Garden City University

Garden City University was established under Karnataka State Act no. 47 of 2013 and approved by UGC. The University is a product of a legacy of providing quality education for more than 3 decades. The journey started with the establishment of Garden City Education Trust in the year 1992 by Dr. Joseph V.G. who is the first Chancellor of Garden City University, The Trust was established to set up centres for educational excellence that would accept only qualitative practices nurturing students with value based education. The University, ever since its commencing has focused on holistic international standards of education. The eight schools from different streams of Commerce, Science and Humanities offer numerous programmes that are the best in the industry and the country. Unique programmes at UG and PG levels like Forensic science, Cyber Forensic, International Accounting, English with Comparative Literature, Food Technology, Nanotechnology, English with Computational Linguistics are offered at GCU. Apart from UG and PG programmes all eight schools offer Ph.D programmes. All programmes at GCU comply with NEP 2020. A new university campus is being developed in a lush green area spread over 150 acres of land, adjacent to the Volvo manufacturing plant. This is a part of the township envisioned by Dr. Joseph V.G. which would have Knowledge Parks, IT and BT Parks, Hotels and Convention Halls, Shopping Malls and Residential areas. The Mission and the Vision of the University is based on the belief that social development is an avenue for nation building which is inculcated through the approach and the policies of the University.

Department of Tourism

The Department of Tourism has been successful in nurturing dreamers, achievers and winners. Catering to the world's largest service industry, this department has created a niche for itself in shaping the finest scholars, professionals and entrepreneurs over the years. Students can explore their individual talents and skills by participating in specifically designed activities, conducted by Voyager – the tourism club, which in the past have produced some of the stalwarts in the industry today. The erudite faculty members have used their vast experience and strategic training to conduct various skill-based programs which are designed to develop and maximize the potential of the students through a variety of teaching methods and activities. The department conducts various addon courses such as software training, additional course for airline management, etc. An allied member of Travel Agents Association of India, the department has collaborated with India Tourism – Ministry of Tourism, Government of India, Department of Tourism, Government of Karnataka, Gujarat Tourism Corporation Limited, etc. Research and publication is another site where the faculty members are actively participating. The Department of Tourism publishes an annual double blind peer reviewed (refereed) journal COMPASS (ISSN: 2394-0646).

From the Desk of the Editor-in-Chief

We take immense pleasure in presenting before you the third volume of "COMPASS" - a double blind peer reviewed (refereed) journal by the Department of Tourism, Garden City University, India. The current volume is the yield of the Int. Conf. "Tourism and Innovation: The future of Travel Business, Entrepreneurship, and Employment" organised by the Dept. of Tourism in collaboration with CINEC, Sri Lanka on 19th Nov. 2021. In total, there are eleven scholarly articles which includes review articles and research articles. With our early publications and the present one, we aim to produce a high quality journal in tourism and hospitality to which our authors, peers, reviewers and readers will be proud of. As the editor-in-chief and together with my editorial team members, we thank the authors for presenting the papers in the conference and publishing in the COMPASS.

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"Tourism" a Spectrum of Opportunities for Women's Empowerment: Special Reference to Galle City in Sri Lanka

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Abstract

Tourism acts as a critical device for sustainable human development along with poverty eradication, employment generation, surroundings regeneration, and advancement of females in less privileged businesses in Sri Lanka. This paper pursuits to examine the importance of females in the tourism business, and analyze the reasons for and constraints to females' vertical mobility. It also addresses the problem of ways in which tourism impacts their business activities. In addition, this paper discusses the new possibilities for profits era that the tourist market might offer for females. A descriptive and analytical research layout was used to describe the attitude and behaviour of female employees in tourism. Therefore, secondary information has been used. For this study, 50 respondents were selected from the tourism industry (Hotels and motels, restaurant and travel, hiking corporations) in Galle town. The primary and secondary information had been categorized, tabulated, processed, and analyzed. It was discovered that many females had the potential to handle businesses of indigenous merchandise together with handicrafts, clothes, embellishes, and floriculture items. These have been the strong areas of employment and earnings generation associated with tourism. Consequently, there may be a huge possibility of usage of nearby and traditional skills and assets for encouragement, empowerment, and female participation in small businesses. The study summarizes that the financial empowerment of women is vital in recognizing females' rights, financial independence, poverty reduction, and welfare.

Keywords: Female Empowerment, Poverty Eradication, Employment Creation, Environment, Recreation, Enhancement of women

1. Introduction

Tourism is one of the largest and fastest-growing industries across the globe. Tourism contributes 5 % of the world's gross development product (GDP) and 7% of jobs at the international level. It accounts for 6 % of the world's exports and 30% of the sector's exports in offerings. In growing countries, tourism generates 45% of the entire exports in offerings (UNWTO). In addition, the emergence of tourism as a vital tool for sustainable human improvement inclusive of poverty remedy, employment technology, surroundings regeneration, and development of females and different disadvantaged businesses in Galle, Sri Lanka. The percentage of females who work

inside the industry is high, but their function is dominated by way of unskilled, low-paid jobs. The tourism sector, without a doubt, gives numerous access points for females' employment and possibilities for developing self-employment in small and medium-sized earnings producing avenues.

Accordingly, it is of paramount importance to shed light on the income and poverty removal via tourism development especially to females. Females' percentage of control positions stays unacceptably low, with just a tiny proportion succeeding in breaking via the "glass ceiling". Further, traditional gender roles assigned to females as the main obligations for raising kids, worrying about the elderly, and doing household work. Thus, females are regularly compelled to pick out casual labour, part-time and seasonal employment. Other than developing proper governance, earnings generation is the vital reason for participation via women in the tourism enterprise. In maximum vacation spot regions in Galle, the profits for the local community seem to come from the casual zone or the formal quarter, owned or organized with the aid of the communities.

1.1. Objectives
Given the background, the research paper is set to achieve the following objectives:

   a) To investigate the contribution of tourism growth to women's empowerment in the area.

   b) To identify challenges facing women from harnessing tourism opportunities available.

   c) To investigate whether the tourism industry gives equal opportunity for women empowerment.

   d) To suggest alternative mechanisms which can improve/accelerate women's benefit.

2. Methodology
Study Area:
Located in the southwest of Sri Lanka approximately 100 km south of Colombo, the city of Galle is on the beaches of the Indian Ocean. It is constructed on a rocky peninsula that houses a herbal port to which get right of entry to is complex via the presence of large coral reefs. The important layout of the city became mounted by the Dutch in 1669 for the reason that 18th century, Galle has had the appearance of a fortified stronghold. Due to its location and glorious remnants of records, it has grown to be an excellent visitor attraction. Sinhala, Tamil, and English are the official and most widely spoken languages. Fifty respondents were selected using the convenience method from the tourism enterprise in Galle metropolis for interviewing.

Map of the Study Area
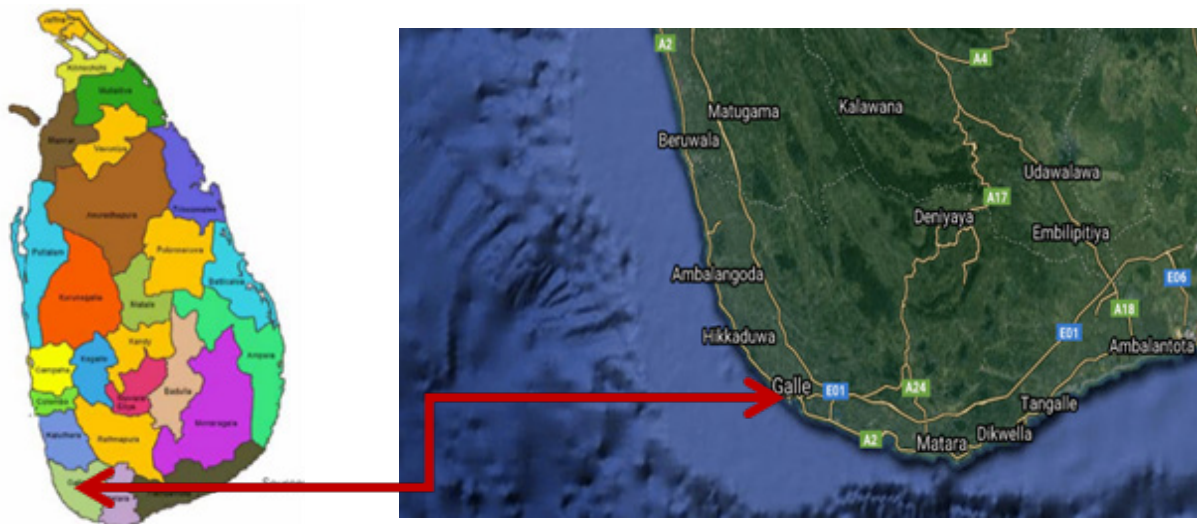
It was also found that this region of tourism is not particularly suitable to pressure the incorporated approach to environmental, social, and financial factors of the idea of sustainable tourism development. Tourism represents a massive economic wave and its environmental and obvious social impacts are well documented. Similarly integrating gender views into the dialogue of tourism is specifically essential because the tourism industry is one foremost corporation of females, offers various opportunities for unbiased earnings producing revenues, and at the same time impacts females' lives in destination groups.

2.1. The Conceptual Framework of the Study

Figure 1 explains the dependent and impartial variables, wherein socioeconomic factors, competency-primarily based mastering, get entry to monetary offerings adapted to tourism business wishes, government policies, and development programmes are unbiased variables that could affect the engagement of women inside the tourism area. Consequently, females' empowerment is at once affected by these impartial factors.

Figure 1: Conceptual framework of the study
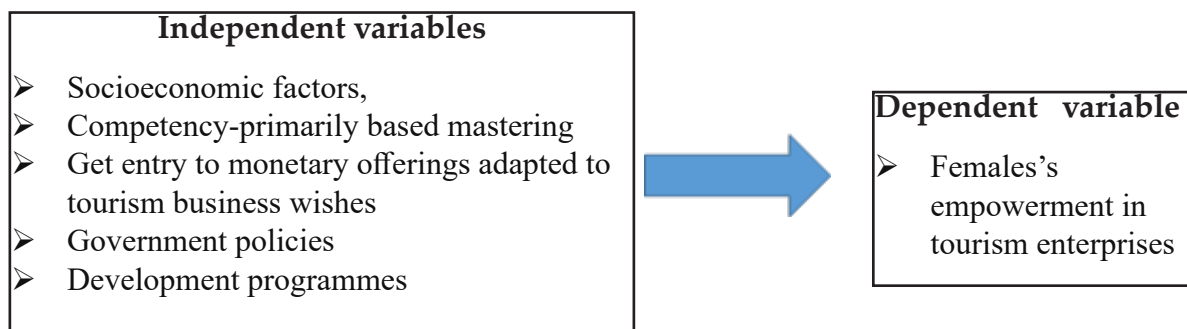
Bearing in thoughts that each us of has its very own visions and possibilities for females' empowerment, development packages, and their implementations will be different from country to country. Hence, the effects may also be various. Consequently, beginning and strolling a business in tourism can be different according to countrywide and geopolitical elements, in addition to financial, governmental, and cultural activities in tourism enterprises.

2.2. Research Instruments

The data has been gathered using both qualitative and quantitative methods: interviews, focus group discussions and key informative interviews with nearby residents, network leaders, and proprietors/managers of tourism businesses; participant statements; household surveys plus physical visits were utilized to collect primary data. Descriptive information was used to analyze the facts. Secondary data have been collected from previous researches, research papers, reports, textbooks, encyclopaedia, journals, dictionaries, and websites.

3. Findings

Table 1 reveals that the involvement of girls' employees' in tourism falls within the age institution of 20 to 29 and its miles maximum than other agencies that are glaring in the Galle. Most of the girls are the second baby of the family within the tourism area as workers.

Table 3.1- Demographic Characteristics of Women in Tourism Sector in Galle

No	Factors	Percentage
i	Age Group	
	0 to 19	21.0
	20 to 29	47.0
	30 and above	32.0
ii	Position in the family	
	First person	40.2
	Second and other	59.8
iii	Marital status	
	Married	57.80
	Unmarried	42.20
iv	The income level of employee (monthly)	
	Rs 0 to 4999	67.40
	Rs. 5000 to 999	24.00
	Rs. 10000 and Above	8.6

The demographic information shows that amongst employees of age 19 to 40 plus, the unmarried accounts for 42.2 percentage, whereas 57.8 percent are married. Most of the respondents are acting as the second person for family matters and have a livelihood of low income as less than 5000 Rs. Further, the below facts of the employment scenario of ladies in Tourism in Galle can also be vividly visible.

Table 3.2 -Employment Situation of Women in Tourism in Galle.

No	Employment Situation		Percentage
i	Women' proprietorship		
		Hotel, lodge, and resort	32.47
		Travel and trekking	48.74
		Others	18.79
ii	The working situation of an employee		
		Sweeper	20.4
		Saleswoman	2.9
		Manager	17.4
		Waiter	59.3
iii.	Working hours of employee		
		8	38.4
		10	40.2
		12	21.4
iv .	Staff in a business firm		
		More male	77.45
		More female	10.50
		Equal	12.25

In line with the above table, it is far proved that the women are operating within the decrease hierarchical positions as unskilled and semiskilled employees more in Galle. Table 2 reveals that out of the full self-hired women in the tourism sector, are running in inns, motels, resorts, travel, and hiking businesses. An employee in the tourism quarter particularly joins for earning of cash for the circle of relatives, whereas lesser percentage looks to face on very own foot.

There is a tremendous reaction of the proprietor toward the involvement of women employees in the tourism quarter as personnel. Table three proposes that females need money to operate their family and so that they contain in this area to earn cash and works nearly ten to twelve hours in this zone to simply earn five thousand underneath.

Table 3.3-Reason and Causes of Women in Tourism

No	Factors		Percentage
i	Cause of joining the work		
		Earn money	53.0
		Conflict	2.1
		Leave home	5.8
		Uneducated	4.9
		Freedom to live	23.0
		Other causes	11.2
ii	Causes of involvement		
		Earn money	30.75
		Freedom to live	33.50
		Other reason	35.75
iii	Causes of selection of work		
		Easy work	47.1
		Good salary	10.5
		Transportation facility	4.8
		Others	37.6

Table 3.4 -Motivation towards Tourism Sectors

No	Factors		Percentage
i	The opportunity to work available		
		Self	49.1
		Friend	18.2
		Relative	27.8
		Others	4.9
ii	Level of satisfaction		
		Yes	84.5
		No	15.5

Most of the female employees join in this sector as a worker via their attempt, whereas 27.8 percentage seek the process with the help of their relatives. The workers gain pleasure in this process because of the problem of availability of vacancies in other sectors and the extent of income. Females are recommended to join in this region of commercial enterprise since there are extra vacancies to be had within the area.

The key standard findings of the study are:

1. Females make up a big share of the formal tourism team of workers.
2. Females are nicely represented in service and clerical degree jobs, however poorly represented at professional stages.
3. Females in tourism are typically earning 15% to 20% less than male co-workers.
4. Tourism has nearly two times as many ladies' employers as different sectors.
5. Females make up a much better share of workers in tourism than in other sectors.
6. A big quantity of unpaid tasks is being finished through females in their family tourism occupations.

4. Discussion

Tourism presents a huge range of income generation opportunities for females in formal and informal employment. Tourism creates a huge variety of possibilities for ladies. In phrases of employment, we set up that women are properly represented but tend to be operating at a service or clerical as opposed to the expert or choice-making degree. In entrepreneurship, it was determined that women are almost two times as probable to be employers in the tourism industry as in other sectors, and often employ more females than men. The results for education are less promising, and there are proportionally fewer female graduates in services than in other fields. Tourism gives the capability for females' leadership. Even as tourism affords possibilities for females' self-employment, it is also evident that females are contributing a massive amount of unpaid work in tourism family businesses, when compared to other sectors.

It was noticed that tourism can be a car for the empowerment of females in Galle. It gives higher opportunities for females' participation within the team of workers, females' entrepreneurship, and females' leadership than other sectors of the economy. Females in the tourism sector are nonetheless underpaid, underneath-applied, under-educated, and under-represented; however, tourism offers pathways to success. Females maintain more ministerial positions in tourism than in another discipline. Nonetheless, the best one in five tourism board, chief government officers are females, and the simplest one in 4 tourism industry associations have a lady chair. Fortunately in Sri Lanka, the Tourism leader is a well-accomplished lady with an elegant personality who is the resounding success of the Tourism industry.

5. Recommendations

Training and capacity building is essential to permit females to run the tourism enterprises so that mental and physical empowerment is reached. Tourist commercial enterprise ventures should establish an identified gadget on imparting soft loans closer to nearby women to be able to support greater women community-initiated initiatives. Vacationer business ventures want to re-examine how they can improve their blessings at the personal level in particular in needy communities rather than targeting oblique blessings handiest. It is important to integrate all of the key stakeholders who can make contributions to make sure that girls within the region advantage the available tourist business ventures.

6. Conclusion

Acknowledging the trouble of gender segregation of labour markets is a widespread phenomenon. Because of its size, its rapid boom, and its extraordinarily numerous and dynamic nature, the tourism enterprise has sizeable flexibility. This will enable the industry to broaden key tasks for the development of women so that other industries can benefit from initiatives and strategies inside the tourism arena as models for their very own improvement. The excessive percentage of females in the tourism workforce in Galle presents an essential fundament for the additional advancement of females.

It is needed to re-echo the idea that; empowering females results in an empowered kingdom, region, and international. There may be a massive opportunity for the usage of nearby and conventional talents and resources for encouragement, empowerment, and female participation in small corporations. Females' indigenous or traditional talents and handicraft abilities of must be used to make vacationers orientated services and products that would enhance professionalism through supplying an amazing possibility for economic empowerment of women. Therefore, authorities businesses, NGOs, and INGOs which include social agency ought to organize women empowerment and improvement program.

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Women Entrepreneurship through Ecotourism in India– Benefits and Challenges

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Abstract

Ecotourism is one of the growing alternative tourism sectors in India. It contributes to supporting the conservation and livelihood through generating revenue. One of the tenets of ecotourism is the participation of local communities. Women, an integral part of a community, are provided with significant entrepreneurship opportunities in the ecotourism industry, such as running a homestay, souvenir shops, and making traditional handicrafts. However, the literature which emphasizes women entrepreneurship in India in the ecotourism context is inadequate. Hence, this review paper focuses on women's entrepreneurship in ecotourism in India and the benefits and challenges they face through data collected from secondary sources such as journals, e-resources, published reports, and research articles. The study finds out that the residents, especially women, get the chance to be involved in income-generating activities that were not available earlier or were in limited form. After starting their tourism ventures, women became economically independent, gained confidence, respect from the community, and increased decision-making ability. The key issues that hinder women's participation are lack of capital, lack of education/training, and unequal opportunities. The study's major recommendations include introducing gender-aware projects and policies by the government, skill development workshops, involvement of NGOs, and the formation of Self-Help Groups to encourage active women participation in ecotourism.

Keywords: Ecotourism, Women participation, women empowerment, economic, social

1. Introduction

Tourism is a labor-intensive industry and is an important contributor to creating jobs. According to World Travel and Tourism Council, tourism contributed to 313 million jobs i.e., 9.9% of the total employment in 2017. Furthermore, according to the ILO report, 46% of the global workforce in the tourism industry are women (Rinaldi & Salerno, 2020). Ecotourism, a niche tourism product,

is growing rapidly worldwide with a projected growth rate of 10-15% (Scheyvens, 1999). With its objectives of conservation, economic development, education, and the principle of sustainability, ecotourism is gaining popularity worldwide, despite criticism. Several countries rich in natural and cultural resources like Costa Rica, Belize, Kenya, South Africa, Australia have achieved success in the realm of ecotourism with proper co-management or coordination among different stakeholders, including government agencies, the tourism industry, host communities, NGOs, and many others (Ceballos-Lascurain, 2008). Ecotourism has great potential in creating employment for rural economies and ensuring sustainable use of resources. Therefore, developing countries are recognizing ecotourism as a powerful strategy for local development and conservation. In 2017, the tourism sector in India contributed 9.4% to the GDP, foreign tourist arrival raised by 14%, and tourism workers represented 8% of the total employees (Rinaldi & Salerno, 2020). With rich biodiversity and cultural heritage, India also has a lot of potential for ecotourism though it is still in its development stage (Pujar & Mishra, 2020).

