

# **CONTEMPORARY ISSUES IN MULTIDISCIPLINARY SUBJECTS**

## **VOLUME - 2**

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## A STUDY ON THE IMPACT OF STAFF TRAINING AND DEVELOPMENT ON GUEST SATISFACTION IN THE 5 STAR HOTELS OF MUMBAI

Mr. Ajaykumar Meshram <sup>25</sup>, Ms Siya Modi <sup>26</sup>

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### ABSTRACT

The Hospitality industry is a highly competitive and customer focused profession where service can only be turned into profit when the guest is satisfied. To this end, hospitality professionals, especially hoteliers are seen investing large sums of money into employee training & development and performance enhancing practices. One of the important variables that will give competitive advantage to an organization will be its human resources and how human resources is organized. A brand's value and quality of service provided is measured by the guests' satisfaction. In the Hospitality industry, especially in 5 Star Hotels, the entire workforce undergoes rigorous training and development to maintain the standards of the establishment. Many researchers believe that training and development in organizations boosts productivity and increases employee retention, but whether or not it has a direct impact on guest satisfaction in hotels is still to be ascertained. For the said purpose, this research has been conducted and the primary data collected for the study has been analyzed to determine its effectiveness on customer satisfaction. The research undertaken is based on both, quantitative and qualitative data and is analytical in nature. The main method of data collection used in this study was a questionnaire answered by 50 respondents. The questionnaire revealed some crucial information about the opinions of hotel guests including their familiarity with the Human Resources department and their preferences pertaining staff interaction. This research helps in establishing the correlation between the two variables (staff training and development and guest satisfaction) as negative or positive and acts as a platform to gain deeper insights into guest preferences in 5 star hotels. This study will help 5-star hotels to critically plan their investments in training and development. Due to financial and time constraints, the study fails to represent a large scale sample. However, this study presents the different ways in which hotel employees are trained and prepared for guest interaction as well as the effectiveness of these practices in enhancing guest experience.

**KEYWORDS:** *Staff Training, Human Resources, Employee Development, Hospitality, 5 Star Hotels, Mumbai, Guest Satisfaction, Customer Satisfaction.*

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## INTRODUCTION

### Overview of the study:

A brand's value and quality of service provided is measured by the guests' satisfaction. If a guest leaves the hotel content and happy with their stay and the services, they are more likely to come back in the future and to recommend the hotel to other people that they might know. This contributes to a significant amount of the hotels profits and makes it easier for the Hotel to advertise and gain customers as well as earn their loyalty. To this end, hotels invest huge amounts of money to ensure guest satisfaction, including investing in staff training and development.

Hotels spend approximately \$76 per available room of staff training and development, which amounts to nearly ₹5094 per available room (Mandelbaum, 2016). This research will help determine if Staff Training and Development has any impact on the level of guest satisfaction, in the 5 star hotels of Mumbai. It will help establish whether or not there is need for significant amounts of continued investment and will facilitate an understanding of the correlation between these two factors i.e. staff training and development and guest satisfaction.

Moreover, this study will analyze the impact, if any, as positive or negative. Hotels assume positive impact of staff training and development on guest satisfaction because some may argue that well trained and developed employees are better equipped at fulfilling guest demands and requests and at handling complaints. However, this research will examine if that assumption is correct or if some guests prefer to interact with untrained guests due to their refreshing candor, empathy, unrefined responses or other factors, since not all guests share the same opinion.

The Hospitality industry is one of the oldest and most lucrative industries in the world. This trillion-dollar industry includes businesses and services related to lodging, food and beverage, travel and tourism as well as recreation. The Hospitality industry is very diverse and covers a lot of ground including hotels, resorts, restaurants, catering, spas and wellness centers, casinos, cruise liners, aviation service, conventions, theme parks, events and other services related to travel, tourism and transportation. The word Hospitality is derived from the Latin word "Hospes" which means visitor. This industry is deals with the relationship between a guest and a host, wherein the host extends a welcome to the visitor and offers a home away from home (Wilch, 2019). In today's times, we see the Hospitality industry consistently evolving to become more advanced and in the last decade, it has experienced a surge of immense progress and development.

A 'hotel' or 'inn' is defined by the British law as 'the place where a bonafide traveller can receive food and shelter, provided he is in a position to pay for it and is in a fit condition to be received' (Andrews, 2017).

A hotel is an establishment that provides for services like accommodation, meals, entertainment and other services for travelers and tourists. Accommodation can be for the purpose of business, transit, holidays etc. The word Hotel has been derived from the French word 'Hotel' which means townhouse. Another possible derivation of the word could be from 'hostels' which means 'a place to stay for travelers'. "Hotels are categorized by size, location, target markets, service levels, facilities, number of rooms, ownership and mergers and more." Hotels are also more commonly classified based on their star rating that is decided after evaluation of its features, service, and amenities. In India, hotels are rated by The Hotel & Restaurant Approval and Classification Committee



(HRACC), which falls under the Ministry of Tourism. The committee assesses the hotel based on its food services, entertainment, view, room size, amenities, spas and fitness facilities, hygiene, location, ease of access etc. The Hotel is then ranked as a one, two, three, four or five star property (Singh, 2017)

**Five Star Hotels** - A five-star hotel is a luxurious property that maintains a high standard of service through most of its operations. These Hotels are aimed at providing top notch service and amenities to guests as well as highly sophisticated accommodation. These hotels are prepared to meet the customers' highest expectations with regards to comfort, décor and luxury. According to [fivestaralliance.com](http://fivestaralliance.com), Five-star hotels provide certain exclusive services, amenities and facilities including, but not limited to the ones mentioned below:

The various departments of a Hotel include:

Front Office Department, Housekeeping Department, Food Production Department, Food and Beverage Department, Human Resource Department, Sales and Marketing Department, Security Department, Maintenance Department, Finance Control Department, Purchase Department

The department that the researcher had focused during the research is Human Resource Department.

**Human Resources** - The Human Resources Department of an organization performs human resource management tasks related to employment, labor laws, interviewing, administration of employee benefits, organizing of employee files, recruitment etc. Human Resource Managers and other personnel serve as the link between an organization's management and its employees. They review and update employment records related to hiring, transfers, promotions and layoffs. They plan, recruit, oversee the selection process, post job ads, evaluate the performance of organization employees and staff, conduct interviews, run background checks and manage the payroll and benefits administration. Employees are an organization's most important resource and thus, must be motivated, taken care of and well compensated. A successful and happy organization depends on the performance and satisfaction of its employees. The Human Resources Department ensures that the employees are properly incentivized and looked after by assessing and gauging strengths, gaps, negatives and positives in the organization. The practices adopted by the Human Resources Department are crucial in shaping the organization's culture and thus, the outcome of all activities conducted. Magzter.com calls the Human Resources Department "the heart of the hotel" (Pinto, 2019) and state that this department is majorly people driven and human touch is thus, the key.

All human resource activities have been sub-divided by the Academy to Innovate in Human Resources (AIHR) into major functions and areas of HR – Human Resources, for better understanding and comprehension:

1. Human Resource Planning ,Recruitment and Selection, Performance Management, Learning and Development, Career Planning, Function Evaluation, Rewards, Industrial Relations, Employee Participation and Communication, Health and Safety, Personal Wellbeing, Administrative Responsibilities. Since the topic of research, 'A Study on the Impact of Staff Training and Development on Guest Satisfaction in the 5 Star Hotels of Mumbai' falls under the Learning and Development Area.

Learning and Development in Human Resources Management deals with enhancing and elevating the employees' skills, knowledge, performance and efficiency. Learning is concerned with



the attainment of knowledge, skills and attitudes. Development is the expansion and reinforcement of knowledge that aligns with one's development goals. The Learning and Development division aims to develop and advance the conduct and practices of individuals or groups for the progress of the organization.

Training and Development is an integral part of 5 Star Hotels to maintain consistency so that all guests may have a similar experience and also to provide above average service so as to enhance the guests' experience. In the Hospitality industry, especially in 5 Star Hotels, the entire workforce undergoes rigorous training and development to maintain the standards of the establishment. Not every staff member may have a strong educational background and yet, all personnel and their services and actions are a reflection of the Hotel's standards and culture.

Training equips the staff and employees with the necessary skills to meet the needs and expectations of all guests and to handle difficult and/or unprecedented situations that they might otherwise not be prepared for. The basic training skills in hotels include communication skills, interpersonal skills, teamwork, problem solving skills, safety, initiative, customer service etc.

The employees of any hotel must have a good understanding of the standard operating procedures of the organization and must adhere to the hotel's methods as well as training to uphold high standards and maintain consistency. To ensure this, hotels carry out several training and development practices for their employees, some of which are mentioned below (Anonymous, 2018):

Communication Skills, Interpersonal Skills, Behavioral Skills, Soft Skills & Etiquette Training, Team Work, Customer Relationship and Care, Problem Solving Skills, Motivation Leadership, Managerial Skills, Personality Development, Stress Management Training, Food and Beverage Training ,Food Production Training, Rooms Division Management, Industrial Training HACCP, Hotel Accountancy, Sales & Marketing and Safety and Security Training

This research will help study the impact of all of these training and development practices on guest satisfaction and fulfillment in the 5 star hotels of Mumbai and determine whether the impact is positive or negative, if there is any impact at all.

### 3. Research Design And Methodology

#### 3.1 Objective :-

- To assess the outcome of staff training and development on guest satisfaction in the 5 star hotels of Mumbai.
- To analyze the impact of staff training and development on guest satisfaction as positive or negative.
- To ascertain the preferences of 5 star hotel guests with regards to staff interaction & the training and development of employees.

#### 3.2 Hypothesis:-

- Ho – Training and development of the staff in 5 star hotels does not impact guest satisfaction.
- H1 - Training and development of the staff in 5 star hotels does impact guest satisfaction.

#### 3.3 Research Questions:-

- Do trained and developed staff members provide for a better guest experience?



- Do hotel guests have a preference between the service provided by trained and untrained staff?
- Do trained and developed employees impact guests' satisfaction negatively or positively, if at all?

The research topic undertaken by me essentially is "A Study on the Impact of Staff Training and Development on Guest Satisfaction in the 5 Star Hotels of Mumbai". Depending on the purpose of the research, this type of research can be categorized as analytical research. This is because the author analyzes the responses of the population and determines the association between the two variables under study. This research is based on the conclusions drawn using both quantitative and qualitative data in a major way. The research uses quantitative data in the form of statistical data collected using the data collection tools. This quantitative data helps determine the respondents' preferences and their stance on a basically certain matter like their likes and generally dislikes when it comes to hotel staff training and development. The research also deals with qualitative data since the reliability of the information generally is entirely dependent on guest experience and description and thus, the data collected comprises of their opinions as well.

#### 3.4 Universe and sampling

- **Universe** –The study is based on the guests that have interacted with both trained as well as untrained staff in the 5 star hotels of Mumbai..
- **Sampling technique** – The sampling technique used for the study was convenience based and the guests were approached randomly.
- **Sample size** - The sample was drawn randomly from the people of Mumbai that have stayed in a five star hotel in Mumbai at least once in their lifetime and have experienced direct interactions with hotel staff. In total, 60 guests have participated in the survey.

#### 3.5 Data collection tools for the study

Choosing the right tool for data collection is a crucial step that helps gather correct and pertinent data from a primary source. For more circumstantial and accurate information about "Impact of Staff Training and Development on Guest Satisfaction in the 5 Star Hotels of Mumbai" various tools and instruments were used. The instruments comprise of the following:

##### Questionnaire:-

Data for the study has been collected using questionnaires. Carefully curated questionnaires were sent to the guests that have visited five star hotels in Mumbai, serving as a sample. Guests could not be approached for face to face meetings or interviews due to the challenges posed by the Covid 19 pandemic and hence, questionnaires were considered the most suitable tool for data collection for the current study.

#### 3.6 Sources and data collection:-

- After establishing the objectives of the study, the universe was determined.
- Within the universe, the sample was selected using sampling technique, with the subsequent decisions of determining the sample size and specific types of instruments for data collection.





## A STUDY ON THE GROWTH OF THE SPIRITUAL TOURISM IN MAHARASHTRA

Ms Gati Rewale <sup>23</sup>, Mr. Ajaykumar Meshram <sup>24</sup>

### Abstract

Tourism is an activity that goes across traditional economic sectors. Economic, social, cultural, and environmental contributions are all required. It is frequently regarded as multi-faceted in this regard. The challenge with characterising tourism as an "industry" is that it lacks the traditional formal production function as well as a physical output that can be measured. Tourist destinations are defined by a specific style of travel or a gathering of different types of travellers that can change over time.

Spiritual tourism indirectly encourages foreign investment because tourists carry foreign currency with them. However, spiritual tourism has several disadvantages. It destroys nature and disturbs ecology. In general, the advantages outweigh the disadvantages. Therefore, spiritual tourism needs to be promoted to cultivate empathy, compassion, peace and prosperity. More and more employees are participating in spiritual holidays all over the world. It helps them think and find peace, loneliness and relaxation. It improves their decision-making and leadership skills and abilities.

The many sorts of tourism stem mostly from the various motivations for travelling, i.e. the purpose of doing so. There are various types of tourism such as adventurous, environmental, historic, spiritual, and ethnic, etc. In this research article the researcher described the growth of spiritual tourism. A recent study aimed at assessing the potential for growth of spiritual tourism in Maharashtra. It has found that the number of people visiting spiritual sites is rising. This article provides an overview of spiritual tourism in Maharashtra and discusses some key factors that have contributed to the growth of this sector. This includes the growing popularity of yoga and meditation, an increasing interest in religion amongst the young, the growing awareness amongst people of the benefits of religion. Spiritual tourism is for finding a meaning or purpose to your life and it also elevates your emotional physical and mental energies. It gives us a sense of positivity. Tourism in Maharashtra has boosted since past few years therefore it gives better opportunities for tourists to travel faster and safer. This research study's main objective was to find the growth of spiritual development in Maharashtra. This study states that there are different types of tourists visiting for various purposes but eventually they get captivated towards the spiritual place in that region.

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Therefore, spiritual tourism needs to be promoted to cultivate empathy, compassion, peace and prosperity. More and more employees are participating in spiritual holidays all over the world. It helps them think and find peace, loneliness and relaxation. It improves their decision-making and leadership skills and abilities.

