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Title	Author	Page No.
Employer Branding through Eco - Friendly HR Practices: An Exploratory Study of 5 Star Hotels of Delhi NCR Region	Dr.Pallavi Mehta, PrasangAgarwal	01-10
Human Resource Management in Employee Job satisfaction of Budget Hotels in Kerala.	Dr.S.Kumaran, Mr.Manjeet Singh, Dr.B.LathaLavanya	11-28
Sustainable Practices in 5- star Hotels and Perception of employees on the effectiveness of sustainable Practices.	SaraswatiSankaramani, Rajesh.L	29-40
Trend and dynamism observed in the tourist market of orissa post the covid-19 lockdown	Shantanu Jain, Shreya Prasad	41-50
Retrospective Analysis of Trends in Pilgrimage Tourism Research.	C. Veera Sankara Reddy Krishna Naik Khatravathi	51-66
Destination review of kanha national park.	Ms. DiptiPatil	67-71



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of Hospitality & Tourism Management.

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Aims & scope

EARTH:Emerging Aspects of Redefining Tourism & Hospitality is a pre reviewed journal from the National Institute of Tourism and Hospitality management, Hyderabad (<https://nithm.ac.in/>). Published twice a year EARTH can be elaborated as Emerging Aspects of Redefining Tourism & Hospitality.

The journal welcomes original papers from both academicians and practitioners dealing with functional areas of tourism and hospitality management like current issues, evolving trends and technology, new aspects, management and behavioral tourism and hospitality, includes Sustainable development goals.

EARTH features the following: **Researchers** – Academic research carried out by the student scholars, industry experts.**Casemanagement**– Through analyzing current issues providing various alternatives for the Issues.**Viewpoint**– Latest developments and recommendation that can be adopted by the tourism & hospitality sectors' staff as well as policy makers.**Colloquium** – Inclusion papers submitted, discussed and argued in academic conference and seminar.**Destination Review** - can help the destination managers and policy makers to understand merits and demerits and implement the better services in the destinations and book review. This mix method can help student, professionals and policy makers.

Editor-in-chief's Note



Emerging Aspects of Redefining Tourism & Hospitality 'EARTH' is an academic bi-annual journal aimed to promote researchers in tourism, hospitality and allied subject areas as well as to communicate novel ideologies to researchers, educators, scholars and hospitality & tourism professionals. This journal is first of its kind to be supported by renowned Institute (NITHM) for tourism and hospitality education in India. In this issue authors from various universities and colleges have contributed their knowledge in the form of articles ranging from culinary to tourism and management. This edition consists of trending topics of tourism & hospitality management.

The first paper is about Employer Branding through Eco - Friendly HR Practices: An Exploratory Study of 5 Star Hotels of Delhi – NCR Region by Dr. Pallavi Mehta, &PrasangAgarwal. The paper helped to identify the integration between sustainable HR practices and employee value proposition.

The second paper is about Human Resource Management in Employee Job satisfaction of Budget Hotels in Kerala.ByDr.S.Kumaran, Mr.Manjeet Singh, &Dr.B.LathaLavanya. The quality output of the employees in their work is based on the level of job satisfaction they received. So, study has conducted to understand job satisfaction of employees in budget hotels of Kerala.

The third paper is about Sustainable Practices in 5- star Hotels and Perception of employees on the effectiveness of sustainable Practices by Ms. SaraswatiSankaramani, & Mr. Rajesh.L. Hotels have been effective in ensuring their operations are sustainable in the areas consumption, Production, Clean Energy, Waste Management, and Education. The main objective of this study is to identify the various sustainable practices followed by hotels and know the perception of employees on how effective the hotels sustainable Practices are.

The fourth paper is dealing with “Trend dynamism observed in the tourist market of orissa post the covid-19 lockdown” by Mr. Shantanu Jain & Mr. Shreya Prasad. The main Objective of this paper is to track the trends that have been introduced post COVID-19 lockdown, as well as to see the new opportunities it has opened. Through this article analyse and understand the reasons of the current tourist market trends of Odisha.

The fifth paper is about Retrospective Analysis of Trends in Pilgrimage Tourism Research by C. VeeraSankara Reddy and Krishna NaikKhatravathi has Research on pilgrimage tourism contributed from a variety of disciplines such as the most cited published author, Author's affiliation, most published, most productive country, most productive journal in terms of publications and most frequently published topics. Authors have used bibliometric studies to review the documents published over a decade. The researchers has utilized various tools such as Microsoft excel and VOSviewer data visualization tools. This work is useful for understanding the progress, productivity and leading research topics in pilgrimage tourism.

Finally, all readers can read the expert Ms. DiptiPatil has provided her Destination Review of Kanha National Park. In which she has included her observations during various visits to Kanha National Park, Madhya Pradesh, India. She has mentioned about the prominence and existence of Forest, wildlife, inhabitation and their culture.

This journal presents the best research papers on trendy subjects with a hope for better tomorrow.

Dr. S. CHINNAM REDDY

Editor-in-chief

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Dear Sir/ Madam

We are pleased to inform you that we have come out with first issue of our Emerging Aspects Redefining Tourism & Hospitality “EARTH”.

EARTH is a half yearly referred journal with ISSN number. It provides latest thinking and research articles in various domains of tourism and hospitality management. It also includes case study, analysis and features i.e. Brain storm, projections, book reviews and bibliography. All these are going to be regular features which can be of benefit to Tourism & Hospitality Management faculty, students, scholars and practitioners.

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Employer Branding through Eco - Friendly HR Practices: An Exploratory Study of 5 Star Hotels of Delhi – NCR Region

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ABSTRACT

Green HR practices developed as a recent innovative technique which helps organizations to create sustainable brands and promote a deep understanding of social responsibility towards environment. The progression of green HR practices initiates from a socially conscious HR department which involves the workforce to develop and participate in promotion of sustainable practices and integrating business operations with sustainable development of the organization. The study focuses on exploration of factors affecting adoption of green HRM practices by hotel industries for enhancing productivity, performance and efficiency at all levels of management. The global integration of business with environment is required for future adaptation to eco-friendly practices and methods to involve various issues of human resource management in practicing HR practices for enhancing competitive advantage. The paper uses exploratory research design to identify the factors affecting implementation of HR practices in hotel industry by collection of primary data through a survey questionnaire. The factors identified are analysed to study the significant relationship between different factors and employees working at various managerial levels. The study is conducted in five-star hotel chains. The sampled respondents are employees working in five star hotels and are exposed to various green HRM practices implemented by the management like recruitment and selection, training & development, performance and reward management, etc.

Keywords: *Green HRM, Sustainable Development, Social Responsibility*

Introduction: Strategies that safeguard environment and motivates sustainable decision making is the need of corporate to ensure socially responsible and eco-friendly organizations which can support the natural system and is vital for existence of living beings. Sustainable strategies are innovative form to realise the importance of corporates active role in the well-being of society and developing the cohesive environment which not only protects the environment but also helps in procuring larger incentives those in form of tangible and intangible respects. Green HR strategies can help businesses to develop procedures that support future survival of stakeholders, business and economy and ensure development of socially responsible workforce. Business can contribute to the society in various manners to upgrade the living standards of consumers and skills of employees for developing operational strategies which lower the cost and increase the return in terms of customer attraction, retention, increase in market share, development of a eco- friendly working environment, a sustainable eco system, responsible brands and accountable employers for the betterment of globe.

HR department can perform its practice and processes in a manner to increase employee efficiency and engagement more profoundly in service like hotels where customers desire to focus on quality of the services and popularity of the brand. HR department thus can induce social accountability among the employees working in various departments and develop an eco- sensitised environment to convert the business operations into green functions. This can motivate organization to take green initiatives with the efforts of HR department to convert the service brands into a green brand and through this motion of eco friendliness can generate more business and satisfaction of employees as well as customers.

Green HR practices may include various forms like e-recruitment, online training programs, e-rewards, e-performance management system, etc. which involves all the facets of HR functions. The future of green HR practices promises organizations to withhold sustainable solutions and reap the benefits of taking active participation in saving the environment. Green HR can promote the spirit of environment protection and helps in minimisation of carbon footprints and development of socially as well as environmentally responsible workforce for optimum utilisation of knowledge capital.

The top brands around the globe have initiated the practices of such strategies to build a competitive advantage and become market leader. The hotel industry is one of the largest services

sectors which are based on branding and quality of service. The internal and external branding of hotels as eco-friendly entity procures a respect for the brand and creates future sustainability with guarantee. The research is conducted in light of green HR practices to be adopted by hotels and the exploration of factors responsible for its implementation in making the service brands eco-friendly.

Employer branding can be thus created with the help of sustainable strategies and competitive advantage. The concept has been around for decades, but it gained widespread attention until the mid-90's when the innovative strategies led access to millions of opportunities across the globe. The employers adapted to the dynamic shift of transformation and began to take proactive steps toward attracting and retaining top talent by capitalizing on the benefits of employer branding which is associated to the changing business patterns and implementation of better and sustainable HR practices.

Review of Literature: Sharma & Agarwal (2020) tried to explore the managerial perspective regarding green HRM and its implementation in banking services to comply with environmental laws. The application of green HRM practices in banks lead to optimum utilisation of resources and better customer services which increase customer satisfaction and retention. The managers in banks are responsible to implement innovative practices and focus on sustainability and satisfaction of stakeholders. The paper focuses on manager's perspective regarding green HRM practices and its implementation in public and private sector banks in Bhilwara city.

Paudel & Yunho (2019) Substantial growth in service sector and modernisation of business has created numerous environmental hazards and so it is an issue of concern environmentalist desire to have more concern for environment protection and eco-friendly practices for the benefit of society. This study is approached towards understanding of green HRM and corporate environmental responsibility in the hospitality industry. The sustainable methods of business should be innovated to practice eco-friendly behaviour and develop a framework of green HR practices which integrates green competitive advantage, green supply chain, green environment and green organization culture to capitalise the role of hospitality industry in terms of sustainable development.

App, Merk & Buttgen (2012), engulfs different aspects of sustainable HRM and its need to gain competitive advantage in the market to create qualitative employees and establish an attractive employer brand which identifies the need and expectations of employees who consistently work for the image of the organization and long term sustainability. The paper helped to identify the integration between sustainable HR practices and employee value proposition. An attractive employer brand can attract and retain employee to deliver the expected quality services.

Objectives of the study:

- To explore factors affecting green HRM practices in hotel industry
- To study the correlation between various factors
- To study the relationship between green organization culture and employer branding

Research Methodology: A primary survey is conducted in order to accomplish the research objectives and data is collected from the respondents from 200 respondents working in various 5 star hotels to explore the factors affecting the implementation of green HRM practices in hotels.

Sample Profile

Variables	Scale	No. of Respondents
Gender	Male	168
	Female	32
Age	Less than 25 Years	49
	25-35 Years	106
	35-45 Years	22
	More than 45 Years	23
Awareness about green Practices	Yes	169
	No	31

Interpretation: The sampled respondents are grouped on the basis of gender,age and Awareness about green Practices. Out of 200 sample units,168 are males and maximum 106 fall in the age group of 25-35 years. The percentage of awareness about green practices is 85% which is reasonably high and it can be interpreted that most of the employees working in hotel industry are aware about green HR practices.

Factor Analysis

The results of exploratory factor analysis and KMO measure shows that the data is appropriate for applying factor and grouping the variables to study the parameters which affect green HRM practices. The high value of KMO .789 indicates that the data set is appropriate for factor analysis and the result of Bartlett Test of Sphericity 0.00 shows that factors can be extracted from large no. of variables through varimax rotation and ‘Latent Root Criterion’ is applied to group the variables into factors by choosing the factors with eigen value greater than 1. Total 12 statements have been considered for the study and five factors have been extracted to satisfy the research objectives. The communality values of all the twelve variables considered for research was greater than 0.6 which indicated and explained the variance for each variable included in the statistical test.

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy			.789
Bartlett's Test of Sphericity	Approx. Chi-Square		1566.41
	Df		105
	Sig.		.000

Name of Factor	Indicators	Factor Loadings	Total factor Loading
Proper utilisation of resources	Increases revenue	-.898	2.442
	Optimum utilisation of resources	.806	
	Recycling and Reusing	.738	
Competitive Advantage	Promotes sustainability	.852	1.565
	Fights Competition	.713	
Customer Retention	Helps in promoting the brand	.822	1.672
	Increase in market share	.850	
Eco-friendly environment	Environment protection	.741	1.456
	Sensitization towards eco - friendly practices	.715	
Increased Work	Reduce Stress	.825	2.196
	Enhanced Employee Performance	.703	
	Saves cost & time	.668	

Factor Description

The first factor which is extracted from the statements is named as Proper Utilisation of Resources which is one of the critical issues addressed during implementation of green HR practices in hotels. The factor includes three statements increase in revenue, optimum utilisation of resources and recycling and reuse of resources for cost minimisation and increase in return. Revenues can be maximised through optimum utilisation of resources which minimises the waste and motivate employees to adopt practices which ensures optimum utilisation of resources and even recycling and reusing them for sustainable development of services. The total factor loading of this significant factor is 2.442.

The factor loading of this factor of competitive advantage is 1.565 and it engulfs two statements of promoting sustainability and fighting competition. The naming suggests that competitive advantage can be gained through implementation of sustainable strategies which promotes brand value and is used as a weapon to fight competition. Thus, another important factor which affects implementation of green HR practices is gaining competitive advantage and beating the rivals.

Customer retention is named as a third factor as sustainable promotion of brands and eco-friendly practices can increase market share and attract as well as retain customers for long term. It includes two statements which justifies use of sustainable brands in promotion and increase in market share. The factor loading is 1.672 and retaining customers is one of the needs for future sustenance.

The factor includes two statements related with eco sensitization and protecting the environment are developing eco-friendly practices. 1.456 is the factor loading and it is one of the major parameters to ensure sustainable organization and society.

Employees are the major contributors in developing green HR practices and its implementation. Thus, they are motivated to work with such strategies to reduce stress, save cost and time and increase employee performance with proper guidance and training from HR department. The factor is named as employee work efficiency which is also one of the major factors which affects implementation of HR practices and development of green strategies to satisfy the workforce and increase their efficiency and productivity for a sustainable future. The factor loading accounts to 2.196 and it includes statements related

with reducing stress, increasing employee performance by saving cost, time and energy.