The term ecotourism was developed in the late 1980s as a result of an increase in awareness about detrimental environmental impacts and sustainable and ecological practices worldwide. Since then, the demand for ecotourism activities has boosted due to the shift in consumers' choice from mass tourism activities to more individualistic experiential learning (Diamantis, 1999). It is one of the most prospering sectors of the tourism industry worldwide. With the beginning of the millennium, United Nations declared 2002 as the "International Year of Ecotourism" marking its rise as a global phenomenon. It emerged as a mechanism to combine both conservation and development, contributing to sustainable development. One of the tangible benefits of ecotourism development is employment generation for the local communities (Diamantis, 1999). It can generate revenue for the economic development of the community and alleviate poverty. Though these incomes are small in proportion but can add significant value to rural areas' poor and backward people, especially women (Wall, 1997).

Community is an important stakeholder, and their support is necessary for conservation. According to the 'stakeholder theory', the community will support conservation if they reap economic benefits by preserving natural resources rather than exploiting them (Ceballos-Lascurain, 2008). Community-based ecotourism allows communities to benefit economically and take decisions in planning and management of the type of development it needs and hence help in managing the impacts (Diamantis, 1999). Since both men and women are an integral part of the community, it becomes imperative to give them equal opportunities to participate in decisions and share ecotourism benefits to achieve sustainability.

In many traditional societies, particularly in developing countries like India, women are often seen as the most disadvantaged group due to inequalities present in society. They are frequently excluded and marginalized from the participatory process and voices seldom heard in decision making. They are often left behind, with men taking most of the advantages of tourism development (Timothy, 2006). However, with the introduction of ecotourism, women got the opportunity to be involved in income-generating activities that were not available earlier or were in limited form (Stronza & Gordillo, 2008).

Several ecotourism initiatives in India have acknowledged local communities, particularly women, as important stakeholders in planning and managing ecotourism, which has positively contributed to their development (Pujar & Mishra, 2020). Women are provided with significant entrepreneurship opportunities in the ecotourism industry, such as running a homestay, handicraft/souvenir shops, etc. However, the literature emphasizing women's entrepreneurship in India in the ecotourism context is inadequate. Hence, this paper aims to study the entrepreneurship prospects women obtained through ecotourism in India and assess the benefits and challenges they face.

2. Methodology

It is a review paper with a case-study approach. Secondary data was collected from various sources such as journals, e-resources, published reports, and research articles to understand women's participation in ecotourism in various destinations of India. Four case studies from four different parts of India that have integrated women in the ecotourism initiatives were included, and patterns drawn from the literature were analyzed. Conclusive and common points were identified from the literature during the process and were discussed with solution-driven recommendations, addressing the gaps.

3. Findings

Ecotourism provides direct and indirect employment to local communities in the destination. However, for ecotourism to be sustainable, projects should be more locally controlled. Community-based ecotourism ensures a balance between social, cultural, and environmental resources and equitably distributes economic benefits among the people whose lives are most affected by ecotourism development (Regmi & Walter, 2016). Greater local participation in ecotourism is likely to generate more support for conservation (Stem et al., 2003). For example, the increase in tourism in recent decades has provided Mayan communities the opportunity to participate in ecotourism as an alternative to traditional unsustainable practices like cattle grazing, logging, and hunting (Ramos & Prideaux, 2014). One of the best examples of ecotourism in the Indian context can be found in Periyar Tiger Reserve. The ecotourism project in PTR helped forest officials to work effectively with locals giving them support and reducing their dependence on forest resources by providing alternative income linking economic incentives to conservation and tourism operations (Vinodan & Manalel, 2011). Another study in the Indian context observed that people participating in ecotourism activities in Kaziranga National Park, Assam, have improved living conditions as ecotourism generates a better income and economic opportunities than agriculture. Women can also participate through dance groups, handicrafts selling, etc., and earn a supplementary income (Das & Hussain, 2016).

Women, an integral part of the community, must be equally involved in ecotourism processes, especially in decision-making, and use their expertise in managing natural resources. If they are marginalized and do not receive any share of benefits, they won't support the ecotourism initiatives, and sustainability cannot be achieved. A study by Mudzengi et al. (2021) pointed out that one of the causes of the failure of ecotourism projects in Zimbabwe is that the employment opportunities in these ventures benefitted mostly men, leaving women more marginalized

creating greater gender disparity.

India is a country with varied cultures and languages. However, it is a highly gendered society. One of the major concerns in India is the low status of women. Their involvement in decision-making is poor due to the strong male-dominating culture prevalent in such societies (Kala & Bagri, 2018). To improve such issues, various policies and programs have been implemented by the government (Gupta & Yesudian, 2006). Ecotourism is one such sector that has the potential to improve the economic and social status of women. Since women are more dependent on natural resources and come in close contact with them through fetching water or firewood or through crop cultivation (Mudzengi et al., 2021), they are also the ones who suffer from environmental degradation. It is important to integrate them in ecotourism projects to attain its broader understanding. Hence, this study discusses a few case studies from India showing how women are involved in ecotourism projects around India and benefit from it. It also shows the challenges faced by women when starting any ecotourism venture.

A. Protecting Mangroves through Ecotourism project in Sindhudurg, Maharashtra

A woman named Shweta Hule, with her husband and eight other women, started a self-help group (SHG) called, Swamini in 2017. This SHG was involved in various income-generating activities along with their most popular project Mangrove Safari in Mandavi Creek, Vengurla, of the Sindhudurg district of Maharashtra. The project helped increase the popularity of these mangroves and raised awareness among the tourists and the village communities. The Mangrove Cell of Maharashtra along with the UNDP Global Environmental Finance Project, helps them learn boat rowing and identify species found in mangroves with their names. The cell also trained them in other livelihood activities such as oyster farming, crab cultivation, and mangrove ecotourism. These activities encourage women to contribute to the conservation of the mangroves, which are their source of livelihood. Through Mangrove ecotourism activities, women earn substantial revenue and gain recognition in their community. They are more involved in household decision-making processes and are empowered economically and socially (Pillai, 2020).

B. Ecotourism Initiatives in Munsyari, Uttarakhand

Migration is one of the primary issues in the high-altitude villages of Uttarakhand. However, in Munsyari, women involved in ecotourism initiatives brought revolution through their entrepreneurial drive. Under the leadership of Van Panchayat's woman sarpanch, women involved in homestay programs in Sarmoli village and earned a substantial income. They also involved other community members of the villages in their work, leading to a decline in migration. Women of Darkot Village turned their local tradition of weaving into a profitable livelihood opportunity. Despite their lack of education, lack of skills, poverty, gender disparity, and financial deficiency, women improved their skills and used the resources available to earn income and preserve their culture, making their community-based ecotourism project successful. They also dedicated themselves to conservation efforts to benefit themselves and future generations. This community-based ecotourism initiative helped women stand up against domestic abuse, which they could

not do earlier because of economic dependency on their husbands and social humiliation (Singh, 2021).

C. Handicraft industry in Kullu, Himachal Pradesh

The handicraft industry in Kullu, Himachal Pradesh, has attracted tourists for a very long time. The industry has provided women with an opportunity to empower themselves at an individual and collective level. They learned handicraft skills from SHGs or inherited from their ancestors. These skills have allowed them to earn substantial income to sustain their families, make them self-reliant, and improve their living standards. An increase in tourism resulted in market growth for local handicrafts. Therefore, women involved in handicraft business are now more confident, actively engage in decision-making in their community, attain good status and take up new leadership roles. However, many improvements in the full integration of women have yet to be made (Bansal & Kumar, 2011).

D. Ecotourism in Thenmala – a first planned ecotourism destination in India

Ecotourism in Thenmala, opened various employment and entrepreneurial opportunities for women. They are involved in multiple activities, including selling local traditional handicrafts, running small shops or restaurants, working in hotels, and performing cultural art forms. Ecodevelopment committees and various self-help groups directed by Kudumbashree are actively involved in Thenmala ecotourism projects. These groups play an important role in providing training to local communities, especially women, and empower them through various ecotourism programs. Through involvement in ecotourism, women's mobility increased, and they were able to realize their potential and showcase their skills outside the household boundaries. They were also able to contribute to family income significantly and felt empowered, leading to the remarkable improvement in their living standards (Ashraf & Sibi, 2020).

4. Results

Challenges faced by women involved in the ecotourism industry

Participating and becoming successful entrepreneurs through ecotourism, however, was not an easy path for these women. They faced many challenges such as the double burden of work and household duties, social roles, division of labor, and subordinate status. Furthermore, lack of skills and credit facilities limit their progress (Badola & Hussain, 2003) which has been discussed below.

1. A clear-cut gender division of labor is observed, where females are primarily employed in more feminine jobs (De, 2013), like running a homestay, cleaning, and cooking. However, men are found in jobs that require physical labor like drivers, porters, and guides (Kinnaird & Hall, 1996). As in the mangrove safari project in Mandavi Creek, everyone believed that this venture was bound to fail as women can't row boats. This is because rowing is often seen as a male activity.

2. Traditionally, women are responsible for taking care of household duties, and men go out to earn an income. However, with participation in ecotourism, women got an opportunity to go out and make extra money, but they still had to perform their household duties. This causes women to face the double work burden challenge of taking care of household responsibilities and work duties, which often leads to conflict in the family (Badola & Hussain, 2003).

3. Lack of marketing and networking skills leaves women with no choice but to sell their products to the middlemen at lower prices, which they sell at a higher price in the market, as can be seen in the handicraft industry of Kullu, Himachal Pradesh (Parsheera & Sood, 2011).

4. Lack of education and professional skills makes women take jobs that are low-paying and menial. They also often fail to make their businesses successful. As can be seen in the study done in Meghalaya that due to low education levels, women are mostly involved in less remunerative inferior jobs than men (De, 2013).

5. Lack of access to credit facilities discourages women entrepreneurs and limits their progress (Badola & Hussain, 2003). Banks and other financial institutions often hesitate to give out loans to women who want to start their businesses.

5. Discussion

The evolution of tourism at a destination is usually not compatible with local community needs, and the resources are not used to their best advantage. This creates social pressure on the host community and also negative attitudes among the locals. Local communities need to be involved equally with other tourism stakeholders in the early stages of planning and development of ecotourism projects considering everyone's needs (Wearing, 2001). Dejouhanet (2010), in her study, shows that EDCs in Parambikulam villages in Kerala planned activities that were unsuitable to the local lifestyle and were non-viable in the area. This led to the failure of EDCs in the villages as they didn't consider community needs. (Dejouhanet, 2010).

Women in the community play a vital role in making ecotourism successful. Since they are close to their physical environment, they have better views and ideas to develop their areas sustainably. As mentioned in case studies, many ecotourism initiatives in India emerged and were brought to reality by the community women. Therefore, it becomes more important to involve them in the ecotourism processes. With the introduction of ecotourism, women in rural areas got a chance to get out of their homes and earn an extra income that was not available to them earlier (Ashraf & Sibi, 2020).

To understand ecotourism's value and achieve its objectives, it is vital to look beyond economic benefits and further into non-economic benefits (A. L. Stronza, Hunt, & Fitzgerald, 2019). Ecotourism initiatives in India suggest that ecotourism empowers women economically and socially. It has provided them with the confidence to better understand their capabilities and know their goals and means to achieve them (Parsheera & Sood, 2011). Convenience and flexibility provided by the ecotourism industry encouraged women to start their ventures and work near their homes, balancing work and family. It was also observed that despite less income, women

were satisfied as they received recognition from their community and were able to involve in decision-making processes. It points out that through ecotourism, women's social needs are more satisfied than their economic needs. Association with cooperatives provided them the support and motivation which is vital for their active participation and empowerment.

Many NGOs and SHGs such as Kudumbashree and Uravu in Kerala play a crucial part in women's lives. These organizations/groups motivate and help women find employment, access micro-credit facilities, and market their products (Koshy et al., 2016). Participation in ecotourism projects strengthened their socio-economic level of empowerment. It has enhanced their decision-making capacities in the household, increased their participation in educational activities, and contributed to family income (Slathia et al., 2015). Women's awareness and concern related to environmental depletion have made them handle the situation on their own in Periyar Tiger Reserve. As a result, they started voluntary initiatives for environmental protection like 'Vasantha Sena' for patrolling in the forest without expecting any remuneration, which discourages illegal entry and controls biomass extraction in the tiger reserve. This indicates the clear demonstration of women's empowerment for biodiversity conservation (Rajasekharan Pillai & Suchintha, 2006).

A similar situation can be seen in Munsyari where women took the initiative to conserve the Himalayan ecosystem and were involved in the restoration of their communities and natural resources (Singh, 2021). However, in their journey to improve their life through ecotourism, women also faced many challenges, fought, negotiated, and came out stronger. Now, they are more aware of their rights and stand up against any discrimination or domestic abuse. The case studies show that ecotourism can help women alleviate poverty, improve the opportunity for gender equality, and enhance their living conditions in India and worldwide.

6. Conclusion

Typically, local communities have to bear the brunt of the social and environmental costs of traditional forms of tourism and seldomly receive any benefits. In contrast, ecotourism is designed to benefit the communities directly. It acts as a catalyst to bring positive changes in households and communities (Stronza & Gordillo, 2008). Both men and women are equally involved in ecotourism activities but at different levels. Women are mostly involved in indoor activities like running homestays, welcoming guests, cultural activities, and other household works. However, men are involved in outdoor activities like guiding and carrying goods (Anup et al., 2020).

Female labor force participation and access to decent work are vital for the sustainable development process (Verick, 2013). It is also important to achieve women's empowerment. A significant number of women attending to domestic responsibilities are willing to work and earn if the work is accessible at their household premises (Verick, 2013). In the Indian subcontinent, women live in marginal conditions as they are considered inferior. The practices like female foeticide, selective abortion have generated a gender gap in favour of men. Therefore, ecotourism gave women a chance to get out of poverty by building economic activities out of available resources and earning a decent income (Rinaldi & Salerno, 2020). Hence, it is also vital to make them aware of all the benefits of tourism so that they take an interest and actively participate in it (Parsheera

& Sood, 2011).

The steady growth in tourist arrivals in the past decades in both developed and developing countries has created new opportunities for women's empowerment. However, the traditional gender gap is still predominant (Rinaldi & Salerno, 2020). Women still face various challenges relating to attainment of employment, wage equality, working conditions, choice of work, gender discrimination, and balancing work and family duties. Primarily involved in the informal sector, women also face the risk of exploitation and low job security (Verick, 2013).

Therefore, gender-sensitive policies need to be developed to encourage women's participation and spread awareness about women's constraints. Upskilling of the locals and the creation of nature-compatible livelihoods are required. The use of successful entrepreneurs as role models can be a means of motivation and learning for women starting their businesses. Banks should provide loans to women entrepreneurs through easy and speedy procedures. They should also provide pertinent information and counseling to women entrepreneurs. One of the other major areas of the difficulty women face is marketing, as they do not have knowledge or exposure to outside market forces. The government can help women by opening outlets to market their products or sell their products through cooperatives (Sinha, 2016).

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COVID-19 collision on travel behaviour: Und erstanding the perceived risk

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Abstract

The COVID19 virus is an ongoing global pandemic flu that has dominated the world as the worst pandemic after World War II, surpassing the 2003 outbreak of Severe Acute Respiratory Syndrome (SARS). It exceeds the Middle East Respiratory Syndrome (MERS) of the year 2012. Tourism is the most hit sector in the world by COVID19. All the experts involved in the world of tourism would have expected something other than the paralysis of the market. The purpose of this study is to understand the new travel behaviour of tourists. In particular, an analysis of the development outlook for the tourism industry that will shape the COVID and Post-COVID eras over the next few years. This study uses a descriptive methodology. The conclusions must determine the impact of the pandemic on the perceived risk of tourists and, of course, the impact on their future travel behaviour. The tourism industry faces a variety of challenges, both from tourism demand (awareness of health, social and psychological risks) and from the supply side (huge budget shortages, unemployment, closure, human capital depletion).

Keywords: COVID-19, Travel behaviour, perceived risk, tourism demand.

1. Introduction

It is a well-known fact that the world is in a recession of travel and tourism as a result of the COVID 19 pandemic. Global arrivals are expected to be 52% below 2019 volumes in 2021 and will not reach this level completely again by 2024. The COVID 19 pandemic has had unprecedented results in society, economy and tourism. These are particularly affected by public health measures introduced by the government as Public Health Emergency of International Concerns (PHEIC) since January 31, 2020, World Health Organization (WHO) COVID 19.) And on March 11, 2020, India also declared it a pandemic.

Travel restrictions are a wide range of measures used at destinations to limit the spread of COVID 19. Regulations were seen primarily in the Asia-Pacific region and Europe in March 2020, but as the pandemic expanded, regulations were quickly lifted at all travel destinations around the world. By May 2020, 75% of the world's destinations had completely closed their borders and international tourism had almost completely stopped. After this peak of border closure, destinations began to

relax travel restrictions, gradually allowing passengers to resume economic activity, including transportation and tourism. In November 2020, the number of complete border closures recorded was the lowest (27% of the world's destinations), and measures such as a negative COVID-19 test result on arrival became the main method.

COVID19 virus is an ongoing global influenza pandemic and is considered the worst pandemic in the post-WWII world, with Severe Acute Respiratory Syndrome (SARS) and Middle East Respiratory Syndrome in 2003. It exceeds the occurrence of (MERS) in the year 2012. Tourism is one of the most hit sectors in the world by COVID 19. All the experts involved in the world of tourism would have expected something other than the paralysis of the market. It is important to understand the new travel behaviour of tourists. In particular, an analysis of the development outlook for the tourism industry that will shape the Covid and Post-Covid eras over the next few years.

1.1. Objectives

The purpose of this study is to understand the new travel behaviour of tourists. In particular, an analysis of the development outlook for the tourism industry that will shape the Covid and Post-Covid eras over the next few years. Specific objectives of the study include:

1. To provide insights into the ongoing COVID 19 pandemic and the potential short- to medium-term effects on tourist behavior.

2. To understand the impact of pandemics on the perceived risks of tourists and their impact on future travel behavior.

2. Literature review

The outlook for the tourism industry remains very uncertain. Coronavirus (COVID19) pandemic lasts from to hits, is international tourism, expected to decrease by about 80% in 2020. Domestic tourism has helped to mitigate the blow, at least in part, and the government has taken impressive emergency measures to restore and revitalize the sector while protecting work and business. The unprecedented impact on the tourism industry is exacerbated by developing hygiene. This has very specific economic and social implications for many people, places, businesses, and the economy as a whole. (OECD, 2020).

2.1. Perceived Risks and Tourism Decisions

Tourism, perceived risks are associated with the perception of tourist uncertainty and possible adverse effects resulting from the consumption of travel and tourism offers. Related (Adam, 2015; Liu et al., 2016). The amount of literature shows that the perceived risk is a multidimensional and unique composition (Carballo et al., 2017; Liu et al., 2016; Wolff et al., 2019). Chen (2016) seeks to simplify the decision-making process into a "process that consumes decision-making." It consists of four different phases: preliminary decisions. Subsequent decisions and pre-purchases. Repurchase as well; pre-consumption and post-consumption levels.