**Key Words :** *Growth, spiritual, Maharashtra tourism, positivity, adventurous, environmental, historic, ethnic, factors .*

### Introduction

**T**ourism means experiencing a culture, location, language, cuisine and activities different than one's own. Maharashtra's culture and heritage must be preserved, conserved and promoted so as to develop tourism. Most of the villages in Maharashtra has potential to draw in tourist, but the inadequate infrastructural facilities, it's lacking behind. Tourism denotes travel for any purpose like leisure, recreation, business or the other purpose. The economy of a rustic may be transformed through tourism. Maharashtra is one in all the foremost visited states by foreign tourists; as its name suggests, 'Mah' which suggests 'great' and 'Rashtra' which implies 'nation'. It's known for its scenic hill stations, places of pilgrimage, adventure sport, beaches, educational institutes and countryside of the Konkan region. Many of the destinations in Maharashtra attract tourists from everywhere the planet. Commutation to anywhere during this state is convenient; because of easy accessibility and connection of railways, roadways, waterways ( Deshpande 2016)

According to Finney, et al. 2009 "Pilgrimage and spiritual tourism encourage religious motivation, but people often visit religious sites for secular reasons such as education, knowledge, and awareness." According to some studies, such tourists or leisure travellers are classified as religious tourists. McKercher 2002, stated that "tourists travelling for non-religious reasons cannot be labelled as pilgrims, religious tourists, or spiritual tourists." In contrast, religious tourism and formal pilgrimage, with their emphasis on religious activities, are valued by the multi-layered conception of spirituality, and may be regarded as aspects of spiritual tourism. The knowledge domain established by the discussion in this portion of the chapter serves as a solid foundation for conceptualising spiritual tourism. Adapting the notion of cultural tourists to tourists who travel for spiritual reasons, a spiritual tourist is someone who visits a location outside of his or her typical environment with the intention of spiritual growth. (in respect to God or the Divine), no matter the most reason for travelling.

Tourism pilgrimage are said to be closely related. The link between visitors and the religions and nonsecular contexts they visit, on the other hand, has been overlooked. Why tourists visit sites of spiritual significance and how they perceive their travels are key questions for both tourism and religious studies. Within the study of faith in today's world, the subtype of spiritual tourist is genuine and useful. It may assist us in better understanding the changing patterns in popular religiosity (Rao, 2020).

### What is spiritual tourism?

The poojas, rituals, and yoga practises practised in various forms across the country remain a mystery to those in other countries. Yoga schools have been popular in recent years, and they are thought to have therapeutic benefits for the body, mind, and spirit. Yoga has been a way of life in India



for many centuries, and Rishikesh is known as the Yoga Capital of the World, with hundreds of visitors eager to learn about and practise yoga. Spiritual tourism in India focuses on the country's vital places, where you can discover the essence of spirituality and look for ways to find inner peace. Temples, regardless of faith, are built to reflect the idea of life's uncertainty and, as a result, the need to surrender to God in order to be free of the cycles of birth and death.

There are two different aspects of spiritual tourism in Maharashtra, one is that the faith of the domestic tourist, who contains a spiritual attachment to the deity or the destination with the possession of non-secular beliefs and also the other is that the faith and therefore the beliefs of the foreign tourists. These are the individuals, who have different religious backgrounds and belong to different countries or regions. For them, the destination and also the religious practices have the dimension of novelty. A spiritual experience that they obtain in India is different from their own, despite the moral values and norms being the identical (**Diverse Beliefs, 2012**). In India, the possession of non-secular beliefs, having faith in worshipping the deities and when one is devoted towards the achievement of the specified goals and objectives, then they plan religious tourism.,

According to Patel 2017, Maharashtra has recognized that tourism is the main driving force of the state's economic growth, because Sahyadri Mountain is the backbone of Maharashtra. Maharashtra is a country rich in culture, traditions and festivals. It is India's main business and tourist destination, attracting 44.44 million tourists from all over the world every year. Therefore, Maharashtra is the first state to declare as a "tourist area" for tourism development.

#### **Review of literature:**

##### **a) Various dimensions to develop spiritual tourism:**

##### **1. Yoga**

The ancient spiritual discipline has its origins in India's south. Yoga evolved as a means of achieving body and mental control and was practised as part of Ayurveda. H. Hatha yoga and Ashtanga yoga are two kinds of yoga that are commonly practised. (**Mintel, 2007**)

##### **2. Ayurveda**

India's Traditional Medical System and Life Sciences Ayurveda is quite popular in removing many diseases through ancient medical expertise in India, according to contemporary research and exchange of parts." (**Mintel, 2007**)

##### **3. Meditation**

Meditation is a term that refers to a variety of practises aimed at promoting relaxation, developing internal energy or life force, and increasing interest. (**Mintel, 2007**)

##### **4. Cultural activities**

To find the soul, go to places of historical significance, religious significance, reflection, and meditation. To put it another way, acquire and practise religious beliefs or fulfil religious obligations. (**Melchers, 2006**)



### 5. Religious activities

Trips, journeys or excursions and activities that are driven by religious beliefs and values are considered religious activities, i. e. religious tourism. (Melchers, 2006)

### 6. Spiritual activities

The summary of all the above activities is called spiritual activity i.e. Spiritual Tourism. (Melchers, 2006)

### Yoga Tourism

Yoga tourism means a journey of knowledge and enlightenment that connects the physical with the spiritual (Smith, 2003). Lehto et al. (2006) broadly defines four motivational factors for going on yoga vacations in research, and they are

- (1) the pursuit of spirituality,
- (2) the increase of mental well-being,
- (3) the improvement of physical condition and
- (4) negative control of emotions.

For Indian tourists, yoga is synonymous with physical and mental fitness. The term yoga confuses foreign tourists, they cannot understand how we can achieve spiritual heights through the practice of yoga while keeping their mind cool and calm. There are many levels of yoga tourism. There are many tourist trips for yoga vacations, yoga retreat visits, yoga weekends, yoga backpacking trips.

There are different types of yoga tourists such as

- Yoga lite - the purpose is to learn yoga asanas to attend yoga workshops and for pleasure.
- Yoga Traveller travels to practice self-transformation yoga.
- Yoga practitioner to learn yoga in depth visits India in search of authenticity for regular yoga practice at the ashram.
- Yoga Professional to obtain certification to teach yoga in the country of origin.

To attract international tourists and tour operators for yoga, meditation and medical tourism, the Maharashtra state government has different policies. The best 4,444 state art hospitals in South Asia are located in Pune, Mumbai and Nagpur. The state government has complete packages for national and foreign travellers. (Upadhye, 2020)

### Ayurvedic Tourism

### Meditation Tourism

According to Tseng and Shen, 2005 meditation is also known as contemplation, reflection, and cogitation. Master ShengYen said that the main purpose of meditation is to achieve inner peace, and long-term practice allows for purification and change both physically and spiritually. The definition of meditation often differs based on time period, cultural context, and method of practice. Eastern societies believe that meditation can calm the mind and body, inspire wisdom, help understand the relationship between oneself and nature, and explore the meaning of life.



### **The Places of Spiritual Tourism in the study area Maharashtra Shirdi**

In the twentieth century, Shirdi was a city dedicated to the adoration of Saint Sai Baba. Shirdi is a city in Maharashtra, a western Indian state. Shirdi currently receives more than 8 million pilgrims each year. (2011 Census).

It is known as the former residence of the respected spiritual teacher Sai Baba and the main pilgrimage site. Devotees gather at Sai Baba temple complex every day to commemorate his legacy. The rise in Sai Baba's popularity, as well as the number of followers and visitors to Shirdi, has been well chronicled around the world. (Rigopoulos, 1993; Srinivas, 1999).

The author roughly estimated a concept of the influx of tourists to Shirdi during the field survey in 2011: the number ranges from 30-35,000 per day to about 75-80,000 on weekends, with a maximum of about 300,000 per year / reaching one day during the three main festivals.

### **Shani Shingapur:**

Shani Shingapur, also known as Shingapur, is a village in Maharashtra, India. The village is notable for its popular temple to Shani, the Hindu God linked with the planet (Graha) Saturn, which is located on Nevasa Taluka in the Ahmednagar district. Ahmednagar is 35 kilometres away from Shingapur. (Sanger, 2008). The Shani Shrine is a five-and-a-half-foot-tall black granite that represents the god Shani and is situated on an outdoor platform. On the north side of the image, a trishula (trident) is placed, while on the south side, a nandi (bull) is placed. The little images of Shiva and Hanuman in front. (Maharashtra gov, 2010.) Overall, the temple has 30-45,000 visitors a day, which translates to about three lakhs (i.e. on Amavasya (the moonless day), which is considered the most auspicious day to appease Shani, to about three lakh (that is, on, on this day, the people hold a fair in honor of the deity

### **Siddhivinayak – Siddhatek**

The Siddhivinayak Temple of Siddhatek is a Hindu temple dedicated to Ganesha, the elephant-headed God of wisdom. The temple is one of the Ashtavinayaka, Maharashtra's eight famous Ganesha temples, and the only Ashtavinayaka shrine in the Ahmednagar district. (Feldhaus 2003). Despite the fact that Siddhatek is supposed to be visited after the main Morgaon circle at Ashtavinayak, pilgrims often visit it after Morgaon and Theur because it is a more convenient path. Three major festivals are held at the shrine. The Ganesh Chaturthi festival runs from the first to the fifth day of the Hindu month Bhadrapada, with Ganesh Chaturthi falling on the fourth day. On the fourth day of the Hindu month of Magha, a festival is held to commemorate Ganesha's birthday - Ganesha Jayanti. This festival is celebrated from the first to the fifth day of Magha. Ganesha's palkhi is consumed for three consecutive days at these festivals. There is also a festival and mass in Vijayadashami and Somavati Amavasya, a midday day that falls on Monday. (Gunaji 2003).

### **Shri Bhadra Maruti Temple**

The Bhadra Maruti Temple at Khultabad is a Hindu temple devoted to the Hindu deity Hanuman in Khuldabad, Maharashtra, near Aurangabad. The Ellora Caves are four kilometres away from the temple. Bhadra Maruti Temple is a popular tourist destination near Aurangabad, with



thousands of people flocking to the temple on auspicious holidays such as Hanuman Jayanti and Ram Navami. On Saturdays during the Hindu calendar month "Shraavana," people from Aurangabad and the surrounding areas visit the temple to perform pujas. (Harding, 2005). Believers from surrounding towns and cities are known to visit Bhadra Maruti every Saturday for five, seven, or even twenty-one Saturdays. Some visit every Saturday. And some even walk from Aurangabad and the surrounding villages and start their journey at night. The temple is filled with thousands of believers on Hanuman Jayanti day. A well-equipped guest house is available for those guests who want to stay. (Wayback Machine, 2012)

### **Ajanta**

The Ajanta Caves are located at a distance of 107 km north of Aurangabad, the seat of District . The caves were named after a nearby village called Ajanta , which is about 12 km away. These caves were discovered in 1819 by an Army officer in the Madras Regiment of the British Army during one of his hunting expeditions. Immediately the discovery became very famous and Ajanta reached a very important tourist destination in the world. The caves, famous for their wall paintings, are the best surviving examples of Indian art, especially painting. The Ajanta Caves were designated as a World Heritage Site by UNESCO in 1983.(Solanke, 2019). Because Aurangabad is Maharashtra's tourism hub, research studies on many areas of the tourism sector have been undertaken, but few on the impact of tourism development in Aurangabad. The author looked onto the economic impact of tourism development in the Aurangabad district's Ajanta Caves. The Ajanta Ellora development project was critically examined, and claimed goals for social and economic growth were not met, according to the study. Sawant M (2010, 2012)

### **Ellora**

Ellora is a UNESCO World Heritage Site in Maharashtra, India, located in the Aurangabad district. It is one of the world's greatest rock-cut Hindu temple cave complexes, featuring Hinduism as well as Buddhist and Jain monuments with works of art ranging from 600 to 1000 AD. (Owen, 2012). Carving Devotion in the Jain Caves of Ellora- Cave 16 has the Kailash Temple, a chariot-shaped monument dedicated to Lord Shiva, which is the world's largest monolithic rock excavation. The Kailash Temple excavations also revealed sculptures of Hindu gods and goddesses, as well as relief panels that encapsulate the two great Hindu epics. There are over 100 caves at the site, all cut out of the Charanandri Hills' basalt rocks, with 34 of them exposed to the public. Each group represents deities and mythology in their respective religions, with 17 Hindu caves (caves 13-29), 12 Buddhist caves (caves 1-12), and 5 Jain caves (caves 30-34). They were constructed in close proximity and represent ancient India's religious concord. The Rashtrakuta dynasty, which created part of the Hindu and Buddhist caves, and the Yadava dynasty, which erected a number of Jain caves, were both responsible for the construction of the Ellora monuments. (UNESCO, 2010.)

### **Grishneshwar**

The Grishneshwar Jyotirlinga Temple, also known as the Ghrneshwar Temple or Ghushmeshwar Temple, is one of the Shiva Purana's temples dedicated to Lord Shiva. Ghrneshwara is



Sanskrit for "Lord of Compassion." The temple is a significant pilgrimage place in Hinduism's Shaiva tradition, which considers it to be the last or twelfth Jyotirlinga (Linga of Light). (Lochtefeld, 2002)

This pilgrimage place is located in Ellora (formerly known as Verul), about a kilometre from the UNESCO World Heritage Site Ellora Caves. It is around 30 kilometres (19 miles) northwest of Aurangabad and 300 kilometres (190 miles) east-northeast of Mumbai. Grishneswar Temple is an example of the Maratha Temple's architectural style and structure. The temple consists of a five-tiered shikara made of red rocks. The temple was restored in the 16th century by Maloji Bhosale of Verul (Shivaji's grandfather) and later in the 18th century by Queen Ahilyabai Holkar. (Swati Mitra, 2011).