Ho: There is no significant correlation between the factors affecting green HRM practices in hotel industry

Correlation	Revenue	Resources	Reuse	Sustainability	Competition	Promoting Brand	Market Share	Environment	Sensitization	Stress	Performance	Saves Time
Revenue	1.000	-.045	.081	-.067	.051	-.227	-.359	-.137	-.307	-.081	-.175	-.118
Resources	-.045	1.000	.432	.128	-.160	.178	.441	-.018	.273	.080	.231	.198
Reuse	.081	.432	1.000	.327	-.276	-.012	.143	-.186	.210	.021	.175	.251
Sustainability	-.067	.128	.327	1.000	-.123	.103	.129	-.302	.082	-.079	-.068	-.160
Competition	.051	-.160	-.276	-.123	1.000	.167	.074	.281	.023	-.028	-.049	-.096
Promoting Brand	-.227	.178	-.012	.101	.167	1.000	.495	-.023	.193	.081	.024	.168
Market Share	-.359	.441	.143	.129	.074	.495	1.000	.038	.430	.059	.167	.148
Environment	-.137	-.018	-.186	.301	.281	-.023	.038	1.000	.330	-.085	.034	-.030
Sensitization	-.307	.273	.210	.082	.023	.193	.430	.330	1.000	.252	.235	.260
Stress	-.081	.080	.021	-.079	-.028	.081	.059	-.085	.252	1.000	-.329	.079
Performance	-.175	.221	.175	-.068	-.049	.024	.167	.034	.235	.329	1.000	.450
Saves Time	-.118	.198	.251	-.160	-.097	.168	.148	-.030	.260	.079	.450	1.000

Interpretation: The relationship between various factors was studied with the help of correlation coefficient and the degree of relationship between the factors is highlighted in the correlation matrix. Correlation may be positive or negative which means that if one variables is increasing or decreasing the other is moving in the same direction which shows a positive correlation between the two and if the situation is vis a versa the variables vary in opposite direction and it is said to be negative.

A positive correlation seen between increasing revenue and recycling and reusing as well as fights competition and a negative correlation is seen among increasing revenue and other variables. It can be interpreted that if resources are reused, it increases revenue and also helps in fighting competition.

The variable optimum utilisation of resources, a negative correlation is observed with increasing revenue, fights competition and environment protection. While it has a high positive correlation with recycling and reusing, increase in market share, Sensitization towards eco -friendly practices and Enhanced Employee Performance

Recycling and reusing has a high positive correlation with optimum utilisation of resources and promotes sustainability

Promotes sustainability has a positive correlation with promoting brand and market share & Recycling and reusing. Competition has high negative correlation with recycling and reusing and high positive correlation with environment protection.

Promoting brand has a high positive correlation with market share and high negative correlation with increasing revenue. Market share has high positive correlation with resources, promoting brand and Sensitization towards eco -friendly practices. It is negatively correlated with only increasing revenue

Environment protection has high positive correlation with sensitization towards eco -friendly practices, promotes sustainability and fights competition.

Sensitization towards eco -friendly practices have a high positive correlation with market share and environment protection. Stress has a negative correlation with enhanced employee performance and sensitization towards eco -friendly practices.

Enhanced employees performance has a high positive correlation with saves time and cost saves time and cost has a high correlation with sensitization towards eco -friendly practices.

Ho: There is no significant relationship between green organization culture and employer branding

Green Culture Dimensions	Employer Branding			Total
	Agree	Neutral	Disagree	
Self-Realization	43	4	15	62
Status Enhancement	27	7	13	47
Incentive Values	53	3	8	64
Socio- Economic Support	9	8	10	27
Total	132	22	46	200

Chi Square Output

Calculated value	Tabular value	Degree of Freedom	Hypothesis (Ho)
26.24	12.6	6	Rejected

The calculated value of chi square at 6 degree of freedom at 95% level of significance is 26.24 is much higher than the tabular value and so we can say that the null hypothesis is rejected. Hence, it can be interpreted that there is a significant relationship between green organization culture and employer branding.

Findings & Conclusion: The exploratory research extracted five factors which are affecting the implementation of green HR practices in hotels. The five factors are named as proper utilisation of resources, competitive advantage, customer retention, eco-friendly environment and increased work efficiency for sustainability and developing strategies for safeguarding environment and led to employer branding by creating a socially responsible image which is adapting to the changing business pattern and is responsible for developing a green culture. The factors show that green HR practices can have multiple benefits by sensitization and promoting the brand for the benefit of all stakeholders.

The study also highlights the correlation between various factors and it is observed that high positive correlation exists between implementation of green HRM practices and optimum utilisation of resources, sustainability, gaining competitive advantage and promoting the brand. Such green organization culture developed through proper implementation of green HR practices leads to employer branding which is statistically proved and thus organization should lay emphasis on HR practices which develop a green organization culture to boost employee morale and cultivate a socially responsible brand which ensures cultivation of employee and employers respect towards the service providers and develops a relationship of trust with the stakeholders.

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Human Resource Management in Employee Job satisfaction of Budget Hotels in Kerala

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ABSTRACT

Human resource management function is the one the important functional area in the business organisation. It includes the functions like planning, organising, directing, and controlling of hiring, motivating and maintaining the human resource in the organisation. Human resource management functions can be classified under three categories, which is managerial function, operative function and advisory functions. Human resource management ensures satisfaction of employees and contribution of employees for the achievement of organisational goals. Among the different components of the Tourism industry, accommodation is one of the major components and it plays a vital role in tourism development. The accommodations are available for the tourists such as hotels, resorts, motels, lodges etc. The choice of the hotel is depends upon the economic power of the tourists. Kerala is paradise for tourists and having different tourist attractions and every year millions of people used to visit. This study focuses on the job satisfaction of the employees in budget hotels of Kerala.

Keywords: Human resource, Employee, Job satisfaction, Kerala, Hotel and hospitality

Introduction: Human resource management is the managing the human resources or employees of the business organisation. It is the process of selecting right people for the right job there by making use of talent and skills of the employees to achieve the goal of the organisation. It is also defined as the planning, organising, directing, and controlling of hiring, motivating, and maintaining the human resource in the organisation. The Human Resource Management includes two functions, they are managerial functions like planning, organising, staffing, directing, and controlling and operative functions like procurement, development, compensation, maintenance, motivation, and integration. Among the different resources, human resource is the important assets for the successful operation of organisation. The productivity of the organisation is dependent upon the satisfaction level of employees. Job satisfaction of the employees is the combined effect of mentally challenging work, equitable rewards, supportive working conditions, supportive colleagues, and personality job fit. High job satisfaction employees are usually less absent, more productive, less likely to leave, more job commitment and more satisfaction in their lives. Due to globalisation and privatisation, the competition among the companies in the industry is becoming hectic and it also applicable to service industry. So, it is become an imperative for organisation to maintain appropriate working culture for the employees in the organisation. Job satisfaction is the extent of positive feelings that individuals have towards the job. The important factors in leading to employee job satisfaction includes good leadership practices, good manager relationship, recognition, advancement, feedback and support, clear direction and objectives and personal growth. The job satisfaction depends on the balance between work-role inputs (such as working time, education, effort) and work-role outputs (such as wages, status, working conditions, fringe benefits, intrinsic aspects). The factors like pay and benefits, fair performance appraisal, proper reward and recognition, career and promotional opportunities, the job itself, proper working conditions, autonomy in work, work life balance are having influence on employees' level of job satisfaction.

Tourism is a leisure activity of persons travelling from one place to another and staying not more than one consecutive year. After the globalisation, tourism activity is growing faster and number of tourists travelling across global as well as India is steadily increasing. Development in air transport, good roads for local transportation, good hotels with luxury rooms and restaurants and cheap vacation travel made the activity of tourism further. The basic components of tourism

industry are attraction, accessibility, accommodation, and amenities. Tourism attraction is the place of interest and it has cultural value, historical significance, and natural or built beauty offering leisure and amusement. Accessibility means the product and services are easily accessible to tourists. Amenities are facilities and services added with attractions. Accommodation is an establishment that provides a tourist for stay. The accommodations are available for the tourists such as hotels, motels, lodges, resorts, guest houses, Homestays etc. The accommodation is the major component in tourism sector and it plays a vital role in tourism development. The accommodation facilities are ranges from star hotels to budget hotels. The choice of hotel depends on the economic power of the tourists. The study focused on a job satisfaction of hotel employees in budget hotels.

Statement of the problem: Hotel and hospitality industries are playing a major role in travel and tourism industry. The success of hotel industry depends upon the productive and efficient employees. The quality output of the employees in their work is based on the level of job satisfaction they received. So, a need arises to study the job satisfaction of employees in budget hotels of Kerala.

Research Objectives:

- To study the profile of the employees working in budget hotels of Kerala.
- To assess the satisfaction level of employees working condition, grievance handling system, relationship with colleagues, reward systems, welfare facilities, wage systems, promotion and career development opportunities, job security provisions etc.
- To provide better suggestion for improving the level of job satisfaction of the employees working in budget hotels of Kerala.

Research Methodology: The data is collected from primary and secondary resources. The primary data is collected from Hotel employees through a standard questionnaire. The secondary data is collected from magazines, websites, research reports, books etc. The questionnaire was given to employees in budget hotels across the state of Kerala and the information was collected and use for analysis.

Sampling size and Techniques: For the purpose of the study sample of 100 employee's in 30 hotels in important cities of Kerala. Convenience sampling technique was adopted to collect the data.

Tools for data analysis: The data collected from the hotel employees are presented in the form of appropriate table. The data was analysed using basic statistical tools like percentage as well as Chi-square test.

Limitations of the study: This study is based on the data collected from employees of budget hotels in Kerala and observation made during the survey. The data may get affected by personal bias during data collection. The results of the study may be applicable to only the relevant area. With due awareness of these limitations, an attempt is made to analyse the "job satisfaction of employees working in budget hotels of Kerala.

Scope of the study: The job satisfaction is the extent to which an employee feels self-motivated and it is the major factor of an employee's organisations behaviour. A satisfied employee will be having positive attitude towards the job and in turn it leads to improvement in the efficiency and growth of the organisation.

Hypothesis of the study:

1. There is no relation between age and overall satisfaction.
2. There is no relation between gender and overall job satisfaction.
3. There is no relation between marital status and overall job satisfaction.
4. There is no relation between education level and overall job satisfaction.
5. There is no relation between experience and overall job satisfaction.
6. There is no relation between monthly income and overall job satisfaction.

Analysis and interpretation:

Age of the Employee: Out of 100 employees surveyed, 12 percent of the employees are in the age group of 18-25 years, 39 percent of employees are in the age group of 26-35 years, 33

Percent are 36-45 years, 13 percent are in the age group of 46-55 years and remaining are above 55 years.

TABLE: 1 AGE OF THE EMPLOYEE:

Age in Years	Number of Respondents	Percentage
18 – 25	12	12
26 – 35	39	39
36 – 45	33	33
46 – 55	13	13
Above 55	03	03
Total	100	100

Source: Primary data

From the above table, it is observed that majority (72 percent) of the employee’s age group are between 26 to 45 years.

Gender: Of the 100 respondents, 75 percent are male and remaining are female.

TABLE: 2 GENDERS

Gender	Number of Respondents	Percentage
Male	75	75
Female	25	25
Total	100	100

Source: Primary data

From the above table it is understood that majority (75 percent) of the employees working in the budget hotels are male.

Marital status: out of 100 employees interacted, 63 percent of the employees are single and remaining 39 percent are married.

TABLE: 3 MARITAL STATUSES

Marital Status	Number of Respondents	Percentage
Single	63	63
Married	37	37
Total	100	100

Source: Primary data

The above table indicates that majority (63 percent) of the budget hotels are single.

Educational Level: Of the 100 employees surveyed, 18 percent are completed their primary school, 28 percent are high school, 42 percent are higher secondary school, 11 percent are undergraduates and remaining are Post graduate qualification.

TABLE: 4 EDUCATION LEVEL

Education Level	Number	Percentage
Primary School	18	18
High School	28	28
Higher Secondary school	42	42
UG / Diploma	11	11
PG	01	01
Total	100	100

Sources: Primary data

From the above table it is understood that most of the employees are completed higher secondary school education.

Working Department: Out of 100 respondents, 16 percent are working in Housekeeping department, 10 percent of the employees are working in Front office, 40 percent are in servicing, 28 percent are in production and remaining are in other activities like accounting, administrative office work.

TABLE: 5 DEPARTMENTS

Department	Number of Respondent	Percentage
Housekeeping	16	16
Front office	10	10
Servicing	40	40
Production	28	28
Others	06	06
Total	100	100

Source: Primary data

The above indicates that majority of the hotel staffs are in service and production.

Designation: Out of 100 respondents, 16 percent are Executives, 32 percent are Staff and 52 percent are workers

TABLE: 6 DESIGNATIONS

Designation	Number of Respondent	Percentage
Executives	16	16
Staff	32	32
Workers	52	52
Total	100	100

Source: Primary data

The above table clearly indicates that majority (52 percent) of the respondent's designation are Staff.

Experience: The year of experience is the indicator for the performance of the work. Among the 100 employees surveyed, 37 percent of the respondents are having 0-5 years, 28 percent are having 6-10 years, 18 percent are 11-15 years, 11 percent are 16-20 years and remaining are having more than 20 years of experience.

TABLE: 7 EXPERIENCES

Experience in years	Number of Respondent	Percentage
0 – 5	37	37
6 -10	28	28
11 -15	18	18
16 -20	11	11
Above 20	06	06
Total	100	100

Source: Primary data

From the above table it is understood that most of the employees are having experience up to 5 years.

Monthly Income: Out of 100 employees surveyed, 49 percent of the employees having monthly income below Rs.10000, 30 percent are having monthly income between 10001 and 20000, 15 percent are having income between 20001 and 30000, 5 percent of the employee are having monthly income between 30001 and 40000 and remaining is having monthly income above 40000.

TABLE: 8 MONTHLY INCOME

Monthly Income in Rs	Number of Respondent	Percentage
Below 10000	49	49
10001 – 20000	30	30
20001 – 30000	15	15
30001 – 40000	5	5
Above 40000	1	1
Total	100	100

Source: Primary data

The above table indicates that most of the employees are having monthly income up to rs.10000.

Satisfaction about Working condition: Of the 100 employees, 31 percent of the employees are highly satisfied, 48 percent are satisfied, 15 percent are neither satisfied nor dissatisfied, 4 percent are dissatisfied and remaining are highly dissatisfied.

TABLE: 9 SATISFACTION ABOUT WORKING CONDITIONS

Level of Satisfaction	Number of Respondents	Percentage
Highly Satisfied	31	31
Satisfied	48	48
Neither satisfied nor dissatisfied	15	15
Dissatisfied	4	4
Highly Dissatisfied	2	2
Total	100	100

Source: Primary data

The above table indicates that most of the employees are satisfied about the working environment.

Satisfaction on Grievance handling system: Out of 100 employees surveyed, 34 percent of the employee are highly satisfied with the grievances handling system, 54 percent are satisfied with the grievances handling system, 9 percent are neither satisfied nor dissatisfied, 2 percent are

dissatisfied and remaining are highly dissatisfied.

TABLE: 10 SATISFACTION ON GRIEVANCE HANDLING SYSTEM

Level of satisfaction	Number of Respondents	Percentage
Highly satisfied	34	34
Satisfied	54	54
Neither satisfied nor dissatisfied	9	9
Dissatisfied	2	2
Highly Dissatisfied	1	1
Total	100	100

Source: Primary data

From the above table it is understood that majority (88 percent) of the employees are satisfied with the grievances handling system.

Satisfaction on Relationship with colleagues: Out of 100 respondents interacted with questionnaire, 33 percent are highly satisfied with the relationship with colleagues, 46 percent are satisfied, 12 percent are neither satisfied nor dissatisfied, 6 percent are dissatisfied and remaining are highly dissatisfied with the relationship with colleagues.

