an online mapping tool.

Vectors and Rasters

GIS has gained importance since it is capable of bringing together information from many sources simultaneously that enables the user access to real time data. Here data is associated to specific locations on the earth's surface. Incorporating positions based on latitude and longitude, these locations can be attached to points on the digitized geographic outline. Rasters and vectors are used in a GIS. A raster is basically a digital image such as an aerial photograph of a location, probably taken from a satellite. The data is represented as a table consisting of rows and columns. The intersection of a row and column is called a cell, each of which has a single value. This data is then transferred into GIS for use in making maps and other projects. A vector is the most popular way of representing data in GIS. Vectors consist of shape files which in turn are composed of points, lines, and polygons. In a GIS, a point could be the location of a feature such as a pond. A line is used to show linear features like roads, railway tracks or rivers and a polygon is a two dimensional feature that shows an area on the earth's surface such as the boundaries of a wildlife sanctuary. It can be seen that the points show the least amount of information and the polygons the most. To map say a mountain terrain, it requires data related to elevation. Here TIN or Triangulated

Irregular Network, a common type of vector data is used represent values that change consistently. The values are connected as lines, forming an irregular network of triangles to represent the land's surface on a map. In addition, GIS is capable of translating a raster to a vector in order to make analysis and data processing easier. In short GIS can be used to add value to spatial data (Heywood et al, 2010).

Different Data Views in GIS

There are three different ways in which data can be viewed in a GIS. The first view is the database view. It basically consists of a database which is capable of storing tables. Data stored in these tables can be easily accessed, managed and manipulated suiting to the needs of the work in hand. The second view is the map view which is the first visible interface with the user. This is the most interesting and exciting way of using the GIS since maps can be zoomed, rotated and even linked to the website of the location under consideration. GIS is in fact a set of maps that show features and their relationships on the earth's surface and these relationships show up most clearly in the map view. The final view is the model view which comprises tools capable of drawing new geographic models based on existing data. These functions then combine the data and create a model that can provide answers for projects. This will help in future implementations of plans and projects.

GIS for Future

GIS has a number of applications in various fields in the current global scenario. These range from areas such as urban planning to recommender systems in tourism. Also it is used in environmental impact assessment and for providing data about geographically remote places. Also natural resources, which are getting depleted day by day can be preserved using data provided by GIS. In addition to all the above facts, GIS has found applications in business, forecasting and related fields. Business GIS has come to stay and will play an important role in advertising, marketing, sales and for locating a business. It is evident that GIS based applications in business environment will hold key to the future even for market leaders. GIS has a great influence in modern geography and will continue to be used in the future. It will allow people to effectively answer questions and solve problems by looking at easily understood and shared data in the form of tables, charts, and most importantly maps.

Many countries have incorporated GIS into their website to provide a holistic view to information processing.

Tourism GIS

Tourism is a spatial phenomenon which uses maps for tracking, interpreting, analyzing and refining data. A great deal of information is present in maps which cannot be easily analyzed. Also maps of various kinds are in use. The greatest problem faced by travelers and planners is the huge size of maps and its storage. Also information gets outdated over the years. Some of the maps which were created before the digital era had lot of errors and deficiencies. Rectifying these errors and updating information manually is not an easy task.

It is here GIS comes to play. GIS allows the user to digitize existing maps and allows conversions between different types of formats. Also updating and editing digital maps became less difficult as digitization techniques and GIS tools became popular. Only large organizations could afford to buy the GIS software required for this. With the advent of FOSS (Free and Open Source Software), GIS software is now available free of cost. Due to this smaller organizations have also started using this technology.

Digitization of maps essentially involves demarcating, say the co-ordinates around a monument, tourist attraction or a hotel using a GPS device. This device links the physical location via a satellite and returns the latitude and longitude of a point on the earth's surface. Thus the co-ordinates associated with the boundaries (i.e., four points or corners) around a specific spot can be obtained. This is transferred into the digitized map along with details such as places around the location, roads, buildings, landmarks etc. Maps gain in value through acquisition of such data. Finally different themes are added as layers such as networks (roads, railway lines and waterways), points and polygons. The same process is used worldwide to solve problems applying GIS.

In a study related to Chinese tourism it is seen that GIS mainly applies in the following aspects namely i) investigation of tourism resources and the development of tourism products ii) tourism landscape planning including landscape mapping iii) spatial analysis iv) tourist communications v) landscape visualization vi) tourism information management and

vii) tour guide system. The study reveals that the GIS technology is already widely applied in many aspects in Chinese tourism. Many cities and scenic zones established the digital management system to make the management more scientific and effective. It is seen that GIS will be useful in landscape planning, design and visual emulation. Therefore, it is necessary to pay more attention to the following aspects in future research namely i) researching and developing landscape special-purpose GIS software to make the landscape planning and design more scientific and easy to operate ii) establishing national tourism information management system to realize the resource sharing iii) establishing the three-dimensional visualization model of scenic zones iv) applying GIS in security management v) To provide users direct access to information gained by combining GIS with market and product using digital networks that makes decision making easier (Qiao et. al, 2009).