2.2. Post-Crisis Travel Behavior

Risks perceived as a multidimensional structure can have a non-uniform effect on tourist decision-making, thereby allowing one or more risk dimensions to assess a traveler's travel destination. And may change his / her travel intent (Carballo et al., 2017; Karl and Schmude, 2017; Reisinger and Mavondo, 2005). Nugraha (2014), Reisinger and Mavondo (2005), and Wolff et al. (2019) have found that perceived risks increase anxiety and other negative emotional behaviors that can adversely affect tourists' travel intent.   Huanga et al. (2020) We have found empirical evidence suggesting that tourists show evasive behaviour to reduce health risks.

3. Methodology

The proposed study represents an ongoing COVID 19 pandemic and an attempt to provide insights into the potential impact on short- to medium-term tourist behaviour. The impact of the pandemic on the perceived risk of tourists and its impact on future travel behaviour has, of course, not yet been determined. A descriptive methodology has been adopted for the study. The reason for such an approach is to observe the phenomena in a completely natural and unchanged environment. The research is intended to be carried out with a mixed-mode design. This involves the usage of multiple methods such as quantitative and quantitative in complementary to capture a complete, holistic, and contextual portrayal of units under the study.

4. Findings

Of particular concern to the future of the global tourism industry is that the impact of pandemics on travel and tourism is perceived as a risk associated with travel and tourism in the post-COVID 19 period. In today's global tourism market since COVID 19, there may probably be a link between perceived risks and tourists' travel intent, but this relationship must, of course, be established. In addition, there are relatively few studies on post-health crises in tourism behaviour. Therefore, there is little empirical evidence of tourist behaviour after harmful global events such as pandemics.

The key to the recovery of the global tourism industry is the promotion of domestic and international tourism activities. However, while the impact of the COVID 19 crisis on tourist behaviour has not yet been demonstrated, previous studies have increased perceived risks and potential that can adversely affect tourist decision-making. The situation of cognitive dissonance is predicted. Governance expanded immigration policy, target media profiling, recreational marketing, and domestic tourism are key interventions to mitigate this potential impact.

Of particular relevance to the current debate are the potential impacts of perceived health risks on tourist behaviour after the COVID 19 crisis concerning the first two phases of the consumer decision process. In doing so, the perceived risks posed by COVID19 influence the decisions that travelers make before deciding to travel to a particular destination, and the decisions that influence their decisions to travel and purchase tourism products. May be given. The literature supports this concept to some extent by identifying the pre-travel stage as the first of three stages in which the tourism link of perceived health risks emerges (Akhoondnejad, 2015). In addition,

Chien et al. (2017) Health risk has been found to predict the decision-making stage of tourism information retrieval and tourism behaviour.

4.1. Marketing

As a post-crisis risk mitigation strategy, recovery marketing (Campiranon and Scott, 2014) is essential to the recovery of the global travel and tourism industry. Aliperti and Cruz (2019), say that post-crisis risk communication is risk awareness, encouraging individual positive behaviour, promoting consensus, and building trust. It has a strong influence on the behaviour of tourists. As a result, Rodríguez Moralesetal. (2020) recognize that information symmetry is important for controlling tourist behaviour in the context of the COVID19 virus. Evidence from Japan shows that targeted marketing campaigns played an important role in reducing the perceived risks associated with Japan's travel and tourism after the 2011 earthquake that led to the Fukushima disaster (Chew and Jahari, 2014). The health, psychological and social risks of visiting Japan and interacting with Japanese people due to the fear of radioactive contamination have led to a negative image of Japan as a tourist destination (Chew and Jahari, 2014). To mitigate these perceived risks, Japan's National Tourism Board has launched an intensive marketing program to promote the country in non-traditional markets, including Malaysia.

By marketing the country as a safe destination through world-class disaster management capabilities, advanced food safety and healthcare capabilities are subjective and objective to restore and increase market share in Malaysia's international tourism. We have succeeded in manipulating both of the risk factors recognized in (Chu and Jahari, 2014; Ishii et al., 2011). Therefore, marketing can be a viable intervention to influence the behavior of tourists after the COVID19 virus and manage the subjective aspects of perceived risk.

4.2. Marketing - Knowledge gaps

As a post-crisis risk mitigation strategy, recovery marketing (Campiranon and Scott, 2014) is essential to the recovery of the global travel and tourism industry. Aliperti and Cruz'(2019) Decision, Post-Crisis Risk Communication raises awareness, encourages individual positive action, promotes consensus, and builds trust, thereby recognizing risk and ultimately It greatly affects the behaviour of tourists

4.3. Relevance and Outcomes: Tourism recovery and the future of contemporary tourism

Attempts to model practical approaches to recovering the travel and tourism industry from the effects of the COVID19 pandemic have perceived poor health, followed by psychological and social risks, and they pose to tourist behaviour. Based on impact. The tourism industry faces a variety of challenges, both from tourism demand (awareness of health, social and psychological risks) and from the supply side (huge budget shortages, unemployment, closure, human capital depletion).

These metrics of resilience and opportunity are combined in a Travel Potential Index to illustrate the relative expected performance of a country as well as associated risks and opportunities. However,

the relationship of this metric to current baseline forecasts is somewhat weaker than that of the resilience indices because the total score also indicates upside risks (subject to capacity limits). There is a strong positive relationship between baseline forecasts for a recovery in aggregate (total inbound and domestic) travel flows and Domestic Resilience. All APAC countries are located in the top-right and bottom-left quadrants of an illustrative scatter plot below. The relationship with the combined Travel Resilience Index is weaker but is still positive for most countries.

The Travel Potential Index, which includes the opportunity to boost domestic tourism in addition to Resilience metrics, illustrates upside risks as well as central expectations. Safety and security are important aspects of successful tourism at any destination. Instead of objective risks, tourists' personal and subjective perceptions of these risks influence their choice of travel destinations, and in the long run, the flow of tourism from one country to another. Affect. Although the concept of risk awareness has been widely studied in the tourism industry, the literature remains fragmented and lacks a coherent and comprehensive framework. It is not yet clear how risk awareness, a key determinant of target selection, acts as an influential factor in the target selection process

Resilience & Potential Indices vs Forecasts for Travel to APAC Countries: 2021-24
Forecast for inbound & domestic travel combined, relative to sample average

Source: Tourism Economics
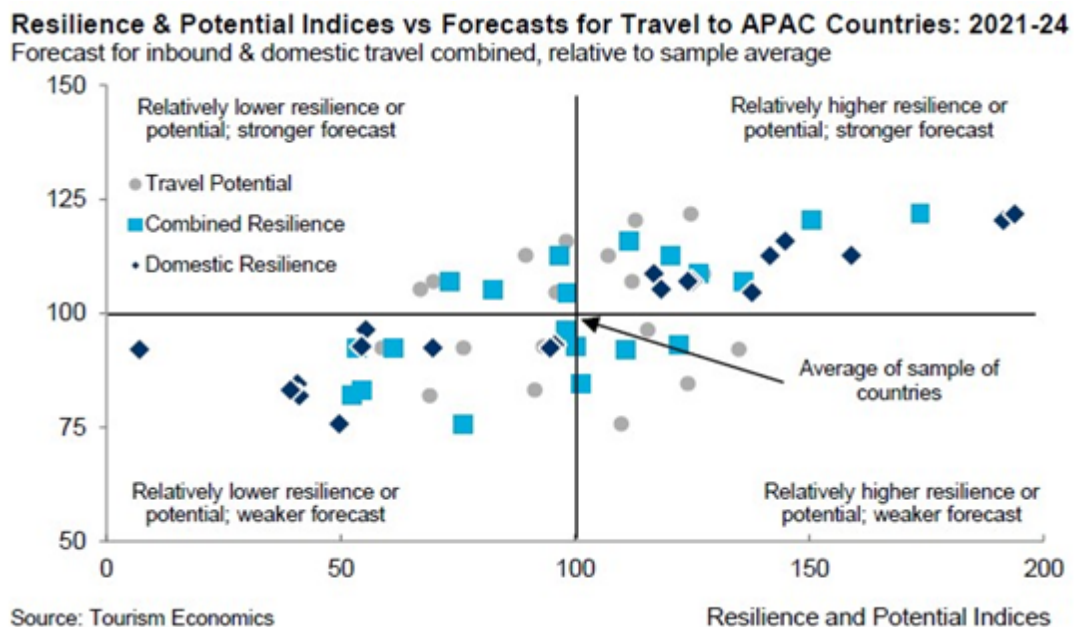
4.4. Resilience of Travel Demand

The resilience of travel demand (potential for stable and rapid recovery) is expected to be greater for destinations that are more dependent on domestic and short-haul travelers. This reduces travel costs for these types of travel, relaxes travel restrictions for domestic travel (if not already done) and short-haul travel, reduces uncertainty about transportation availability and costs, and risk aversion. This is due to the decrease in. Potential travelers due to proximity and friendliness.

 In the future, domestic tourism will take a long time to revive and open, so domestic tourism will be a way forward. India's travel and tourism industry has received little support from the recent

announcement of the government's financial assistance package, but it should be considered a priority sector. To achieve this, governments, industries, and institutions need to work together to build an ecosystem that supports tourism.

5. Conclusion

One of the great things we can learn from all of this is a deep understanding of hygiene and how we treat the environment. More important is the education and knowledge that everyone must develop. Business and data determine the future of the world. The use of "big data" provides an opportunity to make good decisions, which are based on market statements. Domestic tourism has resumed, helping to mitigate the impact on work and business at some destinations. However, the actual recovery will not be possible until the revival of international tourism. This requires global collaboration and evidence-based solutions to safely lift travel bans (OECD) 2020.

Domestic tourism provides a coveted boost to the protection of many tourist destinations and businesses and will continue to be an important impetus for recovery in the short to medium term. Since the middle of the year, domestic tourism activities have been recovering to a certain extent, partly due to the congestion of overseas travel restrictions. However, this is hampered by the fact that many countries are facing a further wave of viruses and domestic tourism is expected to be well below pre-COVID levels this year. Travel decisions and destination choices are a process of negotiation between tourism needs and what the destination offers, but most studies to date have focused primarily on tourism rather than the specific characteristics of the destination. We have focused on our customers.

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A Study on Contribution and Challenges of Rural Women Entrepreneurship in Developing Tourism

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Abstract

This study focuses on the upcoming opportunities for women to grow as an entrepreneur and contribute to the Indian economy. The objective of this study is to identify the social, cultural, and economic factors that hinder or limit women's entry into entrepreneurship in India. It discusses emerging opportunities for local economic development during Covid -19 by starting home-run businesses. It looks into the three pillars of economic development: the macro-environment where all the entrepreneurs develop their social relations; the dynamic growth, and the use of recent technology in small firms to add to the tourism business. The review paper had made use of secondary data collected from journals, articles, newspapers, and government reports. It is found that the tourism industry poses problems for women entrepreneurs in both internal and external business environments. Women entrepreneurs need support, motivation, proper education, and an urge for economic independence too. There is a lack of performance notice and there is no support from evidenced from family or workplace environment. In most cases, women tend to play the dual role of home maker and entrepreneurs side by side. Several studies suggest a strong relationship between women's participation in income-generating activities in India and the economic crises.

Keywords: Women empowerment, Sustainability, entrepreneurial skills, entrepreneurship

1. Introduction

Tourism is a moving wheel with a multidisciplinary approach; it has grown with time bringing up new opportunities for both men and women. The tourism industry welcomes both genders to work, explore their talents by giving them hands-on experience. But there are problems which are unseen by the people. Women have the interest to bring changes in the tourism industry, out of their interest like becoming a tour manager, running a company or having its catering services. Tourism is a service industry that believes in meeting the demands and needs of people. The tourism business is boosting equality around the world, by opening opportunities for women to remove poverty, enhance their skills, sustainable employment, and tourism opens such gates. Women are gaining popularity because of women's empowerment. Having their own identity, abilities, and qualities, women entrepreneurs are mushrooming in the tourism industry in India in tour operation, travel agency, hotels, and even have their own business. But in this process, they

face hurdles to stand as an entrepreneur. Looking into the positive aspects they are motivation to many young girls; they have access to their income and are decision-makers. Some of the challenges faced by women entrepreneurs are:

a)   No proper assistance of finance

b)   Limited resources

c)   Competition

d)   Lack of innovation

e)   Lack of infrastructure

f)   Lack of motivation

g)   Lack of mobility

h)   Problems in balancing career and family

i)   Uncertain business environment

Authors have argued for safety, a friendly environment in the workplace, sustainability, and a good amount of travel experiences for women travelers. After the pandemic tourism sector has taken a new turn and shifted to more on online services. Women have an opportunity to move their work from the office to home without much impact. Women to focus on bringing up something new in the field of tourism, like growing their organic garden and handmade items by indirectly contributing to tourism sectors. Women are motivated by different factors to join entrepreneurs either by choice or by necessity. Reasons for women to become an entrepreneur may be due to job dissatisfaction, flexible work environment, and standard of living, encouragement from family members, sharing the economic burden, or self-identity. The tourism business demands new trends by introducing technology and means of opportunities that could help women entrepreneurs in starting and running new ventures. Women entrepreneurs are divided into five types (Pinkovetskaia et. al, 2019) with opportunities to rise both in technology and production:

- **Affluent entrepreneurs:** They have the finance to take up risks and start their own business.

- **Pull factor:** Are educated women who want to be financially independent with or without experience with financial aid taking help of financial aid.

- **Push factor:** Are widows and solo women who are dealing with family problems and to resolve it they take up business activities.

- **Rural entrepreneurs:** Who take up minimum risk and financial aid with minimum resources to take up business

- **Self-employed entrepreneurs:** Are women with low education and below the poverty line having their own tiny business for the survival of their family.

In India, Hyderabad ranks at the fifth position with women entrepreneurs with the launch of the Startup India program, made, etc. India no doubt become the hub of business and entrepreneurship

next to china and the US. In a few of the studies, it is stated that it is the responsibility of local government to uplift the standard of entrepreneurs in their state through ecological, cultural means, and sustainable tourism. Tourism is seen as a moving wheel for development which includes removing poverty, employment opportunities, protection of the environment, and uplifting women who are underprivileged in our society. Tourism may be the route by which women gain control over resources, decision making, and self-image by

However, looking to travel and tourism industry that generated jobs directly that included employment by the travel agency, tour operator, airlines and other transportation services. It is found that age group between 35- 40 women take up a business wherein they have huge responsibilities which cannot be avoided. Family and norms have their influence on women. Further, the discussion is on the role of government in which cannot be underestimated where the women play the role of mother, daughter, and wife and the role of government to support the women.

1.1 Role of Government in Supporting Women Entrepreneurs in Tourism

Government supports the women through loans and schemes to start up their small businesses in tourism. In India, the government has to frame an entrepreneurial ecosystem consisting of policy, framework, funding, local market, capital, educations, and training. The government has developed programs for women and educational facilities with training programs. The government also supports for marketing to reach out the underdeveloped areas. Implementation of special guidance cell to handle women entrepreneurship. Both the central and state government in India are taking steps to promote women's entrepreneurship. Financial support from SFC, national banks, Nidhi Scheme, NABARD, IFCI, and SIDBI. Startup India consists of a four-week online learning program, startup centers, research center, funds, startup India learning programme, and Innovation focused programme for students.

There have been very few studies conducted on rural women entrepreneurs especially in the field of tourism especially referring to Karnataka. The study will help us to understand the social, cultural, and economic factors that limit women's entry into entrepreneurship in India and the contribution of women in the tourism industry.

In this background the objectives of the paper are:

- To identify sources of failure among women entrepreneurs

- To understand the contribution of women entrepreneurs in the tourism industry

- To find out the role of governmental bodies supporting women in enhancing their skills.

2. Literature review

Tourism is one of those sectors having ample scope to generate employment opportunities, especially in India because it has a rich diversity, values, traditions, and food habits. Women entrepreneurship is challenging because there is a lack of awareness, poor start-up plans, limited access and mentoring, or lack of experience. UNWTO stated that the majority of women in tourism are involved in lower-level jobs with less pay are found in clerical work and serving or

cleaning. In addition, women take up an unpaid jobs in tourism to support their families.

Rural women work in agriculture and it turns to be seasonal as a result women look into alternatives to earn money. Tourism is a labor-intensive industry that generated opportunities for women. Lall and Madhurima (2008) state that women face obstacles in the growth of women entrepreneurs are social unacceptance, family responsibility, gender discrimination, low priority given by people around them. Remedies like promoting microenterprise, opening or unlocking the opportunities for women. It is also being reported (Becker, 2004) that ladies are committed to low-paid employment to run their families and tourism gives less consideration to rural women as entrepreneurs. It is a matter of concern because more important it is to uplift the rural women by uplifting the status of rural women.

It is important to educate and uneducated women through the development of rural entrepreneurship. Self-employed women entrepreneurs create not only her employment but also create employment opportunities for others as well. It is seen that rural women achieve success in developing the non-agriculture-related business also and are diversified in other areas in India. Women in Gulbarga city are struggling to improve their lifestyle and living standards. To eradicate the women are entering roti making business as they do have the skill of making it. These women are trying to remove poverty by developing their families, however, it is necessary to promote potential women who want to be entrepreneurs. Whereas illiterate women don't have any such skills to do any big business, they need income to survive.

The study states that women in Gujarat are engaged in food processing. They are expertise having unique skills in preparing and processing food. However, women have found huge success to run a family. Evidence like women involved in dressmaking is one successful example in rural areas. (Anderson et al) Uganda is one such country that can break the male-dominated society making it three times female-dominated. Factors include skills, abilities, and capital. Female entrepreneurs tend to concentrate in the service sector like hotels and restaurants, garments, textile, and leather goods. One of the main reason female opting for low-paid jobs exhibits less confidence than men and the ability to take the risk.

3. Methodology

The review paper is an explorative study using descriptive methods of data analysis. The data has been collected from secondary sources such as journals, newspapers, and government reports.

4. Conclusion

The research work finds that women are successful in breaking barriers, and limitations around them. There are psychological factors responsible for women to become entrepreneurs such as building wealth, a startup with long-standing desire. Wives of unemployed men were more likely to be in the labour work to support their families than those of employed men. Most of the women through these situations were able to demonstrate the leadership quality within them.

The study argues that women are willing to take up entrepreneur opportunities, but due to lack of support with financial crises they are not able to flourish in their field. It is seen that after

Covid-19 many women can identify their keen area of business that is giving them both name and fame. Women also face negative factors such as dissatisfaction with employment, loss of employment after the Covid-19 have encouraged entrepreneurship.

Rural women entrepreneurs through lack of opportunities and are away from the competition are the barrier identified for not growing up. Lack of education, ideas and training programs for women especially in rural areas. Women in rural areas are not exposed to the trends and tend to give up on their dreams due to the burden in the family. It is found that women are interested to start their journey, growing like home chefs making it to big entrepreneurs. It is also identified that women have become more active in organic farming during the Covid-19.

5. Discussions

Entrepreneurship is a vast research area; it is connected with academicians and policymakers because it leads to uplift the economic development of our nation. Entrepreneurship is removing the barrier built among gender. So women as entrepreneurs are emerging both in developing and developed countries as well. To be an entrepreneur gives an immense opportunity to grow with a role to fill the gaps in the market. Women take responsibility to take up enterprise, with their own decision making and managing the work which is taken by their free will.

In addition, many companies are acknowledging the need to introduce policies that will empower women to come back to the track. Women face several disadvantages when compared to men still there is women's labor remain unexplored. Low paid occupations and impressed decision making. Tourism work is stressful, needs physical involvement with low pay. Women are surrounded by responsibility, stereotyping and promotion, and salary discrimination. Women help in shaping the community and local business. It is witnessed that women are left out of decision making, lower-paid, unskilled with less presentation in the tourism industry, which is a matter of concern.

Gender inequality not only holds women back but also their community, studies have proven that education and opportunities become a massive change in their families and communities. Connecting with powerful women through social media to build the network. Conducting workshops, conferences will help women to understand their inner strength. Organizations have also come ahead in promoting women entrepreneurs in different ways.

