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Editor's Note

As of February 2023, the global tourism industry continues its journey towards recovery from the unprecedented challenges posed by the COVID-19 pandemic. While the sector has made significant strides, it remains in a state of flux, with several key trends and developments shaping its trajectory.

The tourism industry has shown resilience and adaptability in the face of the pandemic. Many countries have eased travel restrictions, leading to a gradual increase in tourism activities, both domestically and internationally. However, recovery rates vary across regions. Domestic tourism has been a lifeline for the industry. Travelers have been exploring their own countries, contributing to the revival of local tourism economies. This trend is expected to continue as people prioritize safety and convenience. The vaccination campaigns worldwide have been a critical factor in reopening borders and restoring traveler confidence. Vaccine passports and proof of vaccination are becoming commonplace for international travel.

The digital transformation of the tourism sector has accelerated. Online booking platforms, contactless payments, and virtual experiences have become standard, enhancing both convenience and safety for travelers. Environmental and social sustainability have gained prominence. Travelers are increasingly interested in eco-friendly and responsible tourism options, pushing the industry to adopt more sustainable practices.

Traveler behavior has shifted, with a greater emphasis on health and wellness. Wellness tourism, outdoor activities, and remote destinations have seen increased interest. The integration of technology, including artificial intelligence (AI) and augmented reality (AR), has enhanced the travel experience. AI-driven chatbots and AR-enhanced tours are examples of these innovations. The aviation sector has seen a gradual recovery in passenger numbers. Airlines have implemented safety measures, such as improved air filtration systems, to mitigate health risks during flights. Challenges persist, including uncertainty about the emergence of new variants, sporadic travel restrictions, and a need for industry-wide standardization of health and safety protocols.

The tourism industry's recovery journey is ongoing, marked by a mix of optimism and caution. While the path ahead may still be uncertain, the industry's ability to adapt, embrace sustainability, and prioritize traveler safety positions it well for future growth and resilience. Monitoring the evolving landscape and embracing innovation will continue to be essential in the months to come.

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Contents

'Heritage Walks' as Emerging Tourism Product in Delhi, India

Mohd Saleem Mir & Ruth Nengneilhing

Abstract

The landscape of Delhi is covered by heritage monuments and filled with myriad stories and anecdotes. It has been the seat of power since time immemorial. Kings and kingdoms have shaped this region through the process of building and rebuilding over time. Heritage walks are the means of bringing this history alive for the visitors. Interpretation by walk leaders makes such walks interesting, knowleagable and fun. This study has attempted to understand heritage walks as a new and emerging product of tourism in Delhi. Online media has been used to collect the data and qualitative analysis is done to understand the impacts and importance of such heritage walks on the particpants. It is concluded that heritage walks are emerging as one of the important tourism products and the participants are highly satisfied. There is a need to have innovatively designed heritage walks so that the lesser known heritage of the city is explored, highlighted, interpreted and preserved.

Keywords: Heritage walks, tourism product, walk leader, heritage interpretation, Delhi Walks

Introduction

"Every nook and corner of the Walled City has a story to tell--from the sprawling havelis that have witnessed the glory of Mughal and British empires, to the many galis, chowks and bazaars that have evolved over generations."[1] This was the first line of an article published in The Economics Times on December 12, 2015. This is true but whole Delhi has much more to offer to tourists than just the Walled City. In fact there is a story in every corner of old and New Delhi as well as the areas adjacent to the India's capital. Tourists, both domestic and foreign, have always considered Delhi as the most important part of their itinerary. The landscape of Delhi is covered by heritage monuments and filled with myriad stories and anecdotes. It has been the seat of power since time immemorial. Kings and kingdoms have shaped this region through the process of building and rebuilding over time.

Tourists visiting Delhi can choose any of the following places and activities:

1. Visit religious places (Hindu, Muslim, Buddhist, Bahai, Christian, Sikh etc.)

2. Visit Monuments (Mughal, British, post-independence)

3. Visit bazars (weekly markets, haats, spice markets etc.)

4. Visit gardens (There are a large number of parks and gardens distributed all over Delhi.)

5. Delhi is also food haven where one can find cuisines of all the states of India as well as the most countries of the world.

6. And many more recreational and other activities available in Delhi.

Apart from these traditional activities tourists have now the option of experiencing the city in a more engaging way, through heritage walks offered by various organizations and individuals. The first heritage walk in India was probably conducted in Ahmedabad (Karim et.al., n.d.) but Delhi has become the major city offering myriad thematic walks. Apart from usual stakeholders Delhi Metro also started heritage walks[2] in 2015, when it announced the heritage walk to explore Old Delhi.[3] By 2016 there were already 85 different walks offered in Delhi by different organizations (including Delhi Metro

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Rail Corporation) under different themes of nature, heritage, food and photography. Delhi Walk Festival was organized by 'I Love You' to showcase these different walks offered.[4]

Heritage Walks in Delhi is an important strategy to achieve the following objectives:

1. Create awareness among citizens about the key historic areas within Delhi.

2. Help citizens and tourists to relate to the historic parts of the city in a more personal and intimate manner.

3. Draw the citizens of Delhi and tourists into areas of rich cultural and architectural Heritage, which are not yet on the tourist itinerary.

4. Heightening sensitivity of the local populace towards the historic value of settlements and encouraging local communities to conserve and preserve their own heritage and inculcate a sense of pride and appreciation among them.

5. Initiate community based conservation efforts involving citizens, volunteers and other organizations.

Brief Literature Review

Markwell, Stevenson and Rowe (2004) have conceptualized "the heritage walks as a form of cultural interpretation situated within a cultural planning context, with links to strategies of urban re-imaging and economic development". Heritage Walks have been considered and recommended as an important tool for promoting sustainable historical tourism (Thomas 2010). Walks are exhibiting of heritage as a category of living exhibit by interacting with and encountering heritage in its natural habitat. This is different from the usual category of living exhibit where an environment and space for representation is created artificially for a specific time to showcase culture (Jafa 2012). Delhi Chapter of INTACH (2014) has two types of heritage walks provided in Delhi – regular walk and customized walk. There are a few individual specialized heritage walk providers like Navina Jafa, Sohail Hashmi, Surekha Narayan, Sanjeev Chaturvedi and Manjit Singh (Dubey, 2013). Liddle (2011) and Barton & Malone (2014) have provided extensive details about the heritage walks that could be conducted in Delhi. INTACH (Delhi Chapter) has also brought out a book depicting twenty walking trails in Delhi (2014). Smith (2015) through his book makes one walk through the labyrinths of Delhi city and provides stories behind the street names, stories behind the forgotten buildings which can be very useful for a walk leader to make the interpretation interesting. Heritage Walks are supposed to provide an insight into the historic era and heritage structures which tell the story of Civilizations in Delhi (Srivastava, 2015). According to (Jafa, 2012) the potential of exhibiting culture through heritage walks has not been fully explored in India, though walks have become a popular activity in many cities. Most of the literature in the form of books on heritage walks in India is actually the guide books depicting the walks the one can take in different cities.

Objectives

1. Explore the 'heritage walks' providers and organizers in Delhi.

2. Understand the perception of participants of 'heritage walks' towards the concept and their satisfaction levels.

3. Examine 'heritage walks' as an emerging tourism product.

Data and Methodology

The data for this study was collected from the online sources. Many of the participants of heritage walks have commented on the online platforms. The comments were selected randomly from a total of 207 reviewers or posters (those who posted reviews) on tripadvisor. in. 'Voyant Tools' was used for the qualitative analysis of the comments. Voyant Tools is a web-based open and free software for the qualitative text analysis of a corpus of textual data.

'Heritage Walks' Organizers in Delhi

A list of some of the Heritage Walk Organizers in Delhi is given in Table 1. This information has been collected from their respective facebook pages, showing the 'followers' and 'likes'. It must be noted that facebook, though a good criterion to judge the popularity, cannot be considered the only source for categorizing the walk organizers.

Table 1 Some Heritage Walk Organisers in Delhi

Organization/Individual	Facebook page	
	Followers	Likes
Delhi Food Walks	2,62,052	2,06,887
Delhi Heritage Walks	11586	11705
Delhi Heritage Walks with Sohail Hashmi	8415	8303
INTACH Heritage Walks	7364	7268
Walk to Heritage	2828	2836
Heritage Walks Old Delhi	385	390
OLD DELHI Heritage Walks	89	86

Source: Compiled by the author from (list is not exhaustive)

Delhi Food Walks

This is the most popular heritage walks organiser on the social media and has verified facebook page. This was founded on May 20, 2012. It is an initiative that connects all the foodies and let them share food secrets with the people around. It is a multi cuisine platform that serves

the delicious delights on wheels in pocket fitting price. This has got recognition by Outlook Traveller, Indian Express and HT City featuring its stories. It has a total of 676 reviews, with average of 4.3 of 5 stars (see Fig. 1). It has a large foreign tourist fan base.
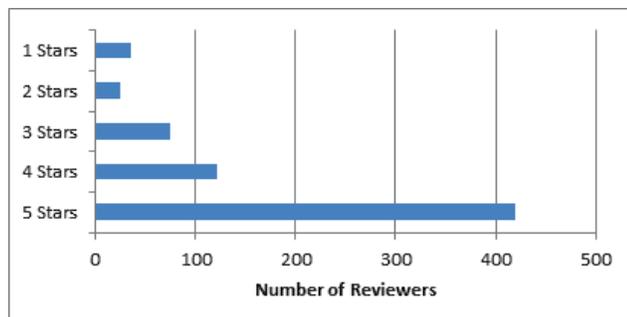

Fig. 1   Reviews of Heritage Walks in Delhi *(N=676)*

Some recent walks organised by Delhi Food Walks are given in the Table 2.

Table 2 Some Trails of Delhi Food Walks

Date	Theme of the Walk
March 4 2018	Mother Earth, Sister Seeds: A farmland food trail
December 31 2017	The Great Bakra Feast
November 5 2017	Delhi Walk Festival – Kebab and Biryani Trail in Old Delhi
October 14, 2017	NBT Flavour Food Festival – Delhi's first street food fusion fest
September 27, 2017	Durga Puja Food Trail
August 11, 2017	50 must eats in Delhi by Delhi Food Walks
June 17, 2017	Iftar and Sehri Food Walks
December 4, 2016	Momo Mania at Majnu Ka Tila by Delhi Food Walks
December 4, 2016	Breakfast food walk in Kamla Nagar
December 3, 2016	CR Park Food Walk – The Bong Connection

Source: Compiled from facebook page of Delhi Food Walks

Delhi Heritage Walks (DHW)

This was started in 2009, according to the information given on their facebook page. No information is provided about the rate of walks. It has a total of nine reviews (eight are five star and one is one star). Although DHW is an important stakeholder in Delhi walks, its online facebook reviews are not many. The reason is that DHW has its own website dedicated to providing the information about its walks. The site is very interactive and people can book the walk online, customise their walks according

to the availability of time and location and choose the walks of their interest or even suggest new walks. This shows that only social media can't be used as authentic source to judge the popularity. This is again an important stakeholder in organising and managing the heritage walks in Delhi. The mjor objectives of their walks are to: 1) Experience the city of Delhi, its neighbourhoods, as never before; 2) Explore the lesser known parts of the city; and 3) Enjoy heritage as not only the past but a living tradition.[5] Some of the walks recently conducted by DHW are given in Table 3.

Table 3 Some Trails of Delhi Heritage Walks

Date	Theme of the Walk
April 29, 2018	Exploring Mehrauli Archaeological Park
April 22, 2018	Stories of Shahjahanabad: Heritage Walk to Chandni Chowk
March 10, 2018	Landmarks of 1857: Northern Ridge
February 25, 2018	Exploring Tughluqabad
February 18, 2018	Heritage Walk to Lodi Garden
November 5, 2017	Phoolwalon ki Sair: Festival of Flower Sellers
October 8, 2017	Delhi in 1857: Heritage Walk in Kashmiri Gate
September 24, 2017	The Hall of Thousand Columns: Heritage Walk to Jahanpanah
September 10, 2017	Medieval Tombs in English Garden: A Walk through Lodi Garden
July 23, 2017	Heritage Walk to Qutub Complex

Source: Compiled by author, 2018

Delhi Heritage Walks with Sohail Hashmi

Sohail Hashmi is a well known face of Heritage Walk organisers in Delhi. He operates alone and is also associated with other organisers as senior Walk Leader. His heritage interpretation skills are highly appreciated. Hashmi also offers out of Delhi tours also. His Mango Walk is highly popular in which more than 30 varieties of mangoes are offered with the history and stories related to mangoes that make the walk highly interesting. Some of his recent walks are given in the Table 4.

Table 4 Some Trails of Heritage Walks by Sohail Hashmi

Date	Theme of the Walk
March 18, 2018	Kashmiri Gate Walk
March 11, 2018	Turkman Gate Walk
February 18, 2018	Aravali Biodiversity Park Walk
February 11, 2018	Matia Mahal+Non-Veg Food Walk

January 21, 2018	Chawri to Chandni Chowk Walk
December 24, 2017	Humayun's Tomb Walk
December 17, 2017	Lodhi Garden Walk + Picnic
December 3, 2017	Nizamuddin Walk
November 11, 2017	Delhi Walk Festival – Urdu Bazar, Jama Masjid, Non-veg Street Food
October 29, 2017	Tughlaqabad and Adilabad Walk

Source: Compiled by author, 2018

Other Organizers / Stakeholders

There are many other players offering heritage walks in Delhi. Many Tour Operators are also conducting such walks. Delhi Metro also started organising heritage walks in 2015. These are known as Delhi Metro Walks. It offers its passengers to participate in Heritage Walk in Old Delhi every Saturday.[6] Surekha Narain also conducts walks in Delhi as well as other cities. Delhi Walks[7] is also a popular walk organiser in Delhi. It offers walks ranging from INR 600 to INR 2000. Some of its popular walks are: The Djinn Story, Nazm-e-Nizamuddin, Delhi's First City, The Khilji & Tughlaq Story, Mehrauli Archaeological Park Walk, Leading from the Front – Gandhi Tour, Built Legacy of Mughals etc.

There are many online platforms where tourists can book these walks. These participants then review the walks. On tripadvisor.in, 207 participants of heritage walks have reviewed the trails offered in Delhi. Out of 207 reviewers more than 65 per cent (135 reviews) have said that the walks are excellent and about 33 per cent (68 reviews) considered them very good (See Fig. 2).
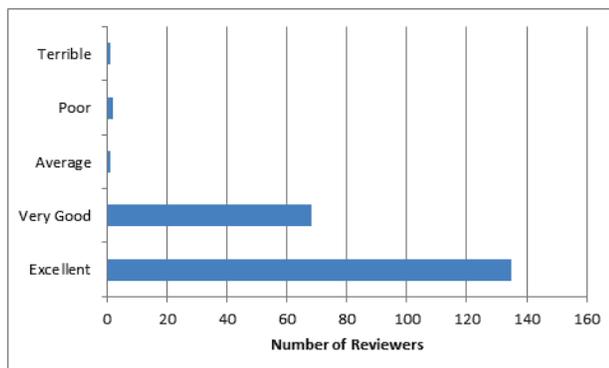
Fig. 2   Online Reviews of Heritage Walks in Delhi *(N=207)*

Qualitative Content Analysis of Online Reviews Using Voyant Tools

A corpus had a total of 963 words with 400 unique word forms. Vocabulary density is 0.413. A word cloud (also called as cirrus) of the corpus reveals that the particpants have considered the walks as 'interesting', 'knowledgeable' and did 'recommend' to the people to take up such walks (See Fig. 3). Word cloud is a visual display of the most frequent words in the text corpus.

This word cloud consists of 75 most frequently used words. Mostly the words used are positive, pointing to the satisfaction levels of participants.

Fig. 3   Word Cloud of the Corpus of Comments by Participants

The ten most frequent words/terms used by the participants of heritage walks are given in the Table 5. From the table it is clear that participants have very positive attitude towards the heritage walks conducted by different walk-leaders. This is further clear by looking at the contexts that these most frequent words have been used.

Table 5 Word Count (10 most frequent words/terms)

Word/Term	Count/Frequency
Walks	25
Delhi	23
Walk-Leader	15
Heritage	12
History	12
Highly	7
Interesting	7
Recommend	7
Knowledgeable	6
Great	5

Contexts of Most Frequently Occuring Words and Terms

The voyant tools processes the text corpus into 'contexts' where a part of sentence is put on the left and right side of the given word to show how that word is placed within the text. Knowing the context in which the most frequently occuring words are used, we can get an insight of the perceptions and feelings of participants towards their respective walks and walk-leaders. The contexts for the most frequently occuring word 'walks' is given in the Table 6. I have italicized the important words that give us the sense of perception of particiapnts. The words *interesting, pleasant, impressed, planned* and *organized* point towards the success of the organizing agency. The terms

knowledgeable, committed, and specialized show that the walk-leaders are doing their job well and participants are liking their interpretation of the heritage. Apart from having fun the participants seem to gain knowledge about the history and heritage of Delhi as is obvious from the words *convinced, informative, interactive, alive etc.*The participants seem to want more such walks as well as recommend to others. The terms like *went on numerous, been to many, am dying to go, will join more* etc. show that heritage walks are becoming a passion for some participants. However, one participant has considered the walk *longish.*

Table 6 Context of the word 'walks'

Left	Term	Right
spent and definitely *recommend* these	walks	. I have started going for
going for most of the	walks	and find them *well planned*
knowledgeable. I highly recommend the	walks	It is so pleasant to
so *pleasant* to join this	walks	As you look back at
went on numerous of their	walks	. Always *interesting*, with very good
been to many times for	walks	, but today I learnt the
I have been through one	walks	and *am dying to go*
Walk-Leader! I *highly recommend* heritage	walks	. One knows a lot about
I *will join more* such	walks	. I was highly *impressed*, not
the Mutiny Memorial. Delhi Heritage	walks	is done by very *committed*
the history *alive* by organizing	walks	to the monuments in Delhi
the monuments in Delhi. The	walks	are a blend of history
that Walk-Leader share during the	walks	, I have become *convinced* that
have attended so far 03	walks	(Mehrauli village, Lodhi garden & Firoz..
one of their Walk-Leader . The	walks	as always are *well organized*
of participating in " Jahapanah & Begumpur"	walks	Some facets of Delhi history
University. Thanks to Delhi Heritage	walks	for exposing me to and
of our history. A *longish*	walks	(2.5 Km) over slightly rough

Left	Term	Right
worth every bit of the	walks	*Strongly recommend* it to all
exploring it via the heritage	walks	was a different experience altogether
a different experience altogether. These	walks	are fairly *specialized* (each in
my third walks with Delhi Heritage	walks	, and I would highly recommend
history. Attend Phoolwalon ki Sair	walks	Very *informative, interactive* and VFM
Very informative, interactive and VFM	walks	Must do! This was my
and its historical perspective. These	walks	are recommended as a must

It is well known that the success and failure of heritage walks depends on the walk leader and her knowledge of the subject and interpretation skills. She has to be well prepared for any question that participants may ask. She has to act like a human resource manager who can manage a large group of diverse personalities having unique expectations from the same walk. The comments of participants show they have lauded the overall characteristics of walk leaders. Looking at the context associated with the term 'walk-leader' we can see that the walk-leaders play an important role in the success of a heritage walk (Table 7). Participants used many adjectives to praise the walk-leaders – *lovely, wonderful, extremely knowledgeable, enthusiastic, verbose, interesting and very good.* These terms and words provide an insight as to how a walk leader should be.

Table 7 Contexts of the Term 'walk-leader'

Left	Term	Right
Informative and easy… Our	Walk-leader	was *lovely* and we would
Old Delhi. Beautiful, Informative walk!	Walk-leader	was a *wonderful, knowledgeable* and
a wonderful, knowledgeable and *enthusiastic*	Walk-leader	. We *really enjoyed* the time
well planned and great knowledgeable	Walk-leader	especially Walk-Leader who really knows
great knowledgeable Walk-Leader especially	Walk-leader	who really knows her stuff
Always interesting, with *very good*	Walk-leader	. Some interesting new places June
all my expectations. Our tour	Walk-leader	was *extremely knowledgeable* and enthusiastic
on hot summer day… Our	Walk-leader	was *verbose* - taking us back

heritage walks under the guidance	Walk-leader	was quite *interesting*… Though it
Really enjoyed the walk! Amazing	Walk-leader	! I highly recommend heritage walks
about the history and the	Walk-leader	are amazing. I will join
interesting chunks of information that	Walk-leader	share during the walks, I
thanks to our very knowledgeable	Walk-leader	. I'm not giving this a
(Kotla) with one of their	Walk-leader	. The walks as always are
I think I'm hooked. Our	Walk-leader	took us thoroughly what looked

The five of the top 10 frequently used words in all the comments are in praise of the walks, walk-leaders and the overall concept of heritage walks. These words are 'highly', 'interesting', knowledgeable', 'great' and 'recommend'. Table 8 shows the interesting contexts with which the terms heritage and tourism have been used by the participants of heritage walks. These contexts show us that the participants enjoyed the walks while learning about the history and heritage of the city. The heritage walks are actually a way of educating the population about their cultural heritage. While on heritage walks you come across many stories about the places that you think you knew very well and these anecdotes change your perception. You realise how less you knew about a place you have been walking through and witnessing everyday. These walks bring history alive and one knows a lot about the otherwise hidden gems of the culture, history and heritage. It instills pride in people and make them aware of their heritage, thereby inspiring them to preserve it.

Table 8 Contexts of the terms 'heritage' and 'history'

Left	Term	Right
Sunday free. I joined this	heritage	Walks of Lodi Gardens. It surpassed
weekend time. Really *enjoyed* the	heritage	Walks to Feroz Shah Kotla Fort
little about our *city's rich*	heritage	. I have been through one
Visited Lodi gardens today. The	heritage	Walks under the guidance of
Amazing Walk-Leader! I highly recommend	heritage	walks. *One knows a lot*
and the Mutiny Memorial. Delhi	heritage	Walks is done by very

have visited with them. A	heritage	Walks was the *best way to*
who is intrigued by Delhi	heritage	and history. I had an
number of times, but the	heritage	Walks *gave the insights* which I
Delhi University. Thanks to Delhi	heritage	Walks for *exposing me to*
But, exploring it via the	heritage	walks was a *different experience*
is my third walks with Delhi	heritage	Walks, and I would highly
looking to *better understand* the	history	and stories of Old Delhi
but today *I learnt* the	history	of all the wonderful monuments
interesting facts about the place.	history	*comes alive*. Really enjoyed the
knows a lot about the	history	and the Walk-Leader are amazing
young people who bring the	history	*alive* by organizing walks to
walks are a *blend of*	history	, architecture, stories and rich discussions
are well-versed with the	history	of every brick and stone
intrigued by Delhi heritage and	history	. I had an *opportunity* of
walks Some *facets of Delhi*	history	, which were, otherwise unknown to
so many hidden gems of	history	in the Northern Ridge which
about this period of our	history	. A longish walks (2.5 Km

Finally, if participants are happy with the walks this must be clear from their comments. In tourism the visitor is the best advertiser as the satisfied customer brings back more customers. This is exactly what is happening with the heritage walks. The participants are recommending these walks to others.

Conclusion

'Heritage walks' is emerging as one of the most sought after activities to explore and experience in Delhi. Although these walks have been offered for almost a decade now their popularity has increased recently. People are more interested in knowing the history of place and engaging with it than mere visiting and gazing the monuments. The traditional guide system might ultimately change and give way to this form of heritage interpretation, which can prove more sustainable in the long run, especially in urban settings. There are many stakeholders and heritage

walks organizers but many more such service providers will be needed in the near future. The participants of heritage walks are highly satisfied with the service being provided. With increasing interest of people in heritage walks, it is imperative to have skilled, knowledgeable walk-leaders available. Innovative ways need to be used to devise walks that are more comprehensive and suitable to majority of the participants. More researches are needed in this field so as to guide the service providers and government agencies about the policies and guidelines to be framed for heritage interpretation. The covid-19 and the associated lockdowns have affected the tourism in general and heritage walks in particular, as these include the participation of people in groups. However, the organizers and individual walk leaders have come up with the innovative ideas and did offer online heritage walks. There is the need to explore and analyze the perception of participants and the walk organizers regarding such new formats.

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Tourist Destination Assets as a Factor Influencing Traveler Feedback (The Example of Kazakhstan, Almaty Region)

Prashant Kumar Gautam

Abstract

The importance of branding strategy in the sphere of tourism, which demonstrates rapid growth, shows the experience of developed tourist countries. When implementing national and destination branding, different theoretical and practical branding models are used depending on the specifics of each territory. At the same time destination assets form the image about the territory. On the part of tourism destination managers it is important to choose destination assets that are rational. Accordingly, in this study, we tried to answer the question of what assets a developing tourist destination has. As a result of the destination branding strategy, we can note an increase in the number of tourists, their satisfaction with the trip, their desire to return and offer to others.

The steady economic growth caused by the development of tourism in the country, the employment of the population, the restoration of historical and cultural sites and their popularization as a national heritage encourage developing tourist destinations to use models of rational branding. Considering the effectiveness of the growth of the tourism industry for the developing tourist destination, an empirical experience in the Republic of Kazakhstan was conducted, a questionnaire survey and regression analysis was conducted to test the presented hepotheses. The hepotheses presented in the study are aimed at identifying the relationship between the assets of the developing tourist destination and the travelers' feedback. The article's review of the branding literature found that local residents are a significant participant in branding practices. When a branding strategy is supported by residents, residents execute it with a sense of patriotism. And if the locals find the destination branding strategy inappropriate for the image of the territory, they will not support it and destination branding will not be implemented. At the same time, the conducted study also includes the population's ambassadorial activity.