TABLE: 11 SATISFACTION ON RELATIONSHIP WITH COLLEAGUES

Level of Satisfaction	Number of Respondents	Percentage
Highly Satisfied	33	33
Satisfied	46	46
Neither satisfied nor Dissatisfied	12	12
Dissatisfied	6	6
Highly Dissatisfied	3	3
Total	100	100

Source: Primary data

The above table indicates that majority (89 percent) of the employees are satisfied with the relationship with colleagues.

Satisfaction on Reward system: Among the 100 employees surveyed, 27 percent of the

employee are highly satisfied with the reward system adopted by the tourism hotels, 47 percent are satisfied, 18 percent are neither satisfied nor dissatisfied, 5 percent are dissatisfied and remaining are highly dissatisfied.

TABLE: 12 SATISFACTION ON REWARD SYSTEM

Level of Satisfaction	Number of Respondents	Percentage
Highly Satisfied	27	27
Satisfied	47	47
Neither satisfied nor Dissatisfied	18	18
Dissatisfied	5	5
Highly Dissatisfied	3	3
Total	100	100

Source: Primary data

The above table indicates that most of the employees are satisfied about the reward system adopted by the tourism hotels.

Satisfaction on welfare facilities: Out of 100 employees surveyed on welfare facilities provided by the tourism hotels, 34 percent are highly satisfied, 47 percent are satisfied, 12 percent are neither satisfied nor dissatisfied, 4 percent are dissatisfied and remaining are highly dissatisfied.

TABLE: 13 SATISFACTION ON WELFARE FACILITIES

Level Satisfaction	Number of Respondents	Percentage
Highly Satisfied	34	34
Satisfied	47	47
Neither satisfied nor Dissatisfied	12	12
Dissatisfied	4	4
Highly Dissatisfied	3	3
Total	100	100

Source: Primary data

From the above table it is understood that most of the employees are satisfied about the welfare facilities provide by the tourism hotels.

Satisfaction on Promotion and Career development: Of the 100 employees surveyed, 21 percent of the employees are highly satisfied with the promotion and career development, 46 percent are satisfied, 18 percent are neither satisfied nor dissatisfied, 7 percent are dissatisfied and remaining are highly dissatisfied.

TABLE: 14 SATISFACTION ON PROMOTION AND CAREER DEVELOPMENT

Level of Satisfaction	Number of Respondents	Percentage
Highly Satisfied	21	21
Satisfied	46	46
Neither satisfied nor Dissatisfied	18	18
Dissatisfied	7	7
Highly Dissatisfied	8	8
Total	100	100

Source: Primary data

The above table clearly indicates that most of the employees are satisfied with the promotion and career development.

Job Satisfaction on Job security provisions: Out of 100 employees, 34 percent are highly satisfied with job security provisions, 52 percent are satisfied with the job security provisions, 9 percent are neither satisfied nor dissatisfied, 4 percent are dissatisfied and remaining are highly dissatisfied.

TABLE:15 JOB SATISFACTION ON JOB SECURITY PROVISIONS

Level of Satisfaction	Number of Respondents	Percentage
Highly Satisfied	34	34
Satisfied	52	52
Neither satisfied nor Dissatisfied	9	9
Dissatisfied	4	4
Highly Dissatisfied	1	1
Total	100	100

Source: Primary data

From the above table it is understood that majority of the employees are satisfied with the job security provisions.

Satisfaction on Personal factors: Out of 100 employees, 36 percent are highly satisfied with personal factors, 54 percent are satisfied with the personal factors, 5percent are neither satisfied nor dissatisfied with the personal factors.

TABLE: 16 SATISFACTIONS ON PERSONAL FACTORS

Level of Satisfaction	Number of Respondents	Percentage
Highly Satisfied	36	36
Satisfied	54	54
Neither satisfied nor Dissatisfied	5	5
Dissatisfied	4	4
Highly Dissatisfied	1	1
Total	100	100

Source: Primary data

The above table indicates that majority of the employees are satisfied with the personal factors.

Satisfaction on other factors: To find the overall satisfaction of budget hotels employees, the basic facilities such as canteen, rest room, rewards, recognition, accident compensation, welfare and promotion policy are grouped as other factors. Of the 100 employees, 31 percent are highly satisfied with the other factors in the tourism hotels, 51 percent are satisfied with the other factors, 9 percent are neither satisfied nor dissatisfied with the other factors.

TABLE: 17 SATISFACTIONS ON OTHER FACTORS

Level of Satisfaction	Number of Respondents	Percentage
Highly Satisfied	31	31
Satisfied	51	51
Neither satisfied nor Dissatisfied	9	9
Dissatisfied	6	6
Highly Dissatisfied	3	3
Total	100	100

Source: Primary data

The above table indicates that most of the employees are satisfied with the other factors.

Testing of Hypothesis using Chi-square test: In this study, HS indicates Highly Satisfied, S indicates Satisfied, NSD indicates Neither Satisfied nor Dissatisfied, DS indicates Dis-Satisfied, HDS indicates Highly Dis-Satisfied.

Relationship between age and overall satisfaction: The relationship between Age and Overall satisfaction is analysed using Chi-square test.

TABLE:18 RELATIONSHIP BETWEEN AGE AND OVERALL JOB SATISFACTION

Age in Years	Overall Job Satisfaction					Total
	HS	S	NSD	DS	HDS	
18-25	6	4	1	1	0	12
26-35	12	23	2	1	1	39
36-45	10	20	1	1	1	33
46-55	5	3	3	1	1	13
Above 55	0	0	2	1	0	03
Total	33	50	9	5	3	100

Source: Primary Data

Chi-Square test was conducted to examine the relationship between Age and Overall Job Satisfaction. The chi-square calculated value is $\chi^2 = 31.0408$ and the table value is 26.296. As the computed value is greater than table value the hypothesis is rejected at 5 percent level of significance. So, we conclude that age and overall job satisfaction of the employees are depending on each other.

Relationship between Gender and Job Satisfaction: Using Chi-square test, the relationship between Gender and Overall job satisfaction is analysed.

TABLE: 19 RELATIONSHIPS BETWEEN GENDER AND OVERALL JOB SATISFACTION

Gender	Overall Job Satisfaction					Total
	HS	S	MS	DS	HDS	
Male	21	41	6	5	2	75
Female	11	8	3	2	1	25
Total	32	49	9	7	3	100

Source: Primary data

The Chi-square value for the above table is 3.950 and that of table value is 9.488. As the Chi-square computed value is less than the table value, the null hypothesis is accepted at 5 percent level of significance. Hence there is no relationship between two variables Gender and Overall job satisfaction.

Marital status and Overall Job Satisfaction: The relationship between Marital status and Job satisfaction was found using Chi-square test. The Chi-square value for the data in the below table is computed as 15.856 and that of relevant table value at 5 percent level of significance is 9.488.

TABLE: 20 MARITAL STATUSES AND OVERALL JOB SATISFACTION

Marital status	Overall Job Satisfaction					Total
	HS	S	MS	DS	HDS	
Single	20	38	3	1	1	63
Married	12	11	6	5	3	37
Total	32	49	9	6	4	100

Source: Primary Data

The chi-square value is greater than the table value, the null hypothesis is rejected. So, there is a relation between marital status and overall job satisfaction.

Education Level and Overall Job Satisfaction: The relationship between education level and overall job satisfaction was computed as 36.3654 and that of table value at 5 percent level of significance is 26.296.

TABLE: 21 EDUCATION LEVEL AND OVERALL SATISFACTION

Education Level	Overall Job Satisfaction					Total
	HS	S	MS	DS	HDS	
Primary	8	32	1	1	0	42
High School	8	6	2	2	2	20
HSC	10	8	2	2	0	22
College	5	4	3	2	1	15
PG	0	0	1	0	0	1
Total	31	50	9	7	3	100

Source: Primary data

As the chi-square value is greater than the table value, the null hypothesis is rejected. So, there is relationship between education level and overall job satisfaction. They are dependent.

Education Level and Overall Job Satisfaction: The relationship between Experience and Overall job satisfaction was computed using the following values.

TABLE: 22 EXPERIENCES AND OVERALL JOB SATISFACTION

Experience	Overall Job satisfaction					Total
	HS	S	NSD	DS	HDS	
Up to 5	15	18	2	1	1	37
6 -10	9	17	1	1	0	28
11 -15	5	10	1	1	1	18
16 -20	2	4	2	2	1	11
Above 20	0	1	3	1	1	6
Total	31	50	9	6	4	100

Source: Primary data

The Chi-square value for the above table is computed as 29.3477 and that of table value at 5 percent level of significance is 26.296. As the chi-square value is greater than the table value, the null hypothesis is rejected. So there is relationship between tow variables experience and overall job satisfaction.

Monthly income and overall job satisfaction: The relationship between monthly income and overall job satisfaction is computed using chi-square test.

TABLE: 23 MONTHLY INCOMES AND OVERALL JOB SATISFACTION

Monthly Income	Overall Job Satisfaction					Total
	HS	S	NSD	DS	HDS	
Below 10000	19	28	1	1	0	49
10000-20000	10	15	3	1	1	30
20000-30000	3	7	2	2	1	15
30000-40000	0	0	2	2	1	5
Above 40000	0	0	0	0	1	1
Total	32	50	8	6	4	100

Source: Primary data

The Chi-square value for the above table is 57.3598 and that of table value is 26.296. So, the null

hypothesis is rejected. So, there is a relationship between monthly income and overall job satisfaction.

Findings:

- ❖ The study shows that the majority (39%) of the hotel employees are in the age group of 26 to 35 years.
- ❖ The study presents that majority of the employees (75 percent) in the tourism hotels are male.
- ❖ The study indicates that majority (63 percent) of the employee are single.
- ❖ The study indicates that most of the (42 percent) of the employee completed their higher secondary course.
- ❖ It is found that majority of the employees (40 percent) are working in service department.
- ❖ The study shows that 52 percent of the employees are workers (staff level), 32 percent of the respondents are staff (middle level) and 16 percent of the respondents are executives.
- ❖ The study shows that most of the employees (37 percent) work experiences are up to 5 years.
- ❖ The study indicates that most of the employees (49 percent) monthly income are up to rs.10000/.
- ❖ The study indicates that 79 percent of the hotel employees are satisfied with working conditions, 88 percent of the respondents are satisfied with grievance handling system, 79 percent of the employees are satisfied with relationship with their colleagues, 74 percent of the employees are satisfied with the reward system in the hotels, 81 percent of the employees are satisfied with the welfare facilities offered in the company, 67 percent of the employees are satisfied with promotion and career development adopted in tourism hotels, 86 percent of the respondents are satisfied with job security provisions, 90 percent of the respondents are satisfied with personal factors and 82 percent of the employees are satisfied with other factors.
- ❖ By applying chi-square test to examine if any relationship exists between age and job satisfaction, the study shows that age and overall job satisfaction depends on each other.
- ❖ The chi-square test reveals that the relationship between gender and job satisfaction are independent.
- ❖ The chi-square test was applied to assess the, if there is any relationship between marital

status and overall job satisfaction. The results shows that there is relationship between the above two factors, and they are dependent.

- ❖ By applying chi-square test, it was revealed that there is relationship between educational level and overall job satisfaction.
- ❖ The chi-square test shows that there is a relationship exists between experience and overall job satisfaction.
- ❖ The chi-square test reveals that there is a relationship exists between monthly income and overall job satisfaction and the monthly income and overall job satisfaction of employee depend on each other.

Recommendations:

- The service units in the study area lack the relationship between workers and staff/executives. So, organisation should take initiatives to improve the relationship between workers and staff / executives.
- Working conditions, canteen, rest room facilities, rewards and recognition and promotion policies are lack in the organisation. Necessary steps to be taken to improve the above-mentioned factors.
- To reduce the employee turnover, the organisation has to give importance in employees' welfares and job security.
- The organisation must modify the reward system of employees and the promotion of employee should be based on the merit, educational qualification and experience.

Conclusion: Job satisfaction is the feeling of employees about his job. To get job satisfaction, the organisation has to provide good work environment and there by the increase the employee morale. The job satisfaction enhances the employee performance in their work and increases the productivity of the employees and which leads to high profits to the organisation. It also improves the customer satisfaction as well as customer retention. Based on the findings of the research, few suggestions have been given to develop the overall job satisfaction of the employee. By implementing the above suggestions effectively, it will improve the job satisfaction of the employee and overall performance of the hotel employees in Kerala.

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Sustainable Practices in 5- star Hotels and Perception of Employees on the Effectiveness of Sustainable Practices.

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ABSTRACT

“The world is focussed to minimise the negative impacts on earth and implement sustainable practices as sustainability will be a question if we don’t respond.”The world is facing many challenges like Poverty, Climate change, Hunger, Scarcity of Clean water, Greenhouses gases etc. The world leaders, organisations and individuals had come together to address the above issues with sustainable goals. They are constantly bringing in new policies and procedures to align every activity to attain sustainable goals. Hotels are taking a keen interest in adopting sustainable practices to reduce the negative impact of their operations in the areas of Environment, Social and Economic. Major Chain hotels are changing their focus from profit to responsible and sustainable business. International, National hotel chains and independent hotels have been reworking on their policies, Products ,processes and mind-set of guests, Employees and Suppliers to create a sustainable environment and business. There has been a significant change in hotel operations which created appreciable results in the hotels' path to reach sustainable goals. Besides hotels taking initiatives, Guests awareness, increasing demand for Green hotels, Government Policies and changed mind set of people resulted in significant changes in Products and Processes of hotels. Hotels have been effective in ensuring their operations are sustainable in the areas consumption, Production, Clean Energy, Waste Management, and Education. However, there is a scope for improvement and consistency in implementing sustainable Practices. The main objective of this study is to identify the various sustainable practices followed by hotels and know the perception of employees on how effective the hotels sustainable Practices are.

Keywords: *Sustainable Practices, Environmental, Economic, Social factors, Education, Mindset.*

Introduction: In the Year 1987, the United Nations Brundtland Commission defined sustainability as “meeting the needs of the present without compromising the ability of future generations to meet their own needs.” More than 140 developing countries in the world are seeking ways to meet their development needs by keeping in mind the sustainability of the various resources and with an effort to ensure development today does not negatively affect future generations. (Academic Impact)

According to estimations, an average hotel releases between 160 and 200 kg of CO₂ per square meter of room floor area per year and water consumption per guest per night is between 170 and 440 l in the average five-star hotel. On average, hotels produce 1 kg of waste per guest per night. This clearly states that the hotels create significant negative impact on the Environment and its operations have adverse on the environment. (Adesina & Ngozi, 2013).

Hotels uses various resources /energies like water, Heat, Electrical, Air, Fuels for its day to day operations like cleaning the areas and laundry ,Heating the water ,to lit the different areas with electricity and to cook various dishes with fuels like gas etc. (Reckoska, Reckoski, & Vasileska, 2008)These natural resources and other energies add Co₂ emissions, reduce the supply and disrupt sustainability. Therefore, The Hotels have started focussing on the importance of sustainability in the hospitality industry as it leads to development in the operations of the hotel and also contribute to better environmental, economic and social impact. (Stottler, 2018)

The Hotels have adopted sustainable practices to reduce the negative impact of their activities in the areas of Environment, Social and Economic .The Hotels are moving from traditional thinking to provide the best luxury to responsible Luxury. The Hotels have adopted many initiatives like Water Conservation, Waste Management, Reduce, Recycle and Reuse of various resources or energies and products to better contribute to their hotels Sustainable Goals.