A study (Acevedo et.al, 2014) attempts to develop a GIS model of analysis integrated into a web application called Turichia in order to promote tourism in Chia, a small town in Cundinamarca, Colombia, near Bogota. The assembly of this web application includes different servers that use ESRI services like geocoding, network analytics, and web feature services and other geo processing operations built in Arc Map for this specific purpose. The main challenge faced in attracting international tourists according to the study based in Ethiopia (Zerihun, 2017) is scarce and insufficient promotion of the tourist attraction sites, lack of broad information based on the internet about tourism information, and lack of organized information about tourism facilities and destinations. This study tries to identify tourist attraction elements of Gondor town and its surrounding area and to identify non spatial data essential for touristic activities to develop and propose a web based GIS portal for the improvement of tourism activity in the town. The main target of developing a web based GIS interactive map is to promote and improve tourism industry of the area. It has been produced using free and open source software's for fast processing, displaying, sharing, and distribution of tourism information using World Wide Web. For the web services PHP, HTML script language and QGIS2 leaflet plugins are used in the development of web GIS portal.

The application of GIS in tourism uses GIS technology insufficiently to improve

business operations, both in the tourist offer, and in the tourist demand. In his comprehensive review of GIS, (Maguire, 1991) mentions this aspect. During the nineties, number of studies dealing with the integration of GIS in the tourist industry were done. (Mcadam, 1999), devotes an entire study based on the premise that the GIS is used to a limited extent among those who are engaged in the planning of tourism, which the results of his research confirmed. However, (Wei, 2011) considers that the development of information technologies in the field of tourism lags behind the general level of tourism development. For now, most of the applications of GIS in tourism were related to the inventory of recreational capacities. The management of the use of space for tourism, visitor impact assessment, evaluation of conflicts between recreation-environment mapping, creation of tourist information management system and to help them make decisions is another aspect. It is seen that the aspects for which the GIS was utilized to a very small extent, were related to the scheme of movement in the area, recreational habits, consumption levels of visiting individual attractions and their impact on the sustainability of tourism development.

(Shyti & Kushi, 2012) in their study provides an initiative for the application of GIS in the tourism industry in Albania. It is applied in Elbasan, which is an important destination in this country for both native and foreign tourists. The application of GIS consists on bringing geo - referenced data of Elbasan region, provided mainly by the district office, into digitized maps, assigning all objects to thematic layers. The results show that GIS may help to the development of tourism industry in Elbasan region in order to become more competitive not only in Albania but also in the regional and international tourism market. (Abomeh et.al, 2013) in a study covers tourism destinations which include beach, museums, parks and resorts, hotels, restaurants, clubs, bars, cinemas and fitness centres, as well as complementing tourism destination services which includes police post, clinics and hospital in Victoria Island Lagos and how the utilization of GIS technology can be used to improved tourism management. Also to model accessibility to these points of interest mentioned above using Geographic information system analytical tools and functions. Geographic coordinates of the location of all bars, clubs, restaurants, cinema, fitness centre, hospital, clinic, police post and various tourists destination have been picked with their corresponding

attributes to build a database using Arc Map 9.3 software package Geo database. Analyses to aid decision for management and future planning was carried out using the spatial statistical tools in the GIS application used for this study. The analysis included central feature analysis which was used to model area central to tourism facilities, tourism services and tourisms destinations in Victoria Island.

International Scenario

Generally, GIS applications in tourism have been confined to recreational facility inventory, tourism - based land management, visitor impact assessment, and recreation-wildlife conflicts. This has been limited by lack of funding, uncoordinated and ad hoc data collection procedures. Using the example of recreation facility mapping, applications of GIS in tourism planning in British Columbia are examined here. The paper concludes that with long-term visitor based data and other tourism related spatial information, GIS applications in this field will grow significantly (Giles, 2003).

Maps are a natural means of indexing and presenting tourism related information. Today due to advances in modern telecommunication and information technologies, there is an increasing effort in the development of Geographical Information Systems. When making decisions, planning, analyzing the effect of changes and looking for patterns, maps, charts, lists, graphs and reports are used. Often it is very difficult to get useful information out of these sources. Geographic Information Systems have the capability to handle several kinds of information that can be related to a location or area and hence can produce useful outputs by combining different sources. Ghana is an example where GIS is used for tourism management and promotion. Presenting tourism information using GIS in a multimedia environment will help tourism agencies, stake holders and policy makers in taking decisions. This project has helped in creating a comprehensive information base for tourism in Ghana on the Internet (Longmatey et.al, 2001). The study developed a tourism potential model and detected spatial disparity in the distribution of recreational resources. It has also demonstrated the applications of the model's outputs for recreational planning. The tourism potential model can be applied to identify areas with potential for successful future tourism development, particularly in the design of new walking tracks.

The use of GIS to predict archaeological site of Ijaiye - Orile, Southwestern Nigeria, brings to limelight the exact location of the natural resources that could be harnessed in the development of the tourism potentials of the area. The findings of this work have shown that presenting tourism information using GIS in a multimedia environment would offer an unparalleled platform for the management and promotion of the tourism industry in Nigeria. There is a need for an integrated and collaborative approach rather than a confrontational approach to disperse the growth generated by tourism over the years (Chhetri et.al, 2007). A tourism planning model was developed for the state of South Carolina in USA using natural and cultural resources (Gunn, 1990). A simulation model was used to estimate a numerical value for social carrying capacity (for hiking and vehicles) for delicate Arch and Arches national park, Utah, USA (Lawson et.al, 2002). An approach of sustainability was used for modelling tourism potential for the Grampians national park by combining environmental resiliency and tourist attractiveness (Arrowsmith & Inbakaran, 2001). Ecotourism sites were identified within Northern Ontario, Canada using GIS techniques. This was used for mapping inventory of recreational resources. (Boyd & Butler, 1996). A tourism resource inventory developed for British Columbia integrates both biophysical and human parameters. (Williams et.al, 1996).