Keywords: Destination Branding, Recreation Areas, Tourist Facilities, Compulsory Activities, Destination Activities

National branding is usually implemented in one direction. However, there are individual destination and branding focused on several countries (Semone & Kozak, 2012). Policy makers at the national level understand better the power of branding to promote national goals (Dinnie, 2008). Tourism competition between cities, metropolitan areas, and countries has intensified. Thus, community leaders have begun to differentiate the perception of their territory and create brands of certain destinations (Hautbois C., 2019). Destination managers should keep in mind that the uniqueness of the effect generated by destination assets and the population is one of the factors influencing the promotion of a destination (Lai et al., 2021). In doing so, scholars emphasize differentiation and the unique nature of a destination as factors that reveal the nature of the destination brand and consider it the basis of brand assets. This raises a reasonable question, what are the components of the assets of a tourist destination. It is obvious that the process of formation and branding of a destination brand will be associated with destination assets. Accordingly, we believe that a significant role in the process of destination branding is played by destination assets identified in the study. The factors influencing the customary branding process can include macro environmental factors, geographical constraints, history, influence of various and stakeholders, management and feedback (Balakrishnan, 2009). The task of the destination brand is to give the pre-selected market relevant and effective characteristics of the particular brand and to consolidate them (Morgan et al., 2011). Today, trends and research related to destination branding focus on

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the concepts of strategy, experience, consumer brand equity, compatibility (attachment) with the destination, destination loyalty, word-of-mouth distribution, media. (Ruiz-Real et al., 2020). In addition, destinations should choose combinations of brand components that will promote rational decision-making by travelers and build loyalty to the tourist destination (Balakrishnan, 2009; Kladou & Kehagias, 2014). Branding is a form of essentializing the association and inclusion of part of the population within its own cultural identity, (Anderson & Morrison, 2002; Balakrishnan, 2009) also limit those who are not protected by the brand (L. V. Prott & P. J. O'Keefe, 1992).

Literature Review

The lifecycle of a destination image can be placed as follows: image structure, information processing theory, information sources, behavioral component, image level, formation process (Rodrigues et al., 2012). However, the occupation of branding, the activity associated with the creation of a logo, is still purely technical (Anholt, 2007) According to the research of Yang Xu, Jingyan Li, Alexander Belyi, Sangwon Park, the questions of determining the national image included «Which aspects positively influence the state image and which hinder the interest of tourists?», «How much the common image about the state matches the image that the state wants to form?», «What principles should be considered when making up the state brand in the tourist destination?» (Xu et al., 2021). From the above questions, it follows that the main influences on the country branding process are internal and external factors. The idea that states position themselves as brands is most familiar to marketers today, as well as to many economists and politicians (Papadopoulos & Heslop, 2002). As a result, international marketers have understood how to attract capital to their brands in terms of effective use of domestic destinations (Papadopoulos & Heslop, 2002). In doing so, it can be seen that the parties leading destination branding in brand equity offer consumers an initiative role and put it at the center of the strategy (Ruiz-Real et al., 2020). It is important to note that brand loyalty, suggestion expression, and return depend on quality (Hosany & Gilbert, 2010; Kladou & Kehagias, 2014). The existing mechanisms of destination branding consist of the following components: perceived approach, stakeholders, target market, marketing activities, communication, positioning, differentiation, feedback (Aaker, 1991). It is assumed that the drivers of strategic planning for destination branding include economy, service, transit hub, retail and tourism (Balakrishnan, 2009; Braun, 2012; Kim et al., 2018). Branding strategy is the formation of a strong brand (Kotler et al., 2013) and is related to a destination's reputation activities: if a destination has a good reputation, it can attract investors and tourists

(Jiménez-Esquinas & Sánchez-Carretero, 2018).

Brand theory in its development has reached the commercial experience and realized mainly in two areas: tourism (Balakrishnan, 2009) and export marketing. There has been an active exchange of best practices in commercial marketing and "target marketing" for many decades, and in fact the term "destination branding" has been used for at least a decade (Anholt, 2010).

Kavaratzis and Mihalis construct a five-step model of destination branding. Firstly, the researchers look for answers to such questions as destination resources, the current state of development. Secondly, the stakeholders share their vision of the destination brand, revealing the essence of the proposed branding strategy. At the third stage of consultations dialogues about the set goal and tasks are built, residents' views and their perceptions depending on the chosen brand assets are discussed. Fourthly, work is done to bring the above processes to the chosen destination. In the fifth stage of model, it is found out what opportunities the destination has in terms of investment, work force, education, recreation, and the need to implement them arises. However, it is believed that all stages can be carried out simultaneously (Kavaratzis & Hatch, 2021). As seen from the research, when determining the factors revealing the nature of the destination brand, it is necessary to pay attention to the differentiation and uniqueness of the destination, and the factors identified have been called the basis of brand assets (Brent Ritchie & Ritchie Brent Ritchie, 1998; Cathy H. C. Hsu et al., 2008; Tasci & Kozak, 2006). In addition, tourist destinations must constantly monitor how much of the destination's image has taken hold in the minds of tourists. This is because consistent and systematic implementation of the positioning strategy extends the duration of successful destination branding practices (Qu et al., 2011).

Feedback

A country's tourism planning strategy and range of services should be based on the preferences of foreign travelers. Nevertheless, depending on the geographical location, the origin and culture, religious views of the nations may be one of the reasons why tourists come (Xu et al., 2021). According to Koens et al., 2021 research, today, researchers and destination managers need to pay special attention to the ways of destination activities that create demand according to supply. In addition, access to tourist sites, attractions, and cultural events leads to a much more frequent pairing of supply and demand (Koens et al., 2021). The content of destination branding research is related to concepts related to consumer behavior. For example: stability, satisfaction, application, gaining experience, acceptance, motivation, choice, intention, interest. In addition, the terms «quality of service» and

«communication through consumers», including «word-of-mouth» and «suggestions» are often used (Hankinson, 2005). Although an element of a destination has no effect on satisfaction, it can have a significant impact on an individual's future actions.

Given the above grounds, we assume that the «Recreation areas», «Attractive tourist faciliti», and «Compulsory activities» as presented by destination managers, are important components of destination brand assets. If one of the objectives is to increase tourists' desire to return or recommend to others, the relationship between individual destination attributes and the desire to return and the desire to offer to others should be determined (Kozak, 2003). Well Hosany & Gilbert reasoned that the feeling of satisfaction from visitors' experiences with the destination gives an impetus to present to others (Hosany & Gilbert, 2010). In addition, the relationship between current performance and satisfaction needs to be determined in order to determine the factors that influence satisfaction. In destination management, we prioritize the process by determining in advance which criteria are important (Kozak, 2003). The presence of consumer feedback in the process of destination branding is one of the main goals. Accordingly, the existence of a link between the assets of a destination and the types of consumer feedback led to the following hypotheses.

H 1:   The offered leisure destinations by destination managers influence the level of satisfaction, the desire to return and to offer to others;

H 2:   Visits to attractive tourist destinations offered by destination managers affect the level of satisfaction, the desire to return and offer to others;

H 3:   The use of compulsory additional services provided by destination managers affects the level of satisfaction, the desire to return and offer to others;
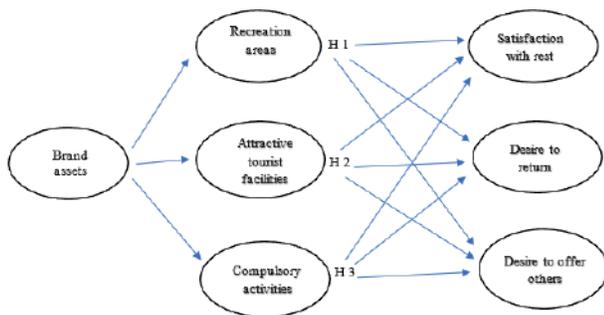
Fig. 1   Hypothetical model of destination branding for developing tourist destinations

To test the hypotheses presented in the study, an empirical experience was conducted in the Almaty region of the Republic of Kazakhstan, located in the center of the Eurasian continent. A positive image of the state

is a favorable tool to attract investment in the tourist infrastructure of the country and the sale of Kazakhstan as a tourist destination. Besides, it will be profitable to present and promote Kazakhstan's tourist goods to the world market and increase their competitiveness. Tourist interest arises due to various factors of tourist destination in regions. These factors can include increased interest of Western Europe and the USA in alternative cultural products of Asian countries; business and investment attractiveness of the country; assessment of the tourism sphere in Kazakhstan as one of the priority directions; historical and cultural values and special traditions of the Kazakh people; diversity of tourist and recreational resources for recreation (Smykova, 2015). The ancient trade route Silk road, which connected Europe and China and crossed the southern part of modern Kazakhstan, Almaty region, is a historically important factor (Kantarci, 2007). Even though Kazakhstan obtains large reserves of natural resources, it still cannot form the tourist image of the country. In this regard, the formation of an optimal tourist image (Smykova, 2015) is one of the main tasks of the Almaty region in the field of tourism as a developing tourist destination.

Results

Research Tools

According to the study, a survey was conducted. The survey questions include nineteen questions, which are divided into three sections. The first section contains demographic questions such as age, gender, place of residence, acquired knowledge and is presented in the table below.

Table 1 Demographic information about the survey participants

	Unit of measure	Quantity	Percent %
Age	16-24	290	58,4
	25-34	103	20,7
	35-44	66	13,3
	45-54	5	1,0
	55-64	29	5,8
	65 +	4	0,8
Gender	male		35,4
	female		64,6
Education	High school	74	14,9
	college graduate	117	23,5
	Bachelor's degree	257	51,7
	Master's degree	34	6,8
	Academic degree (PhD, Candidate of Sciences, Doctor of Sciences)	15	3,0

Income level	$ 186 and below	87	17,5
	$ 186-437	111	22,3
	$ 437-926	149	30,0
	$ 926-1310	71	14,3
	$ 1310-2183	56	11,3
	$ 2183 and up	23	4,6
Frequency of travel	I don't travel at all	197	39,6
	rarely	119	23,9
	sometimes	111	22,3
	often	40	8,0
	very often	30	6,0
Total		497	100

The second part of the questionnaire, questions related to the unique image of the destination and desired additional types of services were asked, while the third part identified recommendations and attitudes toward returning, giving feedback and recommending to others. The scores according to the questions were based on a Likert scale. In the second part «How often do you associate your vacation with the following destinations in the Almaty region?» the question offered 1 to 5 ratings in thirteen categories. Where 1-not at all, 2-rarely, 3-infrequently, 4-frequently, 5-very often.

Next question: as a destination brand on a tourist trip, rate your interest in visiting the following sites? The questionnaire presents tourist sites of Almaty region, including Historical Culture Monuments, Natural Parks, UNESCO sites. Respondents were able to rate their interest in visiting the objects, the total number of which is 25, ranging from 1-5 based on the Likert scale. 1-very low, 2-low, 3-medium, 4-good, 5-very good. In order to find out what additional services respondents are interested in during a tourist trip to a destination, 12 types of additional services were offered to choose from, 1 - fundamentally no, 5 - on a highly probable scale.

The third section, called «Your Opinion», is aimed at obtaining information about residents' ambassadorial activities related to the tourist destination, i.e. satisfaction, the desire to return and to offer to others. The survey was conducted on an electronic platform, May 2021. The information obtained was processed by IBM SPSS 28.

Regression analysis was performed to test the hypotheses presented. The analysis was conducted among the properly selected vacation destinations as assets of the destination's evolving tourism brand, attractive tourist attractions, obligatory activities and satisfaction with rest, desire to return, desire to offer others. In particular, how satisfied are you with your trip to a developing tourist destination? Is it possible to return to the Almaty region as a tourist destination? Can you introduce the Almaty region to others as a tourist destination? - the relationship between the issues and the assets of the destination has been revealed. Regression analysis conducted to determine the relationship between the recommended vacation destinations, attractive tourist attractions, compulsory additional activities and the level of satisfaction, the desire for repeat visits, the provision of others is presented in the following table.

Table 2 Results of regression analysis reflecting the relationship between Destination brand assets and respondents' feedback

Recreation areas				
	R	R-square	Regression	Remainder
Satisfaction level	165[a]	0,027	14,489	515,203
Desire to return	215[a]	0,046	14,145	291,492
Desire to recommend to others	196[a]	0,038	16,224	405,525
Attractive tourist facilities				
Satisfaction level	229[a]	0,052	27,681	502,010
Desire to return	224[a]	0,050	15,361	290,275
Desire to recommend to others	215[a]	0,046	19,438	402,312
Compulsory activities				
Satisfaction level	242[a]	0,058	30,928	498,764
Desire to return	232[a]	0,054	16,398	289,239
Desire to recommend to others	312[a]	0,098	41,150	380,599

According to the results of the regression analysis conducted to determine the extent to which offered vacation destinations by destination managers affect satisfaction and desire to return, to offer to others, R was 165[a]; 229[a]; 242[a] and the regression equals 14.489; 27.681; 30.928. In the analysis conducted to determine the relationship of visitation to offered tourism sites with measures of trip satisfaction, re-visitation, recommendation to others, R was 229a; 224a; 215a ke, and the regression was 27.681; 15.361; 19.438. In the regression analysis results on the extent to which the use of compulsory extras offered by destination managers affects satisfaction and desire to return, to offer to others, R 242a; 232a; 312a. The regressions were 30.928; 16.398; 41.150.

Conclusion

In order to test the hypotheses presented in the second stage of the study, a regression analysis was conducted between the assets of the developing tourist destination brand and the desire to be satisfied with the trip, return, offer to others. In particular, the level of correlation was determined with the following questions «How satisfied are you with your trip to the developing tourist destination?», «Is it possible to return to the Almaty region as a tourist destination?», «Can you introduce the Almaty region to others as a tourist destination?». Nevertheless, the evidence of the above-mentioned links in this study was examined from the perspective of the population's Ambassador activity and was based on the views of Lai et al. that the population proudly performs Ambassador activity if they find destination brand assets rational, if they are involved from the beginning of the destination branding process. The average indicators of the population's assessment of destinations, facilities, and types of services in a destination showed a high level and coincided with the indicator of the population's patriotic feelings towards their place of residence. The views of Lai et al., that the population can carry the ambassador activity of a destination worthily if it considers destination branding rational were tested in this study in developing a practical model of destination branding.

According to Snepenger et al., 2004, 2007, residents of the region and visitors revealed the meaning of the place and offered the destination as the keeper of meaning of certain experiences. They emphasized that living in a destination, using services and goods, and interacting with others creates meaning of the place, a parable. Accordingly, this study shows the importance of destinations of recreation and services provided in a destination, presented as assets of the evolving brand of the destination. In addition, Snepenger et al., 2004, 2007 views that attractions, compared to activities, evoke much more vivid emotions for tourists and residents also justify our suggestion of attractions as destination brand assets in our study. Kladou & Kehagias, 2014 found that brand assets have a positive effect on awareness and quality, while awareness affects quality and associations (imaginations), in addition, quality and associations (imaginations) affect loyalty (Kladou & Kehagias, 2014). Accordingly, we believe that the relationship presented in the study between level of satisfaction, the desire to return and to offer to others and recreation areas, attractive tourist facilities, compulsory activities as assets of the developing tourist destination brand can be used in the theoretical and practical model of destination branding.

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Sustainable Tourism Restoration Through the Lens of 'Cultural Legacy' Post-COVID 19: A Rapid Review for Future Uncertainties

Sanjeet Singh, Meenu Bhardwaj & Neha Devi

Abstract

The tourism industry globally faced an absolute halt and an intense plunge during the 2 years of COVID-19 outbreak and the resultant lockdown. A faster recovery became vital to the global financial health as the tourism industry contributed US$ 8.9 Trillion to the economy in 2019. The current study acknowledges the role of the cultural legacy of a nation to address the degrowth and dangers of COVID19, as well as highlights a sustainable path to revitalization in case of future uncertainties. A bibliometric review and thematic study of 467 studies is carried out to understand the relationship between culture and different categories of tourism, and to examine the level of integration required for economic revival, and to review the policy decisions taken by the developed nations. Further, the current study suggests a direction for developing and undeveloped tourism nations for the sustenance of the global tourism sector.

Keywords: Culture, Heritage, Tourism, Restoration, COVID-19, Sustainability

1. Introduction

The outbreak of COVID-19 has posed a critical challenge to the world, directly impacting human lives, economies, and societies at all levels. COVID-19 broke out in December 2019 in Wuhan, China, and transmitted to the rest of the world with over 208 million confirmed cases and 3.8 million deaths (as of Aug. 17, 2021)[1].WTO announced COVID-19 as a global health emergency to curb the situation, thus resulting in travel restrictions, nationwide lockdowns, prohibition of gatherings, and physical distancing measures. This decision served as a blow to the tourism & hospitality industry, plunging it down by 49.1% worldwide [2]. UNESCO Report states that heritage, archaeological and natural sites, and museums have been completely/partially bolted in over 128 countries globally [3]. The year also witnessed a global drop of 18.4% in the workforce in the tourism sector [4]. As per the latest report published by UNWTO, the loss is 11 times more than the crisis of 2009. The latest statistics by UNWTO shown in Fig. 1 recorded a global drop of 95% during Jan-May 2021compared to 2019 in the international arrivals. International tourism is picking pace by degrees in 2021 as against 2020.

Fig. 1 International Tourists' Arrivals and the % Change

Source – World Tourism Organization (UNWTO)Data collected by UNWTO, July 2021. Publishes: 21/07/2021

The tourism industry is crucial to the financial health of the global economy, infusing US 8.9$ Trillion in 2019[9]. Tourism is an age-old phenomenon with numerous industries and economic activities dependent on it. Culture and heritage are the breath and backbone of tourism [5]. According to the World Tourism Organization (WTO), 40% of international tourism is motivated by culture, with a 15% annual increment in demand[4]. UN has stressed the

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need for harnessing the power of culture where the EU and UNWTO are constantly working on the communal objective by embedding it into all 17 SDGs [6].

Previous literature has evidently portrayed the world's reliance on culture to boost cultural tourism [7]more than 20 years after being declared a World Heritage Site by UNESCO (in 1996 and the resultant improvement in other dependent areas and communities. Several articles have analyzed the impact of COVID-19 on different types of tourism and tourism stakeholders[8] and the suggested policies for revival at the and national level [9].Some papers have studied the shift in tourism perception amid COVID,tourist behavior, andnew emerging travel markets[10]impeding tourism demand recovery. This study aims to explore the behavioral consequences of potential tourists' personal perceptions of travel risks in pandemic threats. This study integrates risk communication and stress coping theory to address the research objectives and identifies interventions for psychological resilience. A sample of 1,179 potential adult travelers residing in Korea was surveyed online through quota sampling by age, gender, and region of residence, utilizing structural equation modeling to validate the proposed research model. The results showed that the two types of risk perception (personal- and societal-level.However, the significance of 'culture'in economic restoration is undermined and least discussed globally.

The current article addresses the gap and sheds light on the subtle presence of 'culture' and 'cultural elements and their potential employment in official systems to repair the depressed sector. The study proposes to deliver an insight into the salient features of culture concerning tourism during the pre-pandemic and pandemic times. It is of utmost importance to understand the tourism drivers that have existed for decades and utilize them most sustainably to emerge from the pandemic. To accomplish the goal, we perform a rapid review of studies investigating the impact of cultural factors on tourism and those exploring the impact of cultural tourism on the economy. Moreover, this study consists of a brief bibliometric analysis of the relevant literature in the concerned research field, presenting an extensive compendium of the literature steering to unique propositions. The study conducts a bibliometric analysis of documents from the Web of Science database.

This paper runs on a threefold aim. First, we will check the role of culture in promoting tourism and contributing to the economy. Second, we provide a knowledge framework of the part of the culture in the restoration of economies post-covid. Third, we take lessons from tourism-rich locations and provide recommendations for

improvement to the low-scoring tourism destinations. This paper will progress as follows: the subsequent section sketches the methodology employed for this study, the third section outlines the major themes for discussion, the fourth section presents future possibilities to the researchers, and the last section summarises the conclusion.

2. Research Methodology

We use the Web of Science as the primary data source for this rapid review. The search approach included the usage of "Travel" ("Tourism" OR "Tourism Economy" OR "Business Tourism" OR "Leisure Travel"), AND "Culture" ("Heritage Sites" OR "Recreational" OR "Ethnic" OR "Spiritual"), published from 1999 until 2021. Statistical data and current policy picture is extracted from International publications - United Nations World Tourism Organization (UNWTO) & United Nations Educational, Scientific and Cultural Organization (UNESCO).

The PRISMA diagram (see Fig. 1) demonstrates the screening process employed. Out of 1156 studies, we removed 176 duplicates, 114 incomplete, and 28 foreign language articles following the PRISMA Guidelines. We eliminated 347 full texts as they were unrelated to tourism or only about culture. After finalizing a list of 467 articles, we performed a bibliometric analysis. Five tourism categories of economic importance identified are–

Table 1 Tourism Categorization

Type	Tourism Categories
Type 1 – Travel to deepen global networks	MICE, Educational, NGO Volunteering, Justice tourism, Short-term work contract
Type 2 – Travel to experience nature euphoria	Adventure, Nature, Agrotourism, Ecotourism, Environmental, Experiential, Experimental, Alternative tourism, Enotourism, Extreme tourism, Geotourism
Type 3 – Travel for faith, community & peace	Spiritual, Religion, Historic, Wellness, Family
Type 4 – Travel to witness culture & history	Culinary, Cultural, Fashion, Literary, Militarism heritage, Musical, Ethnic, Atomic, Disaster
Type 5 – Travel to relax	Leisure, Accessible tourism, Sports, Entertainment, Cruise

Medical tourism has been intentionally excluded due to its least relevancetothe host destination's culture.
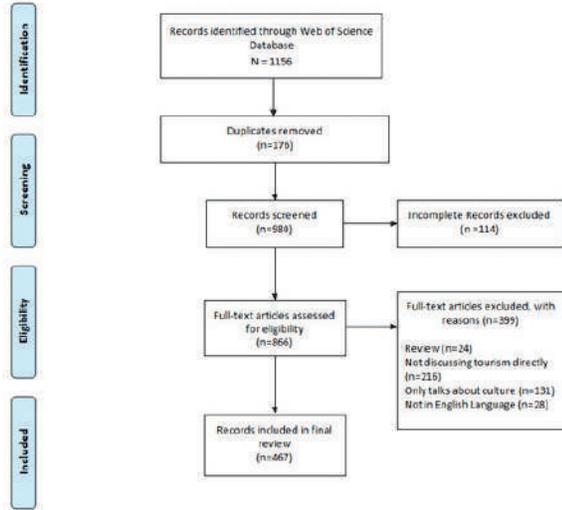
Fig. 2   Identification and Screening of Research Papers

3. A Brief Bibliometric Review

The section below presents results from the bibliometric analysis of chosen papers.

3.1 Source Impact

Fig. 3 shows the top 10 journals that makeup almost 30% of the selected articles under review and their h-, g-, and m-index of the top ten sources. H-Index is an author-level quantitative metric analysis that measures the research contribution. G-index is n if a researcher has published n papers that combined have received at least n2 citations; the m-index is the h-index per year since the first publication[11]. The top 10 sources have an average of 11.56 citations per document and an average collaboration index of 2.47.
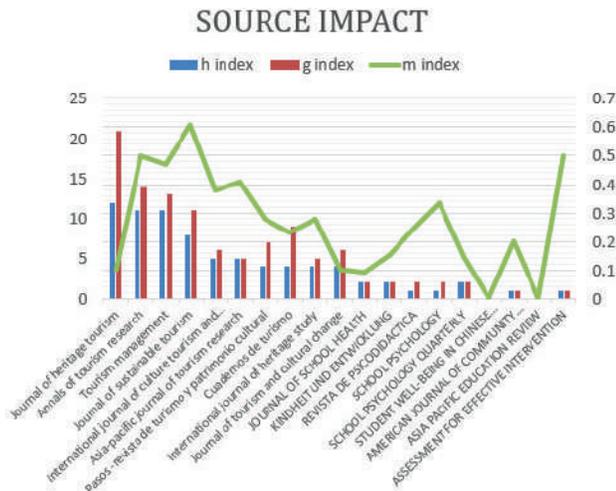
Fig. 3   Source Impact

3.2 Author's Impact

Table 2 presents the top 10 authors from the literature and their h-index, g-index, m-index, and total publications.

Table 2 Author Impact

Author	h_index	g_index	m_index	Total number of articles
LOPEZ-GUZMAN T	4	7	0.667	7
CORSALE A	3	3	0.6	3
HERNANDEZ MG	2	3	0.118	3
KUMAR S	2	3	0.667	3
SAIDI H	2	3	0.167	3
SANTA-CRUZ FG	3	3	0.5	3
SU MM	3	3	0.25	3
WALL G	3	3	0.25	3
ABDULLAH NS	0	0	0	2
AGRUSA J	1	2	0.083	2

3.3 Country Collaboration Map

In the country collaboration map in Fig 4, the pink line details the collaboration between two countries. The thicker the pink line, the more the partnership. The blue shade represents the number of times the country has published works, with the darker blue shade portraying the highest publications and grey indicating null.

Fig 4   The Country Collaboration Map

3.4 Prominent Keywords

In the literature reviewed(Fig.5), the most recurring keywords are Sustainable Tourism, Conservation, Management, Cultural Heritage, Experience, satisfaction, impact, identity, demand, attitude & Community Participation. Conservation and management of tourism destinations are the factors of significant concern, and its linkage with cultural heritage and community is a leading discussion in the articles[12]. 'World heritage' brought a surge in less-active destinations to build & promote

natural, cultural, and unexplored resources with the help of local stakeholders to alleviate economic problems like poverty and aid in globalization [13]. Tourism is effective in the preservation of declining historic cities. In contrast, tourism development poses irreversible damage to the location and locals, deteriorating the economy in the long run. Participation and support of the local communities are critical to balancing the two sides.