## MUMBAI

### Mahalaxmi temple

The Mahalaxmi Temple in Mumbai, India, is one of the most well-known temples in the city. It is dedicated to Mahalakshmi, Devi Mahatmyam's principal deity. Dhakji Dadaji (1760-1846), a Hindu trader, built the temple in 1831. The goddesses Tridevi Mahakali, Mahalakshmi, and Mahasaraswati are represented in the Mahalaxmi Temple. Nose rings, gold bracelets, and pearl necklaces embellish the three paintings. Mahalakshmi is seen in the centre, holding two lotus blossoms in her hands. On the grounds of this temple, there are various kiosks selling flower garlands and other religious items used by believers for devotion and offerings. During the Navaratri celebrations, worshippers from all over the world come to pay their respects to the temple, which is decked for the event. They must stand in long lines for hours, offering the goddess coconuts, flowers, and sweets. (Sheppard, 1917)

### Haji Ali

The Haji Ali Dargah is a mosque and dargah or monument of Pir Haji Ali Shah Bukhari, located on an island off the coast of Worli in South Mumbai. The dargah features the grave of Haji Ali Shah Bukhari, an exceptional example of Indo-Islamic architecture associated with legends of tragic lovers. Bukhari was a wealthy merchant from Uzbekistan who was a Sufi saint. Dargah is one of Mumbai's most famous attractions, located near the city's centre. (Thomas, 2012).

### Siddhivinayak

Lord Shri Ganesh is honoured at the Shree Siddhivinayak Ganapati Mandir, a Hindu temple dedicated to him. It's in the Mumbai suburb of Prabhadevi, Maharashtra, India. It was built by Laxman Vithu and Deubai Patil on November 19, 1801. It is one of India's most valuable temples. The shrine of Siddhi Vinayak is housed in a tiny mandap at the temple ("Ganesha who fulfils your wish"). Images of Ashtavinayak are etched into the sanctuary's wooden doors (the eight manifestations of Ganesha in Maharashtra). The shrine's inner ceiling is gold-plated, and Ganesha is the focal deity. On the outskirts, there is a Hanuman temple. The temple's facade features a dome that changes colours every few hours and lights up in different colours at night. Just below the dome is a statue of Sri Ganesha. (Anonymous, 2004)



### **Elephanta Caves**

A series of cave paintings related with Shiva worship can be seen on an island in the Sea of Oman near Bombay known as the "City of Caves." The gigantic high reliefs in the main cave, in particular, are one of the most beautiful expressions of Indian art. The Elephanta Caves are located in the West Indies on Elephanta Island (also known as Gharapuri Island), both alongside a narrow valley. The small island is littered with numerous ancient archaeological remains that are the only evidence of its rich cultural past. These archaeological remains are shown as early as the 2nd century BC. (UNESCO, 1987)

### **ISKCON**

The ISKCON Mumbai Temple, also known as the Sri Sri Radha Rasabihari-ji Temple, is a Hindu temple in Mumbai, India. It is located in the Juhu neighbourhood. It is situated on four hectares of land, only a short distance from Juhu Beach. Thousands of pilgrims and devotees flock to the temple on special occasions. (Anonymous, 2014.)

### **Walkeshwar temple**

The Walkeshwar Temple, also known as the Baan Ganga Temple, is a Hindu temple dedicated to Shiva that is located in Walkeshwar, near the Malabar Hill neighbourhood, in Mumbai's South Mumbai district. It is located at the highest point in the city and near the temple is the Banganga Tank. The temple is usually only busy during the full moon and amavasya (new moon) each month. In the past it was a favorite of the Malabar pirates who visited the islands in the 16th and 17th centuries. (Walkeshwar village British Library.)

### **Babulnath Temple**

The Babulnath Temple in Mumbai, India, is an old Shiva temple. It is one of the city's oldest temples, situated on a tiny hill near Girgaum Chowpatty. The principal deity of this temple is Shiva in the guise of Babul's Tree Lord. Believers visit the temple and receive darshan from the shunned, as well as the Lord's blessing. To get to the temple, you can alternatively take an elevator. During the annual Mahashivratri Festival, a large number of worshippers attend the temples. The temple became famous in the 20th century. Currently, the temple is populated with people on Mondays and during the months of Mahashivratri and Shravan. More than 2 lakh devotees visit every year on Mahashivratri. (Mehta, 2010)

### **Mount Mary's Basilica**

The Church of Mount Mary, also known as the Basilica of Our Lady of the Mount, is a Roman Catholic basilica in Bandra, Mumbai. The Virgin Mary's feast is observed on the first Sunday following September 8, the Virgin Mary's birthday. The event is followed by the Bandra Fair, a week-long celebration attended by tens of thousands of people. Many pilgrims visit the Basilica of Our Lady of the Mount to pray that their mannat (request) will come true, especially during Bandra's annual mass. Annually attracts lakhs of devotees and pilgrims. Many believers attest to the Blessed Virgin Mary's miraculous power. People of different faiths visit the shrine to show appreciation or ask for blessings from the Virgin Mary. (Chako, 2017)





## **NASHIK**

### **Trimbakeshwar**

Trimbakeshwar Shiva Jyotirlinga Temple is an old Hindu temple in Trimbak, Trimbakeshwar tehsil, Nashik district, Maharashtra, India, 28 kilometres from Nashik and 40 kilometres from Nashik Road. It is one of the twelve Jyotirlingas that record the Hindu genealogy in Trimbakeshwar, Maharashtra, and is devoted to the god Shiva. Trimbak is the source of the holy river Godavari. (Anonymous)

### **Sinhasta Kumbh Mela**

Trimbakeshwar Simhastha is a Hindu religious festival held every 12 years in the Nashik district of Maharashtra, India. The name of the festival is also transliterated as Sinhastha or Singhastha. It is one of the four fairs traditionally known as Kumbha Melas and also known as Nashik Trimbak Kumbha Mela or Nashik Kumbha Mela. The mass includes a ritual bath on the banks of the Godavari River, at the Trimbakeshwar Shiva temple (in Trimbak) and at the Ram Kund in Nashik. (Lochtefeld, 2008). From July to September 2015, the Kumbha Mela was conducted in Nashik, Trimbak. With almost 30 million followers in 2015, Mela offered a unique opportunity to test a range of smart solutions. (IANS, 2013.)

### **Bhimashankar**

Bhimashankar is an ancient and ancient temple in the Sahyadri Hills in Maharashtra, India. It is located in a town called Bhorgiri, 50 km northwest of Khed, near Pune and 125 km from Pune. Bhimashankar is an ancient pilgrimage center in the state of Maharashtra, near Karjat. The destination is popular because it is home to one of the 12 holy shrines of Jyotirlinga in India and five in Maharashtra. Legend has it that, at the request of the gods, Lord Shiva settled in the Bhima form on top of the Sahyadri hills. So this place that housed the Bhimashankar Jyotirlinga became known as Bhimashankar. (Tiwari, S)

### **Alandi Temple**

Alandi is a city in the Pune district of Maharashtra. It is located in the Khed Taluka. The closest city is Pune, which is about 25 km from this city. This city is located on the banks of the Indrayani River. The cities of Alandi, Dehu and Pandharpur are places of importance for the Warkari cult. Alandi is a major temple city in the state of Maharashtra. This place is close to Pune. This city is known for the samadhi of the famous saint of the Bhakti movement, Sant Dnyaneshwar. The essential characteristic of the bhakti movement was that its front-line leaders were poets, and in that sense poetic activism was linked to the political in an organic but unprecedented way. (Haridasan, H)

### **Theur (Ashtvinayak)**

It is said that Ganesha recovered the Chintamani gemstone from the greedy sage Kapila at this point. Kapila Vinayaka wore the jewel around his neck after returning it. Chintamani Vinayak was his given name because of this. Theur (the location) was earlier known as Kadambanagar since the incident occurred under a Kadamba tree. Kadambteertha is the name of the lake that flows behind the temple. On the Pune-Solapur highway, the temple is 14 miles from Pune. As a result, it is the closest to Pune.



Theur is situated at the meeting point of three main regional rivers: the Mula, Mutha, and Bhima. The entrance to the temple faces north. The Peshwas constructed the outside wooden hall, while Dharanidhar Maharaj Dev of the Shri Moraya Gosavi lineage is supposed to have constructed the main temple. Senior Shrimant Madhavrao Peshwa is claimed to have worked on it for about a century before completing the outer hall. **(Vishwanathan. P)**

### Jejuri

Jejuri is a town and a parish council in the Pune district of Maharashtra, India. It is known for Lord Khandoba's major temple. It is a well-known city of temples and the family deity of many Maharashtra and Karnataka households. Its economy revolves around the enterprises that cater to the thousands of worshippers who visit the Khandoba Temple there. The Jejuri Temple is located in the city of Jejuri, which is located southeast of Pune, Maharashtra. Khandobachi Jejuri, one of the most revered temples in the state, is located in the city. Khandoba, also known as Mhalsakant, Malhari Martand, or Mylaralinga, is honoured in this temple. Khandoba is revered by the Dhangars and is known as the "God of Jejuri." The temple was the site of a historical treaty between Tarabai and Balaji Bajirao on September 14, 1752. **(Eaton, Richard 2005).**

### Morgaon (Ganesh temple)

Morgaon Temple is the starting point for the pilgrimage of eight revered Ganesha temples around Pune. The temple circle is known as Ashtavinayak ("Eight Ganeshas"). **(Gunaji, 2003).** If the pilgrim does not visit the Morgaon Temple at the end of the pilgrimage, the pilgrimage is deemed incomplete. Not only is Morgaon Temple the most prominent temple in the Ashtavinayak circle, but it is also known as "India's premier Ganesha pilgrimage." During the brilliant fortnight of the Hindu months of Magha and Bhadrapada, believers flock to Mayureshwar Temple] On both occasions a procession of pilgrims arrives from the Mangalmurti Temple, Chinchwad (founded by Morya Gosavi) with the palkhi of Ganesha. **(Anonymous, 2010)**

### Dehu

Dehu is a census town in the Pune district in the Indian state of Maharashtra. Dehu is known as the residence of Sant Tukaram. **(Census Commission of India, 2004.)** The Tukaram Palakhi on the way to Pandharpur comes from Dehu in the month of Ashadh. Sant Tukaram lived in Dehu. On the banks of the Indrayani River is his temple. Narayanbaba, his youngest son, built this shrine in 1723. A rock where Saint Tukaram fasted can also be found. The Indrayani River passes through Dehu before continuing on to Alandi. On the banks of the Indrayani River, Lord Vitthal bestowed his benediction on Saint Tukaram, which is now the primary temple in Dehu, made up of 'Swayambhu' (self-existing) idols of Lord Vitthal and the goddess Rakhumai. The Dehu region is known as "Sri Kshetra" because it holds Lord Vishnu and Lakshmi's self-sufficient idols, Vitthal and Rukhmini, respectively. **(Anonymous, 2017.)**

### Research Design and Methodology:

#### Objectives:

1. To understand the growth of spiritual tourism in Maharashtra.



2. To access the need of spiritual tourism.
3. To analyse the history of spiritual places.
4. To study the role of spiritual tourism.
5. To find out the trend of spiritual tourism in various districts of Maharashtra.

**Hypothesis:**

Ho – There is a growth of spiritual tourism in Maharashtra.

H<sub>1</sub> – There is no growth of spiritual tourism in Maharashtra.

**Research Questions:**

Is there a growth of spiritual tourism in Maharashtra?

Does the tourist prefer to visit a spiritual place in Maharashtra?

**Research Design:**

Research design are the plans that direct the design of the conditions for data collection and analysis in a way that aims to match relevance with the purpose of the research. The design of the research represents the plan for the collection, measurement and data analysis. The design of the research expresses both the structure of the research problem, the framework, the organization or configuration of the relationships between the variables of a study and the research plan used to discount the empirical evidence of these relationships. (Kothari, 1990)

The research topic is "A study on growth of spiritual tourism in Maharashtra". On the basis of the purpose of the research this kind of research can be categorized as an analytical kind of research. It is because the author has been trying to explore the experiences of its tourists from the point of view of visiting spiritual places. On the basis of the process of the research this research is of qualitative and quantitative both. It is qualitative because data related to tourists are based on their experiences of visiting spiritual places, quantitative in the sense this research further involves objective measurement and statistical analysis of the data collected from various tourists that have visited the spiritual places in Maharashtra. So, it is both qualitative and quantitative in nature.

**Universe And Sampling:**

**Universe** – Study is based on the tourists who have visited spiritual places in Maharashtra.

**Sampling Technique** – My research is based on convenience sampling technique. Tourists were approached randomly.

**Sample Size** – The sample was drawn randomly from the people of Mumbai that have visited spiritual tourist places in Maharashtra at least once in a lifetime. In total 60 tourists participated in the survey.

**Data Collection Tool for the Study:**

Proper choice of instruments is a very important criterion for collecting correct and relevant data from primary sources. In order to obtain detailed and relevant information on " A growth of spiritual tourism in Maharashtra", various tools have been developed.

The instruments consist of the following:



**Questionnaire:**

Data has been collected using questionnaire method. Specific questionnaires were presented to the tourists who have visited spiritual tourist places as a serving sample. The guests are too busy meeting people and their leisure activities that the respondents do not want to spend time for an interview. Therefore, the questionnaire is the most suitable tool to collect primary data from target samples.

**Sources and data collection:**

- Once the objectives of the study were established, the universe was identified.
- Within the universe, the sample was selected using the sampling technique, followed by decisions about the sample size and the specific type of data collection tools.
- The data was then collected, followed by an analysis of the data using descriptive and inferential statistics.
- Questionnaires were developed taking into account the focus of the study and its variables.

**Data Interpretation:**

From the above survey conducted, the following interpretations were made:

- The survey questionnaire was filled by a total of 60 respondents.
- The highest number of responses obtained were from male followed with 40% female and 1.7% other category.
- The highest number of responses obtained were from the people below the age of 30. After that 18.3% of the respondents were between the age of 30-50.
- The highest number of responses obtained visited a tourist place for pleasure and leisure followed by 46.7% that is spiritual and adventure tourism. Whereas 29.7% visit for medical tourism, eco-tourism, business tour and other purposes.
- Maximum number of responses were aware about spiritual tourism. A very few have no knowledge about spiritual tourism whereas 21.7% of the responses were not sure about it.
- 3 (5%) of the respondents visit a spiritual tourism place every month. 15 (25%) of the respondents visit a spiritual tourism site once every three months. 7 (11.7%) of tourists visit spiritual tourist sites once every six months. 24 (40%) of the respondents visit a spiritual tourist destination annually, while 11 (18.3%) of the respondents never visit a spiritual tourist destination.
- 24 (40%) of the respondents spend between Rs 1,000 and Rs 10,000 on tourism. 14 (23.3%) of the respondents spend between 10,000 Rs 20,000 on tourism. 8 (13.3%) of the respondents spend between Rs 30,000 on tourism. 7 (11.7%) of the respondents spend between Rs 30,000 and Rs 40,000 on tourism. 4 (6.7%) of the respondents spend between Rs 40,000 Rs 50,000 on tourism. 3 (5%) of the respondents spend more than Rs 50,000 on tourism.
- 25 (41.7%) of those surveyed prefer public transport. 19 (31.7%) of the respondents prefer private transport, while 6 (26.7%) of the respondents prefer personal transport.
- 50 (83.3%) of those surveyed visit a spiritual place with their family. 21 (35%) of the respondents visit spiritual places with their friends. 9 (15%) of those surveyed visit spiritual



places with their partner. 5 (8.3%) of the respondents visit the spiritual place with their colleagues, while 8 (13.3%) of the respondents visit the spiritual place alone.