STIP's (Sustainable Tourism Infrastructure Planning) approach potential as a tourism planning approach to incorporate 'sustainability criteria' realize development objectives and enable desired and expected visitor experiences without exceeding carrying capacity standards by minimizing overall resource impacts. The overall goal was to map sustainable trail development locations by integrating social data (visitor preferences and managerial objectives) with biological (natural resource) data. When the three - phase GIS - supported methodology set forward here allows realizing these goals, STIP can be considered a comprehensive and operational sustainable tourism planning tool. Here a conceptual GIS-supported (STIP) is employed. This approach aims at integrating a comprehensive set of sustainability criteria (i.e., dealing with development objectives, preferred visitor experiences, and carrying capacity standards) in tourism planning using GIS. STIP involves three phases: a visitor segmentation phase, a zoning phase and a transportation network

planning phase. To demonstrate the integration of these phases, STIP was applied to the Sinharaja forest reserve, a tropical rainforest in Sri Lanka's south-western wet-zone. The area is experiencing increasing visitor use and requires additional trail development, as to mitigate resource stress. The resulting trail networks, which were mapped conforming the sustainability criteria, provide directives for the area's sustainable development. (Boers, 2005).

According to the urban development aims, urban planning constitutes the urban character, scale and development direction, makes use of the urban land reasonably. Urban planning relates to politics, economic, society, technology, art and comprehensive domains of human life. It is not only integrated, but also concerned with the policy and practice. Experiences have shown that it is important to plan judiciously so that funds invested for ecotourism projects are maximized. (Ryngnga, 2008) in a study emphasizes the use of modern techniques such as GIS for Multiple Criteria Decision Making (MCDM). Framework for prioritization of important ecotourism projects to make use of funding opportunities so as to reach the optimal level of eco-tourism development.

In a study use of GIS was applied on tourism burden. The primary and secondary potentials were marked in PLA Kokorinsko. The most burden localities of tourist potentials were marked around Kokorin, Mseno, Hrad Houska, Ronov. This data give information about gathering of tourists which can serve for improving information centers, create educative paths, interactive environmental parks and provide rubbish baskets in the localities of high concentration of tourists. Also the analysis of tourist trails was effectuated in five different crossroads in all protected landscape area. The most visited sections were marked in the surrounding of the towns Mseno and Kokorín. This information could be helpful for improving tourism facilities, as accommodation and restaurant service (Antouskova & Mikulec, 2011).

In the case study Tourist destination Zlatibor and Zlatar, GIS has three type of applications in inventory of zoning areas, land uses, protected areas and analysis application (number and density of hotels, resting-houses, clubs, and sport facilities such as swimming pools, playgrounds, football pitch, tennis courts and in management/making application). An example of this was in the evaluation of land use plan based on demographic and natural

characteristic and planning for capital investment in tourism. This has helped in formulating a tourism policy for the destination (Jovanovic & Negus, 2008). Studies have shown that in the future development of tourism in rural settlements on Zlatibor and Zlatar located in Serbia, activities should be directed towards greater utilization of accommodation facilities, improvement of infrastructure, promotion and propaganda, education of the local population on the provision of tourism services and financial stimulation. By connecting clusters in tourism with clusters in agriculture, a tourism complementary field, beneficial effects could be achieved in rural settlements on Zlatibor and Zlatar. Cooperation of agricultural producers is evident in villages on these mountains when animal breeding on Zlatibor and production of buckwheat on Zlatar is concerned (Pavlovich & Cavlin, 2014).

Anambra State is one of the states in the eastern region of Nigeria with numerous tourist attractions yawning for development. GIS is a vital tool that can be explored by the state to develop its tourism potentials and expand its tourism market. It gives accurate location of distances between one attraction to the other, road networks, hotels and distance between hotels and attractions. If a tourist is armed with detailed information about a destination it might increase his/her appeal to such a destination. Therefore, the application of GIS in tourism is recommended because of the ease and speed in identifying tourist sites and attractions with accompanied details so that Nigeria will have a comprehensive map of what they have in each state, local Government area and town (Akukwe et.al, 2014).