Fig. 5   Word Cloud of Prominent Keywords

4. Thematic Discussion

The modern tourism lens perceives destination as a construct of visitor perception and intention, cultural compression, and supplier commoditization. Tourism deconstructs the various elements of the destination and re-moulds it to present an experiential package.

Fig. 6   Thematic Framework

4.1 Type 1 – Travel to deepen global networks

Today, business is impossible without active and continuous updating and exchanging of new technology, information, and participation in meetings, conferences, seminars, and more[14]. For decades, the MICE industry has held grand events in cultural settings to sensitize the world about the glorious heritage of the host countries [15]colonial city, and French imperial capital turned provincial city in the wake of Africa's independence movements, Saint-Louis in Senegal stands out among the cities of Sub-Saharan Africa. Inscribed on UNESCO's

World Heritage List in December of 2000, the city should be a cultural reference point on the nation's tourist circuit. Over fifteen years after its inscription, the greater "Saintlouisian" (from Saint-Louis. Destination perception and image of the to-be hosting location play a part in the location selection decision. The heritage and historical advantages of the site pull attendees to a particular destination. Two-thirds of visitors extend their trips to indulge in recreational activities like weekend tours, theatre, and cultural events[16]. Bongkosh's study suggests that Thailand's advantages over other countries for organizing conferences were diversity, climate, beautiful Art and culture, and well-priced food and beverages [17]. The local host culture influences the destination-loyalty intention of study abroad students [18]. 93% of Peru's tourism is cultural, attracting the older & wealthier tourists and young visitors through special international student discounts and volunteer projects. The business tourism revival strategy must consider the cultural and social impact of the hosting location to build a global business & education hub in the post-covid times[19].

4.2 Type 2 – Travel to experience nature euphoria

Nature adventure is prevalent in developing countries (E.g., Galapagos Island, Costa Rica) with abundant natural riches. According to the Icelandic Tourist Board, nature is a prominent tourism factor in Iceland, attractive to most international visitors compared to developed nations such as Great Britain and the USA [20]. Nature tourism is estimated to have over 8 million annual visitations and links to mental well-being [21]. A related term is 'Ecotourism,' which means to experience local cultures through travel in rural areas while taking part in wilderness adventure [22]. Australia's World Heritage Area, the Great Blue mountains, is well-known for visitors' natural and cultural values [23]. For a natural environment to be considered a tourist getaway, ecosystem services (i.e., food and water, culture, climate, and flood control) contribute to its making[24]. Tourism in Hawaii has come to a halt due to unprecedented times. The local authorities are taking this opportunity to restructure tourism objectives and corroborate the high engagement of residents in developing sustainable tourist products [25]. Kusumaningrum's study on tourism trends after the pandemic revealed that nature tourism is sure to be the dominant choice in the travel plans of millennials with the primary intention of exploration and wandering [26].

4.3 Type 3 – Travel for faith, community & peace

According to the UNWTO, tourism motivated by religion is one of the oldest and most common forms of travel that has approximately 900 million annual visitors, with 40% of spiritual voyages taking place in Europe and 50% in Asia. Religious Tourism constitutes activities

like visiting sacred locations, pilgrimages and worship, traveling to religious monuments, and traveling for faith-based events and celebrations;it offers the resources for preservation, raises awareness regarding heritage and culture, and helps develop the region and local communities [27]. The COVID-19 rose to peeks in the initial six months of 2020, during which the number of visitations and tourist activities to European shrines reduced by 90-95%[28]. The closure of the Hajj pilgrimage caused turmoil in the religious emotions and an economic loss of USD 8.5 billion [29].During the pessimistic times of the pandemic, people turned to religion as an anchor by exhibiting financial assistance to the sacred sites, planning future visits, and expressing support to those ill on the online platform [28]. One of the main reasons religion offersshelter from emotional turbulence is that religious productions and presentations are cultural constructs. They come as stories drawing social, cultural, political, and spiritual perspectives [30]. Pilgrimage tourism has suffered and survived several blows like 9/11 and the financial crises of 2008. A risk-free world is an impossible arrangement; however, change and adaptation arethe only constants[31]. A region's strength lies in the multitude of historical-cultural sites and abundant knowledge transmission to the visitors [32]. Dubai is the finest example of a country that offers a high-quality dynamic experience (where old meets the new) while at the same time ensuring the preservation of its resources. The strategy aims at protecting the nationals' interest and well-being, continuous investment in technology, building human resources, hosting cultural understanding centers, and promoting economic development [27].

4.4 Type 4 – Travel to witness culture & history

The need to gain first-hand exotic experience of the deep-seated practices of indigenous cultures stimulates the ethnic factor of tourism. Curiosity and culture is the root motivation for the concept [33]. Indigenous people are a dying breed worldwide that needs awareness and conservation. Such tourism has emerged as a powerful tool to boost ethnic minority groups' identities by offering them opportunities to showcase their culture and traditions and build the self-confidence and commitment needed to safeguard their traditions and identity [34]. China, a popular destination for ethnic tourism, has foreign backpackers visiting ethnic villages, theme parks, and minority homes, shopping for handicrafts and souvenirs, and attendingsignificant events such as the Shoton festival and water splashing festival [13]. Oakes examines the heritage-based transformation in Chinese rural towns and calls heritage 'technology of government' for development. Ethnic minorities

can work as ethnic service providers, increasing rural incomes and furnishing urban leisure as tourism offers a balanced socioeconomic solution [35].Japan promotes local community culture through anime that motivates fans to visit those destinations and repeatedly experience the local Japanese culture. In Japan, content tourism (e.g., J-pop, manga, and anime) has attracted a substantial international fan base triggering tourism for ethnicity, education, and recreation[36]. Community tourism in Africa has encouraged the provision of necessary support in the exposure, training, and finance to improve local livelihoods through alternative work opportunities that will reduce pressure on natural resources and boost their living standards[37].Post-covid restructuring has already started in the Spanish Mediterranean that aims to proffer a blend of heritage assets, local daily life experiences, and culture in the mountain villages by using the GIS System (Geographical Information System) for systematic planning [38].

4.5 Type 5 – Travel to relax

Recreational tourism involves leisure, sports, or cultural events as participants or spectators. Travelers look for experiences and not just services. For as much recreational service is a vital element that combines the cultural and geographical aspects and engages space in different ways, accommodating touristification (commencement of a tourist place) even in non-tourist conditions[39]. The positives of recreational dimensions define the value of European countries to a great extent. Recent decades have transformed current land resources into space for recreational activities (E.g., Coffee culture in non-coffee destinations like UK and Sun and Beach tourism on the Andalusian coast) [40].Tourism in Orlando (Walt Disney World, SeaWorld Orlando, and Universal Orlando Resort) generates more than USD 75.2 billion annually for the ancillary industries as of 2019[41]. Tourism in China's UNESCO Heritage Site, Kaiping Diaolou, led to an increase in recreational facilities in the area that directly impacted the employment opportunities and economic growth, improved the cultural identity, and aided in the conservation of the historical-cultural establishments [42].George [43], in his study on recreational sports, discovered that people today can find peace and balance in today's rising pressure and stress at sporting attractions with high emotional and cultural potential. Culture and sports tourism are closely associated with one another as they offer international understanding and intercultural experience. Camping, an emerging tourism segment, is a $150 Billion Industry [44]. For example, in Germany, forestry is on the rise. In the Netherlands, people are engaged in hiking [45]. A survey on active leisure travel indicates that tourism will resume with a kick-start as (45.9%) of travellers have planned for glamptrips after Covid-19.

Studies	Country	Methods	Models
Underberg-Goode, Natalie M.[50]	South America	Empirical and Observational	Ethnographic Fieldwork
Parga Dans, Eva Alonso González, Pablo[51]	Spain	Empirical	Mixed-Method Approach
Berg, Fredrik [52]	Norway	Empirical	Photogrammetry
Weng et al.[53]	China	Empirical	Delphi Technique
Lak, Azadeh Gheitasi, Mahdi Timothy, Dallen J.[54]	Iran	Empirical	Network Analysis Model and SWOT Analysis
Wang, Zhe Marafa, Lawal[55]	China	Conceptual	Content Analysis
Perić, Blanka, Et Al.[56]	European Union	Empirical	Descriptive Statistics, Pairwise Correlation
Dai, Tianchen Zheng, Xing Yan, Juan [57]	China	Empirical	Hypothesized Path Model, Testified Path Model
Groizard, José L. Santana-Gallego, María (Groizard& Santana-Gallego, 2018)	Arab Countries	Empirical	Gravity Model
Krool, Volodymyr P., et al. [59]	Ukraine	Empirical	K. Polyvach
Asmelash, Atsbha, et al. [60]	Ethiopia	Empirical	Structural Equation Modeling (SEM)
Cuccia, Tiziana, et al. [61]	Italy	Empirical	DataEnvelopmentAnalysis (DEA)
Price, William R., et al. [62]	UK	Empirical	Discourse Analysis Methodologies
Medina, Laurie Kroshus[63]	Belize	Ethnographic	
González Santa-Cruz, Francisco, et al. [64]	Spain	Empirical	Multivariate Approach
Tegelberg, Matthew [65]	USA	Empirical	Frame Analysis
Rech, Giovanna, et al. [66]	Italy	Empirical	Descriptive Univariate Statistics
Altaba, Pablo García-Esparza, Juan A. [38]	Spain	Empirical	GIS System
Leask, Anna Rihova, Ivana [67]	UK	Empirical	Descriptive and Inductive Approaches
Vuin, Ana, et al. [68]	South Australia	Empirical	ThematicContentAnalysis
Agrusa, Jerome, et al. [25]	Hawaii	Empirical	Descriptive Analysis
Durak, Selen, et al. [69]	Europe	Conceptual	Atlas Project Selection Criteria
Park, Sunwoo, et al. [70]	South Korea	Empirical	DC-CVM
Cheer, Joseph M., et al. [71]	VANUATU	Ethnographic	Foster's Approach
Kumar, Sushant, et al. [72]	Global	Empirical	Multiple Regression
Aburumman, Asad A. [73]	UAE	Quantitative & Qualitative Methods	Descriptive Analysis
Nardiello, et al. [14]	Ukraine	Theoretical	
Lai, Lawrence W.C. [74]	Hong Kong	Empirical	
Park, Hyungyu[75]	South Korea	Multi-method (Qualitative) Approach	Ethnographic Approach
Durak, Selen, et al. [69]	Turkey	Qualitative Case-Study	
Morris and Sanders [76]	USA	Case Study	
Wang and Bramwell[55]	China	Qualitative	N Vivo Software and Ritchie and Spencer's (1994) FrameworkApproach

Yasuda, Hiroko [77]	Japan	Empirical	Post-structuralistsModel of Authenticity
Beltramo, Riccardo, et al. [78]	Italy	Empirical	Mixed-Method Approach
Steve Ha and Grunwell[79]	USA	Empirical	IMPlanSoftware modeling System
Del Río, Juan, et al. [80]	Spain	Empirical	American Customer Satisfaction Index (ACSI)
Lobo, Heros, et al. [81]	Brazil	Conceptual	Technological-methodological
Canale, Rosaria, et al. [82]	Italy	Empirical	Dynamic PanelData
Besermenji, Snezana, et al. [83]	Canada	Empirical	SWOT
Schiller, Anne [84]	Indonesia	Theoretical	

5. Policy Implication

The massive impact of COVID-19 on the global tourism sectors and the influence this sector has on the economy will likely persuade a historic crisis, even if the pandemic withdraws. This study highlights the relationship between culture and tourism to revive the economy in the post-covid era. Digital/Virtual tourism brought in quick solutions to tourism-deprivation; however, digital tourism cannot substitute actual tourism in the long-term. Developed countries resorted to virtual mode more efficiently than the developing/under-developed regions, even though the scenario portrays a richer cultural assets hold of developing nations to be better than the developed ones. This is the power that requires strategic channelization to tackle the depressing outbreak.

Culture Integration in policies and initiatives for achieving sustainable goals is the bridge that transmutes goals into reality [46]. Acceleration of culture into tourism boosts several sub-sectors, indirectly enforcing the UN's 17 SDGs [47]. The most crucial benefit of an emerging nation is its cultural and natural resources that need optimal capitalization to remove poverty and hunger. Participation of indigenous and local communities, especially the women segment, builds capacity for business and decent job opportunities to produce local cultural and recreational products while ensuring the sustainable development of the environment[48]. Traditional knowledge and skills are the heart of creativity and a resilient attitude that helps face global issues like climate change and natural disasters. It is the driver of innovation and infrastructure[49]. Culture builds channels for solid communication and information, which further aids in disease prevention. The culture encourages the nation's youth to indulge in education related to arts and linguistic interactions, thereby building an inclusive platform for them to become global citizens. Energy consumption, social inclusion, technology efficiency, sustainable production and consumption, wastewater management,

sanitation, and safety measures are powered by cultural conduct[49]. Culture steers the path for an environment of respect for terrestrial and marine ecosystems and tolerance and understanding to lay grounds for societal peace.

Tourism elements, Conservation and management and enriched experience happen at the individual level. While technology-cultural integration happens at the institutional/authority level. The proposed model illustrates a sustainable state of affairs for tourism through the interdependence of the four major cognitive and physical occurrences at a destination.
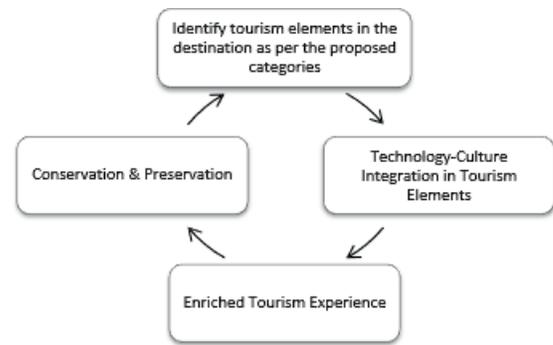

Fig. 7   Proposed model

The memory power of the five sense organs shapes an individual's perception of a landscape, the taste of a local dish, the historic smell of the monuments, and the sway of the local music. An enriched experience turns into a memory of a lifetime. The most successful destinations are the ones that strongly link tourism to their culture through the involvement of the stakeholders of both sectors. UNWTO's Roadmap for inclusive growth includes building resilience, formulating better policies, cultivating the culture of digitization, sustainable exploiting natural and cultural resources, improving infrastructure, and encouraging entrepreneurship.

Thematic Propositions	
Enriched Experience	
1.	Emotional experience and engagement through the five sensory organs
2.	Marketing strategies and investment planning for involving local communities in offering high-quality handicrafts and souvenirs in the developing nations
3.	Strengthening the 'belief system' in the host location and its impact on tourism
4.	Creating space for multi-culturalism
Culture-Technology Integration	
1.	Post-Covid Travel motivation that derives from traditional practices
2.	Presentation of untapped historical resources through online mode(Video & informative campaigns)
3.	Re-launching the image of destinations
Methodological Proposition	
1.	Need for disseminating cultural knowledge by leveraging different digital technologies
2.	Need for Experimental evidence on the emotional engagement of tourists
3.	Need to use digital technology to reduce the ecological burden of tourism
Policy Propositions	
1.	Government role in building an inclusive tourism sector collectively through innovation, employment, and entrepreneurship (productive partnerships)
2.	Inclusion of AI in the cultural strategies of the government
3.	Relief funds and support measures for the culture and creative industries, SMEs, labor market, and other vulnerable groups

Fig. 8   Future Research Propositions

6. Conclusion

A bibliometrics review and thematic study on 467 papers reported the crucial relationship between culture and tourism and the need for its focused integration towards economic and societal revival post-covid. People worldwide have felt an absence and have recourse to culture for connection and assistance, resulting in a shift towards digital and tech-based tourism during Covid-19[85]. Not all countries could benefit from the change, and the reason is a lack of resources or the proper focus. Nations need to build a roadmap focused on their culture to restore tourism and build a deeper connection with tourists. The prominent strategy for the revival plan is to focus on marketing strategies that evoke emotions, touch feelings, and move an individual through culture while aligning with the UN's SDGs.

The present study has taken into consideration the global tourism picture of the COVID-period till August 2021, no account has been made for the infection types and

intensity, tourist fear situation post the consideration period. Future study can address tourism revival in specific developing tourism destination. Future research can focus on factors other than cultures like a visitor's medical health, response measures and politics, and impact tourism, which excluded our study.

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An Assessment of Impact of Service Quality Dimensions on Guests Satisfaction: A Study of Houseboats of Kashmir

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Abstract

In the hospitality sector, the idea of guest satisfaction refers to the perception of tourists based on their judgement of the quality of service offered by the service provider. As the sophistication and diversity of the visitor pool has grown, so has the demand for improved ways to monitor and improve customer satisfaction in the hospitality business. The literature review has added many new realities to the hospitality industry, which the industry has successfully adopted. This study was carried out to measure guests' satisfaction with the services they rendered during their stay at Houseboats of Kashmir. The study's goal was to utilise the SERVQUAL model to gauge how satisfied guests were with the various Dal Lake houseboats' levels of guest services. Based on prior research, a tool was developed, and its validity and reliability were evaluated in a pilot study. Descriptive research design was applied for the present investigation. A total of 278 questionnaires were found suitable for analysis. Collected data was analysed through SPSS 20.0 software. The proposed hypotheses were tested through multiple regression approach by using SPSS 20.0 version. The study revealed various valuable details about the service quality of the Houseboats of Kashmir.

Keywords: Service Quality, Customer Satisfaction SERVQUAL, Hotel Industry.

1. Introduction

Tourism is the world's largest industry and is being widely used as a way to stimulate economic development. Its role has become an integral part of the country's development policy. In some countries, the hospitality industry has also played a crucial role in domestic tourism (Sharpley, Richard, and Telfer, David J., 2002, Bazazo et al., 2017; Wang et al., 2012). Throughout its history, the profession has been widely influenced by social interactions and regarded as the primary driver of tourism in the world (Brotherton 1999; Haddioui & Jahidi, 2016). Parayani et al. (2010), the increasing competition for high-quality service has affected hotels' profitability and customer satisfaction. According to Berry, Bennet, and Brown (1989), this issue can affect customers' brand image and loyalty. Arbelo-Perez and colleagues (2017) stated that the Quality of hotel services is essential in determining an individual's overall efficiency.

The Quality of hotel services varies depending on the region and type of service offered (Assaf and Tsionas, 2018). A quality organization is one that consistently exceeds the expectations of its customers. This is defined as a business that provides exceptional service that contributes to the satisfaction of its customers. Evans & Lindsay (2010), the scope of attention the hospitality industry has received in recent years has focused on the various types of hotel units (Vallen & Vallen, 2012; Neac□u et al., 2011; Fleşeriu, 2011). The hospitality industry has been widely acclaimed as contributing to the tourism industry (Oltean and Gabor, 2017). The Quality of its services and its high customer satisfaction are two key factors that will determine the success of any business (Hung, Huang, and Chen, 2003). Hotels must understand their guests' needs to provide them with the best possible service. This can help minimize waste and maximize resources as Quality management (QM) is

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linked to competitive advantage globally (Molina-Azorin et al., 2015).

According to the International Organization for Standardization, quality management identifies and implements quality policies, procedures, and goals. This process can help improve the organization's performance. The relationship between the satisfaction of customers and the Quality of service is a critical topic in modern research. "Due to the increasing number of people using the internet, the need for more accurate and updated service quality models has also been acknowledged. This has resulted in researchers continuously developing new models that can meet the industry's requirements" (Sureshchandar et al., 2002). The Quality of services and customer satisfaction are the factors used by researchers in assessing the performance of various products and services(Taylor & Baker, 1994). In order to gain a competitive advantage and retain consumers, it is critical to consider customer happiness through service. (Iacobucci et al., 1995). "*Service quality has been found to considerably influence behavioural intentions*" (González *et al.*, 2007). Customer satisfaction measurement helps determine how service processes and outcomes align with service quality and tourist satisfaction ratings. These four notions were compared to see whether there were any patterns (Yap & Kew, 2007). Service quality is an essential factor that influences the satisfaction of customers. It is often done to improve an existing study or fill a gap.

SERVQ-UAL, a five-dimensional service quality measuring construct, was released in 1988 by A. Parasuraman, Valarie Zeithaml, and Leonard L. Berry. In 1985, it was released for the first time. While designing this model, various dimensions and aspects of service quality were considered to gauge customer perceptions and expectations. It was designedby expending the expectancy-disconfirmation model that compares service performance with customer expectations. The quality of services provided to the guests depends on the pre service expectation and post service perception. A service can only be perceived as excellent only if it meets customer expectations or exceeds it. As such SERVQUAL model has been used in diverse research contexts ranging from banks (Parasuraman et al., 1991) to tourism (Fick & Brent, 1991) to hospitals and hotels (Babakus & Boller, 1992, Bukhari et al., 2013). However it is nowhere to be found that SERVQUAL model has been used to study and investigate service quality of houseboat accommodation neither in the study region nor elsewhere.

2. Review of Literature

Service quality is critical in a tertiary sector such as the hotel business (Kim-Soon et al., 2014). For hotel managers to provide good quality service to customers, they must first understand their customer's expectations (Shi & Su, 2007) and then build programs that can handle consumer difficulties (Narangajavana and Hu, 2008) and increase

service quality (Chen, 2008). Customer satisfaction is linked to service quality (Shi & Su, 2007), and customer satisfaction is linked to customers' intention to return (Han, Back & Barrett, 2009). In the consumer happiness literature, these expectations are noticed as needs or want to be expressed by the consumer. However, they are predictions about what will happen during a forth coming service encounter in service quality literature (Kandampully, 2002). If customers are presented with a positive image, the Hotel will gain a competitive advantage (Ryu, Han, & Kim, 2008). Zeithaml (1988) defined service quality as "customers' assessment of a product or service's overall superiority." Service quality, according to Grönroos (1984), is "the result of an evaluation process in which the consumer contrasts his expectations with the service he perceives he has gotten" (p. 37). Customer satisfaction is one of the most significant outcomes of all marketing strategies in a market-oriented organization. One of the most important factors businesses consider when developing their marketing strategies is customer happiness. This is because it can help them grow their market share and increase profitability (Carev, 2008). Ladhari (2000) finds that quality perception is not solely cognitive but also affective or emotional to better comprehend the importance of consumers' emotions during service interactions.

Customer satisfaction has been used in marketing for a long time to describe how customers feel about a service delivery and execution (Rao, 2013). Customer satisfaction can aid in developing trust and loyalty in customers. Between customer satisfaction and service quality, trust can operate as a mediating variable (Kundu & Datta, 2015). Client contentment with service is essential to his engagement and loyalty to the service provider (Abror et al., 2019). Customer satisfaction is evaluated by equating service delivery operations to customer expectations (Rao, 2013). The customer is the ultimate decision-maker when choosing the ideal service for their needs and the perfect way of delivering it (Rao, 2013). The Quality of service and customer expectations significantly impact customer happiness (Tessera et al., 2016). Prior experiences about the Quality of goods or services offered determine the clients' repurchase intention (Tessera et al., 2016). The customer satisfaction level measures how satisfied a person is with a service. It can be compared to what they expected from the service (Schiffman & Kanuk, 2004).

A quality management system comprises several practices that help organizations improve their operations. Some of these include people management, supplier management, and process management (Nair, 2006). A quality system refers to an organization providing satisfying and superior products or services to its customers. It ensures that the goods and services are of high Quality (Chelladurai & Chang, 2000). Customer pleasure is the goal of service quality. When customers recognize Quality, they are satisfied (Kanji, 2002). Because

Quality of service is seen as a fundamental approach to achieving a competitive advantage in businesses (Lewis, 1987; Hoffman and Bateson, 1997), the management of these distinct characteristics turns out to be crucial in discussions about how to give high-quality service (Bateson, 1995; Fridgen, 1996).