Objectives

- To determine the Sustainable practices followed in hotels
- To find out the perception of the effectiveness of sustainable practices from employees

Literature review: Sustainable development has been intensely debated for more than twenty years, but the real progress of our societies to become more sustainable is very slow. Therefore

this special issue provides a forum for critical perspectives of Sustainable Development Research and Practice. The main goal of sustainability research should be to contribute to our understanding of sustainability problems and to develop and help to implement viable solutions.(J.Baumgartner, 05,2011)

ITC Hotels have adopted Responsible Luxury concept to ensure luxury without compromising the earth and sustainability, Ensuring environmentally sustainable and responsible practices not hampering the guest experience. They have adopted elimination of single plastic use in all hotels. Sunya Aqua where the hotel have its own bottling Unit to serve water to guests,Radiation Harmoniser to reduce the radiation and many other initiatives to follow the sustainable practices. (H C Vinayaka, 2019).

The Accor Hotels have future targets like 30% less in food waste, 100% low-carbon new buildings and renovations for its owned and leased properties, 1,000 urban vegetable gardens in its hotels and many more initiatives to contribute for sustainability goals of the brand and of the world.(Accor , 2016). Accor has decided to remove all single-use plastic items from guest experience in our hotels by 2022. They want to accelerate their efforts. Accor has joined with UNESCO Sustainable Tourism Pledge in partnership with Expedia Group to contribute and accelerate their sustainable goals.(Webintravel, 2021)

Sustainability can be defined as the practice of maintaining world processes of productivity indefinitely—natural or human-made—by replacing resources used with resources of equal or greater value without degrading or endangering natural biotic systems. Sustainable development ties together concern for the carrying capacity of natural systems with the social, political, and economic challenges faced by humanity. (Nova Synergy)

We are Custodians of the Planet as stated by Shangrila Hotels ,They have been following many practices to reduce the 4% Co2 emissions: 2% Carbon Footprint(2018 vs 2019).They have 17 LEED Certified Hotels and many green certified green buildings and certifications (Shangrila, 2019).

Mark Hoplamazian, president/CEO States “ our purpose—we care for people so they can be their best—guides all business decisions, including our global sustainability framework, which focuses on using resources responsibly and helping address today’s most pressing environmental issues.”The recent global initiatives are removing plastic straws and drink picks and making

alternative options available only by request at Hyatt hotels, and increasing the use of compostable, recyclable or recycled content packaging for to-go food containers. (Hotel Business, 2019)

Sustainable development is a matter of great concern to both nations and individuals alike. Whereas in the late 1980s sustainable development was perceived as a matter of concern only to nations, there has been an increased awareness about the fact that it permeates all parts of our lives. Some of the trends related to the evolution of sustainable development can be seen among various sectors. Due to their relevance, universities are uniquely placed to pass on the messages of sustainable development to a wide audience. (Filho, 2010)

This paper describes especially the evolution of the concept of sustainable development and process behind its establishment at the university level, including an analysis of the problems related to it and their roots. It also states what universities need to do in order to claim excellence in the field of sustainable development, listing a set of criteria that need to be fulfilled in order to achieve this goal.

Research Methodology:

Data Collection

- The Main objective of this survey is to investigate the sustainable practices in five-star hotels in India. A descriptive research questionnaire is administered among the employees of the Hotels.
- An Interview with employees of hotels at different levels are conducted to get future ideas and in-depth information about sustainable Practices.
- Likert scale with five parameters is designed to obtain respondents perception of effectiveness of hotels sustainable Practices.
- The data was received from 60 respondents working in five 5 star Hotels in the online questionnaire .Apart from these responses, Interviews with Top Senior Officials in the hotels also contributed to more information and future plan of action their hotels for sustainable development

Findings:

The responses are obtained from employees of major hotel chains like ITC Hotels, TAJHotels, AccorHotels, Hyatt Hotel and Trident Hotels etc.

The Hotels and Staff have shown great commitment to sustainable practices and have been constantly working towards attaining the best practices for sustainable development.

The hotels also are certified with organisations which are leaders in guiding, measuring and recognising sustainable practices of hotels .Few certifications are listed below:

- Planet 21
- Earth
- LEED

In addition to certifications, Hotels have shown a great level of commitment by adopting sustainable practices in the following areas

Water Conservation:

- Water Meters are installed to understand, monitor and control the consumption of water for various operations.
- Upgrade to cold and low-water laundry detergents.
- Reutilisation of treated water for Flushing, Cooling Tower, Horticultureetc.
- Water should be poured and served in the glasses directly instead of usage of bottled water in order to reduce water wastage. Some Hotels fill only half a glass of water
- Monitor and rectify the Leakages in Plumbing fixtures with immediate effect to reduce water waste.
- Use of Water Efficient Faucets, flush fixtures and shower fixtures such as short and long flushes etc.
- Aerators are installed in plumbing fixtures.
- Rain water harvesting pits are used for use of the water in certain areas.

- Use drought-tolerant plants, which require less amount of water in your landscape to reduce irrigation costs, and schedule watering at mornings and evenings to reduce evaporation of water.
- Waterless Urinals

Energy conservation

- Installment of solar energy panels to utilise the most of solar energy.
- Direct Day light is used to keep the areas lit in hotel
- Get everyone involved and train them about the various methods of conserving energy.
- Laundry cycle reduction, which consequently results in conservation of energy.
- Installation of prominent and upgraded technological equipment's like sensors, LED lightings etc. Sensors: - Automatically switching off lights within 30 seconds in guest rooms post removal of Key card from Switch.
- Implement incentive programs with rewards for employees who come up with the best ideas or those who make exceptional contributions to the environmental conservation efforts in the hotel.
- Use cold water whenever possible
- Make use of alternative power sources
- Purchase detergent that gets activated at low temperature.
- Proper use and Maintenance of equipment's to reduce loss of energy-Boilers, Scrubbing and polishing machines, Refrigeration units, etc.

Waste management

- Using refillable dispensers for soaps, shampoos, and conditioners
- Using washable cloth products and re-usable dishware instead of disposable ones.
- Using water filters instead of plastic bottles
- To reduce food waste, Hotels have made a NO Bin day where in staff has no option to waste the food whereas in other hotels Rs 50 is charged if food is wasted by staff.
- Reducing and reusing supplies packaging materials

- Reducing the number of paper products
- Use vendors who deliver chemicals and other products in returnable and/or reusable containers, boxes and crates.
- Extend the life of draperies by rotating them to expose different portions to sunlight
- Prepare right quantity of food to avoid wastage.
- Donate Leftover foods and half used Soaps to NGOs
- Recycle restaurant and Kitchen oil & grease
- Eliminate bottled water in restaurants through high-tech, on-site water filtration system (Natural Water) wherever possible
- Box lunch program; available in Eco-friendly recycled boxes.
- Plastic straws replaced with paper and wooden straws and issued only on request.
- Proper Segregation of Food Waste.
- Use Organic Waste Converter for food waste and use the manure for plants or to sell
- Avoid Printing where ever possible and using both sides of the paper.

Awareness on Sustainable Practices

- Linen change cards are printed with a message – Example, A linen change card is placed next to the bedside table for the guest to indicate change of linen on the bed /bath.
- Monthly Meetings and sharing sustainability practices during the Induction of new employees
- Awareness Through TV's in Guest Rooms and in all operations areas
- Create a "green team" of employees to coordinate implementation of new practices, and to help in analysing what is purchased, how to use products more efficiently, what to throw away, and what steps to take to save money and reduce waste.
- Display of the decorations made from waste and avoiding usage of plastic.
- Installing notices, pictures, carbon footprint calculator awareness cards in guest rooms etc.

Use and Purchase of Materials, Resources

- Purchase of Biodegradable or environmental friendly Products – Pesticides, Laundry agents, Cleaning Agents.
- Design Materials Purchase and use policies keeping in mind Sustainability and to reduce negative impact on earth environment.
- Less Impact on Air quality – Paints, Fuels, Refrigerants and products with reduced carbon emissions.
- Purchase of locally produced products to reduce carbon emission through Freight.
- Purchase and use of products like wood, meatsetc., which are not threatened to exploitation.
- Staffing the hotel with a certain percent of Human resource staying within a certain radius to reduce the carbon emission by transportation.

Other Practices:

- ITC Hotels have been using Radiation Harmoniser to reduce the effect of Electro Magnetic Radiations from Mobiles and Wireless Technologies to ensure better health for Staff and Guests
- Use locally produced products and recycled products at different stages of hotels construction.
- Hotels plant Trees to compensate for their carbon emissions and also to reduce heat, provide shade in the hotels areas resulting in less consumption of energy for cooling and maintain air quality.
- Avoid food products especially meats of endangered species.
- Avoid Wood from forests causing an imbalance.

A Perceptual survey is conducted to understand the perception of employees in the effectiveness of various sustainable practices followed in their hotels .The results are shown in a Pie Diagrams and data is interpreted accordingly.

Fig 1.1: Effectiveness of Hotel design in comparison with benchmark hotel designs in sustainable practices.

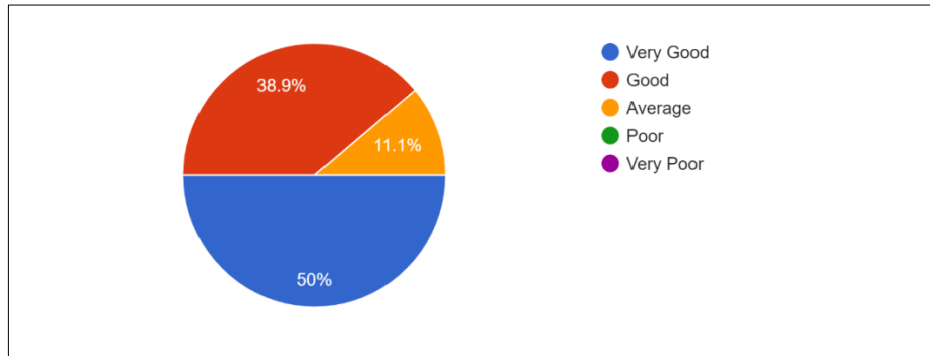


Fig 1.1: Nearly 90% felt their hotels designs are effective to latest sustainable designs whereas around 11 percent felt the design is average.

Fig 1.2 Staff are properly trained, Monitored in sustainable practices

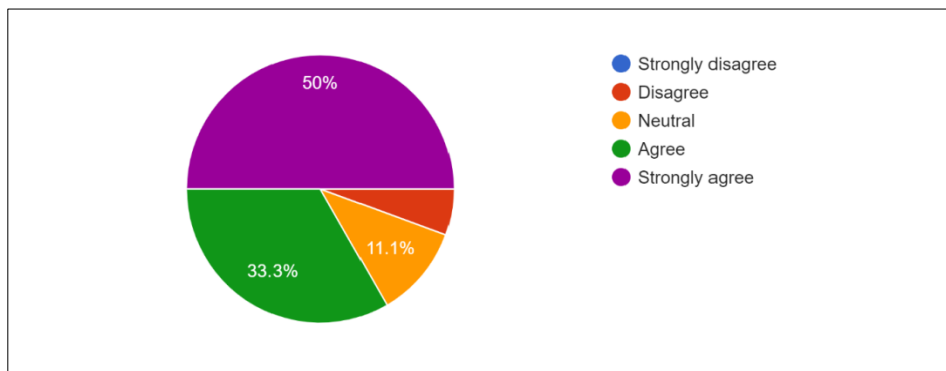


Fig 1.2 Interpretation: More than 83% percent of employees agree that employees are trained and monitored .However 11% response is neutral and around 6% disagree.

Fig 1.3: The SOPs of the hotel are designed effectively considering sustainable practices.

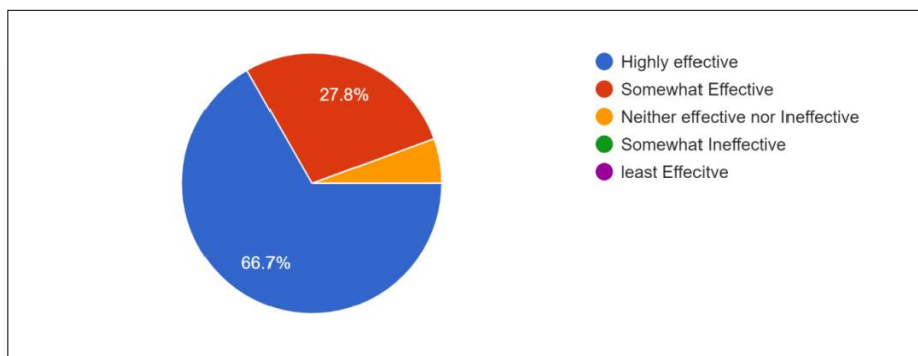


Fig: 1.3 Interpretation: More than 66% of the respondents felt their hotels SOPs are designed effectively considering sustainable practices and nearly 27% responded as somewhat effective while others it was neutral.

Recommendations:

- A lot of awareness needs to be created among the staff, guests to change their mind set to reduce and avail services which would hamper sustainability
- Monitor, Appreciate and incentivise the guests, staff taking keen interest in sustainable practices.
- Adopt the practices, technology and have a strategy for future sustainable goals.(ITC Hotels Division's Approach)
- Leaders of the world, Hoteliers, Guests, Staff and every citizen needs to understand the effect of their actions on Environment .They should think how best they can balance their needs and wants which will reduce the negative impact on mother earth.
- SOP's adopted and Hotel design has to be effective in contributing to sustainable practices

Conclusion:

Hotels have been contributing to sustainability in every possible way .The leaders, Guests and hoteliers have witnessed nature's warnings and disasters due to exploitation of the resources of the Mother earth. Despite the various challenges the current business world encounters, most of the hotels and guests started have committed to play their role responsibly in many of the following ways

Waste management– Purchase products which reduce waste – STP Plants, Waste Segregation, Proper Disposal Procedures, Composting and converting kitchens food waste to manure, Donate leftover food to NGOs.

Water Conservation – Efficient plumbing fixtures, Reduce, Recycle, Reuse in laundry, Horticulture, Supply of water for Rooms and other areas as required.

Energy Conversation- Using energy efficient lightings, machinery ,Sensors to switch on/off lights other equipment's automatically ,Use of day light, Solar energy etc.

Awareness Creation– On Websites, Tent cards and posters in Rooms and other locations in hotels, Training, Appreciation and incentive programs designed accordingly.

Use or Purchase of Appropriate Materials and Resources:

- Bio degradable products, less harmful cleaning agents, efficient Machinery and Products, Avoidance of Single Use Plastics, Local Purchase of Products.
- Employee’s perceptual survey illustrates majority of hotels design and sops are effective and few expressed that hotels have still scope for improvement in design of hotels and Procedure in SOPs.
- Employees also felt trainings and monitoring is effective and the results show that certain employees still find hotels’ training and monitoring can be more effective.