- 31 (51.7%) respondents had an excellent experience after visiting a spiritual place. 11 (18.3%) of those surveyed have had very good experiences. 13 (21.7%) of the respondents had a good experience, while 5 (8.3%) of the respondents had an adequate experience.
- 9 (15%) of those surveyed are always fascinated by places of spirituality. 20 (33.3%) of those surveyed are very often fascinated by places of spirituality. 30 (50%) of the respondents are sometimes fascinated by places of spirituality, while 1 (1.7%) of the respondents are never fascinated by places of spirituality.
- 36 (60%) of the respondents prefer to stay in a spiritual place. 8 (13.3%) of the respondents prefer not to stay in a spiritual place, while 16 (26.7%) of the respondents are not sure whether they want to stay in a spiritual place or not.
- 17 (29.8%) of those surveyed prefer to stay 12 days. 26 (45.6%) of those surveyed prefer to stay 25 days. 5 (8.8%) of those surveyed prefer to stay 610 days. 2 (3.5%) of those surveyed prefer to stay more than 10 days. 7 (12.3%) of the respondents do not want to stay at all.
- 42 (70%) of those surveyed prefer to stay in hotels. 2 (3.3%) of those surveyed prefer to stay in motels. 2 (3.3%) of those surveyed prefer to live in apartments. 3 (5%) of those surveyed prefer to stay in hostels. 9 (15%) of the respondents prefer to stay in the guest house. 1 (1.7%) of the respondents prefer to spend the night in Dharamshala and resorts each.
- 14 (23.3%) of those surveyed feel happy when they visit a spiritual place. 32 (53.3%) of those surveyed feel calm when visiting a spiritual place. 11 (18.3%) of those surveyed feel meditative when visiting a spiritual place. 3 (5%) of the respondents did not feel any of the options offered, while none of the respondents felt anxious.
- 43 (71.7%) of those surveyed know the spiritual places in their area. 8 (13.3%) of the respondents do not know the spiritual places in their area, while 9 (15%) of the respondents are not sure if they know the spiritual places in their area.
- 34 (56.7%) of those surveyed prefer religious tourism. 14 (23.3%) of those surveyed prefer cultural tourism. 5 (8.3%) of those surveyed prefer yoga tourism. 6 (10%) of respondents prefer pilgrimage tourism, while 1 (1.7%) of respondents prefer Ayurvedic tourism.
- 23 (38.3%) of the respondents know 15 spiritual places in Maharashtra. 12 (20%) of the respondents know 6-10 spiritual places in Maharashtra. 10 (18.3%) of the respondents know 11-15 spiritual places in Maharashtra. 11 (13.3%) of the respondents know 16-20 spiritual places in Maharashtra. 6 (10%) of the respondents know more than 21 spiritual places in Maharashtra.
- 34 (56.7%) of those surveyed visit a spiritual place less than 5 times a year. 10 (16.7%) of those surveyed visit a spiritual place 6-10 times a year. 9 (15%) of those surveyed visit a spiritual place 11-15 times a year. 4 (6.7%) of those surveyed visit a spiritual place 16-20 times a year. 2 (3.3%) of those surveyed visit a spiritual 21-25 times a year. 1 (1.7%) of those surveyed visit a spiritual place 25-30 times a year.



**Conclusion:**

This research study examined the published works of a number of tourists and a variety of sources of information available to them to determine that some tourists are intentionally traveling to religious sites for some type of spiritual experience. I have called these travellers "spiritual tourists" both in the sense as travellers seeking spiritual experiences and as if they were spiritually "traveling to new religions." They differ from "normal" tourists in these motivational characteristics and in that they are not content to just look at religious practices in passing. Your travels, or the spiritual parts of them, are specifically related to approaching the religious environment and immersing yourself in religious or spiritual practice. However, spiritual tourists are also different from pilgrims. The spiritual tourist type designation allows a comprehensive analysis of tourist behaviours and motivations in relation to religion. Tourists travelling for other purpose rather than spiritual tourism also gets captivated towards spiritual places and most of the times they visit those places. Since the paste few years study has shown that there has been a growth of spiritual tourism in Maharashtra,

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## A STUDY ON THE IMPACT OF STAFF TRAINING AND DEVELOPMENT ON GUEST SATISFACTION IN THE 5 STAR HOTELS OF MUMBAI

Mr. Ajaykumar Meshram <sup>25</sup>, Ms Siya Modi <sup>26</sup>

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### ABSTRACT

The Hospitality industry is a highly competitive and customer focused profession where service can only be turned into profit when the guest is satisfied. To this end, hospitality professionals, especially hoteliers are seen investing large sums of money into employee training & development and performance enhancing practices. One of the important variables that will give competitive advantage to an organization will be its human resources and how human resources is organized. A brand's value and quality of service provided is measured by the guests' satisfaction. In the Hospitality industry, especially in 5 Star Hotels, the entire workforce undergoes rigorous training and development to maintain the standards of the establishment. Many researchers believe that training and development in organizations boosts productivity and increases employee retention, but whether or not it has a direct impact on guest satisfaction in hotels is still to be ascertained. For the said purpose, this research has been conducted and the primary data collected for the study has been analyzed to determine its effectiveness on customer satisfaction. The research undertaken is based on both, quantitative and qualitative data and is analytical in nature. The main method of data collection used in this study was a questionnaire answered by 50 respondents. The questionnaire revealed some crucial information about the opinions of hotel guests including their familiarity with the Human Resources department and their preferences pertaining staff interaction. This research helps in establishing the correlation between the two variables (staff training and development and guest satisfaction) as negative or positive and acts as a platform to gain deeper insights into guest preferences in 5 star hotels. This study will help 5-star hotels to critically plan their investments in training and development. Due to financial and time constraints, the study fails to represent a large scale sample. However, this study presents the different ways in which hotel employees are trained and prepared for guest interaction as well as the effectiveness of these practices in enhancing guest experience.

**KEYWORDS:** *Staff Training, Human Resources, Employee Development, Hospitality, 5 Star Hotels, Mumbai, Guest Satisfaction, Customer Satisfaction.*

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## INTRODUCTION

### Overview of the study:

A brand's value and quality of service provided is measured by the guests' satisfaction. If a guest leaves the hotel content and happy with their stay and the services, they are more likely to come back in the future and to recommend the hotel to other people that they might know. This contributes to a significant amount of the hotels profits and makes it easier for the Hotel to advertise and gain customers as well as earn their loyalty. To this end, hotels invest huge amounts of money to ensure guest satisfaction, including investing in staff training and development.

Hotels spend approximately \$76 per available room of staff training and development, which amounts to nearly ₹5094 per available room (Mandelbaum, 2016). This research will help determine if Staff Training and Development has any impact on the level of guest satisfaction, in the 5 star hotels of Mumbai. It will help establish whether or not there is need for significant amounts of continued investment and will facilitate an understanding of the correlation between these two factors i.e. staff training and development and guest satisfaction.

Moreover, this study will analyze the impact, if any, as positive or negative. Hotels assume positive impact of staff training and development on guest satisfaction because some may argue that well trained and developed employees are better equipped at fulfilling guest demands and requests and at handling complaints. However, this research will examine if that assumption is correct or if some guests prefer to interact with untrained guests due to their refreshing candor, empathy, unrefined responses or other factors, since not all guests share the same opinion.

The Hospitality industry is one of the oldest and most lucrative industries in the world. This trillion-dollar industry includes businesses and services related to lodging, food and beverage, travel and tourism as well as recreation. The Hospitality industry is very diverse and covers a lot of ground including hotels, resorts, restaurants, catering, spas and wellness centers, casinos, cruise liners, aviation service, conventions, theme parks, events and other services related to travel, tourism and transportation. The word Hospitality is derived from the Latin word "Hospes" which means visitor. This industry is deals with the relationship between a guest and a host, wherein the host extends a welcome to the visitor and offers a home away from home (Wilch, 2019). In today's times, we see the Hospitality industry consistently evolving to become more advanced and in the last decade, it has experienced a surge of immense progress and development.

A 'hotel' or 'inn' is defined by the British law as 'the place where a bonafide traveller can receive food and shelter, provided he is in a position to pay for it and is in a fit condition to be received' (Andrews, 2017).

A hotel is an establishment that provides for services like accommodation, meals, entertainment and other services for travelers and tourists. Accommodation can be for the purpose of business, transit, holidays etc. The word Hotel has been derived from the French word 'Hotel' which means townhouse. Another possible derivation of the word could be from 'hostels' which means 'a place to stay for travelers'. "Hotels are categorized by size, location, target markets, service levels, facilities, number of rooms, ownership and mergers and more." Hotels are also more commonly classified based on their star rating that is decided after evaluation of its features, service, and amenities. In India, hotels are rated by The Hotel & Restaurant Approval and Classification Committee



(HRACC), which falls under the Ministry of Tourism. The committee assesses the hotel based on its food services, entertainment, view, room size, amenities, spas and fitness facilities, hygiene, location, ease of access etc. The Hotel is then ranked as a one, two, three, four or five star property (Singh, 2017)

**Five Star Hotels** - A five-star hotel is a luxurious property that maintains a high standard of service through most of its operations. These Hotels are aimed at providing top notch service and amenities to guests as well as highly sophisticated accommodation. These hotels are prepared to meet the customers' highest expectations with regards to comfort, décor and luxury. According to fivestaralliance.com, Five-star hotels provide certain exclusive services, amenities and facilities including, but not limited to the ones mentioned below:

The various departments of a Hotel include:

Front Office Department, Housekeeping Department, Food Production Department, Food and Beverage Department, Human Resource Department, Sales and Marketing Department, Security Department, Maintenance Department, Finance Control Department, Purchase Department

The department that the researcher had focused during the research is Human Resource Department.

**Human Resources** - The Human Resources Department of an organization performs human resource management tasks related to employment, labor laws, interviewing, administration of employee benefits, organizing of employee files, recruitment etc. Human Resource Managers and other personnel serve as the link between an organization's management and its employees. They review and update employment records related to hiring, transfers, promotions and layoffs. They plan, recruit, oversee the selection process, post job ads, evaluate the performance of organization employees and staff, conduct interviews, run background checks and manage the payroll and benefits administration. Employees are an organization's most important resource and thus, must be motivated, taken care of and well compensated. A successful and happy organization depends on the performance and satisfaction of its employees. The Human Resources Department ensures that the employees are properly incentivized and looked after by assessing and gauging strengths, gaps, negatives and positives in the organization. The practices adopted by the Human Resources Department are crucial in shaping the organization's culture and thus, the outcome of all activities conducted. Magzter.com calls the Human Resources Department "the heart of the hotel" (Pinto, 2019) and state that this department is majorly people driven and human touch is thus, the key.

All human resource activities have been sub-divided by the Academy to Innovate in Human Resources (AIHR) into major functions and areas of HR – Human Resources, for better understanding and comprehension:

1. Human Resource Planning ,Recruitment and Selection, Performance Management, Learning and Development, Career Planning, Function Evaluation, Rewards, Industrial Relations, Employee Participation and Communication, Health and Safety, Personal Wellbeing, Administrative Responsibilities. Since the topic of research, 'A Study on the Impact of Staff Training and Development on Guest Satisfaction in the 5 Star Hotels of Mumbai' falls under the Learning and Development Area.

Learning and Development in Human Resources Management deals with enhancing and elevating the employees' skills, knowledge, performance and efficiency. Learning is concerned with



the attainment of knowledge, skills and attitudes. Development is the expansion and reinforcement of knowledge that aligns with one's development goals. The Learning and Development division aims to develop and advance the conduct and practices of individuals or groups for the progress of the organization.

Training and Development is an integral part of 5 Star Hotels to maintain consistency so that all guests may have a similar experience and also to provide above average service so as to enhance the guests' experience. In the Hospitality industry, especially in 5 Star Hotels, the entire workforce undergoes rigorous training and development to maintain the standards of the establishment. Not every staff member may have a strong educational background and yet, all personnel and their services and actions are a reflection of the Hotel's standards and culture.

Training equips the staff and employees with the necessary skills to meet the needs and expectations of all guests and to handle difficult and/or unprecedented situations that they might otherwise not be prepared for. The basic training skills in hotels include communication skills, interpersonal skills, teamwork, problem solving skills, safety, initiative, customer service etc.

The employees of any hotel must have a good understanding of the standard operating procedures of the organization and must adhere to the hotel's methods as well as training to uphold high standards and maintain consistency. To ensure this, hotels carry out several training and development practices for their employees, some of which are mentioned below (Anonymous, 2018):

Communication Skills, Interpersonal Skills, Behavioral Skills, Soft Skills & Etiquette Training, Team Work, Customer Relationship and Care, Problem Solving Skills, Motivation Leadership, Managerial Skills, Personality Development, Stress Management Training, Food and Beverage Training ,Food Production Training, Rooms Division Management, Industrial Training HACCP, Hotel Accountancy, Sales & Marketing and Safety and Security Training

This research will help study the impact of all of these training and development practices on guest satisfaction and fulfillment in the 5 star hotels of Mumbai and determine whether the impact is positive or negative, if there is any impact at all.

### 3. Research Design And Methodology

#### 3.1 Objective :-

- To assess the outcome of staff training and development on guest satisfaction in the 5 star hotels of Mumbai.
- To analyze the impact of staff training and development on guest satisfaction as positive or negative.
- To ascertain the preferences of 5 star hotel guests with regards to staff interaction & the training and development of employees.

#### 3.2 Hypothesis:-

- Ho – Training and development of the staff in 5 star hotels does not impact guest satisfaction.
- H1 - Training and development of the staff in 5 star hotels does impact guest satisfaction.

#### 3.3 Research Questions:-

- Do trained and developed staff members provide for a better guest experience?