Literature on service quality in tourism and recreation industry dates back to the early 1960s (Baker and Crompton, 2000). As far as the hotel industry is concerned, the Quality of service has surfaced as an essential issue. According to Sparks and Westgate (2002), customers usually transfer to a different provider when they suffer a service failure, which can damage an organization. The perception of service quality and business performance is thought to be mediated by contentment (Babikas et al., 2004). Understanding customer happiness is essential because dissatisfied customers do not usually say anything and instead choose to buy from a different service provider (Milbourn, 1998), so knowing this is important. The global market trend has shifted dramatically in favour of the services sector, with businesses aiming to give the highest possible service quality to satisfy their clients. The hotel sector is an excellent example of this (Rao and Sahu, 2013). Service quality is mirrored in the Hotel's life (Min & Min, 1996) and is fundamental to service management (Chen, 2008). Because tourists base their decisions and actions on their perceptions, an organization or hotel business must make a concerted effort to study and satisfy tourist expectations to provide high-quality services to visitors. Various attempts to understand how visitors rate the Quality of services they receive while on vacation have been documented in the tourism literature (Atilgan et al., 2003), travel agency quality (Ryan & Cliff, 1997), hotel quality (Suh et al., 1997), and so on. In a competitive hotel market, Gilmore and Pine (2002) stated that hotels need to evade the commoditization trap by providing outstanding services to their guests. Such an objective can be achieved only when the employees first understand and identify the customer needs and the take innovative steps to meet their expectations (Gilmore and Pine 2002). Based on this discussion following hypotheses were formulated:

3. Hypotheses Development

As far as hotel and hospitality sector is concerned there is abundance of literature that proves that service quality dimensions have been extensively used to study levels of guest satisfaction. According to Fazlic and Fazlovic (2014), the critical aspects that determine consumer satisfaction in the hospitality business are reliability, empathy, assurance, and tangibility. Godolja and Spaho reported similar findings (2014). The study found that practically all SERVQUAL aspects, such as reliability, assurance, responsiveness, and empathy, have an impact on customer satisfaction. Thus all these dimensions were found to

significantly predict and influence guest satisfaction as far as hotel industry is concerned. Several authors postulate that reliability dimension most significantly impact customer satisfaction while the others like Hossain (2012) found that the construct of empathy explains highest degree of variance while predicting customer satisfaction. To further supplement the understanding about guest satisfaction and service quality, a study was conducted by Karunaratne and Jayawardena (2010) in Sri Lanka on five-star hotels. Besides various other investigations were also undertaken in this field of research especially in reference to the service intensive hospitality sector to uncover the linkages that exist between customer satisfaction and Tangibles (Al Khattab & Aldehayyat, 2011), customer satisfaction and Empathy (Hossain, 2012; Al Khattab & Aldehayyat, 2011), customer satisfaction and responsiveness (Karunaratne & Jayawardena, 2010), customer satisfaction and assurance (Minh et al., 2015) and customer satisfaction and reliability (Markovic & Raspor, 2010). Thus the present study is also undertaken on similar line of research to explore such relationship in the special and unique houseboat accommodation sector of hospitality industry in Kashmir valley. Thus, following hypotheses were proposed:

H1:   The tangible quality of service has a favourable impact on guest satisfaction.

H2:   The reliability of service quality has an impact on guest satisfaction.

H3:   Guest satisfaction is enhanced by responsiveness of service quality.

H4:   Service quality assurance has a favourable impact on guest satisfaction.

H5:   Service quality empathy has a beneficial impact on guest satisfaction

4. Research Methodology

4.1 Research framework

The current study seeks to determine the relationship between service quality dimensions and guest satisfaction in the context of Houseboats of Kashmir Valley. An extensive literature review was undertaken on these variables, and as a result, a research framework was constructed (Figure 1).
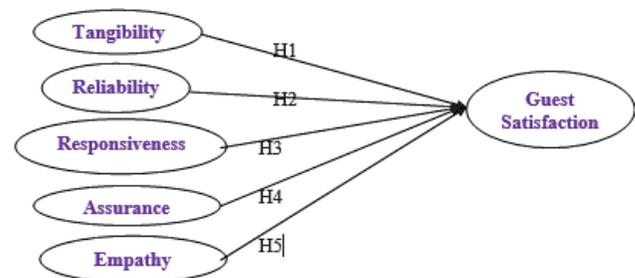

Figure 1   Research Framework

4.2 Survey instrument

A questionnaire was used to assess the impact of service quality of Srinagar-based hotels on guest satisfaction. It was divided into two parts. In the first segment, respondents' personal information was gathered; while the second section included service quality dimensions. The service quality dimensions were accessed using the five-dimensional SERVQUAL scale given by Parasuraman et al. (1988). Amin et al. (2013) gleaned the scale from measuring guest satisfaction. The items of these scales were slightly modified to meet the study context and without changing the meaning of the statements. The responses for the statements were sought using a five-point Likert scale with 1 as strongly disagree to 5 as strongly agree. On the basis of the general satisfaction scale created by Scotti et al., (2007), guests were asked to rate their degree of satisfaction at the houseboats The responses from the guests were scored using a 5-point Likert scale that ranged from "extremely dissatisfied" to "very satisfied."

4.3 Sampling Technique and Sample Size

Data were gathered from travellers who had stayed in Houseboats and had experienced the services provided by these houseboats. Using the convenience sampling method, 464 questionnaires were given to respondents. Only 278 of the submitted surveys were deemed to be legitimate for further research.

4.4 About Study Area

Houseboats in Kashmir are one of the top attractions in the region, and a vacation to Kashmir isn't complete unless a visitor has had the one-of-a-kind houseboat experience. Kashmiri houseboats are floating dwellings anchored along the banks of some of the most beautiful lakes in the world, including Dal Lake, Jhelum Lake, and Nagin Lake. Houseboats are a hybrid of a hotel and a homestay on the water. The houseboats have been meticulously made and are embellished with delicate woodwork that showcases the exquisite art and high workmanship of Kashmiri artisans.

The opulent interiors of Kashmir's houseboats are inspired by Victorian and Turkish architectural traditions, which are featured in many snug rooms. The majority of wood carvings depict Chinar trees and other important features of Kashmiri life. The historically designed ceilings, wood-paneled interiors, and hand-carved cedar paneled walls add to the interiors' homey feel. Traditional Kashmiri carpets wrap the floors, keeping your feet warm in the winter weather. Guests can also enjoy a front-facing balcony and a sun terrace on the houseboats. There is also a dedicated workforce and an on-site pantry to service the travelers. Within the Kashmiri houseboats, one can expect 3-star facilities, elegant interiors, and all the necessary amenities, such as laundry, 100% power backup, Wi-Fi, a little library, and more.

4.5 Data analysis

All the analyses were performed in R statistical software v4.0.2 (R Core Team, 2020) using the packages cited within the main text. First, we served simple descriptive statistics of the demographic and other variables. We plotted the Sankey diagrams showing the relationship between the studied variables using the "flipPlots v1.3.5" package. We performed Pearson's multiple correlations to show that each studied variable is correlated. The Pearson's multiple correlations were carried out using the "metan v1.16.0" package (Olivoto and Lúcio, 2020). Also, to investigate how each of the five studied variables (i.e., tangibility, reliability, responsiveness, assurance, and empathy) were related to satisfaction, we performed the Pearson's correlation analyses for each of these variables separately and plotted the respective figures using the "Nagpur v0.4.0" package (Kassambara, 2020). Finally, to evaluate how each independent or predictor variable (i.e., tangibility, responsiveness, reliability, assurance, and empathy) affects the dependent or response variable (i.e., satisfaction), we performed the linear regression analysis separately for each case. The linear regression, along with the associated figures, was carried out using the "ggpmisc v0.3.9" (Aphalo, 2021) and "ggplot2 v3.3.5" (Wickham, 2016) packages. For all the analyses, the statistical significance of the results was calculated at a 0.05 level (i.e., $p < 0.05$).

5. Results

5.1 Demographic profile of the respondents

The descriptive statistics for the demographic characteristics of the respondents included in the current study are present in table 1 and figure 1. Of the total 278 respondents included, the majority were male (186, 66.9%), while the remaining 92 (33.1%) were female. Age-wise, the majority of the respondents included belonged to the 18-29 years age group (190, 68.8%), followed by 30-39 years (70, 25.4%), 40-49 years (14, 5.1%), and 50-59 years age group (2, 0.7%). Concerning marital status, most of the respondents were unmarried (186, 66.9%), while the remaining 92 (33.1%) were married. Furthermore, the majority of the respondents had a post-graduate degree (160, 57.6%), followed by graduates (74, 26.6%), those educated up to secondary school level (28, 10.1%), undergraduates (10, 3.6%), those educated at primary school level (2, 0.7%). Also, 4 (1.4%) of the respondents had degrees other than those specified above. In terms of monthly income, the majority of the respondents included earn 20000-40000 rupees (148, 78.7%), followed

by 40000-60000 (22, 11.7%), above 80000 (10, 5.3%), and 60000-80000 (8, 4.3%), lastly, according to residential place, majority of the respondents included were from Delhi (67, 24.1%), Mumbai (60, 21.6%) Gujarat (42, 15.1%) and West Bengal (33, 11.9%), while as the least number of respondents were from Jammu and Kashmir (1, 0.4%).

5.2 Correlation analysis

Figure 2 displays Pearson's multiple correlations among all the variables under consideration. A statistically significant positive correlation was found among all the studied variables (p < 0.001). However, the magnitude (strength) of the correlation varied with the highest correlation observed between reliability and empathy (r = 0.91) and the lowest seen between assurance and satisfaction and between responsiveness and satisfaction (r = 0.35 for each) (Fig. 2). Furthermore, when analysing the correlation between each of the tangibility, reliability, responsiveness, assurance and empathy variables with the satisfaction variable separately, it was found that each of the studied variables showed a statistically significant positive correlation with satisfaction (Fig. 3). The highest positive correlation was demonstrated by reliability (r = 0.58), followed by empathy (r = 0.57), tangibility (r = 0.42) with satisfaction, while as the correlation of responsiveness and assurance with delight was lowest among all the comparisons (r = 0.35 for each) (Fig. 3).

5.3 Regression analysis

The linear regression results between the predictor variables (i.e., tangibility, reliability, responsiveness, assurance, and empathy) and the response variable (i.e., satisfaction) are presented in figure 4. A significant positive effect of tangibility was observed on satisfaction (Fig 4a). More specifically, the magnitude of increase in happiness was 0.43 times with one unit increase in tangibility (Fig. 4a). Similarly, a statistically significant increase by 0.45 units in joy was found with one unit increase in reliability (Fig. 4b). Likewise, a significant positive effect of responsiveness by 0.26 magnitudes was found on satisfaction (Fig. 4c). Once again, a significant positive impact of 0.31 importance was exerted by assurance on the joy (Fig. 4d). Lastly, an increasing influence of 0.61 volumes on satisfaction was observed with one unit increase in empathy (Fig. 4e). Overall, the linear regression analysis revealed that although all the five studied variables had a significant increasing effect on satisfaction, however, the empathy exerted the most substantial effect. In contrast, responsiveness exerted a relatively lower impact than other investigated variables.

Table 1 Frequency Distribution of the Demographic Characteristics for the Respondents Included in the Study.

| Variable		Frequency	Percentage (%)
Gender	Male	186	66.9
	Female	92	33.1
Age	18 - 29 Years	190	68.8
	30 - 39 Years	70	25.4
	40 - 49 Years	14	5.1
	50 - 59 Years	2	0.7
Marital status	Single	186	66.9
	Married	92	33.1
Educational Qualification	Primary School	2	0.7
	Secondary School	28	10.1
	Under-graduate	10	3.6
	Graduate	74	26.6
	Post-graduate	160	57.6
	Any other	4	1.4
Monthly income	20,000 to 40,000	148	78.7
	40,000 to 60,000	22	11.7
	60,000 to 80,000	8	4.3
	Above 80,000	10	5.3
Residential place	Goa	15	5.4
	Delhi	67	24.1
	Gujrat	42	15.1
	Haryana	23	8.3
	Himachal Pradesh	8	2.9
	Jharkhand	13	4.7
	Kerala	12	4.3
	Madhya Pradesh	4	1.4
	Mumbai	61	21.9
	West Bengal	33	11.9
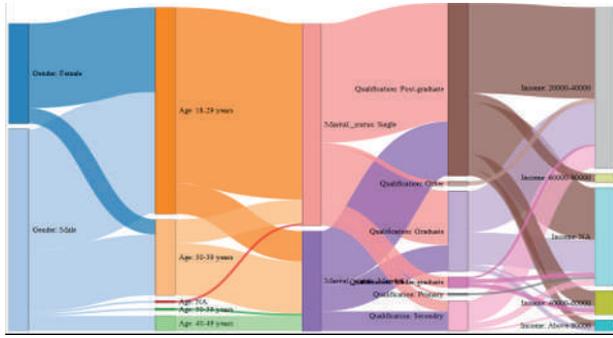
Figure 1   Sankey diagram showing the relationship between the demographic characteristics of the present study's respondents.
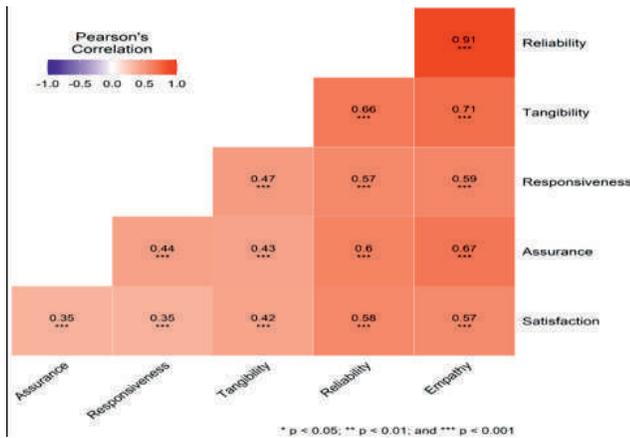

Figure 2   Pearson's multiple correlation plot showing the correlation between studied variables.
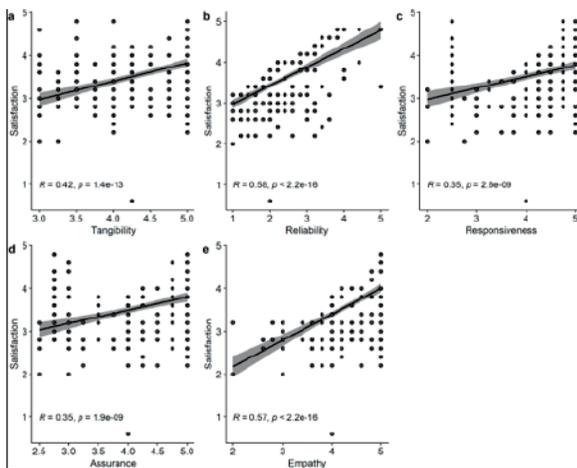

Figure 3   Pearson's pairwise correlation with satisfaction for each studied independent variable. Shown are the best fit line (black colored) along with a 95% confidence interval (grey shading) and observations (black points).
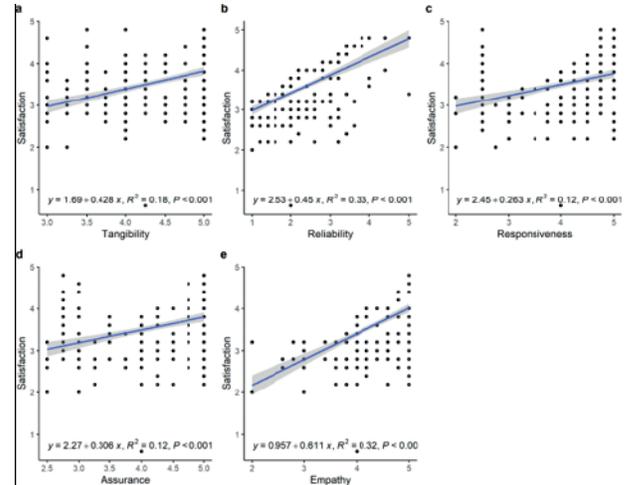

Figure 4   Regression analysis showing the effect of (a) tangibility, (b) reliability, (c) responsiveness, (d) assurance, and (e) empathy on satisfaction. Shown are the best-fit regression lines (blue colored) along with a 95% confidence interval (grey shading) and observations (black points).

6. Conclusion and Discussion

The study analyzed the various aspects of hotel service quality to determine how it affects the satisfaction of its guests. It was concluded that perceived Quality of service significantly impacts hotel guest satisfaction. This study supports prior empirical research findings that show a strong relationship between service quality and hotel guest satisfaction (Saghier, 2013; Li & Krit, 2012).Instead, it has been noted that a factor influencing customer happiness is perceived service quality (Tsiotsou, 2006). The study's outcomes show that all the service quality dimensions significantly and positively predicted guest satisfaction. To assess the level of guest satisfaction with the Quality of services provided to them by hotels in the study region, they can be said to have a satisfying opinion as interpreted from the criteria weights in figure 4. Overall, the guests seem to be happy with the Quality of services provided by their respective hotels in Srinagar city.

Since managers ought to continuously access and improve service quality to maintain guest satisfaction (Saghier, 2013), they need to be well versed in the performing areas and the areas of concern. As far as implications for the managers are concerned, this study will help identify the essential dimensions of the overall service quality of hotels in the region under investigation. It can be helpful to understand and identify the areas managers need to focus on and improve upon. Though all the SERVQUAL dimensions positively contributed to guest satisfaction, the results as provided in figure 4, depict that the dimensions of empathy and reliability are the most critical and most contributing dimensions to guest satisfaction. It is followed by the dimensions of tangibility,

assurance and responsiveness. Thus perceptions of reliability, empathy, and tangibility contribute more to guest satisfaction. Still, the perception of responsiveness and assurances surface as the area that requires attention on the part of the managers.

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Travel Planning and Decision-Making Process: An Era of Digital Marketing

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Abstract

Technological inclusion in our day to day lives has completely changed the way things are done. Technology is here to stay. It has impacted our lives in the smallest possible way. It has impacted our thoughts, beliefs and attitude. We have willingly become dependent on technology as it is highly convenient and reduces human efforts. Using smart phones and laptops has become extremely common. The exposure to Internet has changed the entire process of information flow. Any information we require is just one click away. Tourism industry is no exception. From industry professionals to tourists everyone is using digital platforms as per their requirements. Tourists these days are relying on internet for everything. They are on internet all day looking for travel destinations and other travel related information. They even go back to internet to cross check the information they get from a service provider. The benefit model for tourism service providers proposed in the paper try to lay down all the benefits of strong digital presence for them.

Keywords: Tourism, Hospitality, Digital Marketing, Tourist Behaviour, Technology.

Introduction

Digital transformation is seen to have transformed the way tourism industry works. The industry that use to rely majorly on face to face interaction is now craving for latest technology. The most important reason is the growing inclination of the tourists towards technology and digital mediums. Technology has impacted the tourism industry in all its spheres. Digital development is used for gaining competitive advantage among other service providers and to build a larger client base. Tourism and Hospitality industry is among the many industries that are most impacted by this digital era. The use of Digital marketing is on the rise and the tourism service providers are using it extensively to cater to their customers. The transportation and accommodation service providers are using the digital marketing techniques to provide personalised and best possible services to their clients. Hospitality industry is also using digital marketing for enhanced customer engagement, increased social media presence to communicate with their prospective clients, increasing online presence and to attract customers looking memorable and worth remembering travelling experience. The concept of digital tourism in which digital tools are used for preparing, organising and controlling the process of travelling for more efficiency and effective results is becoming quite popular. Digital marketing involves techniques like E-mail marketing, social media marketing, content marketing, search engine optimisation, digital advertising and search engine marketing. Digital marketing in hospitality is basically maximising the online presence on social media platforms such as google, Facebook, Instagram, Twitter and other search engines. The service providers also use digital marketing strategies such as having your own website, having a blog, uploading of videos, using influencer marketing and most importantly making sure that they have a positive reputation online. Digital marketing techniques has become an integral part of all hospitality businesses. The key factors for succeeding in tourism business are government initiatives, geographical diversity, changing consumer behaviour, customised and personalised tour packages and availability of finances. Unlike traditional marketing, digital marketing allows customers to get unlimited information in one single search. Digital marketing also pave way towards building a brand and brand equity. It helps the service providers to cater to

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the needs of the niche market segments having specific needs eg: tourists looking for yoga & spiritual tourism, wellness & health tourism, rural tourism etc. Not only the tourism and the hospitality industry but the entire world is moving towards digital mediums as these are certainly more streamlined, versatile, fast and affordable. The most important aspect of going digital is that the performance evaluation is on the spot and hence can be monitored on real time basis. Using digital marketing strategies has become a necessity for businesses in order to keep pace with the changing business and marketing environment and consumer behaviour. Digital marketing helps the service providers to reach their prospective clients in the most innovative ways and give them customised services.

The existing intense competition among travel agents has make it important for conventional agent to go digital. All conventional travel agents must go online or at least do a combination between online and offline marketing. Furthermore, going digital also constitutes an important factor for achieving the success of local travel agencies. opportunities for tourist's organizations to interact with tourists expand dramatically. According to professional opinion, social media are more reliable and their content is wide and varied (Agung Suryawan Wiranath et al., 2016)

It is the current generation of tourists commonly known as the generation Z leading the tourism industry towards digital mediums. It is only due to digital marketing techniques that the tourism industry is able to reach its customers worldwide and entice them to travel.

The opportunities in digital marketing exists in terms of social media marketing, content marketing and mobile marketing which are driven by population (e.g. 50 percent of Nigeria's population use smartphones), internet and mobile users as well as social media capacity as Facebook subscribers which implies that digital marketing like social media marketing, creative content and mobile advertising can act as digital marketing trends, hence, assist to increase international tourist arrivals (Kezia Herman Mkwizu, 2020).

This paper aims at answering the following objectives:

✪ To understand the impact of technological inclusion on tourism industry

✪ To understand the impact of technology on tourist behaviour.

✪ To understand the importance of digital marketing for tourism service providers.

✪ To understand how digital marketing has changed the travel planning and decision making for the tourists.

Literature Review

The idea behind digital marketing is to reach existing and potential customers through internet and engaging online with them. Digital marketing has completely changed the way businesses approach their clients. Digital marketing helps businesses to keep a track on the behaviour of the customers and the performance of the marketing campaigns on real time basis. In tourism industry the businesses have to keep in mind the following to be succeed digitally, these are content, user friendly website, email marketing, SEO, social media presence and a mobile friendly app (Gurneet Kaur, 2017). Digital marketing has become a necessity for the tourism industry in order to grow and prosper. Tourism service providers are constantly looking for latest and efficient technology to reach their customers and gain that competitive edge by offering them customised and personalised products. Tourism is highly impacted by this digital transformation. The online presence of service providers not only helps in increasing their sales but also allow tourists to make instant purchase decisions and buy products instantly. Digital marketing helps service providers to reach their customers 24*7 via mobile apps along with their desktops and laptops (B M Avinash et al., 2016). It is important to note that digital marketing if implemented correctly will certainly help in improving guest relationship and interaction, reducing cost, improving simplicity and speed in communication, easy monitoring and resolving geographical and temporal issues. Digital marketing is also used for customer loyalty and support (Rita Abreu Leite and Antonio Azevedo, 2017). Interactive efficiency is desired by all enterprises. Earlier the decision making of tourists was based on limited and one way information however with digital transformation and new age of digital marketing the customers has the option to compare the available choices. Also their reaction is noted in real time giving service providers a chance to make necessary changes and persuade them to make purchases. The emphasis on user experience has increased. Digitalisation will support sustainability and cost effectiveness in the tourism industry with newer payment methods coming up (Martin Zsarnoczky, 2018). The introduction of new and latest technology and the internet has changed the way marketing is been done and internet marketing is becoming popular day by day. Digital marketing is seen to be a powerful medium to reach the existing and the potential customers in no time thus helping businesses to reach their desired goals. Businesses are incorporating digital marketing to their marketing plans in order to be successful. Digital marketing helps customers to access unlimited information almost immediately. The videos, pictures and all important points related to a destination is available to tourist just one click away. Digital technologies are seen to be influencing the tourist behaviour and the entire tourism industry (G Gupta, 2019). The digital mediums has completely changed the process of researching, shopping and communicating. The enterprises have changed the way of interacting with their clients and the way business is

done. Customers are relying on digital mediums for their purchase decisions and there is a shift in their planning process. Websites, social networks are been used largely for customers interaction, creating brand awareness, consumer research, opinion sharing and advertising (Jose Magano and Maria Nascimento Cunha, 2020). The increasing competition in the tourism industry has put pressure on the travel agents to go digital or at least a combination of digital and traditional form. Digital mediums helps making sure that the tourists are having a good experience at the destination by providing the real time evaluation of their travel, local travel agencies are also benefitted by going digital as they are able to serve their clients in a better way. Digital mediums has a wider reach towards customers. Through digital mediums the customers themselves share their needs and wants and what exactly they expect from the service providers (I Gde Pitana et al., 2016). A promotional channel will only be successful if it has a wider customers reach and is able to satisfy the interest and requirements of the clients. The tourist usually get the required information from internet, tourist offices, guides and brochures. They plan their travel based on the information they get from all these and other external mediums. Therefore it important for the service providers to make sure that correct and relevant information about their products and services reaches the customers. It is important to design tourism marketing strategies carefully as it consist of areas of contact between the tourists and the service providers. These marketing strategies will determine the customer satisfaction levels and in turn will be responsible for the tourist's perception of the destination and building an image in front of the potential tourists (Arturo Molina, 2010). The technological advancements has led to digitalization of the travel industry giving a new direction and shape to the marketing strategies. Digitalization has made it so convenient for the tourists to gather all required information regarding the transportation facilities, accommodation available, food etc. All kinds of information is available on social media, websites and other digital mediums. Digital marketing is enabling local businesses and service providers to reach to customers worldwide. It is playing an important role in promoting online travel enterprises. Digital marketing is also helping in boosting economies through global tourism activities (Kishore Prabhala and T. Umamheswara Rao, 2017). Digital marketing is a new and developing marketing technique due to global competition and rapid technological advancements. It has become an integral part of tourism businesses and is way of marketing their products and communicating with their clients through social media, mobile applications and e-WOM. This has led to change in the behaviour pattern of tourists and their thinking. With the growing options of products and services for the tourists in tourism the industry

cannot rely on older methods and has to adapt to this digital transformation to serve better. The tourists also prefer getting exposed to larger set of information and even the destination are not like the old times (Mahmoud Alghizzawi, 2019).

Theoretical Approach

Digital marketing has become an essential part of any marketing plan for a business. The marketers are especially focusing on and spending a lot of time on designing the digital marketing strategies. The sudden shift of the industries from traditional marketing to digital marketing is a result of the customers over inclination towards digital mediums. Tourism industry is also greatly impacted by this digital transformation. Tourists today rely on internet for anything and everything. Internet has become their go to person for information requirements. Their travel planning and decision-making process is highly influenced by the digital mediums as it based on the information and reviews they read online. Digital marketing has changed the way tourism industry is approaching their customers and it has been able to make its mark among them. Digital marketing has been able to bring the tourism industry and the tourists closer to each other and has certainly changed the tourist's perceptions with vast availability of required information 24*7. Digital marketing has facilitated in the phenomenon of global tourism where service providers are able to reach tourists from worldwide. Therefore it becomes important for tourism professionals, researchers, academicians and students to discuss and understand how the tourist's behaviour has changed in this digital era with growing technology usage and increasing dependency on digital mediums.