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TREND DYNAMISM OBSERVED IN THE TOURIST MARKET OF ORISSA POST THE COVID-19 LOCKDOWN

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ABSTRACT

This paper sets to find out the dynamic changes that have affected the market post the nation-wide lockdown that was implemented due to the pandemic caused by the COVID virus. Whether good or bad, have the trends succumbed the market towards a standstill or have they opened the potential gates towards a very new market as well as demand, now that the sector has been unlocked, would be some of the things on priority that the paper will intend to find out. Orissa, the best kept secret of India has huge potential for tourism, considering great settings of lush forests which are matched with temples and river bodies to be abstract. As per the Annual Statistics Bulletin 2019 by Odisha Government an 8.74% increase, from 1,41,11,243 in 2017 to 1,54,22,765 in 2019. The main Objective of the paper would be to track the trends that have been introduced post the COVID-19 lockdown, as well as to see the new opportunities it has opened due to such dynamism in the trends. Empirical structuring was adopted due to the nature of the paper, and chain-referral sampling scheme was adopted due to the exclusivity of the officials involved with the Odisha Government, 150 of which were approached but due to various constraints, 86 samples consented to be included in the study.

Key Words: *Market trends, Tourism, Odisha Govt., Dynamism, COVID-19 lockdown.*

INTRODUCTION: COVID-19 an abbreviation used for the virus Novel Coronavirus, an acute respiratory syndrome which infects people if they are in close proximity i.e. standing close to each other. As of today the tally of total infections as of 17th March, 2021 stands at 12,12,78,482 and the total deaths clock at 26,82,258, a massive figure for a virus that has wreaked losses and depressions since its inception. (Worldometers, 2021) Wuhan, a city in the Hubei province of People's Republic of China was the epicentre of the virus. The source of the virus is yet unknown, with a lot of theories running wild, two of the most credible were that one, it was transferred to the humans via bats and the second and more credible one being that it had originated in a Wuhan's wet market, a place which sells a lot of living sea creatures as food. As these places are usually very crowded, and do not maintain temperatures where bacteria does not multiply thus during one such interaction, it got carried to a human which then infected people around him(er) while going about regular business. (Readfearn, 2020) Tourism and Hospitality industries were one of the worst hit sectors, along with the aviation industry as the countries closed their geographical borders in order to contain the virus more efficiently (Jain, 2020). COVID-19 Pandemic has brought huge losses to the industry, which was already facing problems due to the economic slowdown. Adding a lockdown, which was implemented to control the spread of the virus, which ultimately resulted in a huge market dip? (Goswami&Soundararajan, 2020) It was also observed that United Nations of the World Tourism Organization (UNWTO) concluded that 100% of the tourist destinations imposed travel restrictions for the first time across the globe due to the Pandemic (Balakrishnan, 2020)

The tourism sector in Odisha, also known as '*India's Best Kept Secret*' possesses great potential towards providing good employment opportunities as the sector of tourism and hospitality sectors amalgamate a lot of tourist products like hotel accommodations, gastronomical offerings, shopping for local and artisanal products as well as transport. Talking about some facts, there are around 92,206 people involved in a direct manner and 276,618 people are in an indirect engagement in the tourism and hospitality sector of Odisha as recorded at the year end of 2012. (Das, 2013)

LITERATURE REVIEW: Tourism has many faces, adventure tourism being one of the most popular, with a CAGR (Compound Annual Growth Rate) of about 46% making it not only popular as discussed above but also one of the fastest growing. Over the past 3 years, there has

been a steep rise in the demand of adventure activities by 178% along with a 42% increase in the excursion activity trend and demand. Lastly, there are around 57% of the travel enthusiasts within India that have an interest and patronize towards Adventure travel activities. The Madhya Pradesh State Tourism Development Corporation has erected facilities and centres at its tourist spots for better facilitation and convenience to its patrons, places which had roughly 8,39,69,799 domestic tourists as well as 3,75,426 international tourists. (Nautiyal, 2020)

The state of Odisha intends to gradually increase the tourist's inflow, with sustainability & safety protocols with heightened measures. In its mission to ensure nothing but supreme standards of safety & hygiene of the tourists, the department is collaborating extensively with the Odisha state hospitality & tourism sector through intermediaries and groups like the Hotels & Restaurants Association of Odisha (HRAO). Ensuring a prepared approach towards COVID protocols, the top management, executives as well as grass-root level service providers in the tourism industry are being acclimatized to everything COVID-19 Protocols for being prepared for the Tourist Destinations that has been issued by the Department of Tourism. Prime hotels and resorts in the state have also put in place exhaustive and technology-leveraged sanitisation mechanisms to implement Safety & Hygiene Protocols and Operational Recommendations for Tourism Service Providers issued in May 2020 by the Ministry of Tourism, Government of India. (PTII, 2020) Odisha Tourism also has innovated a new method to attract more tourists to the state. As the air & rail commute has been adversely affected because of the pandemic, the state department of tourism is intending to publicise road trips in the state of Odisha, with the campaign named *Road Trip to and through Odisha*, which will be effectively promoted, provided the situation works out better till the October end of this year. (Travel News, 2020)

Structuring: This study adopted an empirical structuring due to the nature of the topic, which was strictly data driven to reach the conclusion and also which had an exclusive opinion collection options, and mainly because of this, chain referral sampling method was selected, also called snowball sampling, the samples being the government officials belonging to Odisha Tourism. Another reason for adopting snowball sampling was that the authors met only a few of them while deputed on destination based skill development programmes, and requested them to forward the questionnaire.

Sampling: Out of 250 samples intended to be included in the study, 207 samples consented to their inclusion, bringing the overall response rate for the study to 82%. The study as written in the topic itself was conducted in the state of Odisha with a lot of sub-districts approached due to the nature of questionnaire being online, which had close ended questions as well as tools like a Likert's Scale to quantify the data and have better analysis to have a proper meaning derived out of it.

Collecting: Data was collected through a close ended questionnaire which had tools like a Likert' Scale to quantify and further analyse the data. The samples responses was recorded in the analysis section, and to further verify and make the data relatable, secondary set of data was sourced from journals, proceedings as well as online sources.

OBJECTIVES OF THE STUDY:

1. To know the tourist market as well as tourist offerings of Odisha
2. To Analyse the dynamism of demand witnessed post COVID Lockdown
3. To understand the reasons of the current tourist market trends of Odisha

ANALYSIS: As discussed earlier, the closes ended questionnaire was set keeping in mind of then non-approachability aspect due to the COVID distancing regulations, and a likert scale was also added for better analysis and quantification of the data. Following were the responses received:

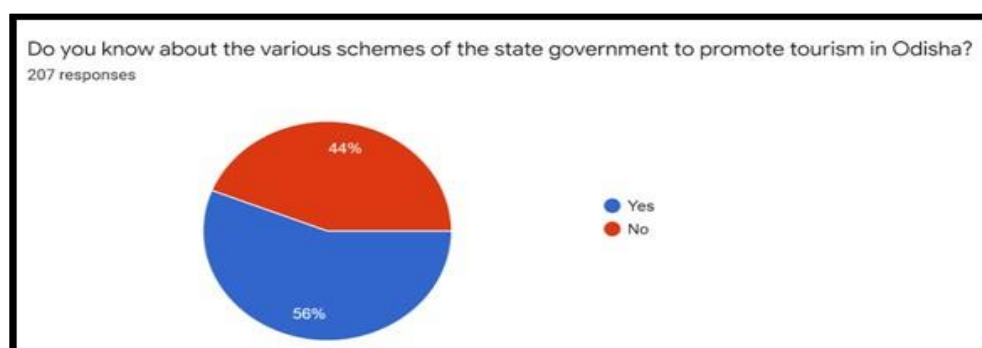


Figure 01: Awareness about various govt. Schemes (Source: Author)

This question aimed to know about the awareness of various state govt run schemes to promote tourism in Odisha. Out of 207 responses 56% already knew about the different schemes of the

state govt and 44% didn't know about it. To conclude, the majority of sample population already knew about the state government schemes.

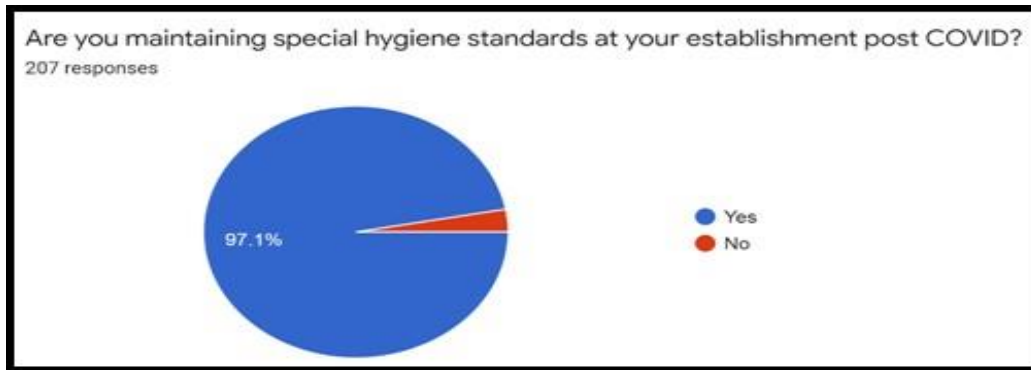


Figure 02: Enquiring the hygiene following in establishments (Source: Author)

Out of 207 responses 97.1% are maintaining special hygiene standards at their establishment and the rest 2.9% are not maintaining them. A majority here towards the yes side shows a positive approach towards following COVID protocols so as to win public confidence.

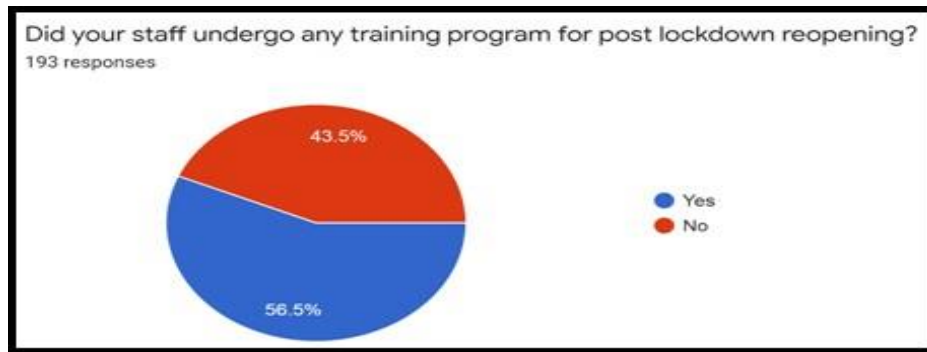


Figure 03: Whether the staff went COVID training or not (Source: Author)

This question had 193 responses rather than 207 like in earlier sample responses from the base, which may reflect hiding of information as they might be embarrassed to provide the actual data and opinions. The response rate fell from the original 82% to 77.12%. 56.5% of this sample base made their staff undergoes special training for post COVID operations which of course was majority but considerations of 14 samples who did not respond to the survey also has to be kept in mind, whereas rest 43.5% did not undergo any special training.

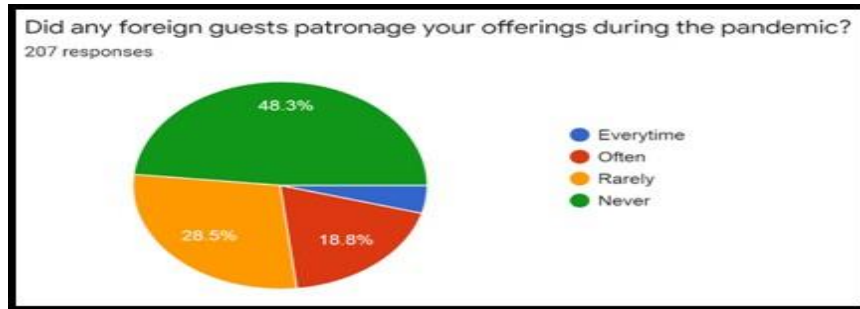


Figure 04: Trend analysis of foreign clientele post COVID in Odisha (Source: Author)

Out of 207 responses, a meager figure of 4.3% had them every time, thus showing the foreign trend still on the decline, followed by 28.5% share of the total sample base telling they had them rarely, again proving the point which was analysed a sentence before. 18.8% of the sample base often had them and lastly 48.3%, a majority of the sample base never had any foreign guests thus concluding that domestic industry is picking up but not the International.

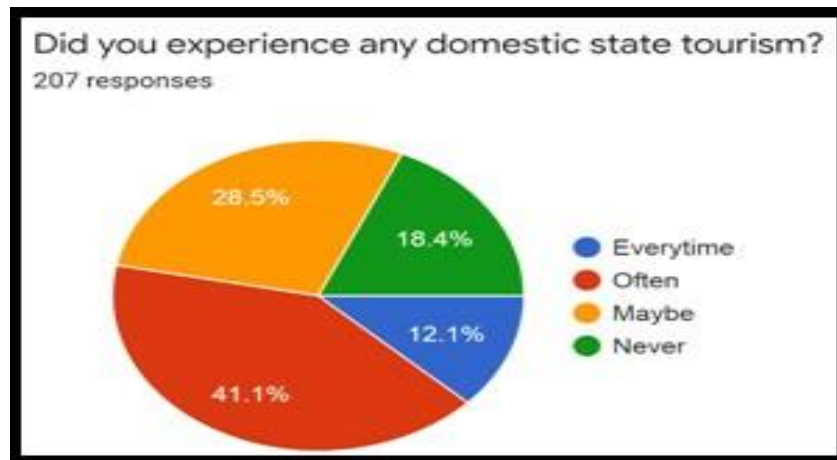


Figure 05: responses from the expectation exercise conducted (Source: Author)

An expectation exercise was conducted wherein the sample base was asked about their expectation of receiving the domestic tourist, as the foreign clientele was asked and analysed a question earlier. Out of 207 responses, 12.1% experienced domestic tourism every time, 41.1% experienced it often, 28.5 selected maybe, while 18.4% never did thus showing that of course the trend is coming back to track but the pace of its return is very slow and cautious, as people are still scared as to what will happen in the future and lockdowns may begin again, which will hamper their experiences of the place.