- Do hotel guests have a preference between the service provided by trained and untrained staff?
- Do trained and developed employees impact guests' satisfaction negatively or positively, if at all?

The research topic undertaken by me essentially is "A Study on the Impact of Staff Training and Development on Guest Satisfaction in the 5 Star Hotels of Mumbai". Depending on the purpose of the research, this type of research can be categorized as analytical research. This is because the author analyzes the responses of the population and determines the association between the two variables under study. This research is based on the conclusions drawn using both quantitative and qualitative data in a major way. The research uses quantitative data in the form of statistical data collected using the data collection tools. This quantitative data helps determine the respondents' preferences and their stance on a basically certain matter like their likes and generally dislikes when it comes to hotel staff training and development. The research also deals with qualitative data since the reliability of the information generally is entirely dependent on guest experience and description and thus, the data collected comprises of their opinions as well.

#### 3.4 Universe and sampling

- **Universe** –The study is based on the guests that have interacted with both trained as well as untrained staff in the 5 star hotels of Mumbai..
- **Sampling technique** – The sampling technique used for the study was convenience based and the guests were approached randomly.
- **Sample size** - The sample was drawn randomly from the people of Mumbai that have stayed in a five star hotel in Mumbai at least once in their lifetime and have experienced direct interactions with hotel staff. In total, 60 guests have participated in the survey.

#### 3.5 Data collection tools for the study

Choosing the right tool for data collection is a crucial step that helps gather correct and pertinent data from a primary source. For more circumstantial and accurate information about "Impact of Staff Training and Development on Guest Satisfaction in the 5 Star Hotels of Mumbai" various tools and instruments were used. The instruments comprise of the following:

##### Questionnaire:-

Data for the study has been collected using questionnaires. Carefully curated questionnaires were sent to the guests that have visited five star hotels in Mumbai, serving as a sample. Guests could not be approached for face to face meetings or interviews due to the challenges posed by the Covid 19 pandemic and hence, questionnaires were considered the most suitable tool for data collection for the current study.

#### 3.6 Sources and data collection:-

- After establishing the objectives of the study, the universe was determined.
- Within the universe, the sample was selected using sampling technique, with the subsequent decisions of determining the sample size and specific types of instruments for data collection.

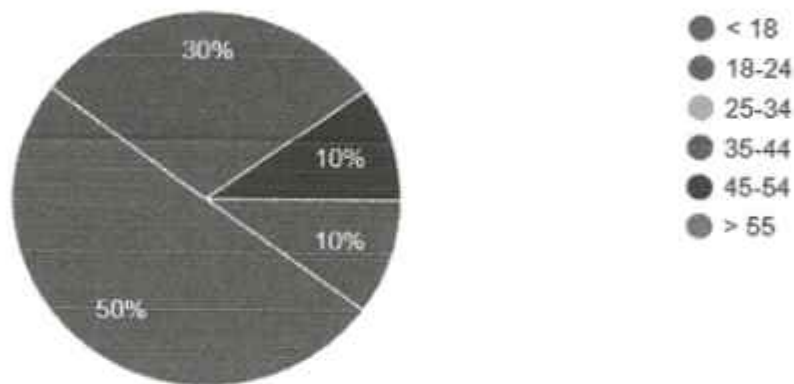


- Thereafter, the data was collected, followed by data analysis using descriptive and deductive statistics..
- Keeping in mind the objectives of the study, the questionnaires were prepared.

### 3.7 Pilot study (Pre testing and Final testing of the questionnaire)

This research stage has its own set of goals. This study mechanism assures that the terms used in the questionnaire, as well as all of the questionnaire's questions, are clearly comprehended by the respondents. Whether or whether not the questionnaire's questions align with the goal and objectives of the research. To do this, the author did pre-testing of the questionnaire and revised the final questionnaire based on the feedback of 10 random guests.

1. Do you prefer to interact with well trained and developed staff or untrained and underdeveloped staff?

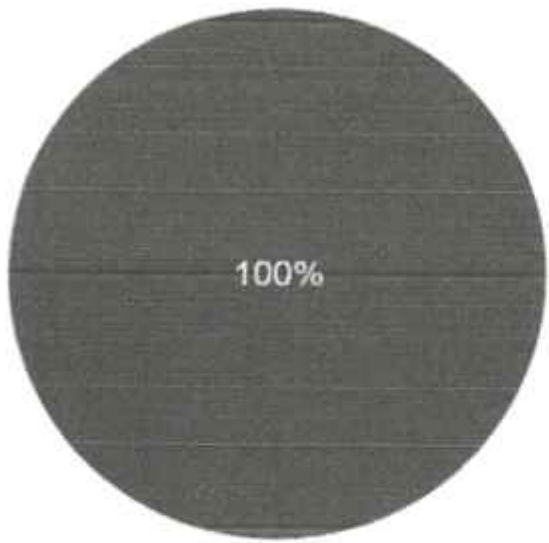


The findings of the above questionnaire were as follows:-

- 1 (10%) of the respondents is below the age of 18, 5 (50%) of the respondents are between ages 18-24, 3(30%) of the respondents are between ages 35-44, 1(10%) of the respondents is between ages 45-54.

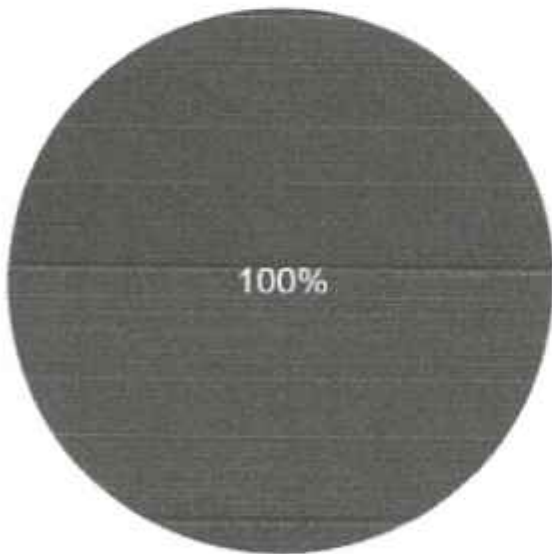


- 4 (40%) of the respondents are females, 6 (60%) of the respondents are males.



- Yes
- No
- Maybe

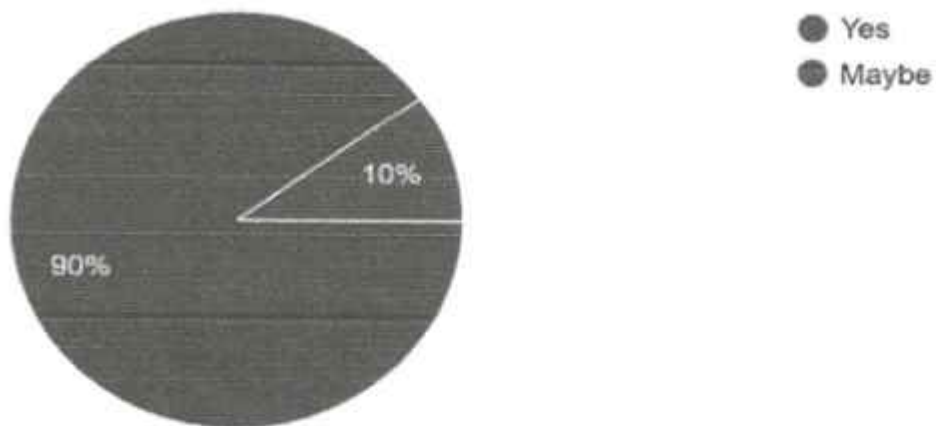
- 10 (100%) of the respondents have visited a 5 Star Hotel in Mumbai, India.



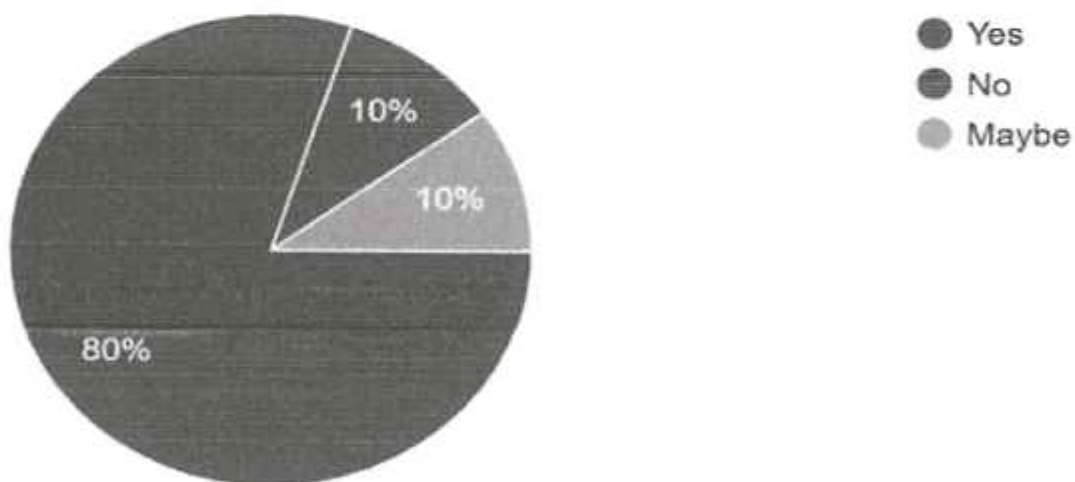
- Yes
- No
- Maybe



- 10 (100%) of the respondents have directly interacted with the hotel staff.



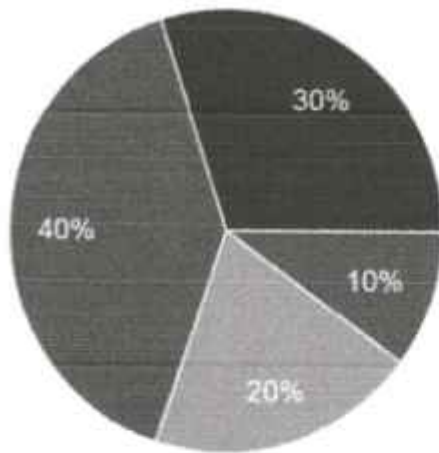
- 9 (90%) of the respondents think that the Training and Development of hotel staff impacts the quality of service provided by them, 1 (10%) of the respondents are unsure whether or not the Training and Development of hotel staff impacts the quality of service provided by them.



- 8 (80%) of the respondents believe that well-trained hotel employees work better than their counterparts, 1 (10%) of respondents do not believe that well-trained hotel employees work better than their counterparts, 1 (10%) of respondents are unsure if well-trained hotel employees work better than their counterparts.

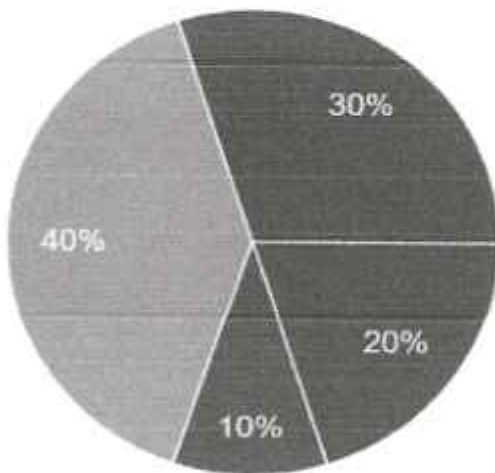






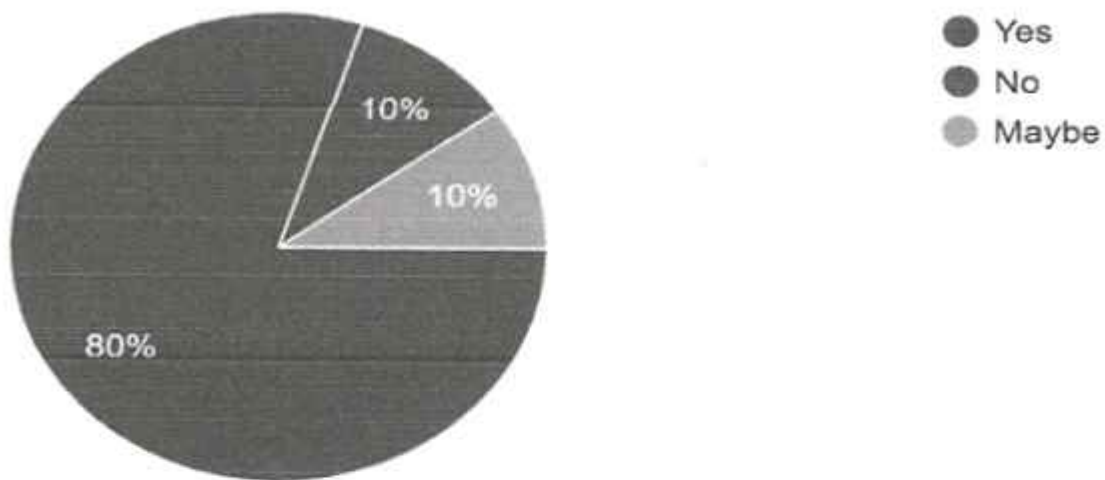
- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

- **1 (10%)** of the respondents strongly disagree with the statement "Well-trained hotel employees are able to comprehend and fulfill my requests adequately.", **2 (20%)** of the respondents have a neutral reaction to the statement, **4 (40%)** of the respondents agree with the statement and **3 (30%)** of the respondents strongly agree with the statement.