Results & Discussion

Digital marketing is certainly changing the way businesses are done and for tourism & hospitality industry the impact of digital marketing had been enormous. Today's tourists are looking for experiences and with digital marketing they are able to get just that. The service providers are able to showcase the live experience of their destination in the form of videos, images, podcasts and blogs. Digital marketing also helps in customisation of products and services. The service providers have the opportunity to create personalised content and do personalised marketing via digital mediums quiet easily which was not possible by the traditional mediums. The tourists today like to be treated differently and certainly has unique choices. Therefore, treating each tourist differently and making sure that all their expectations are met as desired has only been possible with the help of digital mediums. Digital marketing helps service providers to treat their customers as per their expectation and keep them satisfied. The most important feature of

social media and digital mediums is that the feedback is available from the customers instantly. This helps the tourism service providers to make modifications in their product and services. The tourists are able to get feedback from their fellow travellers on the quality of services and products, the overall travelling experiences. The tourists rely a lot on these feedbacks to make their travelling plans and decision making. Digital marketing has also transformed the way information reaches the customers, the speed, accuracy and instant information transfer is only made possible due to digital mediums. Digital marketing has also led to improving international relations and has helped the tourism industry to keep pace with the continuous technological upgradation. People are inclining towards the virtual world and adapting it in their daily lives. The use of digital mediums is everywhere such for connecting with people, collecting information, entertainment, shopping, banking etc. Having a laptop and a smartphone is so common and because of this people are close to technology all the time. Seeing the customer's faith and trust towards the digital platforms, the service providers are also not left with a choice but to turn towards technology. The businesses are using these digital mediums for building a brand and creating brand awareness. Digital marketing is seen as a necessary tool for customer accusation and reaching the desired sales. Digital marketing tools and techniques are certainly more convenient, cost effective, faster, accurate, easy to evaluate the performance, easy to monitor and control, supports in effective and relevant data collection and increases market reach. The market segmentation and market targeting has also become easier with these digital marketing tools and techniques. It will not be wrong to say that digital marketing consists of digital technology, data, devices, platforms and media. These help and support the service providers in reaching their target tourists market and formulating and implementing their strategies in a better way. The tourists can made responsible for all this digital transformation of the travel and tourism industry and the growing usage of digital mediums and digital marketing techniques by businesses. Tourists started relying on digital mediums for all their travel planning needs and decision making. Tourists today plan their entire trip online from accommodation, transport, deciding the attractions and activities to applying for a visa and a passport. Their decisions on which hotel to choose and what activities to do is based on the information they get over the internet. A user-friendly website and quick response over an email or chat box will surely impress today's tourists. They decide the destination based on the images they see of it, the videos that are their online on the website or posted by a past traveller and the reviews they get from fellow travellers. The tourists tend to go back to internet even for cross checking the information they get from a travel agent or a service provider. Today's tourists believe that what is available on the internet is only true. Tourism and hospitality have been relying largely on reputation of its destinations, word of mouth publicity of its product and services to be positive, spread of information and consumer opinions but now it is important for them to use digital media for effective and efficient advertising and marketing. Tourism services and products are inseparable and intangible in nature and cannot be tested or experienced before the actual purchase therefore the entire decision making depends on the information the tourists collect from various sources and because internet has become the most trusted and reliable source of information for the tourists, the service providers have to make sure to be present on the internet, and in this digital marketing plays a very important role. Digital marketing is seen to be beneficial for the tourism service providers as well as the tourists. The service providers can really benefit from this digital transformation of tourism marketing. The model below suggests all major benefits of digital marketing for travel & hospitality industry. The model clearly underlines the reasons why the tourism & hospitality service providers should be more than willing to shift from traditional to digital.

Digital Marketing Benefit Model for Tourism

Conclusion

Digital marketing has certainly become front runner in any business strategy and planning. Tourism industry is also seen to completely blown by this digital era. The industry is busy adapting to this digital transformation and is rigorously working towards mastering the way to use technology for maximum benefit. Increasing use of Digital marketing is their most serious effort towards going all digital. The reason why tourism industry is so serious about their digital presence is nothing but the tourists themselves. Tourists are heavily relying on the internet and the web for all their decisions. Earlier tourists use to depend on travel agents and other service providers for all their travelling information but they have social media and the internet. The destination to

travel, the mode of transportation to use, the attractions to visit, the activities everything is decided based on the information tourists get from the websites, blogs, social media platforms and other digital mediums. They choose services and products having positive reviews on the social media, service providers having good functional websites, destination advertised with amazing pictures and websites, accommodation and transportation easy to book online etc. These all are part of digital marketing. Digital marketing has completely changed the way tourism industry's interaction with their present and prospective clients. Hence their travelling plan and decision making has one thing in common that is the internet or the digital platforms.

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Manali: Unexplored Places in Western Himalayas

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Abstract

Tourismis one of the fastest growing industries in Manali over the past two decades. which is playing a crucial role in improving the living standards of people in the valley. On the other side it also creates opportunities for local residents of Manali. Further plays a crucial role in the economic growth of the state of Himachal Pradesh. Over the past two decades' growth in tourism has helped the valley in economic and socio-cultural growth. Tourism has also positioned Manali as an important tourist destination for both domestic and international tourists in the world map. Tourism has also helped in the growth and development of various public facilities like road networks, communication networks and transport services like airports, civil amenities. Located in the lap of the Himalayas, Manali is one of the most beautiful hill stations in the country. Winding mountain paths, lush green hillsides, gurgling streams and (Gardner, 2007) snow-capped mountains makes Manali more beautiful and picturesque.

Though Manali is not similar to other hill stations in India that are more dominated by British buildings and stories attached to them, rather it is paradise for Honeymooners and adventure seekers. Manali has a story related to Hindu mythology. It is believed that in Manali the arch of Rishi Manu stopped after a huge flood that is why, with the name of Manu, Manali got its name. There are a number of adventure activities for the tourists like skiing, trekking, mountaineering, zorbing, rafting etc. (Gardner, 2007)

Manali the "Valley of Gods & Goddesses" is blessed with natural beauty, which attracts travellers from all over the world, Manali is also high in demand for Bollywood too. Movies like Yeh Jawaani Hai Deewani, Bang Bang, Jab We Met, Dev D, Krrish, etc. have been shot here. This paper focuses on highlighting the unexplored places and scope for various forms of tourism in the coming future.

Keywords: *Unexplored Destination, Picturesque, Snow-Caped, Mountaineering, Honeymooners, Bollywood.*

1. Introduction

The world is becoming a global village due to globalisation. People have started to visit and explore new tourist destinations around the globe, Himachal Pradesh being one of the most beautiful states in the country and have been attracting tourists from far off lands in the past couple of decades. Tourism is one the fastest growing industries in the state of Himachal Pradesh. On the other side the industry has a great impact viz, environmental, social and economic in the state. Tourism has created enormous opportunities for job creation and revenue generation for the state, about 6.6% of state GDP is contributed by the sector. In short, the tourism sector offers opportunities for tourists to escape from their daily routine life and visit Himachal and relax in various quaint hill stations and beautiful towns of Himachal. There is a growth in development of various public infrastructure like connectivity, communication network, hospitals, parks etc in the state due to increasing tourists each year. Kullu valley has turned out to be an ideal destination for both international and domestic tourists, here lies a spellbound Mesmerised Hill Station Manali, a paradise for many.

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"Manali is a Blissful hill station in the foothills of the Indian State of Himachal, situated in Kullu district north of the state capital Shimla. There is Hindu belief about this blissful town of Manali, as legend says this town is named after the name of lawgiver Manu, it is also called as Valley of the Gods & Goddesses or Abode of Manu. Manali is easily accessible from some of the major cities like Delhi, Chandigarh and Shimla, with ample of options as to reach their road/rail/air transport. Manali is full of natural beauty while exploring the beauty of Manali surely one will be captivated by the view of Snow clad Himalayan mountains, flower garden and orchards with green and red apples, it is said that British were the one who planted the apple trees and trout, apart from apple, plum and pear are also major source of income for the majority of inhabitants. Manali is full of popular roadside eateries, cafes, hotels, restaurant and shops, both in old Manali and the main markets, one can enjoy hot momos, chats, sweets too, many buying options one can have, from woollens to local produce like jams preserve, baked goodies and Souvenirs. (Devashish, 2011) May to October is the best time to visit, but tourists can enjoy winters too for Christmas and New Year celebration, as this place really has enchanting beauty of the mountains, valleys and natural novel surroundings. Manali served as an ultimate dweller (heaven) for the adventure sports lover: Paragliding, Fishing, Trekking, Skiing, River Rafting and Camping at hills too. There are many good hotels, Cottages, and Resorts available for all kinds of tourists. Apart from that Manali offers untouched trails in the nearby valleys which tourists would definitely love to cover. One of the important points for tourists is the Mall road with a bunch of good shopping areas and restaurants. The amazing options for trekking trails attract tourists from far off lands. Treks like Malana trek, Brighu lake trek, Beas Kund Trek, Lama dug trek, Chanderkhani trek etc. The ancient 15th century Hadimba Devi temple surrounded with deodar forest and the most famous Solang Valley are amongst the major tourist attractions.

2. Review of Literature

S. Doganer (2013) in his paper titled "Cultural heritage tourism research: a sustainable community-based design project for the San Antonio Mission Historic District" speaks of the economic impact of tourists visits at a destination, by identifying the cultural and historical assets, existing monuments, structures, buildings, landscapes and renovating and reusing them for the tourists can bring out both socio-economic benefits. Culture and historical artefacts can be used to attract the potential visitors from all over the world.

Vijayanand (2014) in his paper titled "The issues and perspectives of Pilgrimage tourism development in Thanjavur". Religious tourism is one of the most growing trend across the globe. A huge number of tourists are travelling across the globe which is generating millions

of job opportunities and also generating income for the host community. A distinction between a pilgrim and a tourist was specified wherein it was stated that a tourist travels for recreation and a pilgrim travels for faith and devotion. This study clearly highlights the need for government and private stakeholders to develop transportation, parking facilities, accommodation units, drinking water, medical facilities, proper banking system and other related services. The government and private stakeholders must make arrangements at the time of festivals so that pilgrims did not face difficulties at the destinations.

Jeena Gupta (2015) in her paper titled " Tourism in Himachal Pradesh: A study of Kullu Manali" clearly mentions that there is a great potential in Kullu Manali to tap more tourists from all parts of the world, new destinations can be explored, new form of tourism can be developed, but various factors should be kept in mind like carrying capacity, increasing traffic problem, over pricing etc. the government along with local stakeholders should come up with sustainable tourism policy in order to tackle the weak areas and new opportunities can be found. more focus should be given to promotion and marketing.

G. Anjaneya Swamy (2016) in his paper titled "Rural Tourism, scope and challenges in Indian Context" has mentioned Rural tourism as very simple to define, but very complex in nature and has different forms. Rural tourism in India is at an emerging stage and can be explored more as rural India is very rich in culture and heritage. Proper marketing research is required to increase rural tourism activities which can bring socio-economic benefits to villages of India, without people leaving their villages. Rural tourism can eradicate poverty, create new jobs, development of basic infrastructure, environmental conservation and host community empowerment.

3. Objective of the Study

1.   To explore the untouched attractions in Manali.
2.   To highlight the potential of different forms of tourism in Manali.

4. Methodology

The present paper is based on the previous research works available of various relevant journals, books, websites, documents, magazines and local dailies of the state. Field study is also done whenever required.

5. Background of Manali Town

Manali is the home to the great Rishi Manu as per the Hindu mythology and Manali got its named after Manu. Manali also means "Manu-Allaya" which means "Abode of Manu". As per the legend it is believed that Manu took care of a tiny fish, who asked him to take care of her as she would do a great favour to him someday. One day after the fish grew up and Manu sent the fish into the sea. The

same fish warned him about the world being submerged and told him that he would be a worthy ark. The flood completely deluged everything and the fish (Matsya) rescued Manu and the Gods. As the water slowly decreased Manu's ark rested in the town, which was then called as Manali and there is belief that he recreated Human life in Manali, that is why it is also called as "End of Habitable world" or "The valley of Gods". A temple dedicated to Rishi Manu is located in Old Manali a small village near the main town. Manali is also the land of Saptrishis (the seven sages) which makes this place as an important cultural heritage site. After late 1980s this town started to get promotion and slowly tourists started travelling to this beautiful hill station due to its pleasant climate and natural beauty. Lush green deodar forests, snow caped mountains, apple orchards and fresh trout fish in river Beas started to attract both international and domestic tourists, away from the din and noise of the cities.

7. Untouched Tourist attractions in Manali:

Jogni waterfalls

One of the best waterfalls in the north of Himalayas is the breath-taking Jogni Falls situated between village Bahang and Vashisht, Jogni waterfall is a lesser Known and untouched tourist attraction in Manali. Covering panoramic views on both sides, covered with a thick deodar forest. Jogni waterfall has huge potential to attract a good number of tourists and can be paradise for many adventure lovers and backpackers.

Gayatri temple

Gayatri temple is one the prominent temples located in the ancient capital of Kullu, Jagatsukh village. The temple premises house an idol of Goddess Gayatri made with stone. The temple is built in the traditional vernacular architectural style called as Katkhuni style of architecture with elaborate woodwork on the main structure of the temple. Few more temples are part of the temple premises, the Shiva temple.

Arjun Gufa

A mythological natural formation in Manali. This cave is a narrow path into a hill and a perfect picnic spot for locals, also famous for the creation from inside. located on the left bank of river Beas in Shuru village. The cave is surrounded by picturesque landscape and snowy mountains, lush green meadows on both sides of the valley. The Gufa (cave) has a story linked to the legendary figure, one of the Pandava brothers from the Hindu legend Mahabharata. Arjun, the Pandava brother meditated here for years facing the mighty river Beas. Later Lord Shiva blessed him with the Pashupata Astra (weapon) seeing his dedication and devotion.

Gauri Shankar Temple

Located in the historical village of Naggar also famous for rural tourism. The temple is dedicated to the Hindu God Lord Shiva. This temple is a small structure out of stones but has an immense historical significance in the region. The temple is built in the Nagara style of architecture. The temple has a positive vibe in its premises. The architecture style of the temple attracts researchers from different places. The temple houses the ideal of Gauri and Shankhar with amazing carvings on the inside of the temple. The religious importance and tranquil environment around the temple can be a great opportunity for attracting a good number of tourists.

Museum of Himachal Culture & Folk Art

Established in the year 1998, the museum of Himachali culture & folk art has a unique collection to showcase which includes indigenous jewellery, metal Utensils, wooden furniture, traditional household items, handlooms, music instruments, models of ancient temples and Katkhuni houses etc. A good collection of traditional handicrafts from the ancient times which consists of wooden work, painting (chitarkala), old wooden masks etc. this place can be a perfect place to get a glimpse into the ancient times and the way of life of the indigenous people of Himachal. Vintage artefacts on exhibition may give insights into the long forgotten handicraft, art and the prehistoric culture of the state. (Anand, 1997)

Sethan

A small hamlet with a predominant Buddhist culture and habitable only during summers.

The view of the majestic Dhauladhar ranges surrounding the village and the Beas flowing at its feet. Sethan is a perfect escape for the slow traveller's and mountain lovers who wish to be in the lap of Himalayas, located just 10 km away from the main town of Manali. With less than a dozen households, the inhabitants of Sethan, have migrated from Tibet a few decades ago and represent the Buddhist community and share their roots being horse herders in their past. Sethan turns into a perfect camping site and ski destination in summers.

Hallan

Hallan village lies on one of the tiniest valleys in Himachal located 17 kms from the main town of Manali. Beautifully inhabited by locals with a landscape full of unspoilt biodiversity, unique culture and lifestyle. This place guarantees an undisturbed environment. In the past few years a bunch of homestays have been started by the locals.

Bhrigu Lake

Brighu lake is one of the picturesque lakes in Kullu valley. This place offers a panoramic view of the valley. The route to the lake passes through some of the entrancing meadows that can be compared with alpine meadows

found in the high altitude location of Switzerland. Located 7km from 'Gulaba village'. The name of the lake is derived from the name of Maharishi Brighu. One unique feature of this lake is that it doesn't freeze even in the extreme cold conditions. According to a legend, the lake never freezes completely because Maharishi Bhrigu meditated near it. This place can be a special treat for campers and night gazers. (Shabab, 1996)

8. Potential for various types of tourism in Manali

Manali is one of the most visited and famous touristdestinations in India which attracts various types of tourist from all parts of the country and abroad each year. Manali with its abundance of natural beauty and natural resources like snow-capped mountains, pine forests, apple orchards, lakes, rivers, waterfalls and its unique culture like its art and craft, fair and festivals and temples dedicated to Hindu God & Goddesses has true potential to attract different types of tourist and promote and focus towards various types of tourism: (Dar, 2014)

Adventure Tourism

Manali is a true paradise for adventure lovers as it offers a wide range of adventure activities for all type of tourist like skiing and snowboarding in Solang valley and Hamta pass, rafting and kayaking through grade II and grade III rapids in the Beas river, paragliding and zorbing in Solang Nallah trekking and Bijli Mahadev, camping in Snowy peaks, gravelly cliff sides and rolling greens various places like Hamta Pass, Brighu lake, Lama Dugh, Chanderkhani Pass etc. Mountaineering courses at The Atal Bihari Vajpayee Institute of Mountaineering is one of the country's best places to learn. (Kohli, 2002) If that sounds a bit daunting, don't worry, you can do day trip versions of these and try rock climbing and rappelling. However, if you are keen on taking it up a notch, you can sign up for intensive training treks and hike up to base camps to glaciers for ice and snow craft training. You can hire equipment at the institutes and will be accompanied by excellent guides and trainers. For an added edge you can even go ice climbing, where the glaciers of Malana, Beas Kund and Chandratal provide ample challenges.

Rural Tourism

Rural tourism is a very dynamic form of tourism, India being a country of Villages has a great potential for development of rural tourism in its villages, in recent years the government of himachal have proposed to develop different villages in the state as model rural tourism villages, out of them one important village is located in the valley, village named as Old Manali. It is an important tourist spot for especially for international tourists. Under the scheme "Adarsh Gram Yojna" started by Government of Himachal Pradesh, the member of Parliament Sh. Ram Swaroop Sharma has sanctioned an amount of 40 lakhs INR for the development of the

village. The village is surrounded by Apple orchards a on one side of the valley. On the other side surrounded by river "Manalsu" and a thick deodar forest which can be a great opportunity for Rural tourism in the village. (Drayer, 2014)

Naggar another small village, located on the left bank of river Beas of the Kullu Valley is one of the best sites identified for rural tourism in Manali, this tiny village once the capital of Kullu Kingdom, home to the famous Russian painter and explorer Nicholas Roerich (Nikolai Rerikh) settled here in the early 20th century. Naggar village is one of the most beautiful villages in the upper Beas valley having an interesting view of Dhauladhar ranges, trekking trails, authentic Kulluvi food, good options of homestays and welcoming hosts. (McCannon, 2002)

Religious Tourism

Manali holds its aesthetic beauty not only in terms of geography but also in divinity. It is actually believed that the hill station got its name after sage Manu. Still reverberating with divine vibrations, the religious places in Manali manage to draw a lot of tourists to this address in the Himalayas.

To suffice this statement, Manali has an abundance of religious places which include Temples, Monasteries, Gurudwaras, Churches etc. Prominent religious places to visit in Manali are Vashisht temple, Manu temple, Hadimba Devi temple, Krishna temple at Thava, Gauri Shankar Temple, Shristi Narayan (Brahma temple) in Aleo village, Maa Sharvari Temple in Shuru village, Raghunath Ji temple in Sarvari, Bijli Mahadev temple, Nyingma Monastery, Dhakpo Shedrupling Monastery.

Gastronomy Tourism

"Kullui Dham" is the traditional food that is served in the upper Beas Valley, it not a form of feast it is a story of social acceptance and love of the local communities. People in the valley equally participate in the Dham during the festivals of life, like marriage, baby shower or any other Holy occasion in the villages of the valley. (Bhalla, 2006) Kullui food is another important element of Kullui cultural heritage. The mouth-watering smell of the feast shows the richness of the culture. People in villages love to enjoy Dham on various occasions. "Kullui Dham" is very popular feast in the Manali town and surrounding villages which is usually prepared and served during various fairs and festivals. Apart from Kullui Dham there are many traditional foods like Siddhu (Fermanted wheat flour with different stuffing), Baturu (kind of chapati made out of flour and fried in hot oil), Babroo (pancakes made with Gur and flour), Lingdi ki sabji (fiddlehead fern stems cooked with spices and curd), Patrode (dumplings made of layers of leaves of Kachalu (colocasia esculenta leaves) with spices and gram leaves etc. There is ample

amount of opportunities for gastronomy tourism in the town and surrounding areas. (Sivaraksa, 2015)

9. Threats in the Town

1. Increases in level of air pollution have resulted in climatic change and the level of snow has started declining and glaciers have started melting at a high speed.

2. Over pricing on goods and services is one of the major problems for the locals.

3. Overcrowding in the town has started creating problems of traffic and accidents.

4. Increase in crime rate i.e. murder, rape and prostitution. (Albanese, 1985)

5. Changes in climate have affected fruit production in the valley like apples, plums, apricots etc.

6. Untreated water coming from hotels has affected Beas river. (Kuniyal, 2003)

10. Suggestions

Over the past few years Manali has turned into a bustling tourist destination from a small lazy town which was once a gateway to Lahaul & Spiti valley and Ladakh region. With the growth and development in transportation facilities and tourist services in and around the town, Manali has turned into a hotspot for Honeymooners and adventure seekers. Still there are a number of unexplored tourist sites full of historical tales and magical sceneries. In order to promote various types of tourism in the valley. With the aim of getting positive impacts of tourism in terms of economy, socio-cultural and as well as ecology, the following suggestions can be taken: (Nazar, 1993)

1. The local tourism authority should focus on creating new attractions for the tourists so that the crowd can be segregated and the carrying capacity of tourist destinations doesn't get affected.

2. Improvement of road network to less known destinations.

3. Proper facilities for sanitation and garbage disposal should be provided to more popular tourist sites.

4. In order to create ecological balance and control pollution use of motor vehicles should be minimised and electric vehicles should be introduced.

5. Restriction on entry and exit of tourists should be imposed, so that carrying capacity of the tourist sites can be maintained and traffic can be controlled within the town.

6. Proper licensing of hotels, homestays, restaurants and cafes etc. should be done so that illegal practices can be stopped.

7. More focus should be given in promotion and marketing of rural tourism, gastronomy tourism, indigenous art & craft, fairs and festivals held in the valley each year.

8. Restriction of construction or well-planned infrastructure of hotels should be done so that natural beauty of the town can be maintained. (Inkson, 2018)

9. Govt. licensed tourist guides should be appointed so that fraudulent activities can be controlled.

10. Development of parking facilities should be taken into consideration so that parking problems can be tackled during the peak season. (Spenceley, 2014)

11. More events and cultural shows should be organised that would portray the historical importance of the place.

11. Discussions

Manali, the abode of the Sage Manu is a mythological town and a popular Hill station is a precious gift of God's creation, once called as the beginning and end of habitable world is full of natural beauty, snow clad mountains, thick pine forests, gushing river flowing in the valley, apple orchards and so on. (Kohli, 2002) has mythological, historical significance and cultural aesthetics, indeed one the most popular destinations amongst domestic as well as international tourists in the world. However, due to increase in the flow of tourists and greed and ignorance of humans has led to a disproportion in ecological balance which has led to overcrowding in few of the famous attractions in the town. The increase in tourist arrivals and tourist activities has a greater negative impact on the environment, society, culture and lifestyle of the people in the few areas of the town to a great extent. (Rana, 1997) Failure in the planning, mismanagement and poor policy of the local administration and locals have led to hazardous effects. Which further have ignored many beautiful attractions which are unexplored and have a true potential to offer a unique experience to various types of tourists travelling to the valley. (Shabab, 1996)

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The Role of Servicescape and Food Related Lifestyle on Customer Satisfaction and Behavioral Intentions: An Examination of Quick Service Restaurant

Suvidha Khanna, Sheetal Bhagat & Bharti Kalsotra

Abstract

In spite of huge investment made by Quick Service Restaurants (QSRs) on their physical structures, it has been little known if physical surroundings actually affects psychological behaviour of customers. This paper examine how dimensions of servicescape influence consumers' satisfaction and behavioral intentions in the Quick Service Restaurants environment. Also the objective of the paper is to explore the ability of the food related lifestyle (FRL) instrument to disclose food consumption patterns of consumers in quick service restaurant. Food-related lifestyle is an instrument, which is based on consumer attitude toward the purchase, preparation and consumption pattern of food products that include quality of food served, health, ambience and taste. Servicescape are specific atmospheric attributes such as the color, music, scent and layout or design in a physical environment which have a direct impact on customers' emotions and satisfaction.To achieve this purpose, quantitative research approach of survey was used. Data were collected using a structured questionnaire developed based on existing measurement scales. Sample consisted of 175 quick service restaurant customers who live in Jammu district of Jammu & Kashmir in India, drawn using random sampling technique. Collected data were analysed using regression technique. Data analysis revealed that food related lifestyle (FRL) of customers and servicescape at quick service restaurants individually have positive impact on behavioural intention and customer satisfaction. Findings of the study emphasize the importance of maintaining servicescape elements like ambience, navigation, seating comfort, interior decor, and cleanliness and also useful for restaurant managers in designing attractive dining environment including physical surrounding and employees.