Some of the examples are:

- Promote education, training, and professional development for women.

- The Hilton group of hotels signed the women empowerment principle on international women's day in 2014.

- Radisson blue hotel group survey shows that female employee is burdened with family responsibilities where there are chances they give up on top-level opportunities. A possibility

of flexible working arrangements.

- There are challenges when it came to working and maintaining families balance. Women play a dual role in performing their tasks.

6. Suggestions

It is important to promote women's empowerment in the workplace by assigning work that can be executed well only by women. Responsibilities in the industry can be shared and promoted to women as well so that they will not feel disconnected in the workplace. Gender equality can be one such area that can evoke the population to think about accepting both men and women roles in the tourism industry by not suppressing their education and talent. Entrepreneur schemes should be reached out to rural areas so that women are aware of the schemes and government policy. Entrepreneur cell should be one such tap in which can help both genders to think creatively.

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A Study on Post-COVID Select Training and Development Practices in Housekeeping Operations at FHRAI-listed Hotels in Jharkhand (India)

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Abstract

SARS-CoV-2, the virus that causes COVID-19, is primarily transmitted between people via respiratory droplets and person-to-person contact routes. Hotels and accommodation establishments are the places where there is a high degree of interaction among guests and workers. Guests seek hotels that provide adequate and comprehensive cleaning and disinfecting facilities to ensure their safety. The study evaluates the role of the training and development team in preparing the hotel and accommodation personnel for the new normal. Both qualitative and quantitative data have been collected from FHRAI listed hotels in Jharkhand using an online questionnaire. The findings suggest that the reengineering of Standard Operating Procedure is very much required with special reference to hygiene and sanitation post-pandemic. From the hotel's perspective, additional controls and training are required to follow the Standard Operating Procedure (SOP) for cleaning, and disinfection. The cleaning practices should be advanced from observation-based to the level of medical grade for assuring the guests' safety and secure stay.

Keywords: COVID-19, Standard Operating Procedure, Training & Development, Housekeeping, FHRAI hotels, Jharkhand

1. Introduction

The nature of the crisis has had a significant impact on the hospitality industry (Sharma, 2020) as reduced household and business travel has a direct impact on hotel performance. Even remaining survivor's hotel companies are likely to face a difficult and, in many ways, unprecedented operational environment for which few are likely to be prepared. To navigate the uncharted territory left by the pandemic, hotels must reassess practices and devise innovative strategies that protect the health and safety of both guests and employees. This is the only way that stakeholders' confidence in hotels can be restored (Kang, 2020), and underperforming hotel quantifiable metrics like occupancy and average daily rate be reinvigorated. Indeed, in response to the pandemic, many hotels have already implemented a slew of innovations, ranging from procedures to ensure

increased hygiene standards and social distancing among others (Chen, 2017).

SARS-CoV-2, the virus that causes COVID-19, is primarily transmitted between people via respiratory droplets and person-to-person contact. Hotels and other lodging establishments have a high level of interaction between guests and employees. Specific procedures, such as Standard Operating Procedures (SOP) to be implemented concerning cleaning, disinfection, and any other measures, necessitate training. (Organization, WHO, 2020).

Many people's activities have been hampered as a result of COVID-19's restrictions on movement within and between countries. Coughing and sneezing, the air in confined spaces, and virus-infected surfaces of objects are all possible routes of transmission (Prevention, 2020). It may result in a strong desire to avoid both direct and indirect contact with others (e.g., shaking hands or using items that have been touched or used by others). Furthermore, the fear of contagion is likely to breed distrust of facilities and spaces shared by different people, leading to a reluctance to use them.

Hotel guests interact with a variety of people (for example, hotel staff and other guests) and use a variety of spaces (e. g., rooms, restaurants, lobbies, washrooms, and elevators). Individuals may be exposed to infectious diseases, such as the coronavirus, as a result of such contact and use. As a result, thorough preparation is required in hotels to eliminate or reduce the risk of infection. The various ways recommended by institutions to deal with the current COVID-19 situation include hygiene as a common aspect. It is being emphasized as the most important measure to prevent the coronavirus from spreading (Bank, 2020).

Hotels must focus on improving customer perceptions of safety and lowering anxiety levels by implementing risk-reduction strategies to attract customers. Implementing technological innovations that reduce guest interactions with hotel employees and improve hotel cleanliness can be an effective strategy for lowering health risks for hotel guests (Kussmann, 2020). The majority of branded hotels have already implemented social distancing technology systems such as mobile check-in systems, kiosk check-in machines, and robot cleaning systems. They've also recently updated their cleaning procedures and started using advanced cleaning technologies for better disinfection (e.g., electrostatic sprayers, ultraviolet-light technology, etc.) (Garcia, 2020). These approaches will be extremely crucial for hotels in limiting actual and perceived health hazards for hotel guests.

1.1. The rationale behind the study

Jharkhand is a popular tourist destination due to its vast biodiversity, pleasant climate, rich cultural and historical heritage, religious places of worship, and ethnic diversity. Tourism in Jharkhand has grown significantly in recent years as a result of improved infrastructure, expansion of existing tourist destinations, development of new tourist destinations, and expansion of hotel and restaurant facilities in the state. (Dr. S. N. Prajapati, 2017). The hotel industry, which was severely impacted by the pandemic, appears to be on the path to recovery. Hotels across the country are seeing a revival as Covid cases decline and people gain the confidence to take a vacation. (Borpuzari, 2021). The study on the training and development programs of housekeeping may be

helpful in understanding and exploring the best practices.

1.2. Objectives of the study

The research work aims to achieve the following objectives:

a)   To study the functions of the hotel housekeeping taking into account the Covid-19 issue.

b)   To explore the roles of the housekeeping personnel regarding health hygiene and safety.

c)   To evaluate the role of the training and development team in preparing the staff in the new normal.

1.3. Conceptual framework

Since COVID-19 was declared a pandemic by the World Health Organization on March 11, 2020, the hospitality industry has seen a surge in cancellations. While smaller properties have closed in the last year, larger chain properties have remained open. Right now, the key mantra is to avoid social gatherings, keep a safe distance, and place a strong emphasis on hygiene and sanitation (Jain, 2020). As of now, time should be spent on training employees and revamping hotel rooms to prepare them for the post-COVID 19. There must be a direct relationship with a quicker response between the science of COVID-19 and how hotels introduce new cleaning protocols, and this will only be possible with the housekeeping department's training plan. (Frush, 2021).

Fig. 1.1: Conceptual framework

2. Literature Review

Food safety and hygiene standards have become an important selling point for hotels and restaurants in the future, and it will help them build a larger guest base. It is critical to design the appropriate type of hospitality facility. Work must be done in a pleasant environment, with the primary goal of lowering operating costs and increasing efficiency while maintaining hygiene and food safety standards. The only way to prevent outbreaks from occurring is to be proactive. The satisfaction and comfort of each guest are essential to the company's success (Giroti, 2020).

It is critical to be innovative and set standards that others will want to emulate (Todiwan, 2020). Diversey, a leading cleaning and hygiene Solutions Company, has introduced a new weapon in the COVID-19 that includes an invaluable kit "Diversey Hygiene". L.C. Das, Managing Director-India and Subcontinent, Diversey India Ltd, stated that Diversey has provided a personal hygiene kit to each employee at his or her workplace to clean and sanitize their hands and personal desk. Diversey Kit isn't just introducing a new product to the market; it's also introducing a new habit to their staff's daily routine to manage the COVID-19 health care challenge (Kumar, 2020).

While hygiene and safety practices are significant for almost all businesses, they are especially

important for hoteliers. Nowadays, hotel ratings can help them promote their dependability and earn customers' trust in the services they provide. The ratings help customers in choosing the hotels based on hygiene/safety ratings. Few organizations conduct hygiene audits and issue certifications following WHO guidelines. WHO, FSSAI, FHRAI, MT, MHFW, ICMR, MHA, and others have issued best practices guidelines to ensure safety and hygiene in the hospitality industry (Vig, 2020). In the present situation sharing rooms should be avoided to the greatest extent possible, and only alternate rooms should be assigned. There must be at least 72 hours between checking out and selling the same room to another guest (Sadhale, 2020).

In the aftereffects of the global pandemic, the India International Hospitality Expo (IHE) has begun an initiative to develop a unified hygiene code and standard for the Indian hospitality industry (Paul, 2020). Each hotel currently has its own set of SOPs in place. They want to combine all of those SOPs into a single standard for the hospitality industry. This standardized code and certification will aid in the development of trust and confidence in the products and services (Kumar, 2020). It is also found that the role of the hygiene manager would become even more important in the post-COVID-19 world. They will collaborate closely with the training team to ensure that the associates have a high level of awareness and understanding of health and hygiene in their daily lives (Panwar, 2020). Employees are focused on proper social distancing norms, disinfection programs, rigorous deep cleaning, and ways to reduce the risk factor. Guests become uneasy about the fact that other guests break the rules, and hence employees are being deployed to implement the guidelines (Grover, 2020). The housekeeping department is critical to the hotel's overall success because it not only enhances each element of the hotel's 'face,' but it also generates the most revenue (Thomas, 2019).

The importance of cleanliness and hygiene in hotels has recently increased because the Coronavirus can be avoided by not touching surfaces contaminated by the virus (Organization, COVID-19 Management , 2020). Hotel surfaces are likely to be filthy and could be a source of the disease being transmitted (Park, Kline, Kim, Almanza, & Ma, 2019). Furthermore, aerosol transmission from the centralized air-conditioning system could be a source of Covid 19 infection (Sanchez, 2020). It is predicted that the industry's focus will be entirely on hygiene, cleanliness, and sanitization. (Deloitte, 2021). In the new reduced level of business value, the emphasis will be on productive activities rather than results (Steinberg, 2020).

3. Research Methodology

Crotty (1998) concluded that the primary criterion in determining the type of research design is the research question. Accordingly, the study's methodology is both qualitative and quantitative. The present research has used both primary and secondary data. The sample included housekeeping employees and human resource department employees from FHRAI-listed hotels in Jharkhand. The sample was collected using a convenient sampling method using a google form of structured questionnaire of closed-ended in nature. The sample unit consists of 30 respondents, 15 of whom are housekeeping staff and 15 of whom are human resource employees from the three hotels. Closed-ended questions were used (Sekaran, 2003) from the developed scales of good reliability from the literature. The Likert five-point scale was used to ask survey questionnaires and measure

variables in this study. The components ranged from "strongly disagree" (1 point) to "strongly agree"(5 points).

4. Findings

The digital survey form was sent across to housekeeping and human resource personnel of hotels across FHRAI listed Hotels at Jharkhand.

Table 4.1. Details of the Received Responses

FHRAI listed Hotel	Human Resource Department	Housekeeping Department
Hotel A	5	5
Hotel B	5	5
Hotel C	5	5

As seen in the above table the respondents were from the Human resource department and housekeeping at FHRAI listed hotels in Jharkhand, which contributed to around 50% of the human resource personnel and 50% of the housekeeping employee. As evident from the result that the respondents were 63.3% males and 36.7% females.

Table 4.2. Summary of Responses

Q. No.	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Q 1	0%	0%	0%	6.7%	93.3%
Q 2	0%	0%	0%	16.7%	83.3%
Q 3	0%	0%	0%	30%	70%
Q 4	0%	0%	0%	13.3%	86.7%
Q 5	0%	0%	0%	20%	80%
Q 6	0%	0%	0%	13.3%	86.7%
Q 7	0%	0%	0%	26.7%	73.3%
Q 8	0%	0%	0%	16.7%	83.3%
MEAN	0%	0%	0%	17.93%	82.08%

Table 4.2 shows the results of the study, the arithmetic mean as 17.93% of respondents agree and 82.08% strongly agreed which indicates that Training and Development practices are very much critical at this stage of pandemic and the hotel should do the training needs analysis based on the current practices required concerning the Covid19. Respondents were asked whether prescribed Covid protocol for cleaning and disinfection should be followed if handling sick guests or employees. To which 93.3% agreed strongly with the fact whereas 6.7 % agreed in their responses.

Respondents were asked whether the hotel should use disposable cleaning material. To which 83.3% agreed strongly with the fact whereas 16.7 % agreed in their responses.

In severe cases, they can be fatal. These infectious agents can spread from a source of infection (e.g., a sick person) to a person via a variety of modes of transmission. (Hygiene, 2021). The sorting of linen is critical because there is a risk of contamination from sick guests' soiled linen. It was also found that the majority of respondents (70 percent strongly agreed and 30 percent agreed) that employees should pay attention to the soiled linen of sick guests. Linen is frequently used in the hotel. Soil linen is discarded and sent to the laundry to be cleaned, and clean linen is replaced in guest rooms and other areas. The handling of the linen is extremely important because there is a risk of contamination from soiled linen. (Sanjay Kumar, 2021). Textiles, linens, and clothing should be placed in special, labeled laundry bags and handled with care to avoid the accumulation of dust, which could contaminate nearby surfaces or people. It should be specified that they should be washed in hot cycles (70oC or higher) with standard detergents. To reduce the risk of potential transmission, all used items must be handled appropriately. (Organization, Operational considerations for COVID-19 management in the accommodation sector: Interim guidance, 2020). It was also found that 86.7% of respondents strongly agreed and 13.3% agreed that linen and uniforms should be handled with proper care to avoid contamination.

Hygiene and cleanliness frequently go synonymously, but before the COVID-19 pandemic, the adoption and implementation of measures such as disinfection and cleaning surfaces within commercial facilities were not as accurate. (Insero, 2021) It is evident from the above table that 80% of respondents strongly agreed and 20% agreed that the hotel should prepare a proper plan of action to disinfect and clean surfaces.

Training and Development Department should train the housekeeping employees on the use of PPE and hand sanitizer towards Covid protocol.86.7% of respondents strongly agreed and 13.3% agreed on the statement that housekeeping team members should be imparted proper training to use PPE and hand sanitizer. It is noticed that 73.3% of respondents strongly agreed and 26.7% agreed that housekeeping staff should be imparted with special training on dealing with sick guests. Disposable PPE and other disposable items that came into contact with the ill person's bodily fluids should be safely disposed of in a biohazard bag or a secured bag, as these items will be considered "biohazard" waste.(Organization, COVID-19 Management , 2020). Further, 83.3% of respondents strongly agreed and 16.7% agreed on the training and development department should conduct a training program on disposal management with special reference to Covid19.

5. Discussion and suggestions

Since the World Health Organization declared the novel coronavirus outbreak a pandemic in March 2020, hotels around the world have scrambled to implement new cleaning and sanitization protocols. Hotels hired experts and "hospital-grade" disinfectants, installed hand-sanitizing stations and plexiglass barriers at front desks, and required guests and employees to wear face masks. Housekeeping should sanitize surfaces in rooms and facilities whenever it is unknown who was the last person to use them, according to health experts. (Compton, 2020). Management

should organize training that covers all of the basic protective measures against COVID-19 as well as the disease's signs and symptoms. Specific procedures may necessitate training. (Organization, Operational considerations for COVID-19 management in the accommodation sector: Interim guidance, 2020).

This research paper provides hotel operators with insight and guidance to deal with the new normal. Delivering the various tools to the team members so that they can quickly and easily deliver the work, the various cleaning protocols, and generally staying in touch with the staff members can all make a significant difference. The hotel employees should be trained about the types of PPE Kits and proper wearing and taking off procedures along with proper disposal methods. Housekeeping employees should be trained in the use of cleaning chemicals following OSHA regulations. Through this research study, hotel managers and researchers will be able to develop an understanding of the various issues that have arisen since Covid-19.

6. Conclusion

The purpose of the study was to assess housekeeping activities as well as the role of the Training & Development Department, which must play an important role in the hotel industry post-Covid 19. The study contributes to the fact that this pandemic is a very serious issue that needs to be given due attention while also creating a scene of awareness. The findings indicate that housekeeping practices and activities needed to be altered. Transformation is needed to advance cleaning procedures from observation-based to medical-grade while also rebuilding guest confidence in a safe and secure stay. It is time for academics and practitioners to carefully examine the implications of this critical situation and contribute to the improvement of practices. Scholars may be able to make more accurate predictions with the help of data from various sources.

Hospitality organizations feel pride in their attention to detail. Taking proactive measures to ensure proper sanitation throughout the property to prevent the spread of harmful germs and viruses is no exception. Thorough training across all departments will not only improve efficiency but will also ensure a united, connected culture during times of crisis. Leaders should gather their team regularly to walk the property, assess areas of concern, and develop an action plan for improvement. Develop standard operating procedures (SOPs) that allow team members from different departments to flag potential hazards, improve hotel cleaning regimens, track maintenance issues, and use inspection checklists to ensure nothing is overlooked when reprioritizing the property's needs and staff time.

This research study will assist the human resources department in taking significant steps to develop employees. Moreover, the study emphasizes the need for future researchers to investigate the various problems that may arise as the hotels become fully operational in the new normal.

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The future of Travel Business: A Conceptual Approach through Tourism Logistics Perspectives

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Abstract

Logistics plays an indispensable role in the tourism industry. The travel and tourism industry is closely associated with the hospitality sector to provide the total customer solution. Accordingly, passenger transport, cargo transport, warehousing, and creating total tourism products are part and partial of the travel and tourism business. The global supply chain is currently facing a huge challenge due to the Covid pandemic. Therefore, the future of the travel business needs to align with the new normal scenario which is yet to come. This paper explores the timely relevance of the explicit application of logistics theories to improve the travel and tourism industry to face the current challenges. The conceptual framework introduced in the paper initially identifies the key drivers in customers' destination choices. Thereafter it illustrates the process of transport operation and incorporating hospitality sector through logistics applications to create the tourism product using a global supply chain.

Keywords: Tourism, Logistics, Supply chain, Supply network, New normal scenario

1. Introduction

The words, travel, and tourism are commonly used interchangeably. However, each of these words has specific meanings. Usually, the tourism industry is concerned with people travelling for business or pleasure purposes, staying in their destination for at least one night, and then returning. It refers to travel, but there is a specific purpose in tourism. By contrast, the travel industry has a wider scope, covering more travel purposes and durations. Simply put, travel refers to the activity of going on a long journey. From the commercial perspective, there is an increasing concern about logistics in tourist services. Logistics is, generally the detailed organization and implementation of a complex operation. Since travel is a highly complex phenomenon, incorporating logistics in travel and tourism operations has a strategic advantage. Improved logistics systems help to offer refined travel and tourist services. In other words, the business offerings in the travel and tourism sector should be able to delight its consumers namely, the tourists, as a comprehensive corporate package.

The United Nations World Tourism Organization (UNWTO) defines tourists as people who "travel to and stay in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited". Therefore, integration of logistics enables to derive maximum output that may delight the tourists, using minimum input resources in its processes concerning travel and tourism activities. If the trip does not include an overnight stay, such a person is commonly recognized as a visitor. As defined elsewhere if it includes overnight stay such person may call a tourist. The purpose of their trip can be for business, leisure, or personal reasons, other than to be employed by a resident entity in the country or place visited (Visitbritain.org, 2021). Under this background, tourism logistics may refer to the science of planning, control, and management of activities on travel and tourism (Kochadze, Dangadze, & Zaqareish, 2013). It is aimed at optimized utilization of material, information, and other resources involved in the travel and tourism business.

People travel to places for different purposes such as business, official, meeting friends and relatives, for education, healthcare, and even for pleasure. When people simply want to spend a few days for leisure and experience a new environment, enjoy uncommon foods, fresh ambient in a new place, it is called tourism. All tourists are travelers, but not all travelers are tourists (Hasa, 2016). Tourism is a product of modern social arrangements, beginning in Western Europe in the 17th century, although it has antecedents in Classical antiquity (Walton, 2021).

According to the UNWTO, tourism entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. Britannica Dictionary defines tourism, as the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure while making use of the commercial provision of services. This paper makes a conceptual approach regarding the future of the travel and tourism industry from logistics perspectives taking the current Covid pandemic as an important turning point.