Decision-making in tourism development and planning is becoming increasingly complex as organizations and communities have to come to terms with the competing economic, social and environmental demands of sustainable development. Geographical Information Systems (GIS) can be regarded as providing a tool box of techniques and technologies of wide applicability to the achievement of sustainable tourism development. Spatial (environmental) data can be used to explore conflicts, examine impacts and assist decision-making. Impact assessment and simulation are increasingly important in tourism development, and GIS can play a role in auditing environmental conditions, examining the suitability of locations for proposed developments and identifying conflicting interests and modelling relationships. Systematic evaluation of environmental impact is often hindered

by information deficiencies but also due to lack of tools for data integration, manipulation, visualization and analysis. GIS seems particularly suited to this task. (Bahaire & White, 1999) examines the progress tourism related organizations are making towards the utilization of GIS and its integration with the principles of sustainable development in UK. (Rahman, 2010) in his study evaluates the potential of GIS for ecotourism planning in Sundarbans with focus on Bangladesh and use of GIS for ecotourism planning as a decision supporting tool. The study found that GIS technology is a set of effective tools for ecotourism planning in Sundarbans. Using these tools it is possible to identify land use change over time. Therefore, it can be recommended that GIS can be used for monitoring tourism effects over time in an environmentally sensitive region.

(Kushi et.al, 2011) in a study focused in Elbasan district of Albania, which has a lot of historical and tourist places lists out the results that can be achieved by queries in GIS design and application for tourism. They are a) Determination of important and necessary places for tourism b) Determination of historical and tourist places c) Determination of the best suitable hotel d) Determination of the optimum plan for sightseeing places e) Determination of the shortest distance between the selected places. Graphic data was obtained in different ways. Some of them have been taken from council region of Elbasan authority and some of them obtained from hard copy maps by means of digitizing. These maps in different scales have been brought together and then used in this study. This study is oriented to tourism activities. Two different groups of variables have been determined. These are functionality variables, such as political territories, natural resources, cultural-historical resources and facilities, and tourism qualifications such as infrastructure, environmental quality, land use and economic activities.

The development of tourism not only needs its own information management and exchange, but also adapts to the economic development and information needs of the whole society. The development of modern information technology constantly presents new challenges to tourism management. In this case, the important problem is on how to make full use of the GIS in the tourism management by adapting to the needs of Information development. It requires ongoing in-depth discussion and study (Wei, 2011).

The role of Geographic Information System (GIS) technology in tourism analysis and site selection is well established. The tourism industry have widely adopted information technology (IT) to reduce costs, enhance operational efficiency, and most importantly to improve service quality and customer experience. Applications of GIS that present travel patterns related data obtained from Petra city in Jordan have been examined in a study The study shows that Geographic Information System (GIS) is increasingly becoming critical for the competitive operations of the tourism sites as well as hospitality organizations in Jordan. (Qeed et.al, 2010)

(Ofobruku, et.al, 2013) in a study demonstrates the dynamic capabilities of GIS application in mapping, analysis, and modelling of geographic phenomenon. This tool will aid tourism planning authorities, tourists, and Government agencies to visualize, plan, and access various tourism destinations, facilities and services in Victoria Island. It will enable tourism authority plan for security, enable government official have electronic record of the location and products offered by each tourism destination, and facilities such as hotels, restaurants, clubs, cinemas, fitness center and bars in Victoria Island. This will enable Tourists have an overview of Victoria Island as to the tourism resources and facilities it has to offer. Also this will aid the residents' social night life and will increase tourist's ability to make their choice. The network analyst function of Arc GIS 9.3 application software helps in ascertaining shortest route, nearest facilities from their current location.

Maps are a natural means of indexing and presenting tourism related information. Today due to advances in modern telecommunication and information technologies, there is an increasing effort in the development of GIS. (Christodoulakis et.al, 1998) in a study explains the creation of an easily adaptable integrated environment for the development of efficient applications which require geographic functionality.

Although GIS is not a Decision Support System (DSS) itself, it can function as a decision support system as with their functions and applications (can provide the necessary information in different forms such as tables, maps and perform calculations, visualize results thereby support a number of decisions. (Boyd et.al, 1994) states that GIS is rather a method for providing information in a form on which decisions can be based than a decision

making tool. (Mc Adam, 1999) recognizes GIS's contribution to decision - making in providing value - added information. This value-added information is a product of GIS ability to identify patterns or relationships based on particular criteria thanks to its graphical display, data manipulation and spatial analysis and modelling functions (Beedasy & Whyatt, 1999) developed a decision support system (Spa ME) to assist tourism planning in Mauritious. Spa ME is designed to take into account all criteria simultaneously and to facilitate users' understanding of the decision problem as well as of the interactions which may take place between these criteria on a dynamic environment. Although GIS based, the system's analytical capabilities are further enhanced using appropriate models and multi-criteria evaluation techniques. (Feick & Hall, 2000) describe the development of TourPlan, a GIS-based decision support system, designed to allow multiple participants from various sectors to explore alternative land - related development strategies in small island states.

GIS application is a strong and effective tool that can improve tourism management and promotion. Also, it provides users with all their needed such as information about routes, hotels, ancient mosques, restaurants, sightseeing, and so on. Therefore, The GIS offers to keep us up to date with information (Hasan, 2013). GIS has been adopted as a useful tool by a wide range of disciplines. A study by (Chen, 2007) used the ESRI's Arc View system, tourism-retail trading decisions, attraction allocations, and visitor demographic data to demonstrate the value of GIS to decision makers and planners of tourism destinations. Results suggest that the analyses of the GIS provide comprehensive access to the database, query features, and create themes, layouts, and reports. GIS technology has been implemented in service management for displaying large volumes of diverse data pertinent to various local and regional planning activities. In the United Kingdom, fifty - three percent of the major retailers had adopted GIS by 1998 (Hernadez et.al., 1999). It has been well documented that tourists' shopping is a major activity. According to Travel Industry Association of America (2004), 63% of tourists in the year 2004 included shopping during their trips, and the average expenditure was $333. In today's economic climate the tourist customer base has become increasingly important to the survival and growth of mall properties. For instance, General Growth Properties and the Mills Corporation of Chicago

reported tourists as constituting 31% and 25% of their mall visitors respectively (Gentry, 2001).