Keywords: QSR, Servicescape, Food Related Lifestyle, Customer Satisfaction, Behaviour intention

Introduction

Food has been described as a primary need in Maslow's need hierarchy theory. With changing taste and growing demand, fast food became world's fastest growing food types and as the desires of consumers kept on increasing, fast food industry kept on innovating, transforming and differentiating to create fast food even more tempting and attractive.

Demand for these food stuff are growing as consumers with busy lifestyles do not want to devote much time in cooking.Fast food is the term liable to food that can be cooked and served very quickly. Though any meal with less preparation time can be taken as fast food, usually the term refers to fast food vended in a quick service restaurant. Fast food restaurants make up a segment of the restaurant business know as Quick Service Restaurants (QSR). QSR segment contribute more than 50% of sales in the whole restaurant industry.

The quick service restaurant industry was developed around the idea of providing quick and convenience eating experiences at a relatively low cost. Different factors such as rapid urbanization, improved infrastructure, growth of mid-sized cities, rise in the number of working women, rising population and greater disposable incomes have made QSRs the fastest emergent food service segment and growing at an annual rate of 25-30%. (Foodservice India Edition, July-August 2011)

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Quick-service restaurants (QSR) offer a comparatively limited menu, limited facility and low costs food. These food stuffs can be easily cooked or processed and served quickly. An important marketing segment for the QSR industry is college age students, 18 to 24 years of age. Synder&Dillow (2011) note that amid 1999 and 2009, the number of students of 18- to 24-year-olds grow from 26.7 million to 30.4 million, an increment of 14 percent. College going students generally face problems with time management, struggling to find balance between school, day-to-day work, and social life. College age students and young generation often face financial and time constraints (Pilon, 2009). The QSR industry has been able to take advantage on this dilemma by offering college students tasty, quick, easy and affordable food.

It is significant for quick service restaurants operations to have an absolute understanding of their industry leading market trends. As every day new brands are constantly grab the market with new philosophies and trends. France had most significant role in growth and spreading the culture of Restaurant industry in the world. Around 1782 AD, the first ever restaurant named 'Grand Tavern de Lodress' was started by 'Beauvillier' which delivered table service and the customers could choose from the select number of dishes from menu card. But most of these modern quick service restaurant fashion originate from the US and spread throughout the world's leading brands.

Overview of the QSR Industry in India

Fast foodor QSR industry has grown in India as international fast food players such as McDonalds, KFC, Domino's Pizza, Pizza Hut, American Pizza, Papa John's, Subway, The Eat Out Group, Church's Chicken, Round Table Pizza etc have set up their business either in association with Indian partners or independently. It now accounts for approximately half of all restaurant proceeds in the developed nations and continues to expand. The trend is drastically changing the style of people eat in India. Established on rising disposable income, varying consumer behaviour and suitable demographics, India is indorsing a tremendous development in its fast food and restaurant industry. Additional motives include exposure to western gastronomy, the increasing number of nuclear families and advancement in the number of employed females, which are also having a substantial impact on the eating out fashions. With increasing number of population eating out, the industry proposing major opportunities to the leading players of the QSR market to capture a larger consumer base. As a result of this trend, all the global food players like Burger King, Pizza Hut, Dominos, McDonalds,Subway and KFC are investing huge amount of finance to grab a share of this extremely lucrative market. Alone Pizza Hut has 422 stores across

60 cities in India. The data of the report by Research on India has reveal that usually, the Indian consumers have been eating at roadside food stalls, dhabas and eateries which still occupy a key share of the unorganized sector, on the other hand fast food has been eaten traditionally.

The venture of multinational fast food retailers in India has influence the taste buds of Indian consumers significantly. Precooked food is scoring over customary food due to influence of Western culture and rise in income & ensuing standard of living, convenience, etc. The quick service restaurant industry in India is fragmented. McDonald's is India's market groundbreaker with a value share under 2%. KFC, Subway, Taco Bell, Baskin Robbins, Burger King and Swirls have also found little success in India. The fast food or QSR industry in India is still driven by traditional Indian street foods and local vendors. Top corporations such as McDonalds and Yum! Brands, Inc. are estimated to invest significant assets into promoting their western brands products and services in India. Such investments could lead to a deluge in popularity of western instant food concepts in India's massive consumer markets (Euromonitor, 2012). Lifestyle changes, with faster pace of work and modern day life, have encouraged demand for FF. The demanding factors for junk food may include the swift development of FF service providers, enhancements in different chain store and franchising supervision, taste preference or availability of low cost food, and new brands and food products.Lifestyle explained as "patterns of behaviour or consumption, reflecting individual choice how to spend their money and time as well as their interests, principles and beliefs" (Kathraina&Niemand, 2021).Lifestyles will constantly frame behaviour, on the other hand lifestyles can simultaneously be altered through learning by obtaining, using, or by positioning of the products.

Brunsø and Grunert (1995) constructed an FRL instrument to discover consumers' lifestyles in the areas of shopping, cooking methods, consumption situations, quality aspects and purchasing motives. This developed instrument was used to study its validity across diverse cultures (O'Sullivan et al., 2005; Scholderer et al., 2004, Verneau et al., 2021), obesity in different nations (Pérez-Cueto et al., 2010), and associations between values and FRL (Scholderer, et al., 2004,Heo et al, 2020).

The FRL approach is based on the following assumptions:

1. Human behaviour can be described by cognitive processes like the interaction between integration processes, comprehension processes, and cognitive structure. Cognitive structure is the association of knowledge in human memory.

2. Cognitive structures comprise of declarative and technical knowledge.

3. Declarative knowledge can be comprehended as a structure of cognitive categories and their relations. These cognitive categories fluctuate in level of abstraction, and also the associations vary in strong point. Consumers are able to articulate this knowledge, for instance information about products, estimated consequences of behaviour, and personal goals.

4. Procedural knowledge can be considered as a system of stored skills or scripts. These are behavioural practices for acting upon the mental image of a product, adjusted to situational constraints, and lastly to be acted upon.

5. Behaviour is motivated by relating cognitive categories to values.

6. This linkage can be deposited as a system of links in a cognitive structure and can influence behaviour consciously or unconsciously.

Lifestyle Changes Due to Urbanization, Economic Development, and Influence of Western Culture. The rapid urbanization and fast economic development have resulted in quicker lifestyles; and thus FF has become increasingly prevalent in the people. Chinese consumers, specifically those who live in big cities, more easily espouse Western-style fast food or QSR. Many people relish eating out with their families or friends and frequently combine eating out with other activities such as shopping and seeing movies. Popularity of instant food and Peer Influence the higher admiration and acceptance of QSR segment of restaurant industry among young people is a strong contributor for demand for Fast Food, especially Western FF. Western Fast Food (FF) emphasizes an exciting dining atmosphere and quick service, which is different than traditional food that focuses more on taste, flavor, ingredients, tradition and content, but pays less consideration to the eating environment.

Given that services are a consumption knowledge, the servicescapeis thought to be very persuasive in dealing with firm's image and purpose to its clients, thereby affecting customer satisfaction.The term 'servicescape' denotes to the physical ambiances in which services are rendered (Bitner, 1992). The composite word 'servicescape' is a combination of the words 'service' and 'scape'. The servicescape has been studied for epochs in a variety of service settings, such as airlines, hotels, restaurants, casinos, etc.In addition, Bitner abstracted the existence of three styles of objective, physical, and measureable incitements that constitute a servicescape. In fact, Bitner (1992) had explained a comprehensive model for understanding that how the physical ambiances of a service organization may impact individual behaviors of clienteles. The dimensions include ambient settings such as sound, music, lighting, scent and spatial layout,

temperature which consist of the arrangement of furniture, cabinets and equipment, and signs, symbols and artifacts such as décor, relics and signage.

Once customers are satisfied with the services offered or products provided, they be likely to display affirmative behavioral intentions and reactions, such as customer loyalty and re-patronage. Satisfaction is the vital ingredient for the occurrence of customer loyalty (Oliver, 1999). Wakefield and Blodgett (1999), Kim and Moon (2009) and Tsai, (2020) originate from studies conducted in a leisure and recreation context that clients tend to revisit when they are pleased with the environment. But, when consumers experience anger and disappointment, negative behavioral reactions such as switching to alternative service provider may occur. In addition to this intention to revisit, affirmative customer satisfaction also boosts customers' desire to sojourn in a service area (Lucas, 2003; Bitner, 1992, Issahaku, 2021).

Zeithaml et al. (1996) states that behaviour intention "signal whether consumers will remain with or deviate from the company". The behaviour intention are either favourable or unfavourable. Favourable intentions comprises positive word of mouth, more spending, positive attitude towards services or products with the service provider, paying a price premium and remain loyal whereas the unfavourable intentions consist of customer defection, negative word of mouth, abridged spending with the company (Ladhari, 2009). Behaviour intention are a surrogate sign of actual behavior (Fishbein and Ajzen, 1975, Aitken et al., 2020). Thus, when customers prompt return intentions and applaud services to others (Kuo et al., 2012, Rajput and Gahfoor, 2020), these behaviors are viewed as results influenced by customer satisfaction.

QSR and COVID-19

The coronavirus (Covid-19) pandemic has made unprecedented loss to the global restaurant industry (Lock, 2020).More precisely, as the brutality of the Covid-19 pandemic surges, an adverse influence of Covid-19 on restaurant businesses' liquidity and functioning, since restaurant industry would experience major revenue shortfalls initiated by a sharp decline in customer demand and even temporarily-disturbed operations (Ozili&Arun, 2020) There were worriesabout the need for social distancing, the restaurant business was one of the worst affected businesses in the worlddue to Covid-19 pandemic (Gössling, Scott, & Hall, 2020).This pandemic also hit quick service restaurant (QSR) industry hard. In many countries,quick service restaurants are either closed completely or working on a limited basis, offers only delivery, take-aways, pickup, drive-through or some mishmashof these options (Becker et al., 2020). Although the Covid-19 pandemic negatively impacted the restaurant industry, but the QSR chains were the first

to shows recovering trends. Organized chains of QSR had the good infrastructure and delivery facilities in place long before the coronavirus crisis and this supported them to quickly adapt to government restrictions and guidelines. In spite of dine-in services being obstructed, QSR players were capable to retain growth and profits by doubling down on their home-delivery services (Verma , 2021)

Conceptual Framework
Quick Service Restaurants

According to Kukreja (2011), different segments of the restaurant industry such as casual dining, fine dining, quick-service restaurants, chain-owned units, cafes and independent family restaurants have altogether contributed to the progress of the hospitality industry. The quick-service restaurants are estimated to flourish further with the entrance of new international brands. It is based on the predicted expansion plans of the existing players like Café Coffee Day, KFC, McDonald's, Subway, Pizza Hut, Domino's, American Pizza, Papa John's, The Eat Out Group, Church's Chicken, etc. (Business world, 2015). As the Indian economy rises forward, this trend is estimated to continue.

Today's Consumers do not endure waiting in lines for a long period in order to take delivery of any kind of services or products while waiting for those things are of genuine importance and valuable than the time paid on waiting. Waiting time and waiting queues are vital factors, that enhances the customer satisfaction and this should be taken very seriously by all the Quick Service providing Firms, in order to advance their customer patronage (Adiele& Kenneth, 2017).The foremost reason, according to the consumers who choose to consume fast food at Quick Service Restaurants (QSRs) is a good food value, convenience, fast prepared and affordability (Thackston, 2013).

Servicescape

Bitner (1992) describes servicescape as "the built situation (i.e., manmade, physical surroundings instead of natural or social environment) affecting clients and employees in service establishments." Wakefield and Blodgett (1994) claimed that in leisure services where consumers occupy longer periods, the servicescape is more expected to influence approaches toward service provision. Thus, service suppliers should recognize its essential role in marketing strategies. Leisure-allied services are frequently associated with the natural location. Fredman et al. (2012) suggested a two-dimensional nature-based servicescape model (open access vs. exclusive rights and naturalness vs. facilities) to help researchers advance understanding of human-nature associations in a servicescape. Arnould et al. (1998) explained that both substantive (functional clues) and communicative

(anthropological clues) stagings of the servicescape impact customer experiences. Thus, service environment should be observed in terms of physical features and social interfaces between consumers and employees, as all these affect the whole atmosphere (Nilsson and Ballantyne, 2014). Servicescape is an organized model that prominences on tangible and physical aspects in an environment of service handling. It openly focuses on the behaviour of the ssconsumers within the atmosphere of service and intentions to offer an environmental design that encounters the aims of customer's designed reaction (Hussainy, Tariq & Khan, 2017).

Food Related Lifestyle

Blackwell (2007) recommended that lifestyle is a configuration in which people live and spend time and money. Compared to the rich figure of lifestyle research in Western countries, Chinese food-related lifestyle or studies of East Asian have just in progress to appear in the literature. Even though human values escort behaviour, values cannot foretell behaviour straight. Danish consumer behaviour researchers (Grunert, Brunsø&Bisp 1997) therefore created an instrument that would emphasis on behaviour in determining the linkages between food products and end objectives. In regions and provinces of better economic development and hasty lifestyles, QSR account for a considerably larger share of the total food-service segments revenue. Such as, Fang and Lee (2009) implemented the FRL instrument for segmentation of market in the Taiwan food sector. After being accustomed to fit the Chinese food philosophy, four segments were recognized based on their behaviours and attitudes towards food ingestion: the adventurous, the traditional, the uninvolved, and the smart consumers. Brunsø and Grunert (1995) and Grunert, Brunsø, and Bisp (1997) anticipated the food-related lifestyle (FRL) model. According to food-related lifestyle (FRL), there are five elements of lifestyle, which can be used to describe food purchases: ways of cooking methods, consumption situations, shopping, quality aspects and purchasing motives (Scholderer, Brunsø, Bredahl, &Grunert, 2004; O'Sullivan, Scholderer, & Cowan, 2005; Perez Cueto et al., 2010). Analysis of food-related lifestyle sections provides insights as to who were present and potential organic and indigenous food shoppers, and what encouraged them to shop for such food products. The model has been useful to several countries in Europe (e.g. O'Sullivan et al., 2005; Scholderer et al., 2004; Perez-Cueto et al., 2010) and Australia (Nijmeijer, Worsley, &Astil, 2004).

Customer Satisfaction

In a study showed in Sri Lankan Hotel industry on relation between customer satisfaction and service quality, it was revealed that service approachability and speed significantly influence customer satisfaction and

it leads to recurring purchase behaviour of consumers (Umesh, 2014). Customer satisfaction deals with known variables and conditions. Provided customer enjoyment is a frontward looking and active process. A delighted and pleased customer becomes a potentially reliable customer and he spreads affirmative word of mouth (Oliver et al., 1997). But once a purchaser has been delighted, his expectation level gets raised up,that means the service provider further has to make an extra effort to content and satisfy these customers (Andaleeb& Conway, 2006). Khan and others find out that all factors of consumer satisfaction fell in one of seven categories which are, the taste of food, the price of food, physical environment, service quality, ambience, customer expectations, brand and promotion (Khan et al., 2013).

Behaviour Intention

According to Oliver (1997), behavioral intention is defined as an affirmed tendency to occupy in a certain behavior. It can be assembled into two categories (Smith, Huangstvedt& Petty, 1994; Booi-Chen &Peik-Fong, 2012), financial behavior intentions such as repeat buying behavior, willingness to pay more and transferring behavior (Anderson & Mittal, 2000). Ajzen (1991) outlines intention as a person's individual probability of performing a behavior. It displays the inclination of an individual to contribute in a certain act. Assessing behavioral intention could be done using such indicators as the intention to eat at a local food vendor, a positive word-of-mouth and the readiness to recommend Intention is said to be the cognitive representation of a person's willingness to perform certain behavior or action, and it is considered to be the immediate antecedent of behavior (Ajzen, 1991). The intention is based on attitude towards the behavior, subjective norm and perceived behavioral control, with each prediction weighted for its importance in relation to the behavior and population of interest (Ajzen, 1991).

The wish to return and again use the services of a hotel is influenced by the customer's satisfaction with the services provided (Berezan et al., 2013). Research conducted by Tussyadiah (2016) suggested that, the desire to revisit to the hotel is influenced by the satisfaction of the guest, which is based on their experience of using the services and value. Ali (2015) suggested that the quality of service has a significant effect on the desire to reuse the services of the hotel in near future.

Objectives and Rationale of the Study

As the Restaurant industry should expect continuing rises in consumer demand for healthy eating options. Rising commodity expenditures and varying profile of demographics are expected to lead to lesser spending in restaurants. Providing satisfying dining experiences to consumers should be a key emphasis for all operators, particularly for quick service restaurants (QSRs) to win

customers back. Happy clienteles are 3.5 times more expected to revisit a restaurant than unhappy customers.

The wish for customization, for food prepared fresh right in front of you with the toppings of your choosing, and eating the meal in best ambience due to this consumers are willing to pay a bit more for a better quick-service meal without the added pressure to tip.The present study contributes to consumers' behaviourintention for food items in the context of quick service restaurants.

Although many researchers have studied quick service restaurants in recent past such as Customer Perception about Green Practices in QSRs, Perceived Value and Intention to Purchase in QSRs, food quality, customer satisfaction and service environment, satisfaction and behaviour intention, Corporate image and customer satisfaction and coupon promotion (Pietro, Gregory,& Jackson 2015; Ryu, Han, & Kim 2008; Ryu& Han 2009; Qin &Prybutok 2008; Che Wu 2015; Taylor & Tolbert 2002); yet the existing literature has failed to focus on exploring the Food Related Lifestyle, Servicescape in building customer satisfaction and behaviourintention together. In order to be competitive in the restaurant and hospitality business world, the QSRs need to recognize the importance of Servicescape and Food Related Lifestyle on Customers satisfaction.

As well, this study hopes to create an awareness of the importance of servicescape in the QSRs sector. Hence, the proposed study throws light into the impact of Servicescape, Food-related lifestyle on customer satisfaction and behaviour intention of the customers visiting QSRs.

In a restaurant setting, it is possible that the servicescape attributes of the restaurant might have an impact on consumers' satisfaction or food-related lifestyle routine of staying healthy (Mikkelsen, 2011; Sobal and Wansink, 2007). Therefore, based on examinations of previous studies, this study hypothesized as follows:

H1: Food related lifestyle and Servicescape have significant impact on Customer Satisfaction in QSRs.

H1(a): There exists a significant impact of Servicescape on Customer Satisfaction.

H1(b): Food Related Lifestyle has a significant impact on Customer Satisfaction.

H2: Servicescape and Food Related Lifestyle have a significant impact on BehaviourIntention of Customer.

H2 (a): There exists a significant impact of Servicescape on customer's Behaviour Intention.

H2 (b): Food Related Lifestyle has a significant impact on customer'sBehaviourIntention.

H3: Customer Satisfaction has a positive impact on their Behaviour intention

Research Methodology

Instrument Development

The Questionnaire to achieve the research objectives of this study, this questionnaire divided into four sections. The questionnaire was written in English. Section A comprised of demographic profile of the customers and section B consisted of 14 questions and was divided into four parts: Firstly questions focused on consumer lifestyle for eating out in the quick service restaurants using a five-point Likert scale (1-strongly disagree, 2-disagree, 3-neutral, 4-agree, 5-strongly agree). In section C consists of 17 questions focused on the Servicescape which is an organized model that prominences on tangible and physical aspects in an environment of service handling using a five-point likert scale (1-strongly disagree, 2 disagree, 3-neutral, 4-agree, 5-strongly agree). Section D and E covered 9 questions pertaining to consumer satisfaction and behaviour intentions using a five-point likert scale.

Measurement variables

A questionnaire was developed to measure each construct and most of the measurement items used in study were adapted from previous studies. Items for Servicescape taken from previous studies like Bitner (1992); Hanks & Line (2018); Meng& Choi (2018); Dion &Borraz (2018). This study adopted the Food-Related Lifestyle developed by Yi, Choi & Chang (2016) and Customer satisfaction scale taken from Oliver et al. (2018) and Borchgrevink (2018). BehaviourIntentions scale items taken from the Kim et al., (2013) and Zeithaml et al., (1996).

Data Collection and Sample

The present study was carried out on customers of Quick Service Restaurants in the region Jammu. The reason why the Jammu region was chosen is that it represents the number and variety of all the top five International Brands of QSRs according to Trendrr (2018) that is Mc. Donald's, Domino's, Pizza Hut, KFC, and Café Coffee day are present in Jammu. According to Grant Thornton Report (2015) and FICCI, the consumer base for QSR is as large as people relish dining at QSRs and commonly this trend has also been seen in Jammu.

The sample respondents were selected using random sampling. The total number of usable questionnaires was 175.

Analysis

Table 1   Respondents Demography

Measure	Item	Sum	Percentage
Gender	Male	75	42.9
	female	100	57.1
Age	Below 20	68	38.9
	20-40	102	58.3
	40-60	5	2.9
	Above	0	0
Marital status	Single	100	57.1
	Married	42	24.0
	Separated	24	13.7
	Widowed	9	5.1
Qualification	Illiterate	0	0
	Primary	0	0
	Secondary	8	4.6
	Higher	42	24
	secondary	78	44.6
	College	47	26.9
	Others		
Monthly income	Less than 10000	73	41.7
	10000-20000	19	10.9
	20000-30000	60	34.3
	30000-40000	6	3.4
	Above 40000	17	9.7
Reason for eating out	Family outing	53	30.3
	Friends	93	53.1
	Business purpose	6	3.4
	Special occasions	13	7.4
	To try signature item	2	1.1
	Children	4	2.3
	other	4	2.3
How often you dine out monthly	Once a month	30	17.1
	Twice	51	29.1
	Thrice	28	16.0
	More than thrice	66	37.7
Average billing per consumption	Less than 1000	60	34.3
	1000-2000	82	46.9
	2000-4000	20	11.4
	More than 4000	13	7.4

Demographic Profiles

Results of the descriptive analysis of the respondents' demographic characteristics are more than half of the respondents were female (57.1%), meaning that 42.9% were male. Most of the participants were 20–40 years old (58.3%) and single (57.1%). Approximately 44.6% of participants had a Bachelor's degree, while approximately 24% had only a high school qualification. The highest portion of respondents (41.7%) had monthly income less than 10,000 followed by 20,000–30,000 (34.3%). Nearly half of respondents (37.7%) ate out at a frequency of more than thrice a month, and 29.1% ate out twice a month. The majority of theparticipants had average eating out expenditures per consumption of 1000–3000 (46.9%), and the second-most common was less than 1000 (34.3%). Most of the respondents reason for eating out are friends (53.1%).