2. Literature review

2.1 Tourism

Tourism refers to the activity of traveling to a place mainly for leisure. So, a tourist may stay at a place for several days to achieve many objectives including to work, study, see places, explore cultures and cuisines, attend family, variety of pleasure, etc. It can be even nothing except freedom relaxation. The new location should be accessed at ease to attract people irrespective of the objectives and the type of traveler. Once accessed, the place must be capable to provide all common facilities to make the stay of the traveler a meaningful experience. Tourism cannot happen in isolation and it is closely related to the hospitality industry. While the hospitality industry is part of the travel industry, the hotel industry plays a major part of the hospitality industry.

Travel Industry is one of the largest service industries in the world, while the hotel industry provides all types of accommodations and other hospitality requirements aviation, shipping, and other transport modes make the destinations accessible to tourists. An effective and

efficient transport service cannot perform without proper logistics management. Logistics is the engine that drives the supply chain that always keeps the hospitality industry alive. Tourism, which includes travel for pleasure or business concerned with attracting, accommodating, and entertaining tourists. Marketing tourism entails, a complex management process of identifying, satisfying, and anticipating the tourists' needs and wants at a profit better than its competitors in a socially responsible manner. Tourism has become the world's third-largest export industry after fuels and chemicals, and ahead of food and automotive products. In the last few years, there has been a great surge in international tourism, culminating in a 7% share of the World's total exports in 2016 (Rasool, Maqbool, & Tarique , 2021).

The supply of tourism products involves how various components of the tourist product are placed at the disposal of tourists. Tourism is well suited in the supply chain because the product, service, or experience that is consumed is assembled and comprises a wide range of suppliers (University of Pretroria). In a general business sense, logistics is the management of the flow of things between the point of origin and the point of consumption to meet the requirements of customers or corporations. Considering the above explanation about marketing the tourism industry, delivery of products and services demanded by the customer in compliance with his/her interests and requirements needs a strong foundation of a very effective and efficient logistics system. Geographical location, traditional attractions such as sea and sand alone cannot do the trick. The customer needs to experience that all his/her needs and wants are satisfied beyond expectation through the value chain. This is only possible when the logistics nodes in the physical supply chain are effectively taken care of.

2.2 Logistics

Logistics usually make its presence along with transport, manufacturing, and warehousing (TMW). While TMW is common terms, the acquired meaning of logistics is ambiguous thus making a clear understanding of logistics is necessary to ascertain its indispensable impact on tourism. The word 'logistics' is derived from logistique in French and from loger to lodge in the 19th century. It was originally used for the activity of moving equipment, supplies, and people for the military operation. Later as a general term, it began to mean the practical organization that is needed to make a complicated plan successful when a lot of people and equipment are involved. In business, it began to mean the business of transporting and delivering goods. In military operations, logistics make an indispensable contribution to winning a war. However, overcoming and fighting the challenges created by covid-19 need more strategies than fighting a war.
According to Professor J.B. Dissanayake, simply put, logistics is the way to do something right. There are a few alternative words already used for this. Methods, task organization, methodology, strategy, performance, process are interchangeably used to explain the purpose of logistics (Edirisinghe, 2021). Although logistics denote the above activities, it has several connotations and subtle nuances of meaning when applied to commercial and economic activities. In commercial terms, logistics is explained as the strategic management of the flow of goods and services from the production floor to the consumers. Accordingly, it entails two key functions

namely, transportation and warehousing in which the supply network works in a sequence of processes, including procurement, production, and distribution of goods and services. Therefore, identifying the challenges and recommending the way forward for tourism in the new normal scenario (NNS) from logistics perspective will help all stakeholders.

2.3 Covid 19 Pandemic and new normal scenario

The COVID-19 pandemic has left its footprint all over the world. The tourism sector was immediately hit by this and it is the most impacted business as well to date. Usually, this sector is particularly vulnerable to economic shocks since it cannot be considered as a basic need of humans.

According to the hierarchy of human needs (HHN) pyramid-shaped model published by Abraham Maslow, there are five layers of needs. Unless the physiological needs (such as hunger or thirst) are satisfied people cannot focus their attention on safety and security features (such as shelter). While the specific layer where the need for tourism in this model is much debatable one can argue that people will look for leisure or pleasure travelling only after satisfying the above two stages. In other words, they may travel to fulfill social needs (love and belonging) which is the third layer of HHN. At this point their basic needs have been fulfilled thus they can spare their savings for leisure activities. The next two layers are called, Esteem (the need to be accepted and valued by others) and Self-actualization. Marketers may use the customers in these stages to sell their expensive tour products.

As far as economic context is concerned, the activities related to the tourism sector are closely associated with the generation of income, employment, and foreign exchange earnings of many countries. Covid 19 Pandemic paved the way to a new normal scenario (NNS). Health authorities warn about new varieties of viruses every other week despite huge vaccination efforts. Therefore, identifying the challenges and recommending a way forward in the NNS from a tourism perspective is vital. Harvard experts say. "A lot of firsts are happening. "It's even easy to reduce road congestion if you just sabotage the local economy." NNS changed the economic approach of every country especially those at the developing stage. International Civil Aviation Organization reveals an overall reduction of 50% and 39% seats offered by airlines in 2020 and 2021 respectively compared to 2019 levels leading to USD 371 in 2020 and 327 in 2021 billion loss of gross passenger operating revenues. Nearly 90% of the World's population is subject to some form of international travel restrictions. The unpredictability, uncontrollability in the NNS have exceeded the ability of the organism to cope.

The resultant post-traumatic stress disorder (PTSD) would be a challenging phenomenon and many people are waiting to reschedule their travel plan as the best option to ease their minds. The global supply network should find ways and means to cater to the needs and wants of tourism consumers throughout the world in the NNS. This cannot be done without an efficient and effective logistics system.

2.4 Tourism Logistics

Tourism is a commercial organization and operation of holidays and visits to places of interest. (Hasa, 2016). Zurab Pololikashvili, the Secretary-General of UNWTO stresses that many millions of jobs and businesses are dependent on a strong and thriving tourism sector around the world irrespective of their development levels. It has been a driving force in protecting natural and cultural heritage, preserving them for future generations to enjoy (World Tourism Organization, 2021). Logistics is a network of services that support the physical movement of goods, trade across borders, and commerce within borders. Efficient management and information technology solutions in both the private and public sectors are tools for high-quality logistics. National competitiveness depends on the ability to manage logistics in today's global business environment (Arvis, et al., 2018). As illustrated in Fig. 2.1 there are three explicit travel phases in a tourism supply chain namely, pre-departure, during travel, and post-departure.
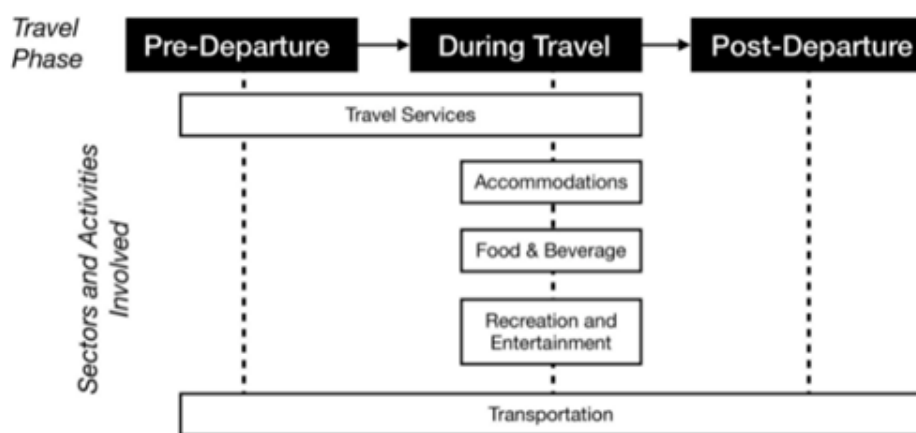

Fig. 2.1: The tourism supply chain (Westcott & Anderson, 2021)

Logistics performance is based largely on reliable supply chains and predictable service delivery for traders. Global supply chains are becoming more and more complex (Arvis, et al., 2018). In a tourism product (TP), the environment is a principal motivation for tourists. Attractions comprise natural resources such as landscape, seascape, beaches, and climate. There are also built attractions such as historical or modern townscapes, purpose-built resorts, theme parks, heritage and cultural attractions formed as performances such as folklore organized as festivals and pageants, and theatre shows, etc. In addition, the tourism industry creates social attractions facilitating people to meet and interact under various themes, the encounter with the residents of destinations, and experience their lifestyle, etc. The nonleisure visitors, such as those who visit their friends and relatives, the primary motivation is provided by their affinity and alliance with the destination. However, the common leisure attractions may still be an influence. Considering the NNS the future of the travel business is to be viewed from a different perspective altogether. Evermore demanding regulatory requirements for traders and operators are motivated by safety, social, environmental, and other reasons (Arvis, et al., 2018). In other words, TP has transformed

into even a complex phenomenon with a serious health concern. It has created many challenges all over the tourism supply chain. Supply chain resilience and sustainability are emerging concerns (Arvis, et al., 2018). Given the effective contribution, logistics can provide in solving complex problems a conceptual approach through tourism logistics may be timely. The destination or the new location and marketing approach plays a key role in tourism. Fig. 2.2 illustrates the process of consumer behaviour in the travel business.

A trend can be defined as a generalized change in situation or behaviour or a general direction in which things are transpiring. Within tourism, several different developments have led to changes in consumer behaviour and business processes, meaning they are responsible for new tourism trends emerging (Revfine, 2021).

Fig. 2.2: Mill and Morrison's Consumer behaviour model (BTMC, 2021)

While the tourism sector is an ever-changing business the services providers need to keep a close track of its evolving trends. This importance has become even more crucial under the global pandemic of COVID that has influenced the tourism industry. The growth of contactless payments and safety & hygiene are the key tourism trends in NNS. Robots, chatbots, automation, artificial intelligence (AI), voice search & Voice control recognition technology, and the Internet of Things (IoT) are modern approaches due to technology improvements. Shift from international to local, solo travel, and eco travel are some more evolving trends in the industry (Revfine, 2021) .

3. Methodology

Since the objective of the paper is to make a conceptual approach to the travel industry from the context of logistics management, the researchers conducted an opinion survey to collect primary data and desk research to substantiate the claims. The research was conducted in Sri Lanka and the target population of this study consisted of selected top officials in relevant Ministries, tour agents, Hotels, heads of relevant universities, industry associations including Chambers of Commerce. A convenient sample of ten opinion leaders representing all stakeholders of the tourism and

hospitality sector were consulted. This sample size was chosen as a matter of judgment. Due to the pandemic situation of Covid 19 majority of meetings were converted to live interactive zoom meetings and telephone conversations. Due to practical reasons, ministry secretaries were contacted through physical means due to difficulty connecting by virtual means. However, efforts have been made to maintain the quality of discussions despite these unavoidable circumstances during the period the study was conducted, and scheduled time frames were maintained. It was also noted that too large a sample may hinder carrying out deep and comprehensive, case-oriented analysis that is the raison-d'etre of qualitative scientific investigation. The discussions were interactive, informal, non-time bound, and the data collection process was nonlinear, iterative to capture more insights.

The narrative analysis method was used to administer reformulation of ideologies, experiences, cases, stories presented by respondents. However, representation from the majority stratum was single or very small thus it was difficult to find correlation or present different experiences of each respondent of each case. Therefore, the common methodology of developing coding, identifying themes, patterns, and relationships was skipped. In other words, narrative analysis was limited to the revision of primary data and summarizing them into conceptual illustrations. Data collection was limited to one researcher to avoid the subjectivity of the forming/interpreting information from the raw data and the time of data collection was extended significantly to ensure the quality of the data collected for the research.

Secondary data were collected through national and international publications. Primary and secondary data comparisons were done as appropriate. Since the respondents (except ministry secretaries) were having general opinions rather than precise statistics, comparing the findings of the interview with the findings of the literature review and identifying differences between them was done. Search for missing information, statistics that were not available with respondents to support their claims were synchronized at this stage. Annual reports and analyses of international institutions such as the International Bank for Reconstruction and Development (IBRD); The World Bank; United Nations World Tourism Organization (UNWTO); World Economic Forum (WEF) were used extensively, and comparisons were done with domestic reports as appropriate.

4. Findings and discussions

Logistics encompasses an array of activities beyond transportation, including warehousing, brokerage, express delivery, and critical infrastructure services such as terminals. Competing international networks of increasingly multiservice logistics providers offer ever more diversified solutions for trade, commerce, and manufacturing (Arvis, et al., 2018). The logistics coming to play in the process of a tourist namely, (i) identifying and accessing the destination, and (ii) living in the new location. Since tourism is falling in the services category, it is intangible, perishable, and heterogeneous by nature. The production and consumption take simultaneously. Since the service delivery of a tourist, the product is heavily vulnerable to logistics performance customers used the crosscheck the tour company promises against the key determinants of logistics services. Supply chain reliability and predictability are further reflected in a key performance metric from

the domestic logistics performance indicators (LPI) (Arvis, et al., 2018).

Logistics helps to make the daily function smoothly and improve living standards. In addition, an effective logistics system makes sure that the facilities in the location are maintained user-friendly, consistent, and sustainable. The tourism industry is very competitive in any country and the tourist service providers make many promises to the customer to market their products and services. However, they are compelled to be fully dependent on the logistics infrastructure of the place the tourists stay. Infrastructure seems still a logistics constraint in developing countries (Arvis, et al., 2018). For example, a tour agent may promise five locational experiences in a 7 day stay in a country that includes multimodal transportation, hotel stay in a few remote areas, etc. if the public infrastructure such as roads, terminals, availability of vehicles, and smooth transfers from one mode to the other, consistent flow of essentials to provide best foods and other needs, electricity, water, virtual connectivity, etc. the ultimate product delivered by the tour agent will be a flop.

Supply chain reliability and service quality are strongly associated with logistics performance (Arvis, et al., 2018). By most accepted definitions, to be classed as a tourist, a person needs to stay at that location for longer than 24 hours, but no longer than one year (Revfine, 2021). In simple terms, a tourist is a person travelling to another location, away from their usual social environment.

The tourism industry, also known as the travel industry, is linked to the idea of people travelling to other locations, either domestically or internationally. Global logistics is often referred to as the "physical internet," (Arvis, et al., 2018) Therefore, the physical connectivity of transport modes in an international context should be perused. The World Bank's Logistics Performance Index (LPI) analyzes countries through six indicators in which the efficiency of customs and border management clearance and the competence and quality of logistics services have explicit relevance to tourism. Developing countries are emerging as important players, and are increasingly aware of their economic potential. Once essentially excluded from the tourism industry, the developing world has now become its major growth area. These countries majorly rely on tourism for their foreign exchange reserves. For the world's forty poorest countries, tourism is the second-most important source of foreign exchange after oil (Rasool, Maqbool, & Tarique , 2021).

Table 4.1: Comparison of tourism performance, tourism competitiveness, and logistics performance

Top twenty Tourist Countries and Number of visitors Most Visited countries World Ranking		Out of 140 countries Travel & Tourism Competitiveness Index (TCI)	Out of 160 countries Logistics Performance Index (LPI)
1. France — 89.4	1	2	15
2. Spain — 82.7	2	1	18
3. United States — 79.6	3	5	10
4. China — 62.9	4	13	27
5. Italy — 62.1	5	8	21
6. Turkey — 45.7	6	43	37
7. Mexico — 41.4	7	19	53
8. Germany — 38.8	8	3	1
9. Thailand — 38.2	9	31	34
10. United Kingdom — 36.3	10	6	6
11. Japan — 31.1	11	4	7
12. Austria — 30.8	12	11	8
13. Greece — 30.1	13	25	44
14. Hong Kong — 29.2	14	14	9
15. Malaysia — 25.8	15	29	35
16. Russia — 24.5	16	39	85
17. Portugal — 22.8	17	12	28
18. Canada — 21.1	18	9	17
19. Poland — 19.6	19	42	31
20. Netherlands — 19	20	15	2

Sources: (Poirot , 2021); (WEF, 2019); (Arvis, et al., 2018)

Access is a key determinant for tourist attractions and countries may improve the logistics and supply chain efficiency using transport technology. It becomes important in the form of costs of travel and the time consumed in reaching the destination. Transport infrastructure is another major driver in effective and efficient logistics performance that includes airports, seaports, motorways and rail networks, multimodal exchanges, etc. In table 4.1 a comparison between tourism performance, tourism competitiveness, and logistics performance of the top twenty tourism countries is done. As for the tourism performance, the twenty most-visited countries in the world are considered. Column two of the table depicts the travel & tourism competitiveness index (TCI) of respective countries. These country rankings are sourced from the travel & tourism competitiveness index published by the World Economic Forum. The last column of Table 01 displays the country ranking of the logistics performance index (LPI-2018) published by

the World Bank.

The objective of this comparison is to identify the explicit relationship from the ranking under different parameters in tourism and logistics performance. However, its implicit influences or impact needs to be evaluated based on various qualitative characteristics. For example, Russia is ranked 16th under most travelled countries maintaining competitiveness at 39 out of 140 countries. However, its LPI ranking is 85 out of 160 countries. This may be due to country-specific reasons such as Russia being a somewhat landlocked country. The European Peninsula is surrounded on three sides by the Baltic and North Seas, the Atlantic Ocean, and the Mediterranean and Black Seas. The few ports that do exist are mostly unusable in some parts of the year. The Arctic Ocean is far away from Russia's population regions.

Table 4.2: Comparison Logistics performance scores based on region, income level, and Russian Federation

Country	Year	LPI Score sort ascending	Customs	Infrastructure	International shipments	Logistics competence	Tracking & tracing	Timeliness
Region: Europe & Central Asia	2018	3.24	3.04	3.13	3.14	3.21	3.27	3.65
Income: Upper middle income	2018	2.76	2.52	2.6	2.76	2.69	2.77	3.19
Russian Federation	2018	2.76	2.42	2.78	2.64	2.75	2.65	3.31

As per the above table, it is visible that the LPI scores of Russia is almost identical to similar income level country but is very different from the other countries of the region. Therefore, such results could be neglected. The tourist sector is more associated with air transportation thus above moderate LPI levels may not reflect much in the tourism in Russia. Air transport generates benefits to consumers and the wider economy by providing speedy connections between cities. These virtual bridges in the air enable the economic flows of goods, investments, people, and ideas that are the fundamental drivers of economic growth (IATA, 2021). Following countries are among the top twenty performers in logistics but they were not reflected within the top twenty

tourist arrival countries.

Table 4.3: Country and LPI

Country	LPI rank
Sweden	3
Belgium	4
Singapore	5
Denmark	11
Finland	12
Switzerland	13
United Arab Emirates	14
Luxembourg	16
Australia	19

Following countries are among the top twenty in tourist arrival but they were not reflected within the top twenty performers in logistics.

Table 4.4: Country and Tourist arrivals

Country and Tourist arrivals in 2019 - Million Visitors	Global Rank
China — 62.9	4
Italy — 62.1	5
Turkey — 45.7	6
Mexico — 41.4	7
Thailand — 38.2	9
Greece — 30.1	13
Malaysia — 25.8	15
Russia — 24.5	16
Portugal — 22.8	17
Poland — 19.6	19

The importance of tourism logistics has increased heavily in the new normal scenario derived from the Covid pandemic. Tourism, as a service, combines many organizations domestically as well as internationally. Travel customers or tourists, travel agents, suppliers of transportation and tourist services, statutory bodies on borders, banks, essential service providers, and many more contribute to creating the best product that suits the customer's needs and wants. The sustainability of tourism products remains on the competitive nature of these products. The tour service provider has the least control over these complimentary services. Therefore, it is

important to properly plan, manage and control the complex process. It includes the material and informational process of preparing and implementing the travel in compliance with the interests and requirements of the customer (Kochadze , Dangadze, & Zaqareish, 2013) Fig.4.1 depicts the conceptual model of tourism logistics.