According to (Littrell et.al., 1994), most tourists are seasonal or one-time customers rather than regular year long clientele. Typical shopping environment tourists may include small independent retailers of local crafts as well as larger retail malls. In line with other anecdotal evidence, academic research has also revealed that many consumers are apt to make a decision regarding where to shop based upon attitude toward a mix of stores and the mall or shopping center environment (Finn & Louviere, 1990); (Gentry & Burns, 1997). Therefore, it is imperative for the shopping mall industry to develop and practice methods to attract customers to their site for an initial shopping trip as well as develop strategies to encourage repeat visits to that site. The paper begins with a brief introduction to the technology of Geographic Information Systems (GIS) and a review of current literature in the field of tourism based GIS (T-GIS). This is followed by a discussion of the theoretical possibilities of using T-GIS for traditional marketing purposes and a review of the related literature. The use of T-GIS for marketing is then considered both from the demand and supply sides. The second half of the paper provides a detailed account of the use of the Internet to incorporate GIS-based models and graphics as a marketing tool for the Alberta ski resorts industry in Canada. Further developments and prospects using this technology are also described (Stefania, 1997).

GIS technology offers lot of opportunities for the development of modern tourism applications by using complex databases with friendly interfaces that result in interactive maps, advanced management utilities of heritage assets and of touristic destination. As a result, starting from the scientific literature in the field, qualitative - focus group type research was designed that has been applied in 2014. Here partial results related to the utility of GIS applications in the Romanian heritage tourism are presented. This is, as perceived by the authorities and specialist in charge with touristic destinations management, GIS implementation and urban planning, regional development and environment protection. The focus group was organized during a series of events aiming to plan and enhance the sustainable regional development through tourism (Sabou, 2015).

Another dimension of GIS related applications is marketing. As (Elliot-White & Finn, 1998) advocate, geo demo graphics and lifestyle analysis which can be performed by a GIS, could have a significant contribution in the needs of 'post-modern tourism marketing'. There is a growing trend, which indicates smaller, and more personalized or specific types of tourism. Managers or stakeholders responsible for tourism marketing could be benefited from using GIS to locate and analyses the characteristics of potential customers. (Sussmann & Rashad, 1994) in the context of their research for the level of awareness managers had in GIS regarding tourism marketing, noticed problems related to cost for capital layout, training and personnel.

Tourists generally look for a high volume of information when they travel, especially when visiting cultural sites. Storytelling mobile tour guides can thus enhance the tourist experience not only by providing general historical information, but also by including roleplaying games to deepen users' interest (Kim & Schliesser, 2007). They can also be customizable to individualistic preferences. Mobile technology can also be used for coordination during large festivals, and an enjoyable and useful mobile coordination service motivates staff usage (Lexhagen et.al, 2005). Location-based information and services are not only convenient for tourists but can also be made available for residents to enhance local cohesion, support the interactivity between the community and the industry (Edwards at.al, 2006). Various studies have shown that with information provided by GIS on tourists' interests and attitudes, National Tourism Organisations (NTO) could carry out better tourism planning to meet the different needs of tourists (Ejstrud, 2006); (Hasse & Milne, 2005); (Hultman, 2007); (Raghuvanshi, 2006).

Promotion on the Internet is generally regarded as being cost effective. For example, NTOs in the Caribbean have secured a competitive advantage by adopting the concept of the Unique Selling Proposition (USP) in promoting their websites (Miller & Henthorne, 2006). (Wang & Hwang, 2006) argued that a successful web marketing strategy requires the integration and coordination of website features, promotion techniques, and CRM programs. A large number of Australian winery owners have adopted competitor-to-competitor hypertext link exchanges on their websites to form a strategic alliance and promote cellar-

door tourism (Sellitto, 2007). However, a survey of over 600 US convention and visitor bureaus showed that their Internet marketing activities were limited, and focused overly on providing travel information to prospective visitors (Wang & Hwang, 2006).

As more people began to buy holiday packages from the Internet, researchers started to look at the disintermediation of travel agents. (Bennett & Lai, 2005) identified two principal ways for travel agents to overcome disintermediation namely, repositioning themselves as travel consultants and becoming more technologically oriented. Some travel agencies have formed strategic alliances to strengthen their competitive advantage in the era of Internet (Huang, 2006). In developing countries, research findings reveal that IT managers have a high level of technical skills but need to further develop their business and communication knowledge (Tetteh & Snaith, 2006). There is also a positive relationship between innovation rate and hotel size, with hotels with more experience tending to be more innovative (Jacob & Groizard, 2007). IT can be outsourced, but there are many factors that affect IT outsourcing considerations. Research has shown that many hotel managers consider IT outsourcing not purely because of cost savings but also for strategic reasons (Espino - Rodríguez & Gil - Padilla, 2005), (Beritelli & Schuppisser, 2005) stated that when implementing a new mobile project, the initial starting stage is the most critical, and trials among tourists can be used to test the feasibility of new business models.