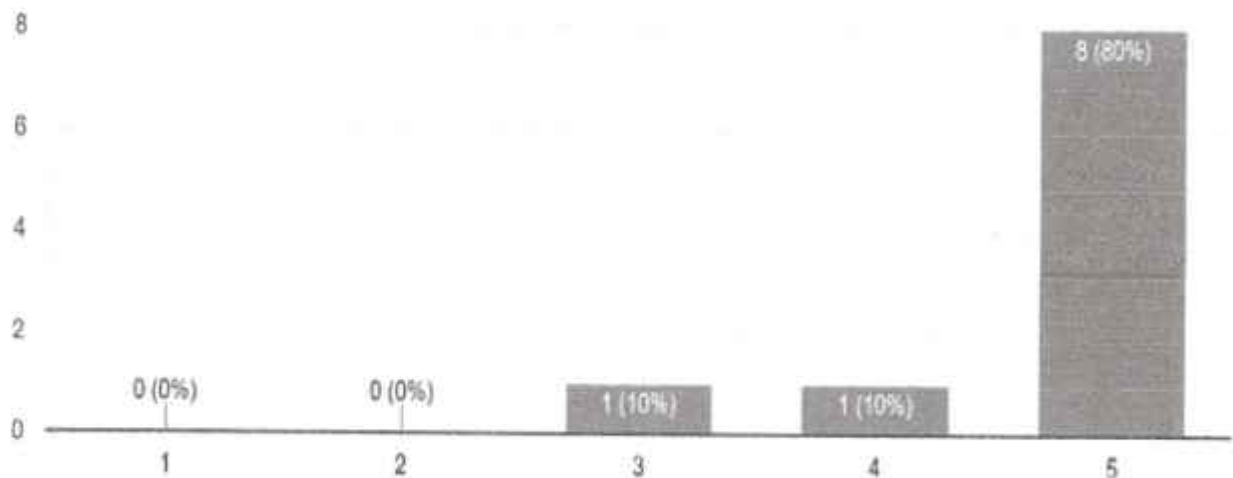


- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

- **2 (20%)** of the respondents strongly disagree with the statement "Untrained hotel employees are able to comprehend and fulfill my requests adequately.", **1 (10%)** of the respondents disagree with the statement, **4 (40%)** of the respondents have a neutral reaction to the statement, **3 (30%)** of the respondents agree with the statement.

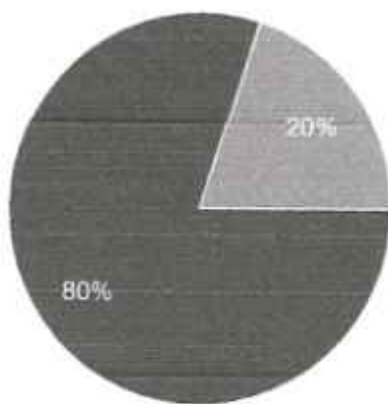


- **8 (80%)** of the respondents are able to distinguish well-trained and developed employees from untrained and underdeveloped employees in hotels, **1 (10%)** of the respondents are unable to distinguish well-trained and developed employees from untrained and underdeveloped employees in hotels and **1 (10%)** of the respondents are unsure whether they are able to distinguish well-trained and developed employees from untrained and underdeveloped employees in hotels.



- **1 (10%)** of the respondents think that the Training and Development received by the employees has a neutral impact on their stay at 5 star Hotels, **1 (10%)** of the respondents think that the Training and Development received by the employees has a slightly significant impact on their stay at 5 star Hotels, **8 (80%)** of the respondents think that the Training and Development received by the employees has a significant impact on their stay at 5 star Hotels.





- Well Trained and Developed Staff
- Untrained and Underdeveloped Staff
- No preference/ Both kinds of staff contribute to an equally satisfactory stay

- 8 (80%) of the respondents prefer to interact with well trained and developed staff and 2 (20%) of the respondents have no preference when it comes to the training of the staff they interact with/ believe that both trained and developed as well as untrained and underdeveloped staff both contribute to an equally satisfactory stay.

#### 4.1 Data Interpretation:-

The following interpretations were made from the above survey:-

- The survey questionnaire was filled by a total of 50 respondents.
- The highest number of responses obtained was from the people between the ages 20-24, with 82% of the respondents.
- 62% of the respondents are males and 36% of the respondents are females. This helps in providing context for their responses based on their personal experiences.
- The highest educational degree received by 58% of the respondents is an undergraduate degree and 18% of the respondents have received a postgraduate degree. This shows that the respondents were qualified enough to provide reliable data for the study.
- 76% of the respondents are students and 16% of the respondents are employed full time. Their personal experiences result in a more diverse population.
- 82% of the respondents have a work experience of less than 3 years.
- 86% of the respondents reside in Mumbai, India. This helps us know about the opinions of the people residing in Mumbai
- 88% of the respondents are single and have never been married whereas 12% of the respondents were married. This information is important because there might be a difference in service satisfaction standards and criteria between married and unmarried people.
- 14% of the respondents have a monthly household income between ₹25,000-₹50,000. Respondents may have different expectations from hotel services and staff based on their monthly household income.
- 92% of the respondents have visited a 5 star hotel in Mumbai, India which makes it easier to understand about their own personal experience with hotel staff and the service received by them.
- 82% of the respondents have directly interacted with hotel staff. This makes it easier understand



the experiences of the respondent.

- 70% of the respondents are familiar with the Human Resources Department of Hotels. This acts as a critical advantage in knowing that the respondents had knowledge about the further questions presented to them.
- 90% of the respondents believe that the Training and Development of hotel staff impacts the quality of service provided by them. This is a pivotal development in the course of this study as it establishes that staff training and development in the 5 star hotels of Mumbai does in fact impact guest satisfaction.
- 78% of the respondents believe that well-trained hotel employees are more competent than their counterparts. This determines positive impact of staff training and development on guest satisfaction in the 5 star hotels of Mumbai.
- 42% of the respondents agree that well-trained hotel employees are able to comprehend and fulfill their requests adequately and 32% of the respondents strongly agree with that statement. This further strengthens the findings regarding positive impact of staff training and development on guest satisfaction.
- 52% of the respondents have a neutral response to the statement, "Well-trained hotel employees are able to comprehend and fulfill my requests adequately and 32% of the respondents disagree with that statement. This shows that the respondents feel less satisfied when dealing with untrained and underdeveloped staff as compared to when they interact with trained and developed staff.
- 66% of the respondents are able to clearly distinguish well trained and developed staff from untrained and underdeveloped staff in the 5 star hotels of Mumbai. This goes to point out the obvious difference in conduct, behavior and service between the 2 categories of employees.
- 23% of the respondents believe that the training and development received by hotel employees significantly impacts their stay at the hotel and 23% of the respondents believe that it has a slightly significant impact on their stay. This clearly shows that the training and development received by employees affects guest stay and their satisfaction with the hotel.
- 80% of the respondents answered that they feel more satisfied with their stay and the services provided during it when the hotel staff is well trained and developed. This clarifies the preference of majority of the respondents.

Hence, the alternative hypothesis of the study stands true and we can state that 'Training and development of the staff in 5 star hotels does impact guest satisfaction.'

#### SIGNIFICANCE OF THE STUDY

- This research shall act as a model study for staff training, development and employee performance enhancing practices, particularly for the 5-star hotels and guide them about its benefits and guests' preferences related to it in general.
- It will help the 5-star hotels to critically plan their investments in training and development and provide the best human resources practices while doing so. It will also help the 5 star hotels to raise their brand value in the market as better training and development increases employee retention and better guest satisfaction will directly affect their financial profits.



- Lastly, it shall motivate other researchers of the hospitality and human resources industries to conduct further research in similar fields.

### LIMITATION OF THE STUDY

All possible efforts have been made by the researcher to maintain the validity, reliability and objectivity of the research study. Still certain limitations need to be considered whenever the findings of the study must be considered for implementation. The various limitations to be considered for the present research have been listed below:

- Due to financial and time constraints, the study fails to represent a large scale sample.
- The study is heavily dependent on primary data, which is very time consuming to collect.
- The major limitation of this study is that this study is conducted on responses from only 50 respondents.
- People above the age of 55 have not answered this survey and hence, it is impossible to know about their preferences.
- The people who are not entirely familiar with the Human Resources Department and its practices will find it hard to answer the questionnaire.
- Lastly, future researches should consider incorporating various other important items that have not been considered in this study and have also been omitted in other research studies, that are quite likely to influence the research.

### CONCLUSION

In this article the researcher have ascertained the positive impact of staff training and development on guest satisfaction in the 5 star hotels of Mumbai. The researcher have presented the different ways in which hotel employees are trained and prepared for guest interaction as well as the effectiveness of these practices in enhancing guest experience. This study validates the appropriation of significant amounts of investment towards employee training, development and other related human resource practices and establishes the positive impact of these investments on the profitability of the establishment. The guests have conveyed their preferences about staff interaction and the quality of training and grooming received by the employees at 5 star Hotels. Keeping in mind the above preferences, advancements can be made in the Training and Development practices of hotels and other similar organizations. The conclusion that can be drawn from this study is very clear, it is that the guests staying at 5 star hotels prefer to interact with well-trained, developed, well mannered, courteous and overall refined staff members as they feel more confident in the competency of the staff when they have undergone rigorous training.

Guests like to have their requests fulfilled quickly and in an efficient manner and they have observed trained and developed employees to meet and often exceed their expectations. Guest preferences are based on their personal experiences and reasons for stay which may be business, leisure etc. and accordingly, they have different expectations in terms of service.

With workplace competition increasing at such a speedy pace, the key for sustenance is up skilling and developing distinct qualities through training since the challenge here is to keep up with the customer. Hospitality trends and demands are ever changing and the training practices must be regularly updated to keep up with the times and provide exceptional customer service.



There is a necessity for the human resource department to formulate new techniques and practices to train the employees and thus retain a loyal customer base as well as attract new customers. However, "guest experience" is a quite vague term, and what's established very clearly is that the guest expectations are ever-changing, so choosing the proper practices and methods can be a challenge and an uphill battle for the hoteliers and owners.

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# **EMERGING TRENDS IN COMMERCE & MANAGEMENT**

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by: Y Suryanarayana Murthy, Dr. Ashwinkumar A. Santoki, Salauddin Shaik, Dr. Pallavi, Priyadarshini. V, Sachindra G R, Dhirendra Bahadur Singh, Dr. Ravi Kumar Gupta, Dr. Dimple, Surbhi Birla

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## CHAPTER 42

### A STUDY ON DEVELOPMENT OF SUSTAINABLE TOURISM IN MAHARASHTRA

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Mr. Ajaykumar Meshram<sup>67</sup>, Ms Urvi Solanki<sup>68</sup>

**Abstract:**

*Tourism is said to be a boundless industry and it has also created many opportunities for leisure and money. One of the most momentous transformations in the field of travel today is that we can visit the places for lifetime with the care of people living and places to visit. Sustainable tourism has a noticeable role in achieving development, which reflects development of countries and people in all arenas. Sustainable tourism is a part of environmental conservation and it helps to improve quality life through improving local areas and people surrounding it. It also involves getting knowledge about the history of place and conserving the historical milestones. This research studies the development of sustainable tourism in Maharashtra and its aspects related to need and importance. The data collection method used is primary data through research surveys and secondary data from books, e-journals, and websites etc. (Joshi- 2021)*

**Keywords:** *Sustainable tourism, Sustainability, Human sustainability, Social sustainability, Environmental sustainability.*

#### 1. Introduction

**T**ourism is one of the largest global industries with much of the growing market focused around pristine natural as well as cultural environments. It includes

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coastal and marine areas, forts, forests, wildlife sanctuaries, temples, etc. Tourism plays an important and vital role in the economic development of the developing country, like India. It creates opportunities for employment in the service industries associated with it and include transportation, hospitality and entertainment venues. Tourism can benefit local communities and Government through revenue generation and employment. However, tourism can also threaten the resources by destroying habitat, disturbing wildlife, affecting water quality, and threaten communities by over-development, crowding, and disruption of local culture. (Jain – 2018)

Sustainability considers tourism in its environmental, socio-cultural, economic, and experimental dimensions. The guiding principle for sustainable tourism development is to minimize the negative impacts of tourism in order to maximize visitor enjoyment and local benefit. Sustainable Tourism delves into the dimensions created by the various stakeholders. Tourism industry in Maharashtra has a tremendous potential for growth. The tourism activities increased due to availability of basic infrastructure and the variety of tourist schemes offered by various destinations in Maharashtra. (Tourism Department Report, 2003). "Tourism Potential" is a widely used and accepted term in tourism domain, however, sometimes create misunderstanding as potential expresses some territorial capabilities, which holds a little narrower domain. As prescribed the term "potential" may be replaced by "Attractiveness" which clearly indicates the relations between demand and supply of tourism. Many places in Maharashtra have been practicing sustainable tourism successfully. (Mccombes – 2019)

"Maharashtra has it all – beaches, hills, forests, and wilderness. All Tourist are welcome to the state of Maharashtra. Enjoy your travel but respect the environment, we must understand that sustainable tourism lead to sustainable development," said Vijay Waghmare, managing director of the Maharashtra tourism development board. ( India – 2013)



There are so many terms out there that involve or imply sustainable tourism, including responsible tourism, environmental stewardship, community and social responsibility, cultural heritage conservation. As the aim is to increase the benefits and to reduce the negative impacts caused by tourism for destinations. (Jain – 2018)

Sustainable tourism is a way of travelling and exploring a destination while respecting its culture, environment and people. Common sense says that this is simply the definition of travel – and that the term ‘sustainable’ is unnecessary. Unfortunately, most people do not travel this way. Many people do travel. Now, more than ever, human beings are exploring the world around them. However, the average traveller participates in what is called mass tourism. This includes cruises, hotel tour packages and giant beach parties.

The term sustainability is broadly used to indicate programs, initiatives and actions aimed at the preservation of a particular resource. However, it actually refers to four distinct areas : human, social, economic and environmental known as the four pillars of sustainability.

#### **Human sustainability**

Human sustainability aims to maintain and improve the human capital in society. Investments in the health and education systems, access to services , nutrition, knowledge and skills are all programs under the umbrella of human sustainability. Human sustainability encompasses the development of skills and human capacity to support the functions and sustainability of the organization and to promote the wellbeing of communities and society. ( University – 2017)

#### **Social sustainability**

Social sustainability aims to preserve social capital by investing and creating services that constitute the framework of our society. The concept accommodates a larger view of the world in relation to communities, cultures and globalization. It means to



preserve future generations and to acknowledge that what we do can have an impact on others and on the world. The principle of sustainable development addresses social and economic improvement that protects the environment and supports equality, therefore the economy and society and the ecological system are mutually dependent. (University – 2017)

### **Economic sustainability**

Economic sustainability aims to maintain the capital intact. If social sustainability focuses on improving social equality, economic sustainability aims to improve the standard of living. In the context of business, it refers to the efficient use of assets to maintain company profitability over time. A more recent approach to economics acknowledges the limited incorporation of the ecological and social components in this model. New economics is inclusive of natural capital (ecological systems) and social capital (relationships amongst people) and challenges the mantra of capital that continual growth is good and bigger is better, if it risks causing harm to the ecological and human system. (University – 2017)

### **Environmental sustainability**

Environmental sustainability aims to improve human welfare through the protection of natural capital (e.g. land, air, water, minerals etc.). Initiatives and programs are defined environmentally sustainable when they ensure that the needs of the population are met without the risk of compromising the needs of future generations. Environmental sustainability, as described by Griffiths and Sutton, places emphasis on how business can achieve positive economic outcomes without doing any harm, in the short or long term, to the environment. According to Dunphy et al. an environmental sustainable business seeks to integrate all four sustainability pillars, and to reach this aim each one needs to be treated equally.