Fig.4.1: The Conceptual Model of Tourism Logistics (Source: Authors)
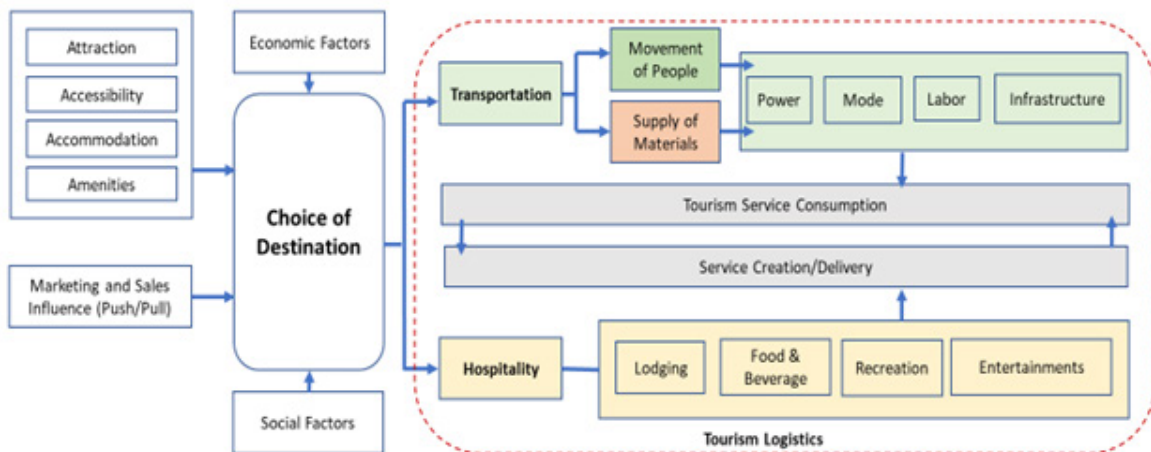
It identifies the impact of ''4 A's'' of tourism destination management practices namely, attractions, access, amenities, and ancillary services along with economic and social factors and the pull and pushes impact of marketing and sales.

Tourism logistics could be explained as a series of logistics activities of tourists in the process of tourism. It may include transit, resource supply, and the creation of overall tourism products combining related technology to manage tourism vehicles and tourists using logistics knowledge, skills, and competence. The process of tourism logistics is demarcated in the above figure in red dotted lines. After the selection of travel destinations customers soon will enter this highly volatile area. The concept of tourism logistics (TLC) has two main elements namely, transportation and hospitality. Transportation involved the efficient movement of the tourists through multimodal transport modes. The supply of materials is equally important as the tourists should be provided with components that fall under hospitality. Whether it involves the movement of passengers or goods, the transporter needs to ensure four fundamental components. It includes power, mode, labor, and infrastructure (Edirisinghe, 2021).

Once the creation of tourism products begins the operational components namely, lodging, food and beverage, recreation, and entertainment become active. To always make them an operational effective supply of materials are essential. Due to the inherent service characteristics of the industry, tourists consume the products while it is being created and delivered. Therefore, a service provider cannot store the production for subsequent use as a tangible product. This reality makes tourism logistics a highly complex and sensitive phenomenon. Given the nature of the industry, it may be more appropriate to explore the supply network (SN) approach to improve

the quality of tourism products. SN is defined as "a set of active members within an organization's supply chains, as well as inactive members to which an organization relates, that can be called upon to actively contribute to an SC if a need arises" (Braziotis, Bourlakis, Rogers, & Tannock, 2013).

5. Conclusion

Considering the indispensable nature of logistics in the tourism industry modern operational strategies need to be inculcated in this highly complex and volatile tourism supply chain. Since tourism essentially combines two transport phenomena namely, passenger and cargo movement an innovative approach should be required. This situation has further aggregated by the challenges faced by the tourism industry as well as the global supply chain due to the Covid pandemic. Therefore, the way forward for the tourism sector under NNS should be complemented with highly resilient supply chains. However, there was a paradox in the statistics found with regards to tourist performance against logistics performance. It was realized that nine among the top twenty countries with high performance in logistics were not reflected as the highest tourist arrival countries. In the contract, it was noted ten countries with high tourist arrivals have not performed well in logistics. Exploring the scientific relationship between tourist arrivals, tourist attractions, and LPI is beyond the scope of this study. However, researchers recommend further research to ascertain possible connectivity among these variables.

The study explored the importance of tourism logistics to improve the travel and tourism industry. A conceptual framework has been derived based on an opinion survey backed by a comprehensive literature review. Researchers recommend the travel and tourism industry should expand their research beyond supply chain management and explore the advantages of managing supply networks upon establishment of effective and efficient tourism logistics. Since a supply network is developed by connecting multiple supply chains the common delays and pitfalls of a single chain can be avoided. However, since the SN is a new concept derived from supply chain management it is advisable to conduct further research to ascertain its suitability in the context of tourism.

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Prospects of Tourism Management in Mizoram

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Abstract

Mizoram is a land of great natural beauty having exotic varieties of flora and fauna. It has significant potential to promote tourism in the state. The scenic beauty of Mizoram is a fascinating sight for tourists and a large percentage of it is covered with forest. Tourism in the state is still an infant industry due to several reasons and limited resources. The Department of Tourism undertakes the promotion and development of tourism in the state and thrust has been taken to promote nature-based tourism such as ecotourism, rural tourism, adventure tourism as these are identified potentials of the State. From its inception, it has been concentrating on building tourist infrastructure for accommodation as well as recreational facilities through financial assistance from the Ministry of Tourism, Government of India. Since Mizoram lies in the remote corner of the country, access to it is fairly difficult due to which it does not attract many tourists. It remained an exotic unexplored location possibly due to lack of promotion. This paper attempts to study and analyze the role of government in the promotion and development of tourism in the state.

Keywords: Tourism, Mizoram, Ecotourism, Adventure tourism, Rural tourism

1. Introduction

Tourism in Mizoram is based on the unique landscape and culture that is well defined and distinct from the rest of India. The state has huge potential for various forms of tourism viz. adventure tourism, cultural tourism, heritage tourism, rural tourism, ecotourism, and others. Tourism in Mizoram is still an infant industry due to several reasons and limited resources. Tourist arrivals to the State during 2019-2020 is 1,66,011 with a growth rate of 84.93% compared with the previous year. The Department of Tourism undertakes the promotion and development of tourism in the state and thrust has been taken to promote nature-based tourism such as ecotourism, rural tourism and adventure tourism as these are identified potentials of the State (Mizoram Tourism, 2021).

The state of Mizoram announced Tourism as an 'Industry 'on 18th March 1993 to earn higher income for the industry and improve the service providers in the sector with benefits through promotional activities on tourism. The state's Tourism Policy 2014 was notified on 15th May 2014 and it mainly focuses on eco-tourism and adventure tourism. The Mizoram Eco-Tourism Policy was drafted in 2017 by the Department of Environment, Forest and Climate Change, Government of Mizoram and it aims to promote awareness about the values of heritage sites, nature and wildlife conservation, and the income generation and employment opportunity it can provide to the residents while giving importance to biodiversity conservation and socio-economic development (EFCCD, 2017).

To provide economic, social, and environmental benefits to the State through development and management for responsible and sustainable tourism, The Mizoram Responsible Tourism Policy was drafted by the Tourism Department, Government of Mizoram in 2020 (The Mizoram Responsible Tourism Policy 2020). The state is blessed with beautiful mountains, rivers, waterfalls, and lakes that give a unique opportunity for developing eco-tourism. The state has 10 protected areas, out of which 1 is a tiger reserve, 2 are national parks and 7 are wildlife sanctuaries. The total land covered with forests is 88.93% (SFR 2015) that supports various species of mammals, birds, reptiles, more than 2500 species of plants including 253 species of orchids (BSI, Shillong) and more than 300 species of therapeutic plants (EFCCD, 2017).

The state is a worth visiting tourist destination to explore the natural forest preserved since the days of the Mizo chiefs. It has immense potential to promote eco-tourism as the landscape of the state favor such kind of alternative tourism. It is considered to be an offbeat destination and the cultural aspect makes it an ideal place for ecotourism development. Mizoram attained its statehood in February 1987 and is one of the districts of Assam till 1973 when it became a Union Territory. It shares a border with Myanmar and Bangladesh. Mizoram has 11 districts namely: Aizawl, Champhai, Mamit, Lunglei, Lawngtlai, Saiha, Kolasib, Serchhip, Khawzawl, Hnahthial, and Saitual. Mizoram covers an area of 21087 sq km (8142 sq miles) and is located at a latitude of 23.1645° N and a longitude of 92.9376° E. The total population is 1,091,014 as of the 2011 census and the literacy rate is 88.49%. It has a pleasant climate, the temperature varies from 11°C to 21°C in winter and in summer it varies between 20°C to 29°C. The State is the highest concentration of tribal people among all states of India and is one of three states of India with a Christian majority (87%) (Mizoram Portal, Government of Mizoram, 2020).

Mizoram is the land of the Mizos and their main profession is agriculture in which jhum cultivation is a practice in the state. The Mizos have unique customs and traditions, social practices, and regional language enhancing the tribal cultural heritage of the state (Mizoram Tourism, 2021). Lengpui Airport is the only airport in the state which is connected by flight services from Kolkata and Guwahati. Road transportation is also available from Silchar along National Highway 54 (District Administration Aizawl, 2021). Aizawl is the capital of Mizoram and is inhabited by different communities of the different tribes of Mizo. It has a population of 293,416 and Christianity forms the majority of the city population. It is connected by air transport through Lengpui Airport and helicopter service connecting the city with Lunglei, Lawngtlai , Saiha, Chawngte, Serchhip, Champhai, Kolasib, Khawzawl, Ngopa, and Hnahthial is available.

1.1. Tourist Places in Mizoram

1. **Aizawl:** It is a beautiful hill station and is the capital of the state. Places of interest in Aizawl include Solomon's Temple, Aizawl Zoological Park, Mizoram State Museum, KV Paradise at Durtlang, etc.

2. **Reiek Tlang:** It is one of the popular tourist destinations and is located at a distance of about 30kms from Aizawl. The mountain is covered with natural forest that has been preserved since the days of the Mizo chiefs. At Reiek, the Tourism Department created a Tourist Resort Complex and adventure theme park to enhance its attractions.

3. **Hmuifang Tlang:** It is located 50kms to the south of Aizawl and is a popular tourist destination. It has a beautiful cliff with a pleasant view of the surrounding area and tourists go for picnics and day tours.

4. **Ailawng:** Ailawng is a small village in Mizoram located in the Reiek Block of Mamit District. The scenic beauty and several possible tourism activities of Ailawng Village have the potential to attract tourists. The significance of ecotourism has been identified and being promoted by the government, NGOs, and local community for the last few years. Some of the attractions at Ailawng Village includes Ailawng Tlang, Alawng Cable Foot Bridge, Thawmpawnga Puk, Khuangchera Puk

5. **Thenzawl:** It is located 91 kms from Aizawl and is a famous for its handloom industry. It is popular amongst locals as well as tourists from outside the state. The highest waterfall of the state, Vantawng Fall is located at the outskirt of Thenzawl. Another popular attraction in Thenzawl is the Golf Course that has been developed and maintained by the Tourism Department.

6. **Champhai:** It is located 192 km from Aizawl and is on the Indo-Myanmar border. It has a rich heritage background and the only ASI-protected site in Mizoram, Menhir, and Caves at Vangchhia village is located in the district.

7. **Dampa Tiger Reserve:** It is the largest wildlife sanctuary in Mizoram which is located 127 km to the northwest of Aizawl and is home to different varieties of wild animals, amphibians, reptiles, and birds.

8. **Palak Lake:** It is the largest natural lake in the state and is located 391 km from Aizawl. The lake is surrounded by lush green forests and is a popular attraction of the state.

9. **Phawngpui Tlang:** Also known as the Blue Mountain, it is the highest mountain in Mizoram located 250 km from Aizawl. It has been declared a National Park and is famous for its exotic species of flora and fauna. It is an ideal place for activities such as trekking etc.

Apart from this, Mizoram has two National Parks (Murlen National park and Phawngpui National park) and seven sanctuaries (Khawnglung wildlife sanctuary, Lengteng wildlife sanctuary, Ngengpui wildlife sanctuary, Pualreng wildlife sanctuary, Tawi wildlife sanctuary, Thorangtlang wildlife sanctuary, and Tokalo wildlife sanctuary). The presence of a great diversity of flora and fauna and the heritage sites in the state makes it an ideal place for ecotourism development in Mizoram.

1.2. Objectives

1. To examine the role and function of the Tourism Department in the promotion and development of tourism in the state.

2. To analyze the challenges and prospects of tourism in the state.

2. Literature review

Globally tourism is increasing at a rapid rate, making it one of the fastest-growing industries in the world (Ntibanyurwa, 2006; Das & Chatterjee, 2015b). It is affecting the lives of people at large and is often seen as a tool for different aspects of development (Ashley & Roe, 1998; Neto, 2002; Harrison, 2004) and therefore viewed as a tool for sustainable development i.e. social, economic, and environmental development of the community and the region (McCool et. al., 2001; Davis & Morais, 2004).

Ecotourism is a concept that can happen in both protected and non-protected natural areas and has certain similarities with nature-based tourism (Diamantis, 2010). Nature-based tourism has triggered countries to focus more on developing sustainable tourism that focuses on ecology (Gupta & Bhatt, 2006). The natural places must be protected and pushed forward without destroying the socio-cultural and environmental values (Joshi & Sharma, 2020) and the local communities must be educated about the attractiveness of their village and must be willing to promote and develop tourism (Lama, 2014).

It is important to be aware and educate the residents about the ecotourism concept and the falsification of the concept must be avoided as this problem has been experienced by various ecotourism destinations in India (Cabral & Dhar, 2020). If practiced wisely, the negative impact cannot be a disappointment to continue ecotourism development as it is an important tool for the protection of natural resources thereby generating income for the residents (Phanthavong, 2009). It must be kept in mind that the direction and supervision for the conservation of the environment must be considered given to the residents as it will be a good way of educating the visitors as well as the local community alike in maintaining the environment (Abhinand CS, 2021). It is evident that ecotourism development needs to be accepted by the community and also it should have political feasibility. It might not be feasible in some areas to gain profits, hence, the intervention of the government in the management and development is necessary (Patel, 2020).

Community-Based Ecotourism (CBET) has gained momentum in recent years especially in areas where there is potential for the promotion of culture and ecotourism together in which it aims is to link conservation with economic development. However, developing CBET can be a slow and moderate process since it requires commitment in terms of finance and management (Burman, et al. 2007). Social Capital plays a crucial role in the success of the CBET venture. Problems like unequal economic benefits amongst the local community's lack of marketing skills and development of infrastructure lead to the failure of most CBET ventures (Musavengane, & Matikiti, 2014). The involvement of residents thereby generating employment opportunities by marketing local products is one way of benefiting ecotourism (Menbere, et.al, 2018). The perception and views of the local community must be taken into account in the planning process

(Oladeija, S.O, 2015) as lack of local engagement can hamper the growth and development of CBETD (Baniya, et al. 2018). It should have long-term viability (Nair, & Hamzah,2015) and should not concentrate only on developing infrastructure, it should have specific guidelines in which community-based products and participation must be involved (Khartishvilli, et.al, 2020). The tourist post-purchase behavior should be analyzed as it highlights the performance of CBET of the region (Han, et al. 2019). It is an organizing tool in which it evaluates whether there is active participation in the local communities as well (Durkin, & Peric, 2017).

The moderate climate and beautiful landscape indicate that Mizoram has immense potential for the promotion of sustainable tourism (Sati, 2019). Cautious planning and proper management of ecotourism can be beneficial for the environment and the host region and government should pay attention in this regard (Lalrosanga, & Sajnani, 2017). However, due to the remote location of the state, accessibility is a major drawback as tourism highly depends on good transportation and communication system (Deka, 2019).

The Tourism Department has completed 72 tourist facilities till 2019 across the state under the final support provided by the Ministry of Tourism, Government of India. This includes 56 Tourist Lodges, 4 Highway Restaurants, 3 Wayside Amenities, 2 Tourist Resort, 1Tourist Complex, 2 Picnic Spots, 2 Viewing Gallery, 1 State Institute of Hotel Management, and 1 Aero-sport building. The following functions are assigned to the Tourism Department as per the new Allocation of Business Rules 2019:

1. Policies for promotion and development of tourism

2. Promotion and development of tourism including adventure tourism, eco-tourism, etc.

3. Tourist accommodation and Tourist Information Centre

4. Tour Guides

5. Tour and travels

6. Hotels and restaurants

7. Fairs and festivals for promotion of tourism

8. Ropeways and cable cars for tourism development

The Department also helps human resources for employment in the tourism and hospitality sector. It sponsors students to undergo degree courses, diploma courses, and food craft courses in the Institute of Hotel Management, Catering, and Nutrition in Guwahati and Shillong. Thrusts have been given for the promotion of ecotourism, adventure tourism, and rural tourism in recent years. Projects to develop trekking routes and nature-based tourism including rural tourism are being implemented at various locations in the state.

The Department of Tourism organized the Anthurium Festival every year in April at Reiek Village when the place/mountain blooms to its fullest. There have been continuous improvements in the village as it has become the local as well as the foreign tourist center of attraction. Under the Swadesh Darshan Scheme, the government created a golf course at Thenzawl which is considered to be one of the best of all-season golf courses in northeast India. The golf course consists of 30 eco-log huts, cafeteria, food court, reception area, etc., and has attracted tourists from different

parts of the country.

Table 2.1: Tourist Arrival to Mizoram

Year	Domestic	Foreign	Total
2015-2016	66583	830	67413
2016-2017	67223	987	68210
2017-2018	68679	1155	69834
2018-2019	88122	1644	89766

Source: Govt of Mizoram, Planning and Programme Implementation Department

Table 2.2: Revenue Earned by Tourism Department

Year	Revenue in Lakh
2015-2016	222.01
2016-2017	235.91
2017-2018	250.10
2018-2019	294.25

Source: Govt of Mizoram, Planning and Programme Implementation Department

3. Research design

The research design was based on an empirical study, by analyzing and examining the relevant statistics, collected from primary as well as secondary sources.

3.1. Statement of Problem

Mizoram has all the potential for the promotion and development of various kinds of nature-based tourism. The Department of Tourism was bifurcated from the Department of Information & Public Relations in 1987 and since then it has become the nodal agency to promote and develop tourism infrastructure in the state. However, the number of tourist arrivals in the state is quite less and the tourism industry of the state is still undeveloped. Since the promotion and development of tourism lie in the hands of the Department of Tourism, it is believed that the nodal agency has not been thriving in the promotion of tourism. It is also evident by its dismal market share in the tourist market and poor standard of tourist infrastructure in the state. It is a general conception that Mizoram is yet to live up to its potential for tourism and thus an enquiry into the challenges and prospects of tourism was required.

3.2. Methodology

Primary data was collected from the researcher's observation from various stakeholders' viz. tourists, government officials, and destination communities. For the collection of secondary data, relevant available physical and digital documents were used from the central and state government's reports and websites, magazines, published thesis.

4. Findings

The major findings of the research are highlighted below:

1. The market share of Mizoram in the tourist market is quite dismal. It stands at 35th position among the States/UT's of India in both foreign and domestic tourist arrival.

2. The revenue earned by Tourism Department in 2018-19 is Rupees 294.25 lakh.

3. The number of domestic and foreign tourist arrivals was 88122 and 1644 respectively that making a total of 89766 tourist arrivals in 2018-19.

4. There are 4 government-recognized tour operators and less than 10 privately owned tour operators in the state.

5. The Tourism Department has organized a training program for tour guides and more than 100 people are engaged in this field.