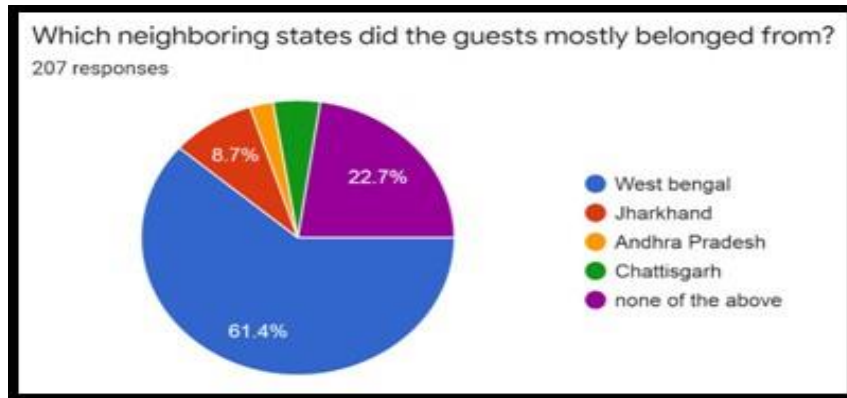


Figure 06: Awareness about the clientele's origin (Source: Author)

The question here gathered the data on the origin of the guests coming to Odisha. Out of 207 responses, 61.4% guests were from West Bengal, a neighbouring state, 8.7% were from Jharkhand, another neighbouring state, 2.4% were from Andhra Pradesh followed by 4.8% from Chhattisgarh and lastly 22.7% were from other states except these. It was done so as to know whether people are ready to move to far away laces or not. The responses proved otherwise i.e. the people are not ready to move away further than their state of origin.

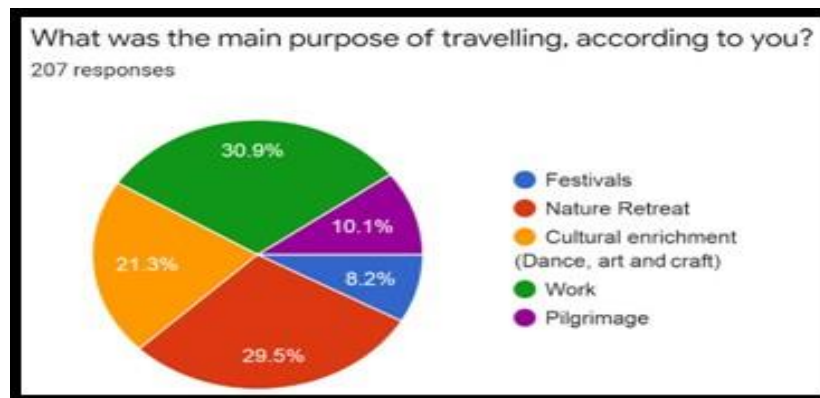


Figure 07: Analysis on the purpose of travelling as per the samples (Source: Author)

The following question enquired about the purpose that the samples have while travelling. Out of 207 responses, 8.2% travelled for festivals, 29.5% did for nature retreat, 21.3% selected cultural enrichment, 30.9% travelled for work, and the rest 10.1% travelled for pilgrimage. It was a perspective-collecting question to show diverse expectations of tourists.

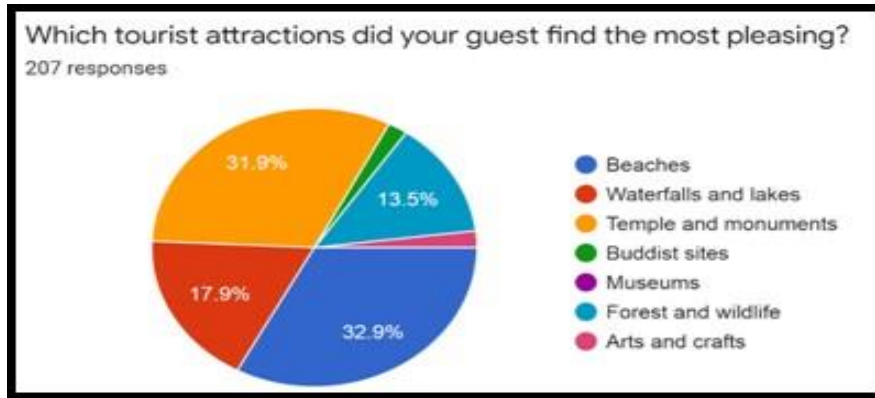


Figure 08: Favourable experiences as recorded by the samples during travelling (Source: Author)

The next question discussed the type of attractions people find attractive while travelling for a destination. It was done so that new tourist products can be formulated post COVID travel as these responses were also collected post COVID. Out of 207 responses, 32.9% selected beaches, 17.9% selected waterfalls and lakes, 31.9% selected temples and monuments, 1.9% selected Buddhist sites, no responses for museums, and 13.5% selected forest and wildlife, while the rest 1.9% selected arts and crafts. Water bodies would be a preferable destination as concluded from question and tourist providers can focus on this to create new tourist products.

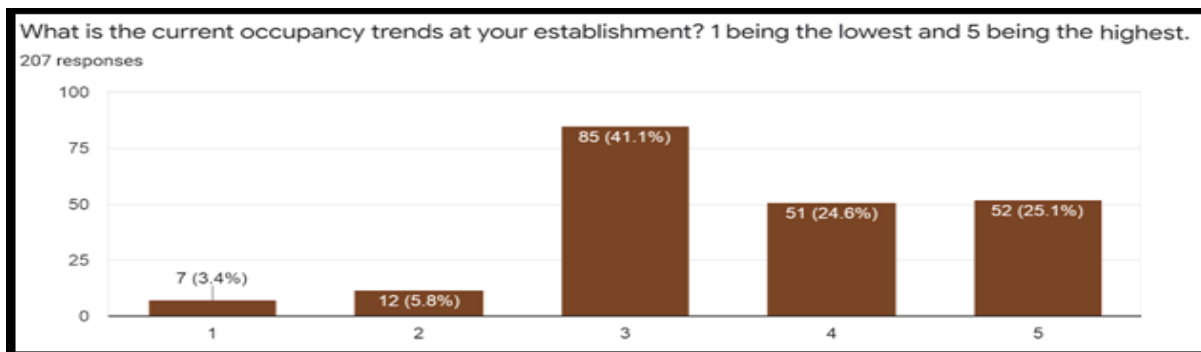


Figure 09: Likert's Sale responses (Source: Author)

Out of 207 responses 3.4% of the total hotels considered had the lowest occupancy, 5.8% or 12 hotels selected 2 out of 5 as their current occupancy levels, majority of the hotels i.e. 85 or 41.1% selected 3 which was a neutral choice out neither 5 showing not a heavy demand for occupancy nor a less demand. It was somewhere in between. Following this, 51 samples or 24.6% of the total share selected the scale point 4 on the Likert's Scale, showing a good

response. It shows that occupancy is returning back towards the higher side, showing good potential of the sector and the demand getting back on track. Lastly, 52 samples or 25.1% the 2nd highest number of the samples out of 207 said that the occupancy levels are the highest and it is a very positive reflection of what is to come.

CONCLUSION & DISCUSSIONS: Odisha as a state has many avenues for tourism and hospitality industry, which is accordingly being developed by the state govt. Many schemes and programs are now being implemented to showcase the nascent beauty of Odisha to the world. Many Eco tourism locations, Nature camps, State guest houses etc, are now being trained for post COVID operations. Domestic state tourism is booming while neighbouring states like West Bengal, Jharkhand, and Chhattisgarh etc, are also contributing in the Odisha Tourism sector. People travelled for work and nature retreat was followed by cultural enrichment and pilgrimage.

Beaches were the most attractive destination for which tourists came to Odisha followed by lakes, waterfalls, temples and forest wildlife retreat. Occupancy was average most of the days some days being fully occupied. Through the test of time Odisha has still maintained its innocence by harbouring many ecosystems and wildlife as secrets encased in its bosom. It still needs much infrastructural development as most areas are still suffering by not being discovered as they are remote and really hard to reach. The wild untamed beauty still needs the recognition it deserves. Post Lockdown Odisha is preferred more in terms of tourism as it offers many offbeat locations that not many people know of yet.

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Retrospective Analysis of Trends in Pilgrimage Tourism Research

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ABSTRACT

Authors reviewed academic research published in pilgrimage and religious tourism during 2010 to 2019 to know the growth, influence and themes of the research. Authors used bibliometric studies to review the documents published over a decade. Through an advanced search, authors found 1907 articles and analyzed them using various tools such as Microsoft excel and VOS viewer data visualization tool. Various bibliometric tools were used to study the yearly progress document, citations and keyword analysis. Year-wise publication analysis shows that there is an increased output of the research over the years. Research on pilgrimage tourism contributed from a variety of disciplines. The most cited and published author works are from the field of medicine. Authors are affiliated mainly to the Ministry of Health Saudi Arabia, Riyadh, Saudi Arabia followed by the Ministry of Health Saudi Arabia and Riyadh, Saudi Arabia, Indiana University School of Medicine, Indianapolis, United States published the most. The most productive country is the United States of America, a productive journal in terms of publications is an international journal of religious tourism and pilgrimage, and most cited publications are from annals of tourism research. The most frequently published topics are pilgrimage, religious tourism tourist, hajj, diseases, and Saudi Arabia. This work is useful for understanding the progress, productivity and leading research topics in pilgrimage tourism.

Keywords: *Religious Tourism, Pilgrimage, Spirituality, Bibliometric analysis, Keyword Analysis.*

Introduction: Religious tourism and pilgrimage is a growing global phenomenon that surpasses theoretically and practically (Alecu, 2015) and fastest emergent form of tourism (Ebadi, 2015). Pilgrimage is the common and one of the most important religious and cultural phenomenon of human civilization over the period, and an important integral part of several religions such as Hinduism, Buddhism, Judaism and Christianity (Collins-Kreiner, 2010). As per the United Nations World Tourism Organisation (UNWTO) estimates over 900 million tourists visit various religious and pilgrimage tourism destinations worldwide (World Tourism Organisation, 2011).

There is an increased interest in pilgrimage tourism research from various disciplinary backgrounds is historians, sociologists, anthropologist, geographer, psychologist, economist and many more (Collins-Kreiner, 2010). For instance, a study conducted by Zhuang et al, (2019) emphasized community perception on religious tourism impacts and their support for tourism development (Zhuang & Li, 2019), Verma and Sarangi (2017) studied attributes related to service quality, motivational factors, safety, satisfaction and loyalty of religious tourism at large religious events like Kumbha Mela in India (Verma & Sarangi, 2019), the impact of religious tourism on urbanization and demographic change (Shinde, 2017) performance analysis of Christian religious tourism activities (Pillai et al. 2017) satisfaction evaluation of tourist visiting sacred destinations (Malodia & Singla, 2017).

Similarly several studies concentrated on management aspects of religious tourism (Buzinde et al. 2014). For example, the economic and non-economic contribution of religious tourism (Singh et al. 2018), governance and management of religious tourism (Shinde, 2018), investment, promotion and marketing of religious tourism (Geary, 2018), commercialization and linkages between yoga and spiritual tourism (Bowers & Cheer, 2017), comparative price analysis of Islamic religious tourism (Ladki & Mazeh, 2017). A study detailed the policy, planning, and development of tourism in the context of religious and pilgrimage destinations in India (Shinde, 2012).

Bulatovic (2019) argued that religious tourism is quite complex and challenging in underdeveloped destinations and studying the attitudes of the local community is important for the development of religious tourism (Bulatovic, 2019) motivations for the religious tourism is an important factor to be considered for a better understanding of religious tourism. Collins-

Kreiner, (2010) conceptualized the major issue and arguments involved in pilgrimage tourism over the years (Collins-Kreiner, et al., 2010). A study found that religious tourism is an important contributor to the promotion of heritage and socio-cultural and economic development of the place (Redžić, 2019). Ramírez et al. (2018) explored the educational motivations and their impact on the learning experience in pilgrimage tourism (Ramírez et al. 2018). A study on perspectives on tourism and hospitality research by reviewing the academic research and study revealed that there is increased research, including religious tourism (Seyfi et al. 2018). All these studies concentrated on various aspects of pilgrimage tourism in the context of management, promotion, impacts, issues, and challenges. However, there are very few studies looking at the concept of pilgrimage tourism as a whole holistically. This particular study concentrates on the bibliometric analysis of the published research over the years.

In this study, a bibliometric analysis of trends in religious and pilgrimage tourism research during the period of 2010–2019, as retrieved from the Scopus database, is described. The mentioned period is taken as a decade, mainly to understand the trends in the recent years. The analysis included the year-wise publication output, trends in research, and productive journals in terms of the number of documents published and citations received over a period of time. The study also elucidated on the most productive countries, most productive authors, and their affiliation and institutions. Cluster analysis of productive authors and their citations, productive journals, and trends in research using word count analysis is visualized by using the VOSviewer visualization tool.

Bibliometric Analysis and Pilgrimage Tourism:

Bibliometric analysis is a systematic analysis and mapping of academic research to measure the scientific publications (Ramos-Rodríguez & Ruíz-Navarro, 2004). Bibliometric analysis is an emerging aspect of research, widely used in the recent past to know the scientific contribution of a wide variety of disciplines or journal, journal rankings, productive countries and regions, and citations impact over a period of time (Vishwakarma & Mukherjee, 2019; Jamal, et al., 2008; Kollé, et al., 2018) and explains the state-of-art of research to be explored (Della et al., 2019).

Studied religious tourism development and analyzed the progress of the research in terms of journal and discipline contribution, authors and region wise contribution of research, and presented a map of religious tourism nexus and trends. Contribution of the research over a

decade of time on the aspects of politicization of religion (Collins-kreiner, 2020). Kim and King, (2019) reviewed the scholarly work in religious tourism and evaluated 84 studies on religiously motivated tourism by using thematic and content analysis. Results found that there is a diverse contribution of research from inters and multidisciplinary fields looking beyond motivation. (Kim & King, 2019). Navickiene, (2019) explored the perspectives on the practice of green pilgrimage tourism in the context of Lithuania by using document and content analysis. The study revealed that this is a recent phenomenon and deals with taking responsibility for their actions and reducing consumption and practising environmental principles. Tourists are positive about the initiative (Navickiene, 2019). A study provided systematic classification and mapping of research published religious and spiritual tourism with 181 papers published in the scientific database.

This study concentrated mainly on a number of publications produced over a period of time followed by the top journals that published papers (Heidari, et al., 2018). Collins-kreiner, (2016) proposed a systematic framework for the evolving phenomenon of pilgrimage tourism and used the product life cycle model to explain the changes that happened in the research related to religious tourism over a period of time (Collins-Kreiner, 2016). Hall (2015) study contributed to citation analysis of the journal of tourism recreational research (Hall, 2015). However, the previous studies concentrated on various aspects of religious and pilgrimage tourism, research work focusing on systematic scientific production of tourism knowledge in terms of publications, organizations contribution, country-wise publication, citation analysis is indeed vague.