With GIS gaining its foot as a decision support system, its use is gaining relevance, but high cost of commercial GIS software hinders the growth. On the other hand the Free and Open Source Software (FOSS) has opened up a gateway for many budget restricted institutions and users to venture into GIS development. The possibility of using Open Source GIS (OS GIS) based software's to create a low cost GIS project and to publish the same over internet using free Web GIS software's and services available will help GIS accessible to all. A project in these lines has been carried out to create a Tourist Information System model using OS GIS. It is found that OS GIS software like QGIS can provide practically all the GIS tools required for the GIS application like Tourist Information System. Mapserver and Google Map API can be used for web based GIS and query.

Discussions and Conclusion

From the extensive literature review in the study, it is evident that a GIS based system will provide a holistic base to modern day tourism business. Both spatial and non-spatial data is useful for effective tourism administration. GPS only provides position based or spatial data while a GIS allows administrators to access both. Even though google maps provide accurate spatial information to the user, it does not suffice when data related to destinations, properties and other components of tourism are to be harvested. At all levels of management decisions ranging from strategic, tactical to operational depend on right data. A total solution can be provided only if the relevant data is available at the right time to the right person. Hence it is clear that GIS will hold key to better tourism administration in coming days.

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FORTHCOMING CONFERENCES AND EVENTS IN TOURISM AND ALLIED AREAS

April 2021

1st   The Conference on Managing Tourism across Continents Zoom, Other online

1st   37th International Business Information Management Association Conference (IBIMA) Cordoba, Spain

6th   International Management Conference 2021 Online, Other online

7th   35th EBES Conference - Rome Online, Other online

7th   Worlds of Imagination: Media, Place and Tourism in Today's Global World Rotterdam, Netherlands

10th   AUSSRE 2021 International Forum for Academic Research in Entrepreneurship and Social Sciences Sydney, Australia online

12th   23rd PORTO International Conference on Literature, Music, Humanities and Social Sciences (LMHS2-21) Porto, Portugal online

13th   Rome - International Conference on Social Science and Humanities (ICSSH), 13-14 April 2021 Rome, Italy online

14th   The International Academic Multi disciplines Research Conference Switzerland April 2021 Online, Other online

20th   Paris - International Conference on Social Science and Humanities (ICSSH), 20-21 April 2021 Paris, France online

23rd   3rd International Conference on Applied Research in Business, Management and Economics Prague, Czech Republic online

26th   35th ISTANBUL International Conference on "Literature, Languages, Humanities and Social Sciences" (ILLHSS - 21) Istanbul, Turkey online

27th   5th London – International Conference on Social Science & Humanities (ICSSH), 2021 London, United Kingdom

28th   33rd PATTAYA International Conference on "Economics, Education, Humanities and Social Sciences" (PE2HS - 21) Pattaya, Thailand online

May 2021

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Other online

5th   6th Kuala Lumpur – International Conference on Social Science & Humanities (ICSSH), 05-06 May 2021 Kuala Lumpur, Malaysia online

7th   4th International Conference on Research in Management and Economics Milan, Italy online

7th   International Workshop Tourism and Hospitality Management Porto, Portugal online

13th   Modern Trends in Business, Hospitality and Tourism Cluj-Napoca, Romania online

14th   04th International Conference on Coffee, Tea Colombo, Sri Lanka

14th   12th International Conference on Modern Research in Management, Economics and Accounting Paris, France online

15th   05th International Conference on Digital Marketing Colombo, Sri Lanka

16th   World Innovative Research International Conference In, Management, Science Engineering Technologies & Humanities Ernakulam, India online

19th   05th International Conference on Agribusiness Marketing Colombo, Sri Lanka

19th   21th RSEP International Economics, Finance and Business Conference Barcelona, Spain online

19th   Second International Conference on Sustainable Futures: Environmental, Technological, Social and Economic Matters KryvyiRih, Ukraine

20th   4th International Conference on Tourism Research 2021 Vila do Conde, Portugal

21st   2nd World Conference on Management and Economics London, United Kingdom online

21st   TOURMAN 2021 "Restarting tourism, travel and hospitality: The day after" Online, Other online

21st   3rd International Conference on Research in Social Sciences and Humanities London, United Kingdom online

21st   IV. Economics, Business & Organization Research Conference Online, Other online

22nd   7th International Conference on Business and Economics Studies (ICBES) Online, Other online

24th   02nd International Conference on Marketing Management Colombo, Sri Lanka

24th   2nd Congress on Architecture and Cultural Heritage in Tourism: Aegean Region Architectural and Cultural Values Online, Turkey online

25th   Barcelona - International Conference on Social Science and Humanities (ICSSH), 25-26 May 2021 Barcelona, Spain online

25th   13th International conference on Business Management and Economics Colombo, Sri Lanka

25th   31st Costa Rica Global Conference on Business and Finance (GCBF) Online, Other online

26th   MIRDEC&GLOBECOS-Social Science Studies, Rome 2021 (Online conference) Online, Other online