The principle of the four pillars of sustainability states that for complete sustainability problems to be solved in relation to all four



pillars of sustainability and then need to be maintained. Although in some cases these may overlap, it is important to identify the specific type of green business to focus on, as the four types present unique characteristics. Businesses need to make a strategic decision about it so as to effectively incorporate the chosen approach into their policies and procedures. (University – 2017)

## 2. Objectives

To assess the development of sustainable tourism of Maharashtra.

## 3. Hypothesis

Ho – There is no development of sustainable tourism in Maharashtra.

H1 – There is development of sustainable tourism in Maharashtra.

### 3.1 Major Tourist attraction places for Sustainable Development

#### Konkan

The Konkan, also called the konkan coast is the name given to a stretch of rugged and beautiful section of the western coastline of India from Raigad to Goa. It also includes Mumbai region and Thane district. Although, the konkan region considered as backward region of Maharashtra, it has various attractions that may attract to the foreign as well as domestic tourists. The konkan region is situated in the western part of the Maharashtra state. It is located between the Arabian sea to the west and sahyadri mountain to the east and has 700 km's coastline. Some people mention Konkan as a cursed land but if we mention as golden land to this land of parshuram, it may not be wrong. The Konkan has geography, history as well as cultural heritage and this is the advantage for the development of tourism in the region. In the konkan region, tourism development has taken place in some extent only and this is not sustainable. The various beaches, forts, temples and waterfalls are main attraction of the tourists in the konkan. These factors are



responsible for the development of tourism in konkan region. ( Patil – 2012)

### Beaches

There are many gorgeous beaches along the konkan coast of the Maharashtra. Most of these beaches are not yet truly discovered by the tourists are are far better the so called popular beaches of india. The alibag, nagaon, kashid, kihim, revdanda, murud, srivardhan, harihareshwar, bagmandla, diveagar, kelshi, karde, guhagar, velneshwar, hedvi, ganpatipule, bhardarpule, ratnagiri, bhatye, malvan, tarkali, Kunkeshwar, Mithbav and Vengurla are some of the captivating beaches along the Konkon coast. These beaches are attractive places to the domestic as well as foreign tourists. Most of the northern beaches are the weekend attractions to the people of Mumbai-Pune metropolitan region. It includes Alibag, Nagaon, Revdanda, Murud, Srivardhan Harihareshwar, Bagmandla and Diveagar. The beautiful white sand of these beaches along with the cypress tree attract to the tourists in this region. Most of these beaches are clean and safe. The beaches of the southern Konkan are mostly attracting to the tourists from the plateau region of Maharashtra. The Alibag, Murud, Srivardhan, Harihareshwar, Diveagar, Guhagar, Velneshwar, Ganpatipule, Ratnagiri, Bhatye, and Kunkeshwar are some of the renowned beaches. These beaches attract to the foreign tourists at certain extent only. (Patil - 2012)

### Forts :

Maharashtra's History, Culture and people would not be presented without the forts. The Great Maratha King Chhatrapati Shivaji Maharaj who was a true visionary, realized the importance of Strategically located strong forts at a young age and went on to capture and build many forts in his struggle to establish a 'Hindavi Swarajya'. Moreover, these forts are attractions to the tourists due to its archeological structure and morphology. In the Sahyadri Mountain and Konkan region, more than 100 forts are located but the forts like Alibag, Revdanda, Korlai, Khanderi, Janjira, Bankot,





Suvarnadurga, Gopalgad, Jaygad, Ratnadurga, Purnagad, Vijaydurga, Raigad, Mahipatgad and Prachitgad are the well-known forts. In recent times, development of adventure and fort tourism took place in the locality. Due to the unplanned development of tourism around the forts, our valuable historical treasure is wasting. (Patil – 2012)

### Temples :

Konkan has the religious milieu and known as the Land of 'Parshuram'. The various temples of the region attract to the religious tourists. The major temples of the Konkan region include Pavas, Parshuram, Chandikadevi (Dabhol), Ganga, Dhutpapeshwar, Kunkeshwar, Redi Ganpati, Marleshwar etc. In spite, ten temples of Ganpati are located in this region. They are Hedvi – Guhagar, Jay Ganesh – Malvan, Redi Ganesh – Vengurla, Ganpatipule, Nandigramcha Siddhivinayak – Murud, Suvarna Ganesh - Diveagar, Kadyawarcha Ganpati – Anjarle, Mahaganpati – Thane, and also Asthavinayak Ganpati of Pali and Mahad. (Patil – 2012)

### Waterfalls :

The high intensity of the rainfall and quite different type of topography formed due to the Sahyadri Mountain are the two important factors responsible for the development of waterfalls in the region. The rivers of the Konkan are short in length and have water during rainy season only. Hence, waterfalls are active during rainy season and that attracts to the tourists towards the region. Some of the significant waterfalls of the region are Marleshwar, Garambi, Nivali, Pandavgat, Peb and Gavlideo. In addition to that, a numbers of tiny waterfalls are developed in the western ghat and formed fall line in the region. (Patil – 2012)

### Saguna Baug-

For an Ecotourism lover, Saguna Bagh is a best place to visit under Maharashtra Ecotourism . It is a place developed by a Gandhian freedom fighter Harikaka Bhadsavle with a strong motive



of creating a farming outfit which can effectively support the social worker. Today hundreds of people visit Saguna Baug to find peace, happiness and gain the knowledge of hard-earned field of Agriculture. Trekking and various adventure activities can also be done at this place. The best part of saguna Baugh is that they cook what they grow and recycle the waste from kitchen to give fertilizer to farm which they are cultivating. Nothing is wasted here, every thing is utilized properly. You are not allowed to throw plastic inside the campus. (Dey – 2019)

#### **Karla Caves-**

With lots of ancient architecturing of caves, Karla Caves is situated at the lap of Sahyadri range. Greenery and waterfalls lovers are the most attracted to this place. The mosses surrounding the caves and the mystic environment around the caves definitely looks picture perfect spot for Eco-tourism lovers to visit. During Rainy Season you can also see various species of migratory birds. You can also enjoy visiting Karla Fort too. It is also a well known destination for people going for Trek. People here are so grounded that they don't believe in wasting and spoiling the environment. (Dey – 2019)

#### **Bhimashankar, Pune-**

Bhimashankar lies in the ghat region of the Sahyadri hills and it looks like a beautiful green carpet during Rainy season. It looks fresh and pure. It gives the view of bio-diversity of nature. With the abundant flora and fauna, dazzling scenic beauties, rare animal breeds, it is the place to explore with family and friends and make them aware that even eco-tourism travel can be so beautiful and appreciable. You can easily travel by road from several places of Maharashtra to Bhimashankar and the nearest railway station is Shivaji nagar railway station of Pune. Mostly trekkers who are expert in trekking, come here and enjoy the activity. Newbies should avoid it. (Dey – 2019)



**Matheran-**

Matheran is said to be a hill station and has almost 28 view-points scattered all around the place. Matheran is famous for its amicable climate and various trekking points. This place is favourite of many tourists especially the people or students from the Mumbai who loves Eco-tourism, for them Matheran is their nearest and favourite spot during Rainy season. There are various trekking routes in Matheran, the most famous one goes from Garbert Plateau. There is also Chanderi caves for the trek lovers and the going for Kalavantin Pinnacle Trek helps the trekkers to explore the fort and also have a mesmerizing view from the peak. The best time to visit Matheran is from March to May, and during rainy season it is the best to visit Matheran. The rain adds to the flawless beauty of this place. The roads and lanes become muddy but people dont want concret roads as they believe in sustainable tourism. They believe that this is the beauty of Matheran. ( Joshi – 2021)

**Morachi Chincholi-**

Morachi Chincholi, the name itself gives hint about the place. It is basically a village of tamarind trees and a town of peacocks dancing all around. It is said to be an auspicious one day picnic spot for fun and nature lovers. Nature has always showered blessings on this place. This place is located near Pune and is well connected by road transport. The main attraction of this place is its unmatched natural beauty and spotless fresh colours of the nature. It is also a hub of various recreational activities. There are several activities like puppet show, magic show organized there especially for kids. The location of this place is best for the people looking for break from daily life and who are in search of peace and love from nature. Local earn through the natural resources available and do not sell Chinese or technical things around this place. (Dey – 2019)

**Igatpuri-**

One of the well known tourist spot in Maharashtra, Igatpuri is situated near Nashik. This place becomes alive will all around



liveliness during Monsoon. It gives a true symbol of natural beauty with a complete freshness in the air. It is a place decked with several waterfalls, straggling greenery and lakes. Bhatsa river valley and Camel Valley are two main attractions of this place. You will get a spending view of nature and different species of flora and fauna, once you visit this place. ( Dey – 2019)

#### **Kolad-**

If you are planning to make your trip memorable as well as adventurous then Kolad is a perfect place to visit. It is said to be a beautiful destination in Maharashtra with picture-perfect homestays, sprawling campsites and many adventurous activities to try. Whitewater rafting is the most famous activity to perform in the waters of Kolad. Zip lining, canoeing and trekking are some other famous activities available in Kolad. Some of the nearest places to visit for nature lovers are Tamhini falls, Bhira dam and kuda caves, etc. Turquoise water and lush greenery make it even for exciting place to visit for Eco-tourism lovers. Dont forget to read my article on Durshet Forest Lodge. (Dey – 2019)

#### **Tapola-**

Tapola is popularly known as mini Kashmir. It is basically a small village at around 25kms from Mahabaleshwar. This place is quiet famous for boating and its rare scenery and natural landscapes. If you are planning to visit Mahabaleshwar, Tapola is a beautiful place which one should not miss. An Eco-tourism lover will love to visit Kas Pathar at Tapola which turns into bed of flowers during Monsoon. A nature lover will like the view of Koyana Dam while if you are an adventure lover than enjoying several activities at Shivsagar Lake will be best for them. During the Season of Strawberry's the fragrance of Strawberry farms will touch your heart. (Dey – 2019)



**Lonavala**

Said to be the lake district of India, Lonavla is abode to many of beautiful lakes. These lakes by giving tourist a very fine opportunity to enjoy excursion, also let them enjoy Eco activities like angling, swimming and nature viewing. Lakes like Tungarli Lake, Valvan Lake, Lonavla Lake, Monsoon Lake, and Pawna Lake are some of the favourite excursion spots at Lonavla. Not all but some of these lakes are fine treat for anglers.

Many of the scenic lakes like Tungarli Lake, Valvan Lake, Lonavla Lake, Monsoon Lake, and Pawna Lake are favourite location to be hanged out mostly by picnic goers. Some of the lakes getting less footfalls are reclusive, and attract honeymooners to relish the tranquil moments together with their soul mate. The rich natural ambiance of popular locations like Ryewood Park and bushy dam are sought after for enjoying picnic.

Popular forts like Rajmachi Fort, Lohagad Fort, Tikona Fort, Tung Fort, Visapur Fort and Koregad Fort open up a rich historical insight of the region. Plus a visit to world famous rock-cut Buddhist caves like Karla and Bhaja deserve a thorough penetration as it is believed to be one of the best conserved rock-cut caves. ( Dey – 2019)

**Nashik:**

Ecotourism in Kalsubai-Harish Chandragadh in the Nashik forest range, launched by the wildlife department of Nashik range in 2012, has seen twice the number of tourists this year. This Western ghat belt was promoted for eco-tourism to conserve the wildlife and natural splendor of the region, in addition to creating awareness amongst tourists. The forest department launched a Village Eco Development Programme in six villages in the range, forming committees in local villages to raise awareness about conservation and also offering the locals with livelihood. Eleven people and a forest guard are a part of each of the committees in the six villages. (India – 2013)



### **Tadoba Andheri Tiger Reserve:**

Claimed to be the oldest and largest national park in Maharashtra, Tadoba tiger reserve can be called the best attraction of wildlife tourism in Maharashtra. With a population of more than 40 tigers, this reserve is counted among the best destinations for tiger sighting. The reserve represents Southern Tropical Dry deciduous forests which turns out to be a shelter for the animals like Indian Leopard, Sloth Bear, Dhole, Striped Hyena, Small Indian Civet, Sambar, Barking Deer, Spotted Deer, Chital, and Chausingha. Tadoba Lake is the residence of marsh crocodile which is a rare species in Maharashtra. ( Dey – 2019)

### **Pench Tiger Reserve:**

Frequently mentioned in several novels and history books for its diverse wildlife and lush green forest, Pench tiger reserve includes Indira Priyadarshini pench national park, the Mowgli pench sanctuary and a buffer zone. One of the best places to see tigers in india, this wildlife reserve houses around 1200 species of plants and a good number of mammal species of plants and a good number of mammal species among which tiger population is the highlight. (Dey – 2019)

### **Umred – Kharandla Sanctuary**

A simple yet charming retreat to the eyes of greenery lovers who also want to avoid crowd, Umred – Kharandla Sanctuary is spread over Pauni, Umred, Kuhl and Bhivapur Taluka of Maharashtra. The reserve has connection with tadoba andheri tiger reserve and is surrounded by the Wainganga river. The sanctuary protects a sizable population of tigers which is a delight for the wildlife lovers. Further the presence of mammals like leopard, flying squirrels, pangolin and honey badger enhance the excitement of travelling when they are exploring inside the park. ( Dey – 2019)

### **Navegaon – Nagzira tiger reserve**

an Ideal destination for tiger safari in Maharashtra Navegaon-Nagzira tiger reserve is a small wildlife sanctuary located in the



Vidharbha mountain range of Bhandara district. The rocky and undulating terrains of this park are coated with thick teak woods that support an exclusive population of biodiversity. Animals like four horned antelope, mouse deer, Indian gaur, sloth bear, and leopards are frequently seen here. further as you explore the interior parts of the park, you get to see the best attraction of the wild, the tiger. People with great fascination for birds can see around 166 species of birds here. jeep safaris are available inside the park to let you go closer to the wildlife. ( Dey – 2019)

#### **Melghat tiger reserve:**

Located in Amravati district of Maharashtra, Melghat tiger reserve is a lesser known eco-tourism destination on the southern offshoot of the Satpura hill range. The park is protected under the project tiger initiative and houses a sizable population of royal Bengal tigers. The park is enclosed by the Tapti river and the gawilgadh ridge of the Satpura range which play a significant role in the supporting the diverse species of flora and fauna. The main attractions of this reserve include species like python, pangolin, leopard, Sambar, Chausingha, porcupine, mouse deer etc. the best attraction of Melghat is the critically endangered forest owlet. ( Dey – 2019)

#### **4. Research Methodology**

The research topic chosen is 'the study on development of sustainable tourism in Maharashtra'. The purpose of the research, can be categorized as an analytical kind of research. It is because the author has been trying to explore the experience of the people residing in Maharashtra from the point of view of gaining information on the development of sustainable tourism in Maharashtra. Additionally the author involves further explanation with logic to answer the questions likes why and how- which can be justified from objectives / research questions / and hypothesis of this piece of systematic study.