Methodological Framework:

Authors carried out a bibliometric analysis of scientific papers indexed in the Scopus online database and the database is accessed in March 2020, applying keyword search strategy: (TITLE-ABS-KEY ("religious tourism") AND TITLE-ABS-KEY (pilgrimage) and PUBYEAR > 2010 AND PUBYEAR < 2019. We chose to limit the time period to over a period of 10 years, starting from 2010 to 2019. Open access article consists of 299 followed by others with 1608. Total 1907 documents are selected and this 1565 of the article and 342 review papers used for further analysis and authors excluded editorials, research or practitioner notes, and corporate reports, survey reports and selected only published papers. The following table 1 shows the search strategy

Table 1 Data search strategy

Search word	"religious tourism", pilgrimage
Category of data & Title Subject	Scopus: Article title, Abstract, Keywords
Subject Area	All
Document Type	Journals and Conference Proceedings
Time Period	> 2010 AND PUBYEAR < 2019
Language	English
Query String	(TITLE-ABS-KEY ("religious tourism") AND TITLE-ABS- KEY ("pilgrimage")) AND PUBYEAR > 2010 AND PUBYEAR < 2019
Search Date	March 2020
Source: Authors elaboration	

Document search included article title, abstract and keywords and results refined to access including open and other publication year from 2010 to 2019, the author includes all, source title includes all the journals indexed in Scopus, keywords all, affiliated organization and country includes all; source type is limited to journals, language is limited to English. Then the export documentation setting included citation information, bibliographic information, abstract and keywords, funding and other details, and the same is exported into comma-separated values (CSV) with an excel spreadsheet, and in addition to this manual coding and data entry is applied wherever necessary. Microsoft Excel, VOSviewer software and SPSS (Ver.20) were employed for analysis, with manual coding when necessary. The word ‘document’ in the study is interchangeably used for the article and paper or publication.

Results and Discussion

This section of the research study deals with the results of the research output of religious tourism in terms of year-wise publications, productive authors and author citation analysis, journals and journal citation analysis, institute, and countries.

Year wise publication output

Publication trends of pilgrimage tourism research over ten years of time are displayed in **Figure 1** and show exponential growth starting from 2010 to 2019, and the year-wise publications of articles are in the year 2010 there were (103) publications followed by the year 2011 (130), the year 2012 (131), 2013 (187); 2014 (197); 2015 (171); 2016 (218); 2017 (214); (268) and the year 2019 (288). In 2010 there were only 103 articles published and in the year 2019 the number rose to 288 exponentially. On an average 190 articles were published in a year. On average 190 articles were published in a year. This growth corroborates that there is increased research in the field of religious and pilgrimage tourism over a period of time.

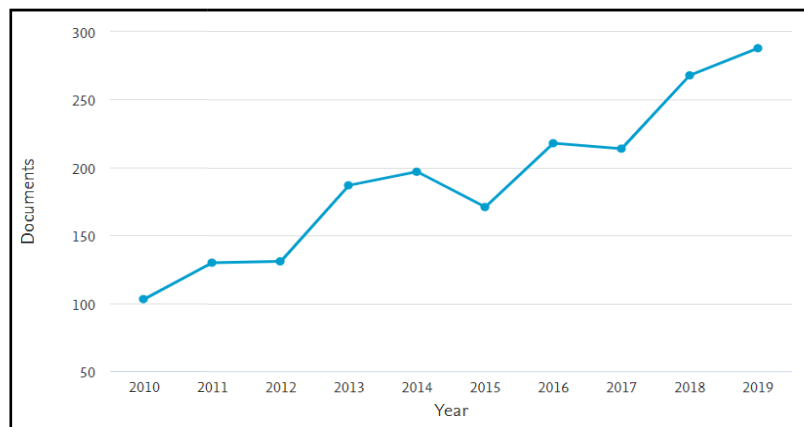


Figure 1. Year wise publication output (*Source:* Authors own elaboration)

Most productive researchers

Researchers who have contributed the most and appeared on the top ten lists from 2010 to 2019 were selected for the analysis, and the same is shown in Figure 3. Similarly, the most-cited authors are visualized in Figure 4. Among the top ten researchers, the highest contributed articles over ten years are 29 publications, and the lowest is 8 publications. The highest number of documents published by Memish, Z.A. 29 (816 citations), and others followed in decreasing order, such as Gautret, P. 20 (436 citations), Yezli, S. 13 (235 citations), Al-Tawfiq, J.A. 12 (325 citations), Benkouiten, S.10 (274 citations), Shinde, K.A. 10, Brouqui, P. 9, Azhar, E.I. 8 (70 citations), Collins-Kreiner, N. 8 (339 citations), Parola, P. 8 (207 citations), publications. It is observed that authors affiliated to Ministry of Health Saudi Arabia, Riyadh, Saudi Arabia contributed more to religious tourism research. Interestingly top ten researchers and their

research area are related to medical and health aspects of religious tourism. Table 2 shows the authors contribution and their affiliation.

Table 2 Most productive authors and their publications and affiliation

No	Author (s)	Publications	Citations	Affiliation
1	Memish, Z.A.	29	816	Ministry of Health Saudi Arabia, Riyadh, Saudi Arabia
2	Gautret, P.	20	436	IHU-Méditerranée Infection, Marseille, France
3	Yezli, S.	13	235	Ministry of Health Saudi Arabia, Riyadh, Saudi Arabia
4	Al-Tawfiq, J.A.	12	325	Indiana University School of Medicine, Indianapolis, United States
5	Benkouiten, S.	10	274	Direction de la Recherche en Santé de l'Assistance Publique des Hôpitaux de Marseille, France
6	Shinde, K.A.	10	76	University of Melbourne, Parkville, Australia
7	Brouqui, P.	9	247	Aix Marseille Université, Marseille, France
8	Azhar, E.I.	8	70	King Abdulaziz University, Jeddah, Saudi Arabia
9	Collins-Kreiner	8	339	University of Haifa, Haifa, Israel
10	Parola, P.	8	207	IHU-Méditerranée Infection, Marseille, France

(Source: Authors own elaboration)

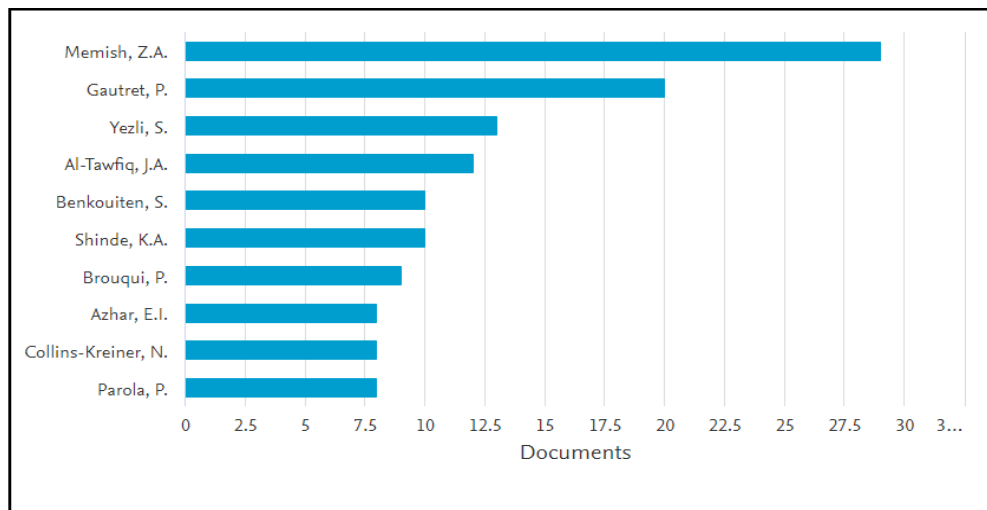


Figure 2 Author wise publication output (Source: Scopus Database)

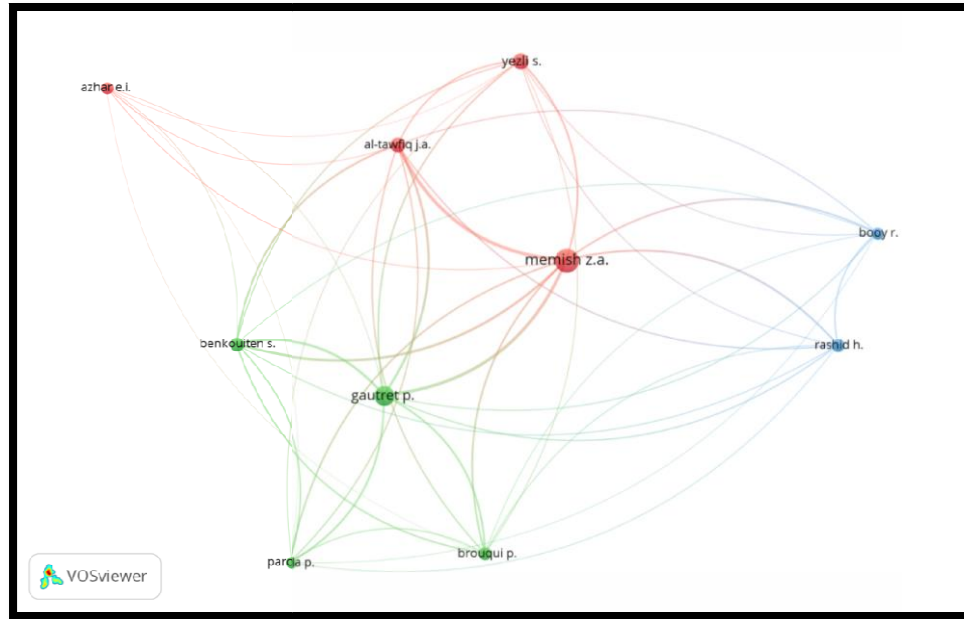


Figure 3 Author citation analyses (*Source:* Scopus Database)

Most productive institutes

Researchers produced a large number of documents by their affiliation shown in Figure 4. This analysis provides fascinating results on the author's affiliation, the highest number of documents published by the Ministry of Health Saudi Arabia, Saudi Arabia (40), other organizations followed in decreasing order by the University of Sydney, Australia 26, Aix Marseille Université, France (25), Alfaisal University, Saudi Arabia (24), King Abdulaziz University, Saudi Arabia (21), The University of Oxford, UK (20), University of Haifa, Israel (19) and The University of Cambridge, UK (17). Results revealed that medical and health research institutes are at the forefront of religious tourism research.

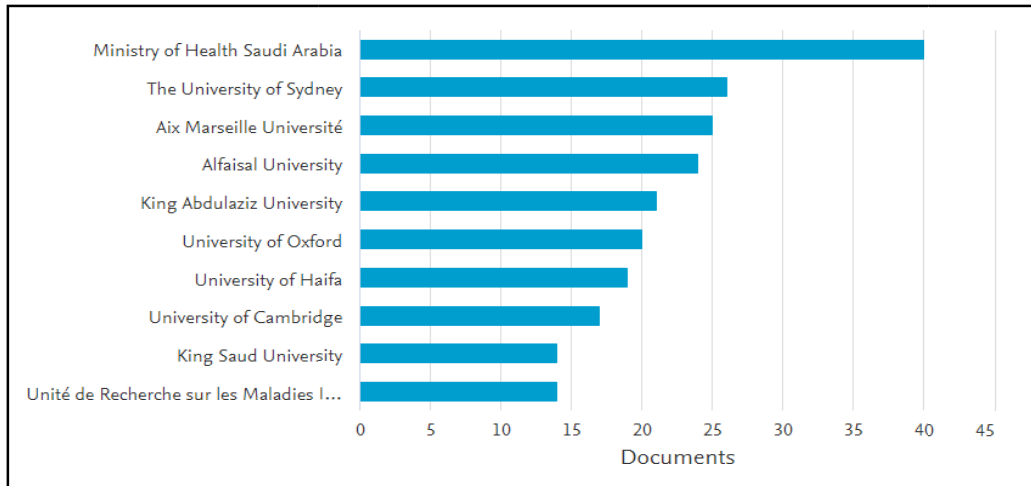


Figure 4. Institute wise publication output (*Source:* Scopus Database)

Most productive countries

Country-wise contribution of publications in religious tourism showed in Figure 5 during the year 2010 to 2019. The most productive country is the United States of America with (439) publications. Other countries on the list are the United Kingdom (246), Saudi Arabia (111), Australia (106), India (93), Canada (78), Israel (76), France (72), Germany (61) and Spain (49). It may be interpreted by taking the religion into consideration of the given countries; most of them are following Christianity followed by Islam and Hinduism.

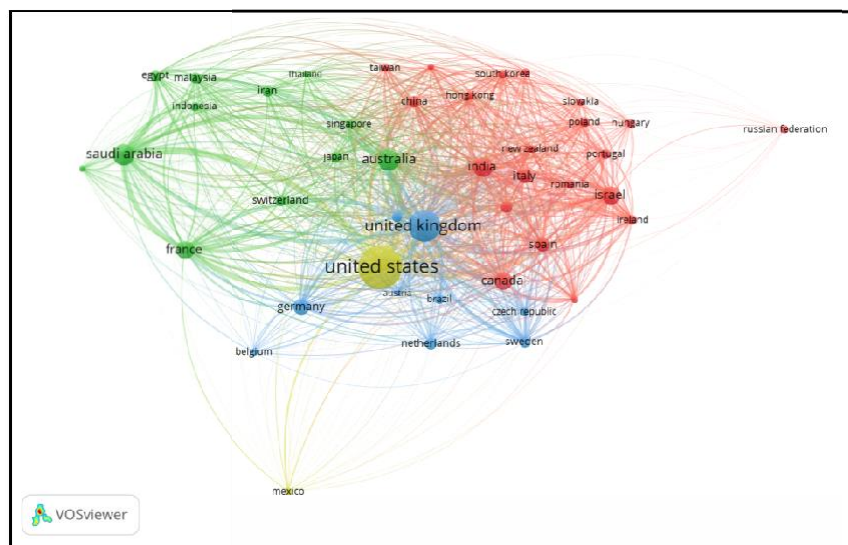


Figure 5. Visualization of most productive countries (*Source:* Scopus Database)

Most productive journals

Table 3 shows the most productive journals in terms of number of publications, citations and h-index and impact factor during the year 2010 to 2019. These journals produced a minimum of 13 journals over the years. International Journal of religious tourism and pilgrimage is the most productive journal in terms of number of publications over the years with 100 publications followed by the journal of religions with 22 publications. Annals of tourism research is the most productive journal in terms of citations (799) h-index (4.55) with 19 publications followed by travel medicine and infectious diseases with 216 citations cite score (0.19) and journal of heritage tourism with 137 citations and h-index (8) and cite score (1.44).