27th   4th International Conference In Pursuit of Luxury (IPOL) - Luxury in the Age of Technology Milan, Italy

27th   6th International Conference on Tourism & Leisure Studies (Online Conference) Dubrovnik, Croatia (Hrvatska) online

28th   International Conference on Global Business Practices Online, Canada online

28th   28th International Economic Conference of Sibiu - IECS 2021 Online, Romania online

June 2021

1st   BARCELONA 34th International Conference on "Economics, Humanities and Social Sciences" (BEHSS-21) Barcelona, Spain online

2nd   APacCHRIE Conference 2021 Singapore, Singapore online

2nd   APacCHRIE Youth Conference 2021 Singapore, Singapore online

3rd   7th BASIQ 2021 International Conference on "New Trends in Sustainable Business and Consumption" Online, Other online

4th   3rd International Conference on Future of Business, Management and Economics Barcelona, Spain online

5th   8th International Conference on Tourism and Hospitality Management Online, Greece online

7th   36th ISTANBUL International Conference on "Business, Literature, Humanities and Social Sciences" (BLHSS-21) Istanbul, Turkey online

10th   3rd International Academic Conference on Management and Economics Berlin, Germany online

10th   3rd International Academic Conference on Research in Social Sciences Berlin, Germany online

11th   Online MBAcademy International Business Conference Online, Other online

12th   2nd International Academic Research Conference on Tourism, Management and Innovation Research Hong Kong, Hong Kong online

12th   Pilgrimages and Tourism Online, Other online

18th   7th International Conference on Opportunities and Challenges in Management, Economics and Accounting Brussels, Belgium online

19th   The Place of Memory and the Memory of Place Online, Other online

23rd   3rd International Family, Youth and Child Friendly Tourism Management Congress Online, Turkey online

24th   9th International Scientific Online Conference 'Space, Society, Politics' Online, Georgia online

25th   International Conference on New Trends in Management, Business, and Economics Vienna, Austria online

July 2021

2nd   3rd International Conference on Research in Business, Management and Finance (ICRBMF) Oxford, United Kingdom online

6th   8th Bangkok - International Conference on Social Science & Humanities (ICSSH), 06-07 July 2021 Bangkok, Thailand online

9th   2nd International Conference on Advanced Research in Management, Economics and Accounting Paris, France online

15th   Second International Conference on Women's Rights Paris, France

16th   4th International Conference on Advanced Research in Business, Management and

Economics Amsterdam, Netherlands online

17th   03 International Conference on Colour, Culture and Modern Art - 2021 Paris, France

17th   The 6th International Conference on Actual Economic and Social Problems in Modern Globalization 2021 Tbilisi, Georgia online

19th   03rd International Conference on Business Management & Law Paris, France

23rd   11th International Conference on Management, Economics, and Humanities Stockholm, Sweden online

24th   02nd International Conference on Marine Science and Technology Aachen, Germany

27th   5th Bali - International Conference on Social Science & Humanities (ICSSH), 27-28 July 2021 Bali, Indonesia online

29th   3rd International Conference on Advanced Research in Management, Business and Finance Munich, Germany online

August 2021

3rd   2nd Amsterdam - International Conference on Social Science & Humanities (ICSSH), 03-04 August 2021 Amsterdam, Netherlands online

6th   4th International Conference on Research in Business, Management and Economics Budapest, Hungary online

20th   4th International Conference on Applied Research in Management, Economics and Accounting Dublin, Ireland online

21st   4th International Conference on Multidisciplinary Research 2021 Online, Other online

24th   4th Barcelona - International Conference on Social Science & Humanities (ICSSH), 24-25 August 2021 Barcelona, Spain online

26th   05th International Conference on Apparel Textiles and Fashion Design Colombo, Sri Lanka

27th   02nd International Conference n Music, Drama, Visual & Performing Arts Colombo, Sri Lanka

27th   5th International Conference on Business, Management and Economics London, United Kingdom online

28th   03rd International Conference on Leisure and tourism Colombo, Sri Lanka

September 2021

1st   EAEA15: Envisioning Architectural Narratives Huddersfield, United Kingdom online

3rd   3rd International Conference on Research in Management Prague, Czech Republic online

7th   6th London - International Conference on Social Science & Humanities (ICSSH), 07-08 September 2021 London, United Kingdom online

7th   4th Rome - International Conference on Social Science & Humanities (ICSSH), 07-08 September 2021 Rome, Italy online

8th   2nd Global Tourism Conference (GTC) 2021 Kuala Terengganu, Malaysia online

10th   09th International Conference on Multidisciplinary Research Publications and Networking NuwaraEliya, Sri Lanka

10th   4th International Conference on Management, Economics and Finance Zurich, Switzerland online

15th   The 7th International Tourism and Hospitality Management Congress (ITHMC) Sarajevo, Bosnia and Herzegovina online

15th   3rd Athens - International Conference on Social Science & Humanities (ICSSH), 15-16 September 2021 Athens, Greece online

15th   IISES 12th Business & Management Conference, Prague - WoS indexed (CPCI) Online, Other online

16th   02nd International Conference on Management, Health, Social Science & Engineering Kathmandu, Nepal

24th   07th International conference on Ayurveda Traditional Medicine and Medicinal Plants Brisbane, Australia