6. The Tourism Department was bifurcated from Information, Public Relations Department in 1987 and has been the nodal agency for tourism development in the State.

4.1. SWOT Analysis

Strengths

Mizoram is a hilly state located in the Shivalik range of the eastern part of the Himalayas. The green hills, crisscrossing rivers, interspersed lakes, wetlands, natural resources, climatic conditions, etc. make Mizoram an ideal place for ecotourism development. It has a pleasant climate throughout the year and therefore it has the potential to be developed into an all-year-round tourist destination. The Mizo community is a close-knit society where the people are kind, unselfish, helpful to others and their hospitality towards the tourist can give insight into their culture and daily lives. The attitude of the people along with the presence of a great diversity of flora and fauna and the heritage sites in the state makes it an ideal place for Community Based Ecotourism Development (CBETD).

Weakness

Since Mizoram lies in the remote corner of the country, access to it is fairly difficult and it may be the reason that it does not attract many tourists. There is no direct air connectivity with main cities in India in terms of tourist markets and an international airport is not available. The location of the state is often perceived as far away from the main markets. Also at present, only a few Star Standard accommodation is available in the state.

Opportunities

Due to the emergence of new concept and trend in tourism that emphasizes sustainable, environmentally, and socially responsible tourism, Mizoram has all the potential to be a thriving eco-tourism destination.

Threats

Despite its scenic beauty and stunning landscape with pristine mountains and rivers, tourism

in Mizoram is still on a nascent stage due to the absence of proper infrastructures like railway connectivity, road networks, and lack of general awareness on tourism and its related aspects. These factors that threaten the sustainability of the growth of tourism in the State need to be addressed.

5. Conclusion

Nature-based tourism is the potential area for tourism development in the region. Even though the various initiatives initiated by the state government are remarkable, it should give more priority to the promotion of ecotourism so that the state can live up to its potential. Despite all its natural beauty, it has been observed that the number of visitors is quite less when compared with other regions of the neighboring states. Awareness among the locals is felt needed.

6. Recommendation

As a nodal agency, the Department of Tourism must focus on the development of the existing attractions and improve their marketing management. The unique customs and traditions and the rich cultural heritage must be promoted and should be considered as the USP of the state. Since accessibility is one of the important components in the tourism industry, transportation facilities must be taken into consideration so that all the attractions are accessible by road. Also, training and skill development programs should be organized for people involved in the industry.

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Pro-Poor Tourism: A Tool for Poverty Alleviation in case of Handicraft Sector of Jaipur

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Abstract

The tourism industry has been a major player in providing employment opportunities to skilled and unskilled people across the world. Handicrafts have always been praised by foreign travellers and can contribute to revenue earning and improving the local economy. There are plenty of handicraft items that are being made in Jaipur like bandhani, sculptures, zari work on clothes, jewellery work of silver and Kundan, Jaipuri handmade furniture, etc. Income generated through tourism at such places mostly goes into the pocket of hoteliers and tour operators. Pro-Poor Tourism can help the poor or marginalized community and increase the local benefits at most and promoting tourism can be centralized by providing opportunities to poor people. The main purpose of this study is to understand the issues and challenges and use pro-poor tourism as a tool by the poor and for the betterment of the poor people. This study also focuses on educating poor people about technology and using the available platform for selling handicrafts in different cities of India and the world. The conceptual study was used for the research purpose and data were collected from articles, journals, etc.

Keywords: Handicrafts, Pro-Poor Tourism, Local Community, Poverty Alleviation,

1. Introduction

As per UNWTO Barometer, there is one direct job in tourism out of 11 jobs in the world and during covid-19 there was a 65% decrease in international tourist arrivals compared to 2019. This has caused unemployment in this umbrella industry and millions of people lost their job during the pandemic. Many artisans who were getting their livelihood suffered during the pandemic. International and Domestic tourism is slowly picking up and there will be an increase in international and domestic tourism and industry will overcome the issues of unemployment. India is well known for its cultures and traditions and handicrafts items explain the meaning attached to it. Handicrafts are the soul of many cities of Rajasthan. Lakhs of people are earning their livelihood by making various handicrafts items and selling to local people or tourists and which directly and indirectly help the local economy and nation. Making items and using them for personal use was there during the Stone Age also where men made the sharp tool to hunt an animal or safeguard themselves.

1.1. Need of the Study

Handicraft is the heritage of Rajasthan and most of the rural areas are highly dependent on this craftsmanship, and it helps local people to earn and live life happily. Many stakeholders of the tourism industry like tour operators and travel companies earn a huge amount of money by selling tour packages for these destinations and a very nominal amount of income goes to local communities. Some people live in the Thar region which is a highly rigid area and local people are not educated to migrate to other cities and get jobs easily and that is the reason they are doing their traditional work and earning a livelihood and their main source of income is through craftsmanship. There are few articles written about Pro-poor tourism and which focused on employment generation but are not related to handicrafts as a tool to alleviate poverty and educate them about changes coming in the market like technology and use such platforms to sell their product across India and the world.

1.2. Objectives of the Study

- To study various factors affecting the growth of pro-poor tourism.
- To analyze problems of local communities.
- To focus on benefits through handicraft to the local communities.

3. Review of Literature

Pro-Poor Tourism can act as a panacea to the problem of poverty especially in rural villages of India (Gantait, Mohanty, Kuldeep, & Rupa, 2021). Handicrafts can be defined as any products which are made by hands or using simple tools used by hands (Khurana, & Paliwal, 2014). Today, Handicrafts of India are playing an important role in the developing country's economy by employing a large section of society in villages and towns (Srivastav, & Rawat, 2016). The handicraft market in India is growing at a very steady pace. Industry experts believe that global trade now depends upon more on e-commerce along with traditional mediums for trading (Kumari, & Srivastava, 2016). Pro-Poor Tourism strategies are concerned less with expanding the overall size of tourism, and more on unlocking opportunities for specific groups within it (Koch, with de Beer, & Elliffe 1998).

Textile-tourism is seen as an opportunity to strengthen the tourism sector by developing linkages with the textile sector, opportunities, and challenges in the local textile industry and discusses the difficulties faced by the weavers who struggle to gain access to tourists, exporters, and to market the textile products (Nikhil Raj. K & Joby Thomas, 2020). Srinivasa Rao (2017) in his study explained the problems of the Handloom weavers in the Krishna district and concluded that the main reason for the existence of handlooms in India is the socio-economic condition of our country and the high employment potential in this sector. According to (Dirk, 2014; Consulting, 2012), their study has explained the linkage of textile, craft, and tourism sectors as a key driver for regional development and growth. (Brent & Zins, 1978) in their study defined the elements of culture, which attracts tourists to destinations, such as handicrafts, language, the history of a

region, architecture, dress, and so on.

4. Research Methods

The researcher used qualitative data as per necessity. The conceptual study was used for the research and information was collected through various articles and journals related to the handicraft industry.

5. Results and Discussions

This study was done to find the issues and challenges faced by craftsmen and benefit through handicraft sector to the local communities. It was found in the study that there are a few problems that craftsmen are facing due to technology adopted by other craftsmen in the country. Government is also not giving proper financial support to the local communities to promote this art at a big level. Local communities are also unaware of international requirements and markets. It was also found that there is a Lack of coordination between government parties and private players. The young generation is also not so interested to continue the handicraft business and preserving this traditional art for the future generation. The artisans and owners of the small handicraft shops are exploited where most of the profits go into the pocket of the middlemen and whole sellers. In some cases, they are forced to sell the handicrafts items at a cost price which discourages the owners, and they reduce the quality and quantity the produced.

It was also found in the study that there are plenty of opportunities through which local communities can be benefited. Local people can get employment opportunities in heritage hotels and Havelis and they can show their arts to the tourists and can earn extra income. Government can also provide an educational platform where artisans can be trained about market trends and technology used in handicrafts production.

6. Conclusion

Pro-Poor Tourism can help the poor people in improving their lifestyle and can also help the local government to earn extra revenues by attracting tourists to the region. Poor people can also sell their products (Handicrafts) through various online options available to them if properly trained how to use these platforms. The young generation needs to look at the benefits through traditional craftsmanship and help in sustaining the skills and create and promote the products through various social media platforms available to them.

Suggestions to alleviate poverty through Pro-Poor Tourism

1. Business opportunities should be provided to the local communities through a local community participation program.

2. Expansion of employment opportunities for the poor: Poor people either less skilled or unskilled should get a job in hotels or any other related job.

3. Assessing the environmental impacts of tourism that particularly affect the poor.

4. Enhancing the positive and addressing the negative social and cultural impacts of tourism on the poor.

5. Building a supportive policy and planning framework: State and local government should work together to make better policies and to provide a platform for the poor people to show skills and promote handicrafts across the world.

6. Developing pro-poor processes and institutions.

Scope for Future Research

Further research in the handicraft industry may be done to know more about various other sectors involved in the process. A survey about the handicraft industry may be done to find important challenges faced by the craftsmen. More industries may be taken into the study to cover a broad area and find out the benefit through Pro-Poor Tourism to local communities.

Various governmental programs regarding the handicraft industry may be assessed.

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Barsey Rhododendron Sanctuary as a Tourism Destination

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Abstract

Tourism destinations are an amalgamation of several factors in which nature plays an important role by offering scenic beauties, landscapes, and landforms. Nature-based tourism or eco-tourism helps in garnering good benefits and it also educates tourists and citizens on how to be in harmony with nature. In different landscapes and landforms, India offers plenty of tourism destinations under nature-based tourism. The Study focuses on such a destination "Barsey Rhododendron Sanctuary" and explores the current situation of this nature-based tourism destination. It uses secondary data published in different government and private organizations' reports. Using SWOT analysis presents the areas to strengthen and focus more. It has also used observation and interview methods to arrive at the results. It is found that the sanctuary needs more attention and focus in government initiatives and community involvement is a must for future tourism development.

Keywords: Nature-based tourism, Ecotourism, Tourism destination, Local community

1. Introduction

"It's never too late or early to start trekking" and Barsey Rhododendron Sanctuary is one such place that can make it possible with its easy gradient with a mesmerizing 4.5km trail. The breathtaking view of majestic Mt. Khangchendzonga/Kanchenjunga (the 3rd highest peak in the world) and its snow-capped range from Barsey is one of the main pull factors for tourists, vibrant Rhododendron bloom during spring still being on top. It is also a paradise for birders. This offbeat destination is in West Sikkim at an altitude of 2,000-4,100 meters covering an area of 104 square km. "It forms a vital corridor connecting the Khangchendzonga National Park (also known as Khangchendzonga Biosphere Reserve) to its north with the Singalila National Park of West Bengal to its south." For those looking to get away from the maddening crowd Barsey undoubtedly has the potential to be the go-to option. There is so much waiting to be explored in what can truly be a dream destination for any nature lover, especially dendrophiles.

1.1. Objectives of the study

1. To identify the eco-tourism resources available at Barsey Rhododendron Sanctuary.

2. To study the issues and challenges available at Barsey Rhododendron Sanctuary.

3. To provide feedback and suggestions based on the study.

2. Review of Literature

Representing the tourism industry's response to the Brundtland Report's global call for sustainable development, ecotourism is seen as an alternative, sustainable development option (Stronza, 2007). Epler Wood (1991) defines ecotourism rightly as: "purposeful travel to natural areas to understand the cultural and natural history of the environment, taking care not to alter the integrity of the ecosystem while producing economic opportunities that make the conservation of natural resources financially beneficial to local citizens". Cater (1993) clarifies that the fundamental goal of ecotourism by attracting visitors to the natural settings lies in using the revenues to fund conservation and fuel economic development.

Guangming He et al. (2008) study shows that the sharing of economic benefits amongst different stakeholders involved in ecotourism varied with manifest inequality. With most of the investments, laborers, goods sourced from external entities, the benefits flowing to the rural residents were substantially minimal. These situations urge for immediate improvements.

Paul Robbins and Marcy West (2018) learned that in the foray of conservation of interests, learning's from Kickapoo Valley Reserve has showcased that slow nonetheless mutually agreed developmental plans, rules, and institutions have been the good signs of the evolution of trust amongst communities and stakeholders. Social and biophysical are intertwined and complementary. Progress lies in working towards a plan than waiting, and solutions cannot be imposed but achieved through negotiations. This radical nature of soft-heartedness has created unity.

Van der Cammen (1997) states that women have a close connection with the physical environment of their community. For example, the Maasai women in Kenya have special knowledge of walking routes, craft production, and useful plants, all of which can be related to the development of tourism products and services. Barry (2012) reflects that by creating opportunities for women to earn hard cash through ecotourism projects, gender roles can become a thing of the past and help ease the physical burden on women. Grootaert and Van Bastelaer (2001) emphasize the need for communities to 'bridge' with third parties, such as NGOs and the government, as an important indicator of effective social capital.

On the brighter side, higher levels of social capital and healthy social networks in communities increase the propensity to exhibit pro-environmental behavior and trust sharing among the specific population (Harpham et al. 2002). Favorably, tourist today is more interested in exhibiting sustainable behavior on their vacation undermining the oxymoron that tourists are consumption-oriented. More tourists today, the millennials are more inclined towards nature-based sustainable travel (Alesssandro et al. 2017).

3. Research methodology

This study is Descriptive Research. Both Primary (Government Officials & Tourists) and Secondary (Government Reports, News Papers, Research Papers, and Case Studies) sources of data have been used. Also, both Data Collection Methods Primary (Observation, Interview) and Secondary (Literature Review, Content Analysis) have been used.

4. Findings

Tourism components in Barsey

Attraction

- Rich in flora and fauna with Rhododendron being the main one.
- Besides a variety of shrubs, the vegetation in Barsey is also dotted with oaks, bamboos, primulas, pine, and magnolia.
- Breathtaking view of Mt. Khangchendzonga.
- Easy gradient trail for hike/trek even for moderately fit person.
- Avifauna is excellent with some rare species.
- Uncrowded compared to other eco destinations.
- Peak season (Rhododendron's bloom) for Barsey is from March to May.
- September to December is also good for Mountain view.

Accessibility

- The closest airport is Bagdogra in West Bengal (160km/6hrs to Hilley).
- Railway station: New Jalpaiguri/NJP (150km/6hrs to Hilley).
- Can also take a shared taxi from Siliguri to Jorthang and Jorthang to Okay.
- Okharey is 9km from Hilley.
- Sanctuary gate at Hilley is the best starting point of Barsey trek.

Accommodation

- Barsey Trekkers Hut (Guras Kunj): A government hut maintained by and leased to local people around which can be booked through a travel agency.
- Some travel agencies even provide hiking tents at Barsey.
- Hilley and Okharey also provide Homestays, which are around 9km from Barsey.

Activities

- Trekking/Hiking

- Jungle camp
- Birding
- Tasting wine made of Rhododendron flower.

Amenities

- Homestays where simple local foods are served.
- Travel guide
- Epic trails
- Campsite.

SWOT Analysis

Strengths	Weaknesses
- Retains the natural character of the forest areas. - A variety of different ecotourism activities in all seasons. - Ecosystem diversity and richness. - Easily accessible due to its geographical location. - Has uniquely beautiful and natural landscapes.	- Lack of social awareness about protected areas. - Lack of qualified staff. - Lack of recognition of the imagined and the destination. - Activities consisting of uncontrolled entry. - Protectionist awareness of tourism is not developed well enough.

Opportunities	Threats
- Increasing demand for ecotourism. - Natural and cultural landscape values are being preserved. - Local communities provide new job opportunities in the field of ecotourism generating revenue. - The formation of new investments in the ecotourism sector and subsectors. - Developing transportation facilities and development of long-distance travel opportunities accordingly. - Rich in flora and fauna with its natural structure landscape beauty.	- Destruction of flora and fauna at protected areas. - Exceeding the carrying capacity. - Solid waste pollution. - Air and water pollution. - The monotony of ecotourism activities can bring trouble everywhere along with the implementation of similar activities. - Threats made for promoting eco-tourism led to excessive construction in natural areas of investment.

5. Conclusion

Barsey Rhododendron Sanctuary has enough components to attract tourists and can emerge as one of the popular ecotourism destinations. However, no matter what the tourism destination type is, the need of the hour is to go in hand with sustainability. As rightly quoted in the definition from Our Common Future, also known as the Brundtland Report "Sustainable development is the development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

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Resource Consumption Vs Resource Management – The Dynamics of Limits of Acceptable Change (LAC) framework in Ecotourism Perspectives

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Abstract

Globally, tourism is experiencing a paradigm shift. Sustainable tourism as an alternative form has been adopted by many a destination to offset the issues that crop up in the background of the debate of conservation Vs development. Many protected areas dot a place in the coveted UNESCO World Heritage Site list home to some of the exquisite tourism destinations. Yet, recent surveys indicate that mass tourism is bound to deteriorate the pristine environment of such destinations. At the same time, the real eco-tourists should not be deprived of the great opportunity to relish the charms sustainably. The ideal of "The Limits of Acceptable Change (LAC)" is mooted in this work as the best option to devise a balanced approach. This work examines the imperatives of Limits of Acceptable Change (LAC) by way of community-driven, low-impact ecotourism which can contribute profusely towards responsible resource management. The dynamics of Limits of Acceptable Change (LAC) underscored by ecotourism that eventually will lead to the preservation of the integrity of the fragile ecosystem is probed in the present study.

Keywords: Ecotourism, Limits of Acceptable Change, Natural Heritage destination management.

1. Introduction

The term ecotourism management is evolved from past decades towards the protection of the natural environment, the well-being of the local community, providing experiences, and responsibly concentrating on environmental awareness. The type of tourism approach meant to make the development of tourism ecologically acceptable in the long term is considered sustainable tourism. The important aim of sustainable tourism is to preserve the resources and increase the significance of local traditions for the upcoming decades. Responsible sustainable tourism intends to provide occupation and income along with lightening any deeper impact on the environment and local culture. The development of protected areas is an element of conservation with much more complicated, multiple, and often competing goals and productive processes.

Protected areas have ecological, social, economic, and cultural roles in society which goes hand in hand with the management–visitor–host community interface. To be precise, local-community participation in the preservation of the protected areas tend to break under fragile ecotourism management which is moderately evident in misuse of natural resources resultant in wildlife and local community's incapability to manage effectively, with the changes happening (Walker, 2016). The study examines the imperatives of Limits of Acceptable Change (LAC) by way of community-driven, low impact ecotourism which can contribute profusely towards responsible resource management

 "The notion of the Limits of Acceptable Change framework was enunciated by Frissell in his master's thesis on "campsites in the Boundary Waters Canoe Area", where Frissell claimed that if recreation use is acceptable in protected areas, the decline in the resources is inevitable and must also be accepted (Stankey and others 1985). The impact is expected even with a minimum of recreation use. The impact is acceptable, but "a limit should be placed on the amount of change to be tolerated. When a site has reached this predetermined limit of deterioration, steps should be taken to prevent further adverse change". (Frissell et al, 1972). "The limits of acceptable change concept was developed and projected as an alternative framework for making decisions about carrying capacity" (McCool et al, 1997). The dynamic approach was to concentrate on management in achieving its objectives with acceptable deviations from the ecological conditions and wilderness experience. (McCool et al, 1997)

"The Limits of Acceptable Change (LAC) System for Wilderness Planning" was first published by the US Forest Service in 1985, (McCool et al, 1997). In the year 1987, the LAC process was first applied to the "Bob Marshall Wilderness Complex" and it was documented as a Forest Plan revision (McCool et al, 1997). This report and plan was the result of the effort which began in the early 1980s, to develop and implement a framework for dealing with the issues related to recreational carrying capacity in protected areas, (McCool et al, 1997). The park management stated the need to keep recreation usage levels below protected areas as early as the 1930s (Stankey et al, 1997). Since the implementation of LAC in 1985, several models relating to recreation carrying capacity have been established such as Recreation Opportunity Spectrum (ROS) (Bajpai, 2014), Visitor Impact Management (VIM), and Visitor Experience and Resource Protection (VERP), (Bajpai, 2014). From the beginning, "the LAC and related models have made a noticeable effect on recreation management planning in the United States protected areas". (McCool et al, 1997) and, increasingly, around the world.