Table 3. Most productive journals with publications and citation

S No	Name of the Journal	No. of publications	No of Citations	h-index	Cite score
1	International Journal Of Religious Tourism And Pilgrimage	100	64	4	0.27
2	Religions	22	8	2	0.5
3	Annals Of Tourism Research	19	799	13	4.55
4	Ecumenical Review	19	9	2	0.07
5	Journal Of Heritage Tourism	17	137	8	1.44
6	Tourism	17	74	9	0.19
7	Travel Medicine And Infectious Disease	15	216	10	1.8
8	Culture And Religion	13	108	6	0.43
9	European Journal Of Science And Theology	13	24	3	0.5
10	International Bulletin Of Missionary Research	13	4	1	0.14

(Source: Authors own elaboration)

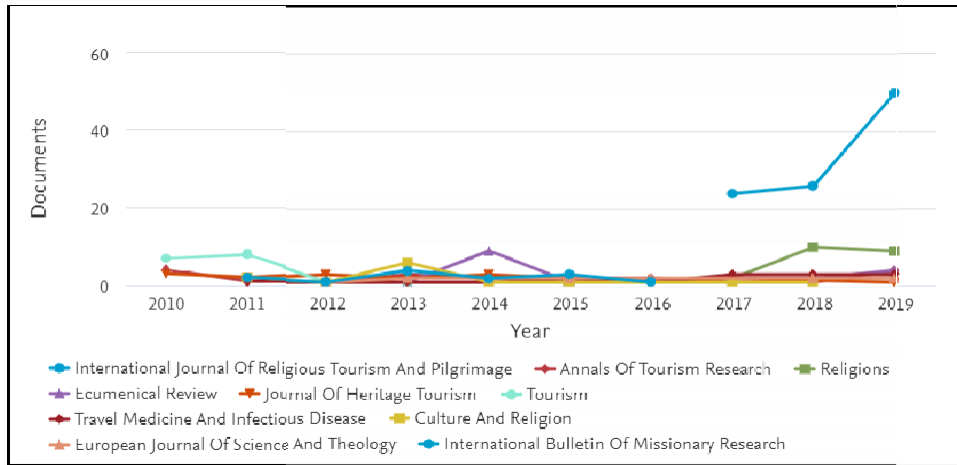


Figure 6. Most productive journals with number of documents

(Source: Scopus Database)

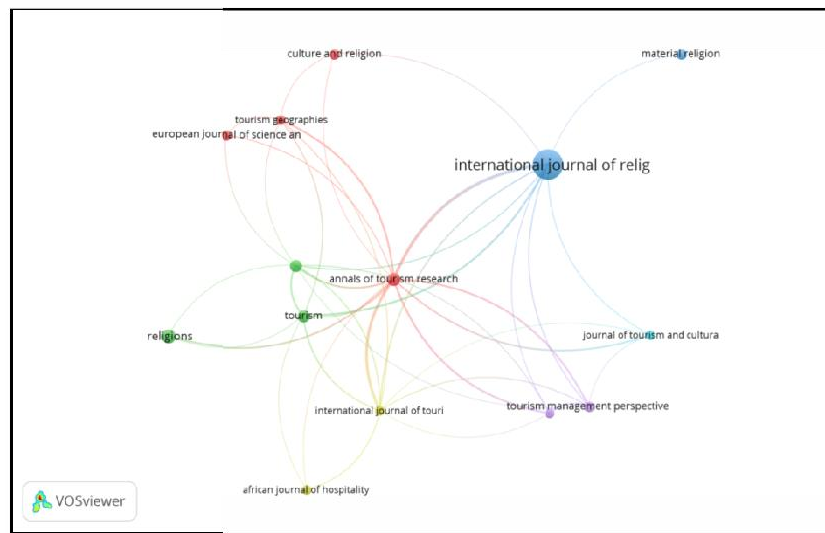


Figure 7. Productive journals based on citation (Source: Authors own elaboration)

Keyword analysis

The most frequently used terms as keywords are related to the field of religious tourism has shown in Figure 8; pilgrimage, tourism, religious tourism are commonly used followed by the terms tourist, site, place, hajj, diseases and Saudi Arabia.

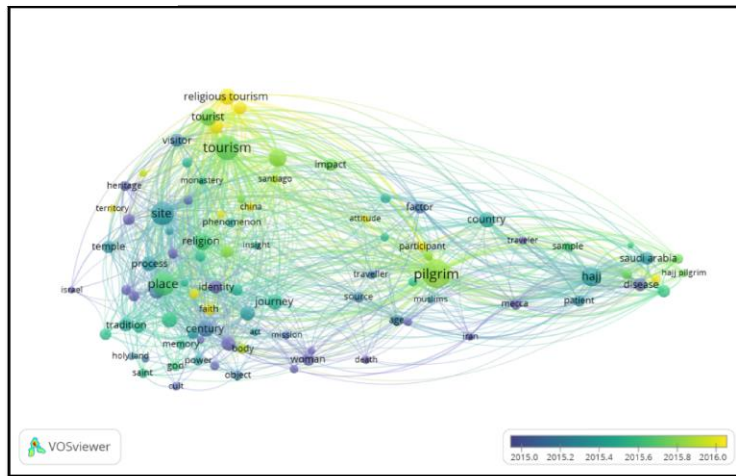


Figure 8. Cloud of keywords (*Source:* Authors own elaboration)

Discussion

Research in tourism, particularly in the context of religion and pilgrimage is one of the mature fields of study. These studies focused on qualitative, qualitative, and theoretical aspects of religious tourism. This study corroborated that there is an increase in scholarly work over the years, and also found there were studies in the field over a hundred years ago. Increasing scholarly work published in the leading journals is evidence of growing interest in the discipline (Kim & King, 2019), this was validated with this study as there is a number of journals from various disciplines such as medicine and health, sociology, psychology, anthropology, developmental studies, religious studies published papers. The yearly production of scientific publications is increasing immensely and this is evident in the study that the scholarly work over a period of time increased.

Pilgrimage tourism is considered worthy of examination by scholars from various disciplines (Kim & King, 2019) this evident in the study and interestingly studies from medicine and healthcare and geography increasingly produced research work. Similarly, the most cited and most published scholars are also from medicine, and this may be due to the concern over safety, travel-related health issues, pandemics. The topmost authors are affiliated mainly to the Ministry of Health Saudi Arabia, Riyadh, Saudi Arabia followed by the Ministry of Health Saudi Arabia and Riyadh, Saudi Arabia, Indiana University School of Medicine, Indianapolis, The United States.

Country wise contribution of publications in religious tourism came from The United States of America followed by the United Kingdom, Saudi Arabia, Australia, and India (93). Further taking the religion into the consideration of the given countries; most of them are following Christianity followed by Islam and Hinduism. International journal of religious tourism, Annals of tourism research, travel medicine and infectious diseases and journal of heritage tourism contributed more in terms of a number of publications and citations.

Conclusion

In this study, authors elucidated the use of bibliometric analysis for analyzing the research the output of the religious tourism over a period of time. The scholarly contribution of research in religious tourism has increased exponentially. Similarly, the most cited and published author works are also from medicine, and authors are affiliated mainly to the Ministry of Health Saudi Arabia, Riyadh, Saudi Arabia followed by Indiana University School of Medicine, Indianapolis, United States. International journal of religious tourism and pilgrimage is the most productive journal in terms of the number of publications and annals of tourism research is the most productive journal in terms of citations and h-index followed by the journal of travel medicine and infectious diseases occupied as per citations. Most productive countries in terms of contribution of publications in religious tourism are the United states of America followed by the United Kingdom, Saudi Arabia, Australia, and India. The most frequently used terms as keywords are pilgrimage, tourism and religious tourism are commonly used followed by the terms tourist, site, place, hajj, diseases, and Saudi Arabia.

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DESTINATION REVIEW OF KANHA NATIONAL PARK

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Introduction: One state that has always kept me captivated by the plethora of experiences that it can offer is Madhya Pradesh. Being geographically located in the centre of India, it is truly a Heartland of India. For me it's an epitome of Indian culture and heritage with its history dating back to pre-historic times. From the rock-shelters of Bhimbetka of Paleolithic and Mesolithic period, to Buddhist site of Sanchi of around 3 century BCE, the Khajuraho temple known for its enticing sculptures, several palaces and forts from medieval period to modern day cities of Indore and Bhopal, Madhya Pradesh has kept its enriching heritage alive in all its glory. This state is also home to around 25 wildlife sanctuaries, out of which Bandhavgarh, Pench, Panna and Kanha are the most renowned and visited by wildlife lovers around the globe (Madhya Pradesh).

Kanha – Kisli national Park is situated in the district of Mandla and Balaghat which is around 410 km of Bhopal, 160 km of Jabalpur and 270 km of Nagpur. Kanha National Park was created on 1 June 1955 and in 1973 was made the Kanha Tiger Reserve. The park consists of 940 km square core area and 1005 km square buffer zone. The national park is also made up of two sanctuaries, Hallon and Banjar, of 250 and 300 km² respectively. (<https://balaghat.nic.in/>) Although this park is known for Tigers, it has a unique mascot called “Bhoorsingh- the Barasingha” (the swamp deer). (<https://www.kanhakislinationalpark.com/>)

Kanha National Park has 3 gates called Khatia, Mukki and Sarhi and 4 safari zones called Kanha, Mukki, Kisli and Sarhi. The park gates open at around 5.30-6 am and the entry protocols starts as early as 5 am. We were already in the queue at around 5 am and the pitch darkness of the jungle and the cold weather literally gives you chills at these early hours. The no of safaris is restricted to around 15-20 at each gate. Due to Covid pandemic, every single safari was been thoroughly sanitized, and people were checked for their temperatures and mask were made compulsory and everything was noted in their registry along with the name and ticket number. It was really appreciable to see the discipline that is been followed for giving entry permits for each safari as well as individual (Kanha national park).

Last December, I visited the Madhya Pradesh for the 6th time and this time it was to Kanha National Park. I had already travelled to the other parks before and wasn't expecting more than the regular wildlife experience. But this place left me enchanted. The tribal village, the jungles, the people, the food, the art is something so intriguing that you wish to explore it more and more.

I have travelled to different wildlife sanctuaries across India and globally, but Kanha has a different vibe altogether. As we entered the park along with the first rays of sun, the forest started mesmerizing me. The first scene that welcomed me was the layer of fog floating upon the lake and grassland, a ray or two peeping out of the thick walls of trees and the quiescent landscape that totally left me spell bounded. With the rising sun, the movements started as the birds chirping and the animals coming out of their hideout to drink water and find food.

Kanha National Park is the host of the major animals (mammals) including the Barasingha or swamp deer (*Rucervus Duvaucelii*), Indian wild dog and the most famous Indian Tiger. Kanha is also home to several reptiles such as python, Indian cobra, Indian krait, fan throated lizard and Indian garden lizard. Moreover, giant danio, common rhabdora, mud perches, brown snakehead and green snakehead are the fish species that live in the national park.

Barasingha is known as the "Jewel of Kanha", as it is the place where this highly endangered species got saved and is now thriving well and has significantly seen a growth in their population. From just 66 of them in 1971 to around 800 of them in recent times, these beautiful creatures have seen revival through several decades of conservation work. Several initiatives such as eradicating weed, maintaining tall grasses and captive breeding have been carried out to see the successful habitation of them.

Kanha also homes another endangered animal called blackbuck. Blackbuck is an antelope species whose population had been declining since 1975. Furthermore, 2004 was the last time blackbuck was seen in Kanha. Because of this unfortunate event, Kanha decided to some animals into extensive areas of short grass with low density of shrubs and woody species since it would serve as a good rehabilitation sites for the blackbuck. 7000 blackbucks were translocated to Kanha and instead of releasing them into the wild, they were kept in an enclosure so they could be observed for any health problems. Thanks to this initiative, the blackbuck population is now thriving.

December been the breeding season for these animals, we could see their natural mating

behavior. Male Barasinghas were seen decorating their 12 antlers with weeds and leaves and creating special sounds to attract and impress females. In next 3 days and 6 safaris, I spotted 5 tigers, fox couples, Indian Gaur couple, wild boars, Blackbucks, black bear, owlets, eagles, lapwings, sandpipers, peacocks, Indian rollers and several monkeys. If you open your heart and ears, you will know that the forest speaks to you in its own magically language.

If this wilderness is not enough, then out there is an amazing village waiting for you. Around 155 villages are based in and around the buffer zone. These areas are inhabited by two major tribes of Gonds and Baigas. These tribes are also found in other parts of Madhya Pradesh, Maharashtra, Chhattisgarh, Andhra Pradesh and others. Most of these habitants are engaged in Agriculture, tendu leaves collection, along with traditional crafts of pottery, basket making, Gond paintings etc. Gond paintings are beautiful paintings depicting the wildlife with tiger, deers, trees, parrots, peacocks are their main characters. Gond peoples also create musical instruments. Whereas Baigas are known for their colorful beaded jewellery.

Both these tribes have extensive knowledge about the different types of tattoos and it is highly important in their culture. They prefer to eat kodo, kutki, paddy, jowar, wheat, corn and masoor. Pej is an important element in the food Men wear while women wear lugra and saree along with necklaces and ornaments made out of colorful beads and coins, silver and aluminum bracelets and armlets and bangles.

I had a chance to visit one such beautiful village as my resort was located in interiors of this village. The village was very clean and quite. The houses are made up of mud and painted with blue and white shades. The upper part is blue and bottom 2 ft is white and it signifies their devotion to lord Shiva. The house entrance is the important aspect of a home among these tribes. It signifies the reputation and wealth of the family. It has a huge door with the entire structure with roof on top. On the left and right side they have some spaces to keep their cattle and store the food grains. Bigger the door is wealthier the family. Inside from the flooring to the walls, ceilings, kitchen platform, storage cupboards, everything is made using wood and mud plasters and is well planned and designed.

I had an opportunity to visit one such home and meet a warm loving family. They were engaged in making Tendua leaves plates and Gond paintings for commercial use. The 4 days of stay was quite enriching not just for physical and mental rejuvenation but also for my awareness about

this community of Kanha. It was quite good to know that the place was self -sustainable and responsible in its own way towards the environment, people, and businesses.

Along with several initiatives of MP forest department, MP tourism department, Tribal department, many NGOs also play an important role in development and conservation of the tribes and animals. Together they have taken up initiatives to provide education, skill development training, employment opportunities to the younger generations. Tourism initiatives like Baiga Village tour and Baiga jewellery making workshops are highly appreciated by foreign tourists.

Several people have now been employed as wildlife safari drivers and guides. It is more remarkable that even women are now recruited on these jobs and do commendable work of spotting tigers, disseminating information about the forest, sharing legendary stories and providing a professional customer service.

Even the resorts have recruited women as Naturalists and Managers, who drive your around the park with equal enthusiasm. As we mention about resorts, there are about 10 standard resort, 8 deluxe, 6 luxury and 4 high end properties around various gates of Kanha.

I visited around 4 properties and it was good to know that they all promoted and practiced sustainable and eco-tourism. They were built using local and eco-friendly material, served local food, employed staff from local communities and extra care was taken to provide protection to wilderness. Activities on the resort were also based on concepts that would provide education and experience of the nature.

Suggestions:

- As a destination, there can be further development by providing information centre to get more information on the available experiences in Kanha and villages, creating wayside amenities, introducing solar lights, toilets, better sanitization and waste management facilities, medical facilities, essential goods supply outlets, etc.
- Provision of restaurants and public spaces for the people who come for a day visit from neighboring cities.
- They can create an interpretation centre to learn more about the wildlife and tribes and more professionally planned and marketed tribal tours.

- But while we say it needs development, it is equally important for the stakeholders to keep in mind the sustainability of the local culture, environment and the people of the area.

Conclusion

Overall, the experience of been in Kanha was an extraordinary one. Being a tourism consultant, I can see that Kanha is a great example of a well-planned and management tourist destination and have a balance of commercial and cultural life. The sanctuary is well maintained and monitored to eliminate illegal practices of animal poaching and trade. It also takes adequate measures to protect and conserve the flora and fauna and practice responsible tourism among all the stakeholders of the tourism product (wildlife safaris). It is also good to know that the village population is well aware and educated and open for better opportunities of employment and skills. It is a place where one can visit not just for leisure and fun but also to learn the culture of the natives and observe the incredible ecosystem of the Kanha forest.

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