October 2021

5th   3rd Istanbul - International Conference on Social Science & Humanities (ICSSH), 05-06 October 2021 Istanbul, Turkey online

12th   3rd Lisbon - International Conference on Social Science & Humanities (ICSSH), 12-13 October 2021 Lisbon, Portugal online

18th   5th Edition of Nursing World Conference Orlando, United States of America online

20th   IV. International Congress on Tourism, Economics and Business Sciences Istanbul, Turkey online

21st   International Conference on Indigenous Peoples Colombo, Sri Lanka

24th   8th Dubai - International Conference on Social Science & Humanities (ICSSH), 24-25 October 2021 Dubai, United Arab Emirates online

26th   02 nd International Conference on Heritage and Culture Colombo, Sri Lanka

28th   International Conference on Sport Sciences and Physical Education Colombo, Sri Lanka

29th   03rd International Conference on Drug Abuse Prevention and Illegal Drugs Colombo, Sri Lanka

November 2021

16th   9th Singapore - International Conference on Social Science & Humanities (ICSSH), 16-17 November 2021 Singapore, Singapore online

16th   7th London - International Conference on Social Science & Humanities (ICSSH), 16-17 November 2021 London, United Kingdom online

23rd   7th Kuala Lumpur - International Conference on Social Science & Humanities (ICSSH), 23-24 November 2021 Kuala Lumpur, Malaysia

26th   3rd Paris – International Conference on Social Science & Humanities (ICSSH), 26-27 November 2021 Paris, France online

December 2021

11th   02nd International Drone Conference Colombo, Sri Lanka online

14th   07th International conference on Ayurveda Traditional Medicine and Medicinal Plants Colombo, Sri Lanka

18th   14th International conference on Business Management and Economics Colombo, Sri Lanka online

19th   09th International Conference on Social Science and Humanity Colombo, Sri Lanka

20th   07th International Conference on Food Resources and Security Colombo, Sri Lanka

20th   International Conference on Dermatology and Cosmetology Colombo, Sri Lanka online

23rd   6th Bali - International Conference on Social Science and Humanities (ICSSH), 23-24 December 2021 Bali, Indonesia online

23rd   9th Bangkok - International Conference on Social Science & Humanities (ICSSH), 23-24 December 2021 Bangkok, Thailand

23rd   International Conference on Indigenous Medicine & Sri Lankan Traditional Medicine Colombo, Sri Lanka online

February 2022

20th   9th Dubai - International Conference on Social Science & Humanities (ICSSH), 20-21 February 2022 Dubai, United Arab Emirates

June 2022

27th   The Seventh International Conference on Tourism and Leisure Studies (A Blended Conference) Kerala, India online

28th   Cultures, Communities and Design Calgary, Canada online

SELECTED TOURISM ABBREVIATIONS

ALOS	Average Length of Stay
ARI	Availability, Rates and Inventory
BAA	British Airports Authority
BHA	British Hospitality Association
CTC	Cyclists' Touring Club
CVB	Convention and Visitors Bureau
DDR	Delegate Day Package
DMC	Destination Management Company
DOC	Director of Catering
DTS	Domestic Travel Study
FAM	Familiarization Tour
FIT	Foreign Independent Traveller
HCIMA	Hotel & Catering International Management Association
ITG	Institute of Tourist Guiding
ITMA	Incentive Travel and Meetings Association
ITO	Industry Training Organisations or Inbound Tour Operator
IVA	International Visitor Arrivals
IYHF	International Youth Hostel Federation
JATA	Japan Association of Travel Agents
MIA	Meetings Industry Association
NTB	National Tourist Board
RTB	Regional Tourist Board
SITE	Society of Incentive Travel Executives
TIM	Tourism income multiplier
TIP	Tourism Information Point
TSA	Tourism Satellite Account
UKTS	United Kingdom Tourism Survey
WHS	World Heritage Site
YHA	Youth Hostels Association

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Journal Article

Van der Duim, R. (2007). Tourismscapes: An actor-network perspective. *Anals of Tourism Research, 34(3)*

For multi authors:

Coles, T., Hall, C.M., & Duval, D. (2005). Mobilizing tourism: A post - disciplinary critique. *Tourism Recreation Research, 30(1)*

Book

Nash. D. (2007). *The study of tourism: Anthropological and sociological beginnings*. Oxford: Elsevier.

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Smith M.K. & Robinson. M (Eds.), (2006), *Cultural tourism in a changing world: Politics, participation and (re) presentation,* Clevedon: Channel View

Publications.

Chapter in Edited Book

Hall M., (2004). Reflexivity and tourism research: Situating myself and/with others. In J. Phillimore & L. Goodson (Eds.), *Qualitative research in tourism: Ontologies, epistemologies and methodologies* (pp. 137-155). London: Routledge.

Doctoral Thesis

Dileep M.R., (2007), A Study on Information Systems in Tourism Sector in Kerala, University of Kerala, India

Internet

Urry J., (2001). *Globalising the Tourist Gaze*. Retrieved November 15, 2008, from Lancaster University, Department of Sociology Web site: http://www.lancs.ac.uk/fass/sociology/papers/urry-globalising-the-tourist-gaze.pdg.

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