Table 2 Regression Analysis of FRL on Customer Satisfaction

Multiple R	0.4674				
R – Square	0.2184				
Coefficient of correlation					
ANOVA	**Degree of Freedom**	**Sum of Square**	**Mean Sequence**	**F- Value**	**Significance F**
Regression	1	70.02091	19.5683	48.34739	0.000
Residual	173	19.5683	0.037		
Total	174				
Coefficient	**Standard error**	**t stat**	**p-value**		
Intercept	1.826	0.02615	6.98340	0.1805	
X-Variable	0.529671	0.076176	6.9532	0.022	

Source: Research Results

Table -2 depicts the strength of association between Food related lifestyle (X) and Customer Satisfaction (Y). The regression coefficient β = 1.826 shows that customer satisfaction, which is a dependent variable, changes by 0.529 units for each change in FRL, which is an independent variable. Thus we find that customer satisfaction is influenced by FRL and the value of r^2 =0.2184 indicates that about 21.8% changes in customer satisfaction is due to FRL .The p value = 0.1805. The p value = 0.180 which is statistically significant at 5% level of significance. **Thus, it is concluded that there is an impact of Food-related lifestyle on customer satisfaction in the quick service restaurants and therefore, H1(b) is accepted.**

Table 3 Regression Analysis of Servicescape on Customer Satisfaction

Multiple R	0.803469				
R – Square	0.645562				
Coefficient of correlation					
ANOVA	**Degree of Freedom**	**Sum of Square**	**Mean Sequence**	**F- Value**	**Significance F**
Regression	1	57.835	57.835	315.09	0.000
Residual	173	31.7538	0.1835		
Total	174				
	Coefficient	**Standard error**	**t stat**	**p-value**	
Intercept	0.42121	0.1827	2.3045	0.022	
X-Variable	0.8921	0.0502	17.750		

Source: Research results

Table -3 depicts the strength of association between Servicescape (X) and Customer Satisfaction (Y).The regression coefficient β = 0.421 shows that customer satisfaction, which is a dependent variable, changes by 0.892 units for each change in Servicescape, which is an independent variable. Thus we find that customer satisfaction is influenced by Servicescape and the value of r^2 = 0.6455 indicates that about 64.5% changes in customer satisfaction is due to FRL .The p value = 0.022 which is statistically significant at 5% level of significance. **Thus, it is concluded that there is an impact of Servicescape on customer satisfaction in the quick service restaurants and therefore, H1 (b) is accepted.**

Table 4 Regression Analysis of Servicescape on Behaviour Intention

Multiple R	0.6663				
R – Square	0.4442				
Coefficient of correlation					
ANOVA	**Degree of Freedom**	**Sum of Square**	**Mean Sequence**	**F- Value**	**Significance F**
Regression	1	51.180	51.180	138.15	0.000
Residual	173	64.0885	0.370		
Total	174				
	Coefficient	**Standard error**	**t stat**	**p-value**	
Intercept	0.7791	0.2596	3.005	0.003	
X-Variable	0.8392	0.0702	11.753		

Source: Research Results

Table -4 depicts the strength of association between Servicescape (X) and Behaviour Intention (Y).The regression coefficient β = 0.779 shows that Behaviour Intention, which is a dependent variable, changes by0.839 units for eachchange in Servicescape, which is an independent variable. Thus we find that Behaviour Intention is influenced by Servicescape and the value of r^2 = 0.444indicates that about 44.4 % changes in customer satisfaction is due to FRL .The p value = 0.003 which is statistically significant at 5% level of significance. **Thus, it is concluded that there is an impact of Servicescape on Behaviour Intention in the quick service restaurants and therefore, H2 (a) is accepted.**

Table 5- Regression Analysis of FRL on Behaviour Intention

Multiple R	0.4036				
R – Square	0.168				
Coefficient of correlation					
ANOVA	**Degree of Freedom**	**Sum of Square**	**Mean Sequence**	**F- Value**	**Significance F**
Regression	1	18.780	18.780	33.685	0.000
Residual	173	96.488	96.488		
Total	174				
	Coefficient	**Standard error**	**t stat**	**p-value**	
Intercept	2.031	0.307	6.615	0.004	
X-Variable	0.5189	0.0890	5.803		

Source: Research Results

Table – 5 depicts the strength of association between FRL (X) and Behaviour Intention (Y).The regression coefficient β = 2.031 shows that Behaviour Intention, which is a dependent variable, changes by0.5189units for eachchange in FRL , which is an independent variable. Thus we find that Behaviour Intention is influenced by FRLand the value of r^2 = 0.168 indicates that about 16.8 changes in customer satisfaction is due to FRL. The p value = 0.04 which is statistically significant at 5% level of significance. **Thus, it is concluded that there is an impact of Food-related lifestyle on Behaviour Intentionin the quick service restaurants and therefore, H3 (a) is accepted.**

Table 6 Regression Analysis of Customer Satisfaction on Behaviour Intention

Multiple R	0.7842				
R – Square	0.6149				
Coefficient of correlation					
ANOVA	**Degree of Freedom**	**Sum of Square**	**Mean Sequence**	**F- Value**	**Significance F**
Regression	1	70.889	70.889	276.34	0.000
Residual	173	44.378	0.256		
Total	174				
	Coefficient	**Standard error**	**t stat**	**p-value**	
Intercept	0.567	0.197	2.880	0.00	
X-Variable	0.889	0.053	16.623		

Source: Research Results

Table - 6 depicts the strength of association between Customer Satisfaction (X) and Behaviour Intention (Y).The regression coefficient **β** = 0.567821shows that Behaviour Intention, which is a dependent variable, changes byunits0.889for eachchange in Customer Satisfaction, which is an independent variable. Thus we find that Behaviour Intention is influenced by CS and the value of r^2 = 0.615 indicates that about 61.5% changes in customer satisfaction is due toBehaviour Intention. The p value = 0.0044which is statistically significant at 5% level of significance. **Thus, it is concluded that there is an impact of Behaviour Intention on Customer Satisfaction in the quick service restaurants and therefore, H3 (a) is accepted.**

The findings from the different types of Quick Service Restaurants indicate that the youth customers who participated in the survey were generally satisfied with the variables involved for the QSRs.However, they are particularly more satisfied with Food Quality and the Servicescape aspects of QSRs the as these factors received relatively higher mean scores for the restaurants. This indicates that the restaurants patronized by the respondents in this study performed better in terms of the customer satisfaction andServicescape.

Discussion and Conclusions Derived From The Study

This study provides an understanding into the lifestyles of food consumers and servicescapein the Quick Service Restaurants, particularly in relation to their satisfaction and behaviourtowards fast food.The study identified the drivers of the impact of FRL and servicescapefor convenience food and developed a series of dimensions based on these drivers. Consumers were segmented using the food-related lifestyle and servicescapeinstrument.

The results indicated that patrons were generally pleased with the restaurants and the key determinants on their satisfaction and Behaviour Intention. However, the impact of Food Related Lifestyle on customer satisfaction andBehaviour Intention was found to be relatively lesser in the QSRs.The managerial implication for Quick Service Restaurant managers and operators is that careful attention and proper resource allocation should be given to deliver high levels of Human Service in order to delight customers. The customer-contact service employees must be appropriately trained and monitored in terms of their skills knowledge, attitudes and relations (SKAR). The employees need to be specifically empathetic or caring, reliable, responsive and courteous. They must be motivated and emotionally stable at all times.

Restaurant managers identify that in today's competitive restaurant industry it is no longer adequate to offer only good food or an amusing atmosphere to consumers. Nowadays, customers are highly advanced and their overall dining involvement includes not just the clear visual cues of the servicescape, but also the interaction of service staff's with customers. Further, consumer assessments have become more meticulous in that the matching of specific attributes also accounts for their overall dining satisfaction. Research presented in this article posits that the perceived congruency namely, (a) the matching of the store atmosphere and the type of food sold, and (b) the matching of the exterior look of the restaurant matches the interior décor or theme enhances individuals' pleasure and satisfaction.Taking this into consideration, it is recommended that managers should take several steps to make servicescape components more striking and attractive. It is also suggested that a unit allied with research and development (R&D) department whose effort it is to do research in this arena should be opened. Strannegard (2012) also stated that hiring a full-time designer is of tactical importance in terms of upholding a high-quality service concept in quick service restaurant businesses.

Among the measured components of dining experience, this study identified food related lifestyle as the most significant influencer of customer satisfaction and behaviour intention in the Quick service restaurant context. Therefore when targeting this QSRs customers,

operators should offer "the quality of food" and "price and menu," "taste" attributes of FRL that this segment considers important. However, according to the findings in this study, consumers have challenging food-related lifestyles that guide their behaviour intention and these lifestyles can be measured.

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Service Quality and Customer Satisfaction: A Review of Selected Theories and Its Uses in Research

Rahul Bharadwaj & Shyju P.J.

Abstract

Assessment of Service quality measuring customer satisfaction and its overall effects on customer behaviour are long-debated topic in academic circles. The seminal research of Parasuraman in the field of marketing opened up a number of improvised models exclusively in the field of customer satisfaction researches. The conceptual and empirical frameworks were developed with a number of theories which were originally used by researchers in psychology. Theories provided the premises for developing models especially in the field of 'service quality' and 'customer satisfaction'.

The present study is prepared in the backdrop of understanding the theoretical prepositions which were instrumental in developing research framework in the study area. In this study theories were explained with reference to tourism and hospitality. The research is providing a firsthand understanding of significant theories and the underlying constructs.

Keywords: Service, Quality, Customer Needs, Satisfaction, Theory.

Introduction

Ensuring the quality of a service offered plays a vital role in service industry and it significantly influence the future of business organisation. In this study, the researcher attempted to explore the research literature on different aspects of theoretical foundations in service quality and customer satisfaction. The literature provides directions to discuss the service quality and customer satisfaction important theories for service quality and customer satisfaction. The present paper analysied relevant theories and major features of these theories used by researchers to explain various models on the chosen topic. The rationale of selecting theories is such that it provided basis for conducting the studies in areas related to service sector.

Two underlying Concepts: 'Service Quality' and 'Customer Satisfaction'

Academician define service features in the terms of intangibility, perishability, inseparability and heterogeneity (Koc, 2019). Service cannot be stored and inseparated from the customer. Providing excellent service is a fundamental objective of the service sector especially the Hospitality and Tourism industry which are totally based on the principles of service quality and customer satisfaction. For example: when a waiter serves foods and drinks to a customer his services are inseparable and also it is intangible in nature. According to Grönroos (1984) service quality has two dimensions.

- Technical quality means that technical aspects associated with service for example when a waiter serves drinks in the restaurant that is called the technical quality.

- Functional quality means how that service has been received by the customer for example attitude, environment and courtesy.

Customer Satisfaction

Different researchers conducted in-depth studies on satisfaction of customer, Different researcher conducted in-depth studies on factors contributing to studies on factors contributing to overall customer satisfaction and it is identified as an important part of modern business (Kadir and Shamsudin, 2019). It is very much important

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goal for the service quality and customer satisfaction business. When a satisfied customer gives positive word about the hotel that creates a positive image of that hotel. When a customer is highly satisfied it becomes a loyal/ repeat customer and also spread good feedback of the product/service and it will help the organisations to reach out0 to new customers. It is an essential constituent in any organisation for measuring satisfaction that determine the quality of services and the product. Customer satisfaction is assessed on different criterion and the researchers continued to introduce new models in this regard.

According to Anderson and Mittal (2000) when the attribute of the product and services are improved then it leads to extended level of customer satisfaction that will directly or indirectly increase the number of the customers in the long run in any business or establishment. it is a result of valuing and ensuring the assured quality of product and services.

Objectives

(a) To examine the underpinning different theories used in the service quality researches.

(b) To study the constructs developed by various social scientist.

Methodology

The following types of literature review used by scholar a) systematic b) Meta analysis c) Bibliometrics depends on the number of articles to be received and also the purpose of review

In the last two decades social science and humanities have developed a different approach for the literature review search that is called systematic review of literature. When the various social science scholars compare the traditional way of literature review process, it is observed that we leave various important authors and their contribution in those fields. SLR shows that it is very much scientific in nature, the study of this types of empirical research makes the literature search more transparent and replicable that reduces the level of biasness. SLR played a vital role in the search of literature in the field of social science that developed a scientific way of carrying the review and refining the literature review process to address the new research questions in an area.

The present study is conducted on the pattern of SLR. The selected research article was from the google scholar. It was the major sources of research data base and the collection consist of more than 200 fields of the study after excluding researches conducted other than tourism and hotel management. Shortlisting of research paper were done after going through extensive reading of abstracts of the research paper at the first phase of the study. Articles that positioned theories as the base for developing the constructs and empirical model were screened.

In this stage only research articles were considered and excluded review papers, conference proceedings, book chapters etc. Research papers exclusively dealing with the theories of related areas were shortlisted to conduct this research. These theories were examined in the context of customer needs, quality, and satisfaction to elaborate the underpinning concepts which developed into different model. The main aim of this research is to study the significant role of theories which explained the inter-linkages and causal relationships between various concepts of service quality.

Discussion-Theories

Theories were selected on the basis of its application in the field of service quality management.In the present research five theories have been selected for the detailed study. The theories are Need Gratified Theory, Means-End Chain Theory, Cognitive Dissonance Theory, Comparison Level Theory, Expectancy Disconfirmation Theory and Theory of Planned Behaviour.

Need Gratification Theory

This theory is built on the premises of need analysis and relates fulfilment of needs with satisfaction. This theory put forward lower-level needs, higher-level needs and the degree of satisfaction varies considerably with the two levels (Wolf, 1970). This theory postulated five positions. (a)When the lower-level needs of a person is not fulfilled, the level of satisfaction and dissatisfaction will fluctuate significantly. (b) When the lower-level needs are partially fulfilled, then the higher order needs create scope for the degree of satisfaction and dissatisfaction. (c)When the lower order needs are fulfilled unconditionally, satisfaction or dissatisfaction emerge from higher order needs. (d) Gratification of needs leads to satisfaction. (e) Dissatisfaction is an outcome of unfulfillment of an active need. It is understood that when the person's needs fulfilled with the use of a product, it leads to 'satisfaction' or 'dissatisfaction' which in turn results in consumer behaviour (Oliver, 1997). From the above discussion, we can conclude that satisfaction and motivation are extrapolations to product and their service environment.

Means-End-chain theory

This theory presented a cognitive model to understand the consumer behaviour and, which helps in the decision-making process. This theory includes the attribute of a product (means) and intangible elements. For example, emotional and personal values (ends) that have a vital role in decision making process of a user (Olson and Reynolds, 2001) Means and chain involves three sequential

- ✪ process.
- ✪ Extract attributes
- ✪ Laddering
- ✪ Analysis

Borgardt (2020) developed hierarchal value map is an adaptation of means and chain framework proposed by Olson and Reylonds. This theory describes that the

tangible elements of a product significantly influence customers, hence, it plays a major role in triggering consumers cognitive levels, that later on influence buying options of the customer.

In the next level of study laddering interview studies particular attributes as found significant by the consumer. The final stage, a metrics is generated called summary implication metrics and finally it forms HVM diagram. The high value map establishes the significant attributes of the product and the important values hold by the customers to use specific product. So, the present theory in general deals with the purchase behavior of consumer based on tangible features of that product, the level of its effect in consumers and final decision-making process. Rajaquru (2016) by applying this theory it found that ensuring service standards and assuring quality played a major role in attaining customer satisfaction. This further leads to behavioural intention in airlines industry according to this author.

Cognitive dissonance Theory

This theory was developed by Festinger (1957). This theory illustrated that when a anyone holding two thought that causes the state of confusion in the mind, that leads to rejection or uncomfortable situation. It is found that a when a person expects a certain level of service, but receives less than expected creates a disparity in the mind and experience cognitive dissonance. Such as: when a guest reaches at a star category hotel and expects service of certain level, but receives service which is below than expected leads to dissonance.

Comparison level theory

The theory was developed by La Tour and Peat (1979) This theory stated that when a product or service is consumed it does not measure the satisfaction of the customer or the person who consume the services or product. It compares the level of service received which is better than available options in the present market. According to Oliver (1997) customer set a comparison in their mind when they are evaluating the product or services in their mind on the basis of,

- ✪ The price of the product.
- ✪ Expectation on the product's quality.
- ✪ Expected performance.
- ✪ Product meet the attribute and finalities.
- ✪ Meet the expectation of friends and the member of families.
- ✪ Same level of satisfaction among the customers those who purchased the same product.

Expectancy Disconfirmation Theory

Oliver proposed the Expectancy Disconfirmation Theory in 1977. It is aimed at examining the customer satisfaction.

when the author argued that expectation level of customer, performance level and disconfirmation level of customer are subjective. Expectation, performance and disconfirmation predict customer satisfaction in this theory. Author extended the theoretical position of EDT in 1980s. According to author satisfaction mediated attitudinal component (pre-exposure & post exposure). Comparison of adaptation level and actual product experience act as the lease for secondary level of evaluation which will be used for product performance evaluation.

Oliver developed EDT for assessing the satisfaction of customers. This theory evaluates pre-purchase expectation and actual performance of goods and services as perceived by the customers When the customer experienced the product or services, the outcome is generally compared with expected service/product. When the outcome of product and service matches the customer expectation level of the product then customer gives positive word about the product/ service. When the expectation level of the product is below then customer feels dissatisfaction and that may in turn affect the business in the long term.

The feeling of satisfaction or dissatisfaction creates an impact in the mind of customers the gap created because of underperformance of the product than the expected level leads to disconfirmation. Researchers used different methods for assessing the main constructs, but two methods have been widely followed when using EDT as an underpinning theory, that is a) confirmation b) disconfirmation. The first approach is inferred approach (or the subtractive approach). It involves the computation of the gap between expectations and evaluations of its performance. The second approach is direct approach or subjective approach (Meyer, & Westerbarkey, 1996; Prakash & Loundsbury, 1992). The direct approach uses the summary judgment scales to measure confirmation / disconfirmation that is better than expected to worse than expected.

Both approaches used in tourism and hospitality sector to understand and assess the satisfaction level of customer with the service quality of hotel industry (Tuan, 2021; Holjevac, Marković, & Raspor, 2010; Su, 2004; Gilbert & Horsnell,1998; Barsky, 1992; Barsky & Labagh, 1992). There are many studies that shows expectancy disconfirmation paradigm is valid and reliable frame work for measuring satisfaction in hospitality and tourism industry. Oliver (1997) presented the 'expectancy' and 'disconfirmation' with the performance model that is based on, the following factors
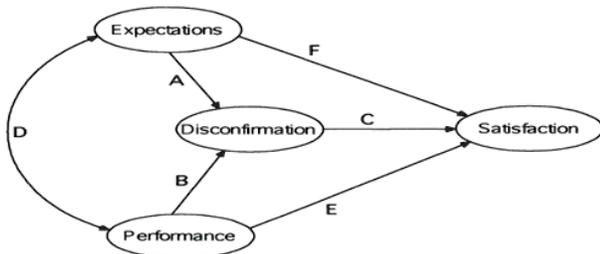
(a) Performance expectations

(b) Perceived performance

(c) Disconfirmation is also caused when the actual performance exceeds or fall short of individual

performance expectations.

(d) Satisfaction

The following diagramme presents the proposed model with the following constructs.

(i) Satisfaction is predicted by expectations, disconfirmation and performance.

(ii) Disconfirmation mediates satisfaction

(iii) expectations & performance are related.

(iv) expectations and performance are directly impact satisfaction.

Expectancy disconfirmation with performance model.

Adopted from (Van Ryzin, 2004)

All these four variables are further divided into two theoretical streams. The overemphasis on expectations of the customers which are primarily formed by different reports and other sources were flagged as the weak point of this theory by some researcher. Later on, in 1976 Philip Kotler proposed that customer satisfaction is determined by prior experience of customer with similar product but situationally produced expectations have little effect on customer satisfaction.

Some of the author observed that expectation-disconfirmation paradigm have used only expectation based on the situation as the measuring standard (Olshavsky & Miller, 1972; Anderson, 1973; Oliver 1976, 1977, 1980).

Theory of Planned Behaviour (TPB)

This theory postulates that the intentions, attitude subjective norms and perceived behavioural control can predict the original behaviour. TPB tried to measure the strength of the relationship between the antecedents that predict the behaviour. Ajzen (1991) illustrated that the expectancy-value theory predicts partially predicts the relations, on the other hand TPB is found to be more useful to check the relationship. It argued that the motivation (intention) and ability (behavioural control) contribute to the behavioural achievement. Productivity can be enhanced with behavioural control and intention.

Later on, author described that behavioural beliefs impact attitude, normative beliefs impact subjective norms and control beliefs have an effect on perceived behavioural

control and finally leads to overall behavior pattern. According to this model perceived behavioural predicts behavioural intentions but also has a direct effect on actual behaviour.

TPB has been widely used in service industry especially tourism and hospitaltiy to study satisfaction and behavioural intentions. Author used TPB to relate customer behaviour and satisfaction in green hotels. The studied showed that how TPB model positively improved in decision making for purchasing customers accommodation in the green hotels. This theory helped the marketing executives and managers in planning effective marketing strategies that helps in enhancing the promotion of green hotels.

Discussion

The study shows that service quality and customer satisfaction are highly areas interrelated. Many researchers presented that customer satisfaction improves delivery of service quality along with other factor. Also, several authors argued that customer satisfaction and service quality are interlinked to one other that leads to customer behavioral intention.
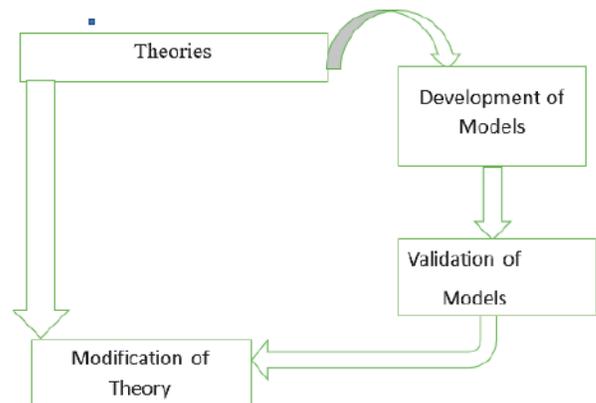
After going through different theory of customer satisfaction, it has been observed that satisfaction is not an ultimate goal of any business. Loyalty good customers and relations to ensuring satisfaction are now considered as important for those organisations follow fair business ethics. The study positions that dissatisfaction also arises from when there is no response or little response from the service point who is supposed to attend the customer.

According to Law & Ngai (2005) expectancy disconfirmation theory has been applied by researchers to compare the different attribute of expected and perceived performance. The result shows that there was a huge gap between the perceived performance and expected performance in information architecture.

According to Leung and Wen (2021) the consumption emotion of food ordering experience through digital ordering method. The findings shows that chatbot

ordering method shows more negative emotions than the rest of the two other methods applied in the study.

Goh, & Lee (2018) analysied that attitude of generation Z towards the working in the hotel industry. It is observed that generation Z has overall positive attitude towards the hotel industry that are dealing with the people, working in odd / long hours, safety and security issue, potential work place, health issue etc.

Teng, Wu & Liu (2015) illustrated that how the characteristics of individual affected the intention of traveler to visit the green hotel. It is found that attitude, perceived behavioral control, control subjective norms and altruism positive affected the intention of customer visiting green hotel.

According to Rajaguru & Rajesh (2016), 'value for money', 'service quality' and 'customer satisfaction' are interrelated, and it shows that equating the right price with the quality of the product offered are important factors for measuring customer satisfaction through means end chain theory.

Kim & Kim (2018) advocated that selected religious tourist perceived the sites through means end chain theory and their personal own values. It understands that what is the importance of religious sites through the experience and their values by using MEC theory. It also shows that how tourist have cognitive affection to these religious sites.

Using cognitive dissonance theory, Herjanto & Gaur (2014) analysied the impact of how negative word of mouth affected the hotel business.

To summarise, service quality emerged as a key academic research area in the last thirty years. Researchers used different theories to relate concepts such as motivation, perception, attitude, behaviour and proposed measurable models which predict customer satisfaction on the basis of their researches. The academic community realizes the significance of theories in research, especially in marketing and management, the progress of researches was reflective and realistic too.

Conclusion

The present study discussed the various theories associated with the themes that deals with service delivery, quality assurance and satisfying customer needs. It played an important role in analysing the product/service design and the service delivery. Various customer satisfaction theories are discussed in this paper like need gratified theory, means end chain theory, dissonance theory, comparison level theory, expectancy disconfirmation theory, theory of planned behavior. Various theories ascertained service quality and customer satisfaction affect the businesses of any organisation. This study also explained that how important the theoretical framework to study service quality and customer

satisfaction. It concluded that when customer expectation is not met with the perceived expectations that leads to dissatisfaction and causes turndown of the customer. These theories were globally used by the researcher in the service sector to improve performance and enhance customer satisfaction levels there by maintain goodwill and reputation.

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The Future of Sustainable Food Production: A Focus on Natural Farming

Raj Kumar, Harpreet Singh &Arun Singh Thakur

Abstract

This research study centers on the topic of sustainable agriculture, specifically examining natural methods that aim to achieve zero production costs for all crops. As there are no external purchases to be made. The root zone encompasses all the necessary elements for the growth and development of plants. Plants derive approximately 1.5% to 2.0% of their required nutrients from the soil, while the remaining 98% to 98.5% is obtained from the surrounding air, water, and sun radiation. According to scientific research, it has been determined that around 98% of the composition of crop bodies consists of air and water. What is the necessity of including external fertilizers in this context? Each green leaf has the ability to generate sustenance through the process of photosynthesis, yielding an average of 4.5 grammes of carbohydrates per square foot of surface area. Chemical fertilizers are rendered ineffective. The soil in our region possesses a significant abundance of minerals. However, these nutrients exist in a form that is not readily useable. The application of toxic chemicals, such as chemical fertilizers and pesticides, has resulted in the destruction of microorganisms responsible for converting these nutrients into a usable form. Now, the inquiry comes as to how we might render it practical and functional? The utilization of biological fertilizers and biological insecticides is crucial. The process of soil nourishment involves the enrichment of the soil by the introduction of microorganisms. Furthermore, it serves to decrease the financial commitment of farmers while concurrently safeguarding the land against degradation.

Food is an essential requirement for the sustenance of the human species. The significance of sustainable food consumption is a crucial component within the broader context of sustainable development in the realms of food and tourism. Unhealthy dietary patterns present a more substantial threat to morbidity and death when compared to the combined risks associated with hazardous sexual practices, alcohol consumption, drug abuse, and tobacco use. Due to a significant portion of the worldwide population experiencing insufficient nutrition and the detrimental impact of food production on many environmental systems and processes, there is an immediate and imperative need for a comprehensive overhaul of the global food system.

Keywords: Food, Fertilizers, Soil, Chemical, Sustainable.

Introduction

Sustainable food production holds profound significance in addressing the multifaceted challenges posed by conventional agriculture. At its core, sustainable food production prioritizes environmental stewardship, aiming to safeguard the planet's invaluable natural resources (J. Park, 1996). By minimizing soil degradation, reducing water pollution, and promoting biodiversity, sustainable agriculture contributes to the preservation of ecosystems, ensuring their health and resilience for future generations. Moreover, sustainable practices play a pivotal role in mitigating climate change by reducing greenhouse gas emissions and enhancing carbon sequestration. This climate-conscious approach not only helps combat global warming but also ensures the long-term viability of farming systems in an increasingly unpredictable climate. Furthermore, sustainable food

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production bolsters food security by enhancing crop yields and nutritional diversity, crucial for feeding a growing global population. It fosters resource efficiency, resulting in cost savings for farmers and a reduction in resource pressure, aligning with the imperatives of a resource-constrained world. In contrast, conventional agriculture faces a multitude of challenges, including resource depletion, environmental degradation, contributions to climate change, food safety concerns, economic pressures on farmers, and the erosion of rural communities. In light of these challenges, sustainable food production emerges as a vital paradigm shift, offering a path toward a more resilient, equitable, and harmonious food system that can nourish both people and the planet.