1.1 Objectives

- To study the prospects of the limits of acceptable change framework in the protected areas and to identify the impacts occurring because of tourism.

- To investigate the livelihood of the local community of protected areas with the outcome of the limits of the acceptable change process.

- To examine the management process at the protected areas to regulate the tourists' inflow with the help of the LAC method.

2. Literature review

The connection between visitors' use of protected areas and the impacts created due to the visits, was not been able to understand based on the carrying capacity models. It was proved insufficient over the decades, to measure the relationship between impact and use in the protected area. Due to the restrictions, the carrying capacity model has been reframed into several other frameworks for visitor management in protected areas. There are numerous frameworks to control human-induced changes in protected areas, especially the amount of area used for recreation use (Samani, Destina, 2019). "The frameworks include, Recreational Opportunity Spectrum (ROS), Limits of Acceptable Change (LAC), Visitor Experience and Resource Protection (VERP) and Visitor Impact Management (VIM)" (Samani, Destina, 2019). Increasing discontent with the recreation carrying capacity model have led scholars in search of a new conceptual system for managing visitors' protected areas called "The Limits of Acceptable Change (LAC)" in the early 1980s (Grossenburg, 2007). The LAC framework was found more suitable for the study due to the success of its implementation in protected areas around the world.

"The Limits of Acceptable Change framework was designed to address the issues in visitor use of US National Wilderness" (Samani, Destina, 2019), to show that a simplified carrying capacity model was insufficient in attaining the standard objectives of the protected area. There were many reasons for the carrying capacity model to be unsuccessful, the most basic reason was the park managers were measuring the impacts in quantity more than quality. Due to which the question how much is too much? Was not addressed properly. Carrying capacity which is principally a quantitative term used in tourism study couldn't be used to measure the problems of recreational use in the protected area which was more than the number of visitors. The behavior of the visitors was not been measured using the carrying capacity model. The LAC framework deals ominously with a different question: "What resource and social conditions are acceptable, and how do we attain those conditions?" this changed the view from the number of visitors to conditions of the desired area for recreation use (Needham & Rollins, 2002). The LAC framework was applied by combining it with other corresponding frameworks. The LAC framework was used to make decisions about the conditions that will be allowed to occur in the protected area regarding recreation use, (Samani, Destina, 2019). Of the existing recreation planning frameworks, the LAC framework has been studied mostly in the international literature (Sutton, 2004). The core of the LAC framework is a participatory approach with the local communities. The LAC framework is about public participation in the planning of standards of a protected area. The basic proposition of the LAC framework is that change is natural and inevitable due to recreation usage. The LAC framework identifies the unavoidable impacts which happen as an outcome of human usage.

The LAC framework is a broadly accepted concept in protected area tourism planning (McCool, S.F. 2013) which is used in a variety of situations, it was built based on the failures of carrying capacity approaches models to concerns of resolving struggles between goals of preserving natural resources and allowing access for visitors and tourism activities in the protected area.

The LAC framework is applied to examine how much of an area can endure changes due to different types of tourism activities and development within a protected area and also to manage the human-induced change occurring in the range. The Limits of Acceptable Change concerned about

how much change is acceptable? What kind of approach must be used to avoid an unacceptable impact? The LAC framework offers a wider scale to understand the involvement of the local community in nature-based conservation. This is important for sustainable conservation, given the cohesive nature of the public and the protected area. The LAC framework has its limitations. It is quite resource-demanding. "Completing and implementing the process takes considerable time, personnel and financial support" (Ashor, 1985). One of the critical contests in applying the framework is that the park managers are in lack basic inventory data to help in selecting indicators and standards (Samani, Destina, 2019).

The LAC Framework consists of nine steps. These are mainly based on the workings of Stankey et al in1984.

1. Identify area issues and concerns: The first step in LAC involves identifying the issues and concerns of the protected area. This involves recognizing unique structures and characteristics of the area, the types of usage of the area by people, the relationship of the area to other similar units, and other local areas surrounding the protected area. This step demands combined decision-making by the local community members on what special features or qualities within the protected area require attention, what management problems or concerns have to be dealt with, what issues the public considers important within the protected and it's surrounding (Krumpe, 1997).

2. Define and describe the opportunity classes: the second step in LAC is to describe opportunity classes of ecotourism and tourism zones where different types of natural resources, social and managerial conditions are maintained. These classes represent a means of defining the range of diverse conditions within the biosphere reserve. The step establishes the desired future conditions. It defines the physical attributes to be maintained, defines key social and managerial attributes. Opportunity classes describe subdivisions or zones of the natural resource where different social, resources, or managerial conditions will be maintained (Krumpe, 1997).

3. Select indicators of resource and social conditions: The third step in LAC is the selection of indicators which refers to the elements of the resource and social setting to signify the conditions measured, suitable and acceptable in each opportunity class. The process involves specific indicators as a measure of the overall state of the protected area (Krumpe, 1997).

4. Inventory of existing resource and social condition: the fourth step in LAC is conducting an inventory, based on indicators selected in the above step: 3 the inventory can be expanded to include man-made features like base camps and bridges among others. The inventory data are mapped so that both the condition and location of the indicators are known (Krumpe, 1997).

5. Specify standards for resource and social conditions in each opportunity class: the fifth step in LAC is considered as the heart of LAC. The step involves the determination of measurable and defined conditions for establishing a unique, diverse range of opportunities in the protected area. Overall, they are the maximum acceptable conditions that will be allowed in a specific opportunity class (Krumpe, 1997).

6. Identify Alternative Opportunity Class Allocations: the sixth step in LAC reflects issues and

concerns of existing natural resource and biophysical conditions. This step examines the way each different opportunity class fulfills the changing interests, concerns, and values. This step emphasizes the range of approaches in protected area management. A step to define what kind of natural resource and conditions will be modified in which part of the protected area. This step provides changes for public review and evaluation (Samani, Destina, 2019).

7. Identify management actions for each alternative: The seventh step in LAC needs a study of the costs imposed by each alternative opportunity class. This step comprises of measuring all aspects of the alternative opportunity class, to attain a sensible decision that gratifies the preferred management goals (Samani, Destina, 2019).

8. Evaluation and selection of a preferred alternative: The eight-step in LAC allows Management of the area and surrounding natural resources to select the favored alternative, based on the assessment of the various possibilities. The process consists of the response of each alternative indicator to the natural and bio-physical issues and concerns identified in step 1 and management needs in step 7 (Samani, Destina, 2019).

9. Implement actions and monitor conditions: The last step in LAC meritoriously concludes the LAC Framework. Once an alternative indicator is selected, the required action is put into effect and a monitoring program is introduced. The LAC Framework offers a data-driven method for ecotourism planning in the specified protected area (Krumpe, 1997).

The LAC process points out the statements of objectives. A wide range of natural resources and social conditions is prompted by different opportunity classes within the area. Bio-physical conditions are studied to determine standards that will protect the conditions of a protected area. Management actions can be taken to maintain the conditions of opportunity classes in their preferred way. Monitoring the conditions allows us to amend the management actions framed based on the standards and objectives in the long term. Public involvement throughout the process plays a vital role. Thus, Alternative approaches in the development of the actions are open to PA managers. "The best management approach in the protected area involves decisions and good information about desired conditions, current conditions, and the consequences of alternative management actions" (Stankey et al, 1984). Attention is fixated on critical issues which need to be addressed. LAC is considered as a micro-level regional planning framework rather than a macro level such as a global or national level; it was never intended as such (McCool, S.F, 2013).

3. Conclusion

Tourism has given communities living on the bounds of reserves and protected areas, thousands of jobs. Tourism in protected areas must augment reverence for the cultural sensitivities of the local communities through some serious soul-searching. The study will help in examining the application of the LAC framework can for the expansion of community-based sustainable ecotourism planning. Classifying the level of local community participation in the area will provide insights into the success of the prevailing programs. The study explored the LAC framework and its establishment of social linkages with the visitors and local community using

the concept mapping process will give a clear picture of the need for managerial conditions in the region. Thus the Limits of Acceptable Change (LAC) should be viewed as a model-wide range of development processes, the framework that is exceptionally convenient for handling issues that are characterized by divergence and the need for compromise. The Limits of Acceptable Change framework answer's the essential issue of "what resource and social conditions are appropriate (or acceptable)", and "how do we attain those conditions?"

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Blockchain technology in Tourism Sector - Scope and Challenges

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Abstract
Inseparability is one of the unique characteristics of tourism products where products offered by different service providers are combined and offered as a single tourism product. Connectivity among these different service providers is considered to be a major bottleneck while delivering tourism products. Over the past few years, technology has become a game-changer to reduce the gap in connecting the different tourism service providers. In terms of the advantages of blockchain technology, it opens a new arena of opportunities to connect directly the traveler with the destination, as well as tourist companies. This paper analyses the current state, potential use, and challenges of the blockchain application in the sphere of the tourism sector.
Keywords: Blockchain technology, Blockchain in tourism, Blockchain scope, and challenges

1. Introduction

Blockchain is one of the latest network-based technology that has massively revolutionized how information or data is stored or utilized. Blockchain is a digital record of transactions – or ledger – that is decentralized (no single entity controls the network), distributed (records are shared with all participants), and secured using cryptographic technologies. A blockchain is managed by computers or servers –called "nodes" – on a peer-to-peer basis without the need for intermediaries who traditionally authenticate transactions (Emmanuelle Ganne, 2018). Data added to the blockchain are shared with all participants in the network and are verified and validated by anyone with the appropriate permissions based on the consensus protocol of the blockchain. This blockchain technology comes with a lot of unique characteristics and traits which can benefit in many ways. The advantages of blockchain solutions have obtained an interest in various sectors including supply chain, retail, healthcare, and financial services corporations. Aside from such sectors, the tourism sector is also seeking ways to benefit from the technology. Here, we take a more detailed look at the various ways in which blockchain is being used, or is likely to be used, within the travel and tourism industry.

1.1 Objectives of the study

1. To study the current state of the blockchain application in the Tourism Industry.
2. To explore the opportunities of blockchain in the tourism sector.
3. To examine the challenges of adopting blockchain technology in the tourism sector.

2. Literature Review

The blockchain-like protocol was first proposed by David Chaum and the first blockchain was conceptualized by Satoshi Nakamoto in 2008. The first attempt to give a conceptual framework for the application of blockchain technology in Tourism was made by Andrei O. J. Kwok & Sharon G. M. Koh (2018). The advantages of blockchain solutions have obtained an interest in a plethora of sectors including 'Tourism'. The research studies by Travers (2017) and Callahan (2018) highlighted the economic and service benefit of the blockchain in the tourism sector. This search study takes a more detailed look at the various ways in which blockchain is being used, or is likely to be used, within the travel and tourism industry

3. Methodology

1. Bibliometric Analysis using VOS Viewer software.
2. Content Analysis of 27 blockchain-related articles published in the tourism business.

1) Bibliometric Analysis using VOS Viewer

Table 3.1: List of journals

| Publication Titles	No. of Articles	% of 27
Current Issues In Tourism	4	14.815
Sustainability	3	11.111
Tourism Economics	3	11.111
Information Technology Tourism	2	7.407
Int. Journal Of Contemporary Hospitality Management	2	7.407
Tourism Management	2	7.407
Applied Sciences Basel	1	3.704
Asia Pacific Journal Of Tourism Research	1	3.704
Computer Communications	1	3.704
Concurrency And Computation Practice Experience	1	3.704
International Journal Of Hospitality Management	1	3.704
Journal Of Hospitality And Tourism Technology	1	3.704
Journal Of Sustainable Tourism	1	3.704
Technological Forecasting And Social Change	1	3.704
Tourism Management Perspectives	1	3.704
Translational Neuroscience	1	3.704
Wireless Communications Mobile Computing	1	3.704

Bibliometric data analysis was used to assimilate the present research knowledge from the article published in various journals and identify the thematic areas. Web of Science database is used to identify the article. The articles for the analysis were obtained through the search of the text parameter "blockchain" (Topic) and tourism (Topic). The search result from Web of Science found a total of 27 articles (Table 3.1) published from 2019 to 2021.

4. Data Analysis

4.1. Keyword analysis

Keyword analysis can provide information about the main content of the article. Hence the analysis of key can be used to find out the research trend and subareas in a particular domain. A total of 179 keywords extracted using VOS-Viewer software and the network visualization of keyword analysis (Table 3.2) shows major research interest and knowledge of blockchain technology in tourism research studies.

Table 4.1: Visualization of Blockchain Literature in Tourism (VOS Viewer)
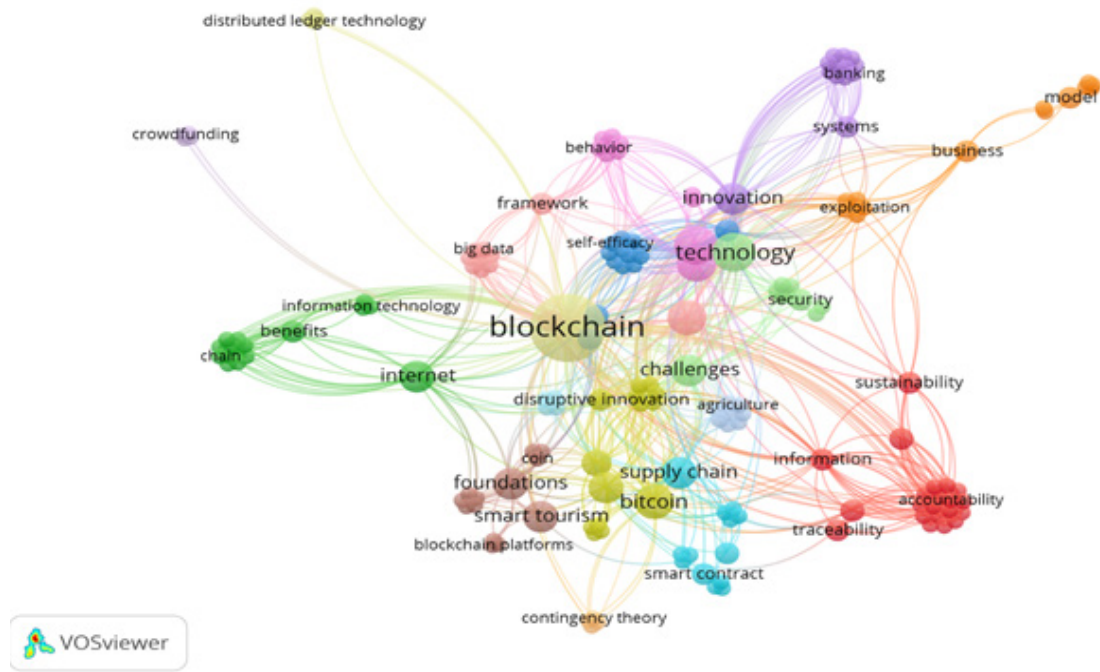
4.2. Content Analysis

Blockchain Applications in Tourism Industry

Content Analysis of 27 blockchain-related articles published in tourism has been done. Block-

chain is now being tested by some companies has already been applied in daily operations. An example is the Spanish blockchain start-up, Amadeus. In 2017 it released a report that outlines four possible use cases for the block-chain: optimizing customer loyalty programs, real-time baggage tracking, simplifying contracting in tourism, and improving the identity of a person during a trip. 'Winding Tree' is another example of block-chain implication in the tourism industry. It is an Ethereum-based decentralized travel marketplace started in 2017. Winding Tree's decentralized marketplace helps travel suppliers like hotels, airlines, tour operators give access to their service directly to the customers without the need for intermediaries. Study analysis identified various advantages of blockchain technology application. It can help to avoid overbooking of the hotel, airline and cruise booking, paying commission to third parties, and reduce the dependency on Global Distribution System like Abacus, Galileo, AMADEUS, etc.

Secure, Traceable Payments

Blockchain transactions are secured by encryption and time-stamp. Therefore secured payment transaction is one of the most important uses of blockchain technology in the travel and tourism industry. Its applications can range from serving as a global ledger, making bank payments simpler and secure, to allowing travel companies to accept payments using cryptocurrencies. The application of blockchain technology helps tourists and service providers to save the cost of the foreign exchange transaction, avoid repetition of KYC (Know Your Customer) and Credit Score verification.

Baggage Tracking

The traditional luggage movement of international travellers involves many participants and it is highly fragmented and non-integrated. These participants in luggage movements are not interacting with each other to locate luggage. 25 million bags out of 4.3 billion bags in total get misdirected or lost every year (SITA 2019 report). The cost of bag mishandling to the aviation sector in 2019 is estimated at 2.5 billion USD (SITA 2019 report). Blockchain technology can be extremely valuable for tracking the movements of luggage, especially when dealing with international travel. Sharing a decentralized database of the passengers' luggage in a blockchain platform can make luggage tracking among companies a lot easier. It can also integrate operators in a centralized network where information regarding loss of luggage can be shared.

Identification Services

Identification of every travel is very vital in for the travel and tourism industry and it has been carried out in every level of travel and tourism service. For example, Identification of tourists is done while, booking tickets, payment, at the air/sea/land borders and it is time-consuming. The application of blockchain technology can drastically reduce check-in times, or queues in air/sea/land ports and hotels, as a simple fingerprint or retina scan can replace showing documents.

Reliable reviews

In the current digital scenario, it has become common to ensure the product's quality before purchasing and the same applies to the tourism sector also. Travellers check forums and user reviews before travelling, but many of the reviews have become unreliable due to increased competition. Business firms put up fake reviews for themselves and also for their competitors. At a blockchain platform data is verified, time-stamped, and immutable and traveller can rely on such reviews. This results in greater transparency and an increase in customer trust.

Customer Loyalty Schemes and Brand loyalty

Many companies run customer loyalty schemes for the retention of customers. But the are many drawbacks like limited time to retain points, the low exchange value of points, etc. Research studies show that 58% of the loyalty members do not know their loyalty points balance and the majority of them does not know their points value which results in nearly 100 $billion worth of unclaimed loyalty point. A blockchain platform help for brand collaboration, the redemption of loyalty points, and en-cashing points across the brands. It can also help to reduce fraud in this area and to increase brand loyalty

5. Discussion and Conclusions

The blockchain is not just limited to financial dealings but everything which holds value. It transformed the Internet of information into the Internet of values. Blockchain is nascent and its adoption in the tourist marketplace is fragmented. Successful linking within and across industries is essential for substantial collaboration among tourism stakeholders.

The review of various research studies finds that limited knowledge about blockchain technology, absence of regulatory mechanism, consumer readiness are the major hurdles in the growth of blockchain in the service sector including tourism. The study proposes steps to enhance the awareness about the technology, simplification of technical knowledge required to buy the service and operate the business in a blockchain platform, and regulating the technology without hurting innovation can pave the way for the growth of blockchain adoption in the travel and tourism industry. The study also finds various security concerns like identity theft, loss of private keys, and misplacement of tokens and there must be steps to mitigate these technical glitches.

It is worth noting that few companies are currently using private blockchain systems to handle their internal processes and to sell their service products like hotel rooms and airlines seats. The study proposes to encourage all tourism stakeholders to explore the use of blockchain in tourism. The study also finds that the services of tourism are decentralized and fragmented in blockchain platforms and consumers need to purchase the products individually. Hence this study suggests bringing the AI (Artificial Intelligence) based application to help the consumer purchase a complete tour itinerary. The application of blockchain technology in the tourism sector can bring all the stakeholders in tourism under a decentralized technology platform which can pave the way to cut out intermediaries, reduce costs, increases speed, and ensure transparency. More research and innovations are expected in the sector to facilitate better, cheaper, and faster tourism services.

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