Key Principles of Natural Farming

The concept of natural farming, commonly linked to the teachings of Japanese farmer and philosopher Masanobu Fukuoka, covers a fundamental set of principles that priorities a comprehensive and environmentally conscious approach to agricultural practices. The underlying concepts of this approach centre on the emulation of natural ecosystems and the reduction of human involvement. The following are the fundamental ideas that underpin natural farming:
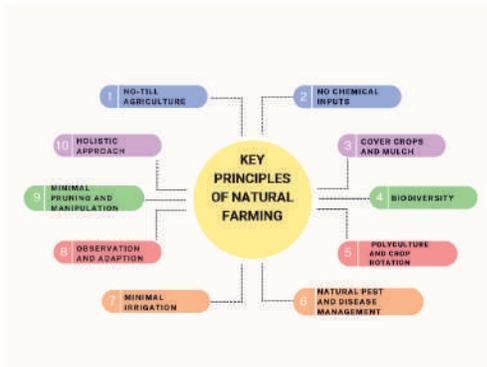
Source- Raj Kumar

1. **No-till Agriculture:** Natural farming promotes a strict no-till approach, meaning that the soil is left undisturbed by plowing, tilling, or excessive cultivation. This preserves soil structure, minimizes erosion, and retains moisture.

2. **No Chemical Inputs:** Natural farming avoids the use of synthetic chemicals such as chemical fertilizers and pesticides. Instead, it relies on natural processes to maintain soil fertility and control pests and diseases.

3. **Cover crops and mulch:** Cover crops and mulch are essential components of natural farming. Cover crops protect the soil from erosion, fix nitrogen, and improve soil structure. Mulch helps retain soil moisture, suppress weeds, and regulate soil temperature.

4. **Biodiversity:** Natural farming encourages biodiversity in both crops and the surrounding ecosystem. By cultivating a variety of crops and allowing wild plants to grow alongside them, it creates a balanced and resilient ecosystem.

5. **Polyculture and crop rotation:** Rather than monoculture (growing a single crop), natural farming promotes polyculture and crop rotation. Mixing different crops together and rotating them helps reduce the risk of pests and diseases while enhancing soil health.

6. **Natural pest and Disease Management:** Instead of relying on chemical pesticides, natural farming uses integrated pest management (IPM) techniques. Beneficial insects and natural predators are encouraged to control pest populations, and plants are selected for their ability to resist diseases.

7. **Minimal Irrigation:** Natural farming aims to reduce reliance on irrigation by selecting drought-resistant crops and using water-saving techniques such as mulching and rainwater harvesting.

8. **Observation and Adaption:** Farmers practicing natural farming emphasize careful observation of nature and their own fields. They adjust their practices based on the specific conditions and needs of their crops and ecosystems.

9. **Minimal Pruning and Manipulation:** Natural farming minimizes pruning and other forms of plant manipulation, allowing plants to grow in their natural forms. This reduces stress on the plants and simplifies the farming process.

10. **Holistic Approach:** Perhaps the most fundamental principle of natural farming is its holistic perspective. It views the farm as a self-sustaining ecosystem where all elements are interconnected, emphasizing the need to work with, rather than against, nature.

Natural farming principles aim to create a balanced and regenerative agricultural system that sustains both the land and its farmers while minimizing the negative impacts on the environment. It places a strong emphasis on harmony with nature, simplicity, and the reduction of human intervention in the farming process.

Benefits of Natural Farming

Natural farming stands as a promising agricultural approach that provides several significant advantages in terms of soil health, reduced environmental impact, and resilience to climate change. One of its foremost merits lies in its profound enhancement of soil health. Through practices such as no-till farming and the use of cover crops, natural farming preserves soil structure, prevents erosion, and encourages the development of robust, fertile soils rich in organic matter and microbial diversity.

This not only boosts crop yields but also diminishes the reliance on synthetic fertilizers, thus benefiting long-term soil health.

Furthermore, natural farming significantly reduces its environmental footprint. By abstaining from synthetic pesticides and fertilizers, it curtails chemical runoff into water bodies and mitigates harm to non-target organisms, leading to cleaner and healthier ecosystems. The lower energy consumption associated with reduced mechanization and synthetic inputs contributes to diminished greenhouse gas emissions, aligning with climate-conscious goals. Moreover, the promotion of biodiversity in natural farming systems enhances overall ecosystem resilience, benefiting both wildlife and agriculture.

Crucially, natural farming exhibits a remarkable resilience to climate change. Its capacity for carbon sequestration in the soil aids in mitigating climate change by capturing atmospheric carbon dioxide. Additionally, the selection of drought-resistant crop varieties and the incorporation of adaptable farming strategies render natural farming well-suited to cope with the challenges posed by unpredictable weather patterns. The diversified crop and mixed farming systems reduce vulnerability to extreme weather events, contributing to overall agricultural stability. Moreover, natural farming's holistic approach, rooted in observation and adaptation to nature's cues, equips farmers with the flexibility necessary to address shifting climate conditions effectively.

In essence, natural farming presents a holistic and sustainable approach that not only bolsters soil health but also reduces environmental harm and enhances resilience to climate change. Its alignment with natural processes and ecosystem dynamics holds promise for creating a more sustainable and climate-resilient agricultural system, addressing the pressing challenges of our time.

Biodiversity and Ecosystem Services

Natural farming practices champion the promotion of biodiversity within agricultural ecosystems, yielding a multitude of associated benefits, notably in the realms of natural pest control and pollination. By fostering a diverse array of crops, wild plants, and beneficial organisms, natural farming creates a balanced and harmonious ecosystem reminiscent of natural landscapes. This rich biodiversity provides a haven for beneficial insects, birds, and other wildlife that play pivotal roles in maintaining ecosystem equilibrium.

One of the notable advantages of this biodiversity is natural pest control. Predatory insects, such as ladybugs, lacewings, and parasitoid wasps, thrive in diversified environments, where they feed on pests that might otherwise harm crops. By reducing the populations of harmful pests, these natural predators act as biological control agents, obviating the need for synthetic pesticides.

This, in turn, mitigates the environmental and health risks associated with chemical pesticide use.

Moreover, natural farming's vibrant biodiversity enhances pollination services—a critical component of successful crop production. A diverse ecosystem attracts a wide range of pollinators, including bees, butterflies, and other insects, as well as some birds and bats. These pollinators facilitate the transfer of pollen between flowers, ensuring the fertilization of crops and the production of fruits and seeds. The increased fruit set and yield resulting from effective pollination directly contribute to higher agricultural productivity.

In summary, natural farming practices prioritize biodiversity within agricultural ecosystems, reaping a host of benefits. From the promotion of natural pest control by beneficial insects to the vital role of diverse pollinators in enhancing crop yield, the cultivation of a rich and balanced ecosystem not only reduces the need for synthetic inputs but also bolsters the sustainability and resilience of agricultural systems, aligning with the principles of ecological harmony and environmental stewardship.

Case Study and Success Stories

India has seen several successful natural farming initiatives in different regions, demonstrating the potential and benefits of adopting sustainable and organic farming practices. Here are a few notable examples:

1. **Subhash Palekar's Zero Budget Natural Farming (ZBNF):** Subhash Palekar, an agricultural scientist from Maharashtra, pioneered the Zero Budget Natural Farming (ZBNF) method. ZBNF has gained popularity in several Indian states, including Andhra Pradesh, Karnataka, and Himachal Pradesh. This method promotes the use of natural inputs and minimal external resources. Farmers have reported increased yields, reduced production costs, improved soil health, and higher incomes.

2. **Sikkim's Organic Farming Initiative:** The state of Sikkim, in northeastern India, made headlines by becoming India's first fully organic state in 2016. Sikkim's government actively promoted organic farming practices, including the prohibition of synthetic pesticides and fertilizers. This transition has improved soil health, reduced the environmental impact of agriculture, and boosted the income of farmers.

3. **Tamil Nadu's Community-Based Farming:** In Tamil Nadu, community-based natural farming initiatives have gained momentum. Organizations and groups of farmers have adopted natural farming practices and shared their experiences. The focus is on building farmer communities and sharing knowledge to enhance the adoption of sustainable methods.

4. **Amrita Bhoomi-Karnataka:** The Amrita Bhoomi Agroecology Center in Karnataka has been a hub for promoting natural farming and agroecological practices. It conducts training programs, workshops, and demonstrations to educate farmers about sustainable agriculture. Farmers trained here have seen increased crop yields, reduced input costs, and improved soil fertility.

5. **Navdanya-Uttarakhand:** Navdanya, an organization founded by environmental activist Vandana Shiva, has been actively promoting organic and natural farming practices in the Uttarakhand region. It focuses on seed conservation, biodiversity protection, and sustainable agriculture. Farmers working with Navdanya have reported improved soil health and reduced reliance on synthetic inputs.

6. **Rythu Sadhikara Samstha (RySS), Andhara Pradesh:** RySS is an initiative by the Government of Andhra Pradesh that promotes sustainable farming practices, including zero-budget natural farming. It aims to transition 6 million farmers to natural farming methods. Farmers who have adopted these practices have experienced increased crop yields, reduced production costs, and improved soil fertility.

These successful natural farming initiatives in India demonstrate that sustainable and organic farming practices can lead to improved soil health, increased yields, reduced input costs, and better livelihoods for farmers. They serve as examples of how adopting ecologically sound farming methods can contribute to a more sustainable and resilient agricultural sector.

Challenges and Barriers

The widespread adoption of natural farming, despite its many benefits, faces a series of challenges and barriers that hinder its progress. One of the foremost obstacles is the inherent resistance to change within the agricultural community. Traditional farming practices, deeply ingrained over generations, can be difficult to challenge and replace. Farmers may be hesitant to abandon familiar methods in favor of less conventional ones, particularly when they fear potential disruptions to their livelihoods and uncertainties about the outcomes.

Lack of knowledge and awareness also poses a significant barrier. Many farmers are unaware of the principles and techniques of natural farming, as well as its potential benefits. They may not have access to training, resources, or support systems that facilitate the transition to sustainable practices. Additionally, the perceived complexity of natural farming methods can deter farmers who are accustomed to more straightforward and input-intensive approaches.

Economic considerations play a crucial role in adoption as well. Conventional agriculture often relies on the use of synthetic inputs, which may seem more cost-effective in the short term. Natural farming, with its emphasis on reducing external inputs, may require an initial investment in training, organic matter, and new equipment, which some farmers may be unable or unwilling to afford.

Policy and market factors can either facilitate or hinder the adoption of natural farming. Inadequate policy support, including the absence of incentives or regulatory frameworks that promote sustainable agriculture, can act as a deterrent. Likewise, a lack of market demand and premium pricing for organic and sustainably grown produce can reduce the economic motivation for farmers to transition to natural farming practices.

In conclusion, while natural farming offers a host of environmental and economic advantages, its widespread adoption faces several formidable challenges. Resistance to change, lack of knowledge and awareness, economic constraints, and policy and market factors all contribute to the complexity of transitioning to sustainable agricultural practices. Addressing these barriers requires a concerted effort involving education, policy support, and market incentives to encourage and facilitate the shift towards more environmentally friendly and resilient farming methods.

Conclusion

Natural farming emerges as a powerful and environmentally friendly approach to food production with significant potential for sustainability. At its core, this method harnesses the wisdom of nature, relying on minimal synthetic inputs and embracing practices that mimic natural ecosystems. This approach bears the promise of cultivating a more harmonious relationship between agriculture and the environment. By prioritizing soil health, natural farming not only enhances fertility and reduces erosion but also minimizes the use of synthetic pesticides and fertilizers, thereby mitigating chemical runoff and preserving water quality. Additionally, the promotion of biodiversity within these farming systems fosters natural pest control and efficient pollination, reducing the need for external interventions. As climate change continues to challenge traditional agriculture, the resilience of natural farming stands out, with its ability to sequester carbon in soils and adapt to shifting weather patterns. In an era of resource constraints and environmental concerns, natural farming offers a sustainable and ecologically sensitive path forward, heralding a more responsible and harmonious approach to food production that respects both nature and the well-being of future generations.

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Mundeshwari Dham; A Semi Developed Pilgrimage Destination (A Study on Tourism Development & Employment Prospects at Mundeshwari Dham)

Anil Kumar Singh & Atul Kumar

The temple of Goddess *Mundeshwari Devi*, located in *Kaimur* district of Bihar state is a unique example of our cultural heritage, which holds immense possibilities of tourism. The octagonal structure of the temple which is nowhere else in the country and the exquisite artwork on it reflects the *Gupta style* from its observation. The Paleography of the *Mundeswari* inscription, therefore, leaves no doubt that it is to be placed earlier than at least the latter half of the sixth centuary A.D.[1] *Mundeshwari Dham* is visited by devotees and tourists every day and during *Navratri*, a large number of tourists from other neighboring states of the country arrive here. The number of tourists coming here is in thousands now, due to which businesses from various business shops & gets employment. Despite being famous as a tourist place, this place is still backward in terms of basic facilities and security. According to the *Puranas* and historians, the temple of Goddess Mundeshwari is believed to be the first temple of India for about 1500 years. This place of pilgrimage is situated in an area where the tribal originally reside such as *Chero* and *Kharwal* etc. People living in this area are basically dependent on farming and earn their livelihood from small shops and apart from that there is no industry. If the pilgrimage area is developed by fulfilling the basic requirements, then the number of tourists visiting here will increase.

Brief History & Introduction

The temple of Goddess *Mundeshwari Devi*, the oldest *Shaktipeeth* of Bihar is a unique example of our cultural heritage. The architecture of this magnificent temple built on an octagonal basis is of the second-most category of Gupta style architectural craft. This temple is considered to be 1500 years old and boasts of immense possibilities of tourism. Carvings around it are of exactly the Gupta Style.[2] There are many strong points in favor of determining the edict's date in favor of the *Gupt* era. The found inscription is in Sanskrit language which was very popular during the days of *Guptas*.[1] It is a fact worthy of notice that almost all the characters of the *Mundeswari* inscription are Early Gupta in type and traceable to the records of that period.[7] Temple is protected by the Department of Archeology. Among the existing examples the temple of *Mundeswari* situated on the top of a hill of some 600 feet high, 7 miles to the south-west of Bhabua in the Shahabad District.[8] The complexion of the valor of Goddess *Bhagwati*, the presiding deity of the temple on the hill, is found in the fifth chapter of the *Markandeya Purana*.[4][9]

According to historians, there have been many views in the history of temple construction and according to local villagers; there have been many popular narratives and stories. The Holy Place *Trixhakul* Mountain (currently called as *Pravara* hill) of sage sages has been a land of religious and spiritual growth since pre-historic times. The sages, given the natural beauty of this place, gave the region the prestige of *Dev Bhoomi*. In the history of India, temple construction is believed to be from the temple of *Mundeshwari Bhavani*. Some historians are of the opinion that the first temple construction tradition in the country was started by the founder of Gupta Dynasty, *Sri Gupta* and the first temple was built by him in *Mundeshwari Dham*. A fragmented Shiva statue from *Mundeshwari Dham* is believed to be of pre-Gupta period. There is a clear impress of the *Gupta Style* on the Carvings.[9] It is believed that the *Trixhakul* Mountain (*Pravara* hill) became famous as a place of pilgrimage between prehistoric times to ancient times, probably due to which *Shri Gupta* would have chosen this place to build his first shrine. It would appear that a huge temple would have been built at the same place in the *Uttaragupta* period. The craft of ornate figures on the temple is very beautiful and the architecture of the Gupta architecture is reflected by the observation of the entire architectural craft. Some researchers consider the history of *Rishi*

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Atri's Holty Place *Mundeshwari Dham* to be associated with the *Chero dynasty*. *Mundeshwari Devi* was worshiped as the favored goddess of the *Chero dynasty*. The *Chero* dynasty was worshipers of *Shakti* and the *Chero* dynasty started worshiping Goddess by installing the statue here. Presently, the *Chero* descendants residing in the same area consider themselves as *Kshatriyas* and worship the Godess. According to another legend, *Khairwal (Kharwar)* dynasty *Kshatriya Raja Mund* had established this temple. Francis Buchann was one the first to notice & document the ancient ruins of the hills; but as he mentions, he could not conveniently se the ruins probably because of the 600 feet height of the hill.[10] His account is therefore based on the sketches or drawings of the painter sent by him for the purpose. The Bengal List gives very sketchy information based on Buchanan's account only. Neither Cunningham or any of his assistants surveyed or explored the ruins. Panigrahi has thrown some more light on the history and architecture of the temple. The present condition of the temple is in a dilapidated state and the fractures of the temple are scattered all around the temple area. It is believed that in 1302 AD, an invader named *Bakhtiyar Khilji* sent the soldiers to the temple at the time of the invasion of *Chainpur* and destroyed the temple. But many researchers emphasis on the fact does not seem to be true because in the event of destruction of the temple, the idols would have been damaged, but the idols of Godess *Mundeshwari* and Lord *Shiva*, the main worshiper of the temple, have remained intact, so there is a feeling of destruction of the temple due to any natural calamity which is still a matter of research. The octagonal structure of the temple is considered a symbol of the eight directions and from the religious point of view; the power is spread in all the eight directions. The main entrance of the temple is towards the south. Presently the idol of Goddess *Mundeshwari* is installed towards the eastern gate of the temple and the south gate of the temple has been closed. It is speculated that there was a *sabha mandapa* in front of the south gate of the temple and a statue of Goddess *Mundeshwari* was installed on the south west corner adjacent to the pavilion which would have been later installed towards the eastern door. There is no place of life-violence or sacrificial practice in the Devi temple in the temple. What astonishing and true fact is that in the *Chhag* tradition of sacrificing, the animal gets decimated as soon as the priest pours the grains of rice, which have been sacrificed, on the sacrificial animal and again he becomes conscious after the priest sprinkles the grains of the obliged rice.

Need of Development Observed

Traffic System: The temple of *Mundeshwari Devi* is located at a distance of about 25 km from *Bhabua* Road Station where passengers have to change twice to reach there. To reach here from the railway station, only small vehicles are arranged, so that the driver, where there is a seating for ten to twelve people, forcefully seizes sixteen to seventeen people for additional benefit. Due to this arbitrariness of the drivers, passengers are sometimes placed on the roof of the vehicle. If the tourism department arranges departmental vehicles under its schemes, the passengers will not have to be a victim of fraud and tourists will also be able to travel safely and not only this, the revenue will also be ensured through these vehicles. In the past years, a departmental vehicle was proposed from Bihar capital Patna directly to *Mundeshwari Dham*, which has not been implemented yet.

Residential Arrangement: *Kaimur* district has many high quality hotels and lodges and also a *dharamshala* but lacks any lodge or *dharamshala* near *dham* area. Since this temple is situated in the picturesque environment of *Kaimur* hill, it is also naturally the center of attraction. If the government and non-government hotels are arranged here, then tourists will want to stay here and enjoy the natural environment here. Although the rural areas of this region are not very prosperous, but there are some such residences in the surrounding areas which if registered with the scheme named "Bed and Breakfast", it can become a source of income. If the tourism department of Bihar State executes this project soon, then the shortage of hotels in *Kaimur* can be overcome and new means of employment will be developed through alternative accommodation.

Food and Cafeteria Arrangements: The visit of tourists of various states to *Mundeshwari Dham* is going on throughout the year. Presently, there are some lower than normal food shops in this area which can be counted on the fingers. Due to the lack of good food in these shops, there are many tourists who hesitate to leave. The tourism department needs to arrange a high level departmental canteen, which does not cause inconvenience to the tourists who are fond of food and drink as well they can encourage the stakeholders to establish restaurants.

Museum: The temple of *Maa Mundeshwari* is a part of our cultural heritage, so it is absolutely essential to keep the temples and artifacts related to the temple in the museum at *Dham* and renovate them so that the tourist can know and save their heritage. Between 1982 and 1902[1], British scholars found inscriptions recorded in the *Brahmi* script in connection with *Mundeshwari Dham* on the *Pravara* hill which is currently preserved in the Indian Museum of Kolkata. If a good museum is built near *Mundeshwari Dham* and inscriptions and related information related to this temple are brought from the Kolkata museum and kept here in the proposed museum, then the importance of this place will increase further.

Ropeway: It has been adopted as a proposed instrument for decades but it is not possible to say exactly when it will start. From the beginning of the ropeway, sitting in it, enjoying the high mountains, natural views, having access to the temple for a lot of work expenses will provide a

different experience for the tourists of every category. The biggest benefit of applying rope path will be for those people who are not physically able to climb the stairs and even the elderly can go to the high mountain with the help of rope path. Through development of Ropeway more number of tourists will be attracted.

Helicopter Service: If a helipad is constructed here after surveying the *Pravara* hill in *Mundeshwari Dham*, then physically unwell and blood pressure patients will also be able to gather courage to come here for the same revenue. There will be realization which will give employment to people and the development of tourism in *Mundeshwari Dham* can get a different new dimension.

Eco Tourism: The temple of *Maa Mundeshwari* is situated in the lap of *Kaimur* hill, which is also naturally a center of attraction for tourists. If, from the perspective of eco-tourism, sports such as trekking and rock climbing are introduced for nature and adventure lovers and eco parks etc. are constructed, then it will attract another community of tourists and it will get promoted in the form of eco-tourism and At the same time, the tourism department will also receive revenue.

Guide Facility: Due to the fame of the ancient temple of *Mundeshwari Dham* in other states, the influx of devotees and tourists is there throughout the year, where many such tourists are found who have come twice or thrice or regularly every year. If those tourists try to get information about the history of the temple, then they listen and tell the myths like - Aurangzeb demolished this temple etc. which is completely untrue. In such a situation, the Department of Tourism needs to arrange licensed guides so that the tourist can get accurate and accurate information about his heritage.

Security: For the protection of heritage, the tourism department should be directed to the archeology department for the preservation of artifacts and buildings, so that they can be saved from theft or destruction. Today we can see in a metropolis like Delhi which is quite popular in the tourism sector, where we often find the name of a latest couple or any new Superman inscribed on the historical buildings. The Central Tourism Department had undertaken campaigns like Incredible India for its protection, which had a special effect on it. Although *Mundeshwari Dham* is under the patronage of the Archaeological Department, it can be seen on the ancient ruins of temple on which tourists keep writing their names and addresses on the day, due to which the artwork here is in danger. In such a situation, the tourism department of the state of Bihar needs to take appropriate steps in the preservation of this heritage and provide adequate protection; there is a need to set up a tourist police and a tourist station for the protection of tourists.

Medical Facility: Often, the possibility of getting sick due to change in air, water and weather is increased due to tourists moving to another place during tourism. If the tourist place is located in a place far away from the city, at least first aid should be provided so that minor accidents can be done in the first aid.

Cleanliness: Most of the pilgrims are not responsible tourists, especially Indian tourists who take full advantage of the democracy of their country. Most tourists do not hesitate to spit, small or long-haul prevention anywhere. Wherever they go, they leave garbage of things used by them like polythene, empty packets, etc. *Mundeshwari Dham* is also often seen where tourists sit and drink even on fractures, and do not miss out on the spread of garbage. So tourists will have to be responsible first to develop *Mundeshwari Dham* into a worldwide tourist destination and then the tourism department itself will have to be active. Although the Government of India's "*Swachh Bharat: Campaign*" has had a very positive effect, but more attention is needed.

After meeting these basic needs can *Mundeshwari Dham* be recognized as an ideal tourist destination. Keeping the above facts in mind, if the tourism department of Bihar State works for the development and rejuvenation of *Mundeshwari Dham*, then its fame will be like that of Goddess *Vaishno Devi Dham* and *Kamakhya Devi Dham*, whose antiquity is unique in itself. Not only this, after the development of *Mundeshwari Dham*, this area will also be developed, which will develop employment resources for the local people and the tourism department will also get revenue.

Conclusion

The temple of *Mundeshwari Devi* located in *Kaimur* district of Bihar state is a unique heritage of our cultural heritage which is unique in itself. This archaeological pilgrimage site is protected by the Department of Archeology and despite being a famous tourist destination in the state, is still deprived of the facilities of an ideal tourist destination. Although Temple is very ancient, which holds immense possibilities of tourism for domestic and foreign tourists, for which if the tourism department takes care of its renovation and publicity, then this site can emerge as an astonishing tourist destination from which thousands - Millions of people can get direct and indirect employment. The antiquity of the temple and the natural wealth of the region is enough for the development of tourism in the region. If the tourism department of the state of Bihar gives a concrete shape after planning and following them, then this area can be rejuvenated and the tourism department of Bihar state will also get a lot of revenue and that money will be re-allocated to this region which can be spent in renovations, which will benefit tourists and pilgrims as well as locals.

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Figure 1 Mundeswari Temple in 1790 A.D.

(A painting by Thomas and William Daniel)

Figure 2 Shop Near Mundeshwari Dham

Figure 3 Prawara Hill Where Temple is Located

Figure 4 Fragmented parts of ruined temple people seating over.

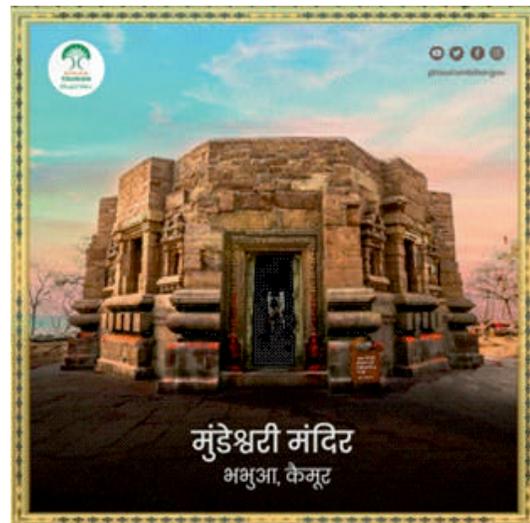**Figure 5 Names engraved by tourists on the ruined artifacts of the temple.**

Figure 6 Picture of Mundeswari Temple on Bihar Tourism Website.