#### 4.1 Universe and sampling

**Universe** – Study is based on the people who have experienced the development of sustainable tourism in Maharashtra

**Sampling technique** – Based on convenience sampling technique. People were approached randomly.

**Sample size** – The sample was drawn randomly from the people of Maharashtra. In total 32 people participated in the survey.

#### 4.2 Data collection tools for the study

It is very important to select the appropriate instrument for collection of right and relevant data from a primary source. In order to collect relevant data for “the study on development of sustainable tourism in Maharashtra” various instruments were developed. The instruments used for research survey are as follows:

##### Questionnaire :

Research data has been collected using questionnaire and Survey method. The Questionnaires were presented to the people randomly. Apart from this, phenomenology method has been applied with the motive to collect secondary sources that involves books, journals and online articles. All the data has been accessed with the help of trusted sources that are reliable.

#### 5. Data Interpretation

From the above survey conducted, the following interpretations were made:

- The survey questionnaire was filled by a total of 32 respondents.
- The highest number of the responses obtained were from Female 65.6% following with Male 34.4%.
- The highest number of the responses obtained were from the people between the age of 18-20. Following that 6.3 % were between the age 24-29 and other 6.3% were of the age 36 and above.
- 75% of the respondents go on a vacation in Maharashtra occasionally following that 15.6% never prefer to go on a





vacation in Maharashtra while other 9.4% frequently prefer Maharashtra for a vacation.

- 71.9% of the respondents were aware about the concept of sustainable tourism which acts as a critical advantage in knowing that the respondents had knowledge about the further questions presented to them.
- According to 75% of the respondents sustainable tourism consists of environmental tourism, socio cultural tourism and economic tourism which gives us an idea of the understanding towards sustainable tourism. On the other hand, according to 25% of the respondents sustainable tourism is environmental tourism or economic tourism or socio cultural tourism.
- 34.4% of the respondents have observed that Maharashtra as a state is maybe practicing sustainable tourism for the development following that 25% of the respondents have agreed that Maharashtra as a state is practicing sustainable development. While on the other hand 40.7% of the respondents have a neutral thought and some don't think Maharashtra is practicing sustainable tourism.
- 50% of the respondents are either not aware or not sure about the answer. While on the other hand converting rural places into tourists spots, reduce, recycle and reuse of materials instead of creation of of new products, spreading awareness and promoting sustainable tourism, protecting greenery of tourists places, practicing waste management, swatch bharat abhiyan, cultural development in addition to preserved environments, travelling locally, infrastructure which supports sustainable tourism, are the ways in which Maharashtra is practicing sustainable tourism according to 50% of the respondents.
- 68.8% of the respondents suggest going green, supporting local restaurants, travel more locally, spreading awareness as the steps towards sustainable tourism. While the other 31.3% have individual responses.



- When asked the respondents how do they contribute in the practice of sustainable tourism development, their answers were as follows:

Taking non stop flights, keeping the places clean, using sustainable resources while travelling, dumping the trash only in the dustbin and no where else, visiting places which are not commercialized, visiting local restaurants, no usage of plastic, using more recycled products, travel via public transport, supporting local economies, limiting energy use, maintaining a clean approach of care and help towards the environment, respecting the local culture, ensuring not to litter, beach cleaning, eating at the dhaba, walking where possible, practicing environment friendly lifestyle.

- 81.3% of the respondents understand that development of sustainable tourism is important and the other 18.7% of the respondents think that development of sustainable tourism is not important.
- When asked a question why is development of sustainable tourism important, the answers are as follows:  
For creating socio economic benefits for communities through employment and income earning opportunities, helps in increasing the benefits in all leagues by omitting negative impacts of the unethical travel ways that people have been following for decades, for betterment of nature and society, local communities benefit from sustainable tourism through economic development, job creation and infrastructure development, etc.
- 62.5% of the respondents think the barriers of practicing sustainable tourism is lack of knowledge, poor transportation system, lack of infrastructure, no tourism planning. On the other hand 37.5% of the respondents think lack of knowledge and no tourism planning are the barriers of practicing sustainable tourism.
- 50% of the respondents are either not aware or not sure about the places that have been practicing sustainable tourism in Maharashtra. On the other hand, according to 50% of the



respondents places that have been practicing sustainable tourism is Matheran, Lonavala, Mahabaleshwar, Igatpuri, Mumbai, and Nashik.

## 6. Conclusion

Sustainable tourism provides an opportunity for tourism to take place in accord with environment and nature. In a responsible way the tourist explores the natural areas, protect the environment and help in developing the local people. The huge influx of people in few certain parts has resulted in threatening of cultural and environmental possessions of the local populace. The crusade for sustainable tourism is on one hand a danger and an on other hand an chance to create tourism by distracting tourists to make sure the capacity of any place is not compressed; by re-planning for renewal of natural assets, and by creating consciousness in the host community due to which they are armed and readied to combat with the damaging effect of mass tourism. It also aids in providing opportunities for the travellers to learn the significant look of nature and environment as well as the economic development of the local communities

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## CHAPTER 43

### RELIGIOUS TOURISM: A SUSTAINABLE DEVELOPMENT ROAD MAP

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Mr. Ajaykumar Meshram<sup>69</sup>

#### *Abstract*

*India is a land of many faiths. The majority practice Hinduism, Islam, Christianity, Sikhism, Buddhism, and Jainism. Indians celebrate various festivals during the year, such as Diwali, Holi, Id, Christmas, etc. People climb all geographical terrains with tremendous confidence in their hearts to seek the blessings of God to enter the places of religious tourism, then either the high mountains or valleys they reach the places with great faith in their heart only with the wish that they seek the blessings of the god. To just get a glimpse of the god residing there, people don't mind waiting in long queues. These religious sites have become a place for tourism in changing times, rather than a simple pilgrimage. Worshippers want a relaxed and safe trip. As an important part of their pilgrimage, they want food, shelter and health protection and so, to meet their needs and demands, business houses, individuals, organisations, and even the government have begun to play an important role in providing services to pilgrims, creating a huge industry for religious tourism.*

*India's religious tourism market is yet to be exploited to its full potential. This sector will provide new start-ups with a sea of opportunities and provide a large number of jobs in the region. Not only would religious tourism be a blessing to business interests, it will also help to grow the area's local economy. Religious tourism will contribute to revenue generation for the locals and improve the*

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*standard of living. The improvement of the area's infrastructure, such as road and rail connectivity, power, drinking water, etc. Therefore, the primary aim of presenting the paper is to discuss the prospects and potential of religious tourism.*

**KEYWORDS:** - *Tourism, Business, Religious Tourism*

### Introducing

With a yearly normal development pace of around 5 percent, the travel industry is one of the quickest developing enterprises, and worldwide travel numbers will practically twofold by 2020. For some non-industrial nations, the travel industry is likewise a huge wellspring of unfamiliar trade income. In the wake of exchanging non-renewable energy sources, media communications and electronic hardware, car merchandise, and horticulture, the travel industry positions around sixth in unfamiliar exchange.

Characteristic assets are seriously utilized and burned-through in the travel industry, and the travel industry hugely affects the climate, environments, economy, network and culture. The travel industry, on the off chance that it is very much dealt with, can, if not, make a significant commitment to territorial turn of events; it can effectsly affect nature and society.

Strict the travel industry is as old as religion itself, which makes it the world's most seasoned type of the travel industry (Karar, 2010, p. 99; Rinschede, 1992, p. 53). Smith (1992) and Shackley (2005) noticed that most religions expect visits to heavenly locales, whatever the objective is. The Zoroastrians (Sarahani and Musa, 2012), who in antiquated occasions propelled journeys, are a genuine model, and still proceed with continuous today. Around 300-330 million guests visit key strict locales worldwide consistently (UNWTO, 2011a). Furthermore, UNWTO (2011a) has assessed that a religion is drilled by 60% of the worldwide populace and these followers structure the segment base of strict the travel industry. In their evaluation, a few states



incorporate confidence. It is assessed that there are roughly 600,000,000 public and global strict and otherworldly excursions on the planet, 40% of which happen in Europe and around half of which are in Asia and the rest of different landmasses of the world (UNWTO, 2011a). With 33 percent, 21 percent and 14 percent, the three fundamental religions on the planet: Christianity, Islam and Hinduism (Rojo, 2007).

### **Manageable the travel industry esteems**

In light of the travel industry's measurement, 900 million appearances worldwide every year, and since the travel industry is so basically identified with characteristic regions, it is one of the world's greatest dangers to biodiversity and normal assets. Thusly, endeavors to make the travel industry more practical are totally irreplaceable - for all types of the travel industry, at all levels and for all pieces of the travel industry area, from unfamiliar visit administrators to little annuity holders.

The test of manageable the travel industry development is to exploit the positive effects of the travel industry, to increment and divert the advantages the correct way, and to forestall or limit, however much as could reasonably be expected, the negative effects. The World Tourism Organization (UNWTO) has a typical idea of manageable the travel industry: "Maintainable the travel industry advancement addresses the issues of present vacationers and host areas while securing and upgrading open door for what's to come. It is conceived as prompting the executives of all assets so that monetary, social, and tasteful necessities can be satisfied while keeping up social uprightness, basic environmental cycles, natural variety, and life emotionally supportive network."

### **Guide**

Benevolent the travel industry development is, at the end of the day, naturally reasonable, monetarily possible and morally and socially fair. It regards the delicate natural equilibrium that,



especially in earth touchy regions, portrays numerous traveler objections, and is centered around a drawn out viewpoint.

**Objective :**

1. To commemorate such religious occasions and celebrate them.
2. Creation of specific interest in tourism items
3. To build jobs and socio-economic benefits
4. Ensuring the religious place's continuity and original character

**Sustainable tourism is distinguished by:**

To help the prosperity of social orders

The financial, social and social prosperity of the networks in which the travel industry happens is upheld and guaranteed by feasible the travel industry development.

Advancing the insurance of the common and social climate

Maintainable the travel industry empowers characteristic and social assets to be utilized to get monetary benefit, while simultaneously guaranteeing that they don't weaken or destroy these assets.

Also, concerning the foundation or improvement of the protection of nature and the safeguarding of social qualities, the travel industry is relied upon to be a main thrust.

**Perceiving item quality and fulfilment with sightseers**

A vital factor in the financial development of the travel industry is the nature of the travel industry items gave by the nation. It is characterized not just by material measures, for example, travel, housing and food quality, yet in addition by non-material standards, for example, neighbourliness or experience quality.

**Applying versatile organization and control**

To guarantee that travel industry is set up in a manner that is biologically, financially and socially practical, it is critical to make





legitimate administration and observing, following the fundamental standards of reasonable asset use.

Remember that it is the obligation of different partners associated with the travel industry to consolidate the various segments of the standards. Governments, the travel industry firms, neighbourhood governments, non-legislative associations and guests will all assist with making the travel industry more economical. The different entertainers ought to work together and animate each other to get the standards into impact request to accomplish the destinations of practical the travel industry.

### 1. Strict Sightseeing

Strict the travel industry can be characterized as movement, or the items they make, for example, craftsmanship, culture, customs and design, with the center intention of encountering strict structures. India has been in contact with practically all the significant religions of the world as one of the world's most old human advancements, and notwithstanding being overwhelmed by Hinduism in the current sense, religions, for example, Islam, Buddhism and Christianity have likewise influenced a considerable segment of the populace, aside from specialty religions, for example, Sikhism, Jainism, Vaishnavism, Judaism, which created as a branch.

### Strict Tourism Viewpoint in India

Strict the travel industry in India has two particular viewpoints; one is the conviction of the homegrown vacationer, who has a profound association with the divinity/location as per their strict convictions; the other is the 'worldwide' traveler, somebody having a place with an alternate confidence, area or world, for whom the location and strict practices have the element of 'curiosity'

There's a barely recognizable difference isolating undertaking and conviction from the perspective of the homegrown market. In the present financial frameworks, numerous sanctuaries, mosques, houses of worship, gurudwaras and other significant strict focuses



are unmistakable resources as far as offices and the laborers they utilize, recommending that the association should adapt itself to have the option to accomplish its every day endurance in social conditions. Strict the travel industry is partitioned into the accompanying significant classes, in view of the embodiment of the product, power and region of movement:

- Pilgrimages
- Missionary travel
- Leisure (cooperation) excursions
- Sailing dependent on trust
- Crusades, rallies and meetings
- Retirements
- Visits to cloisters and visitor stays
- Camps zeroed in on trust
- Sacred traveler destinations

## **2. Issues that are tended to in the manageable development of strict the travel industry in India:**

The travel industry goes about as a key empowering agent to support the improvement of fundamental foundation administrations, produces pay for nearby and government networks, balances provincial advancement methodologies through the effect of 'umbrella' and advances harmony and socio-social agreement.

Nonetheless, to dodge negative effects, the travel industry development in any zone should be observed. Huge inconveniences include:

Conveying limit encroachment: most of strict focuses on the planet, major or minor, experience the ill effects of short however extreme seasons that move the area's elements for the remainder of the year. One such example is the Char Dham Yatra in Uttarakhand. It places extreme tension on the vehicle arrangement of the Garhwal zone from May to around November, which, along with the rainstorm and a ton of street development still in progress, suggests



avalanches, which means continuous barriers, mishaps and death toll.

**Squander Management:** Partly a subordinate of the conveying limit issue, the issue of waste administration has strengthened as science and innovation have advanced to introduce the 'plastic period.'

**Air Pollution:** In this specialty, the sheer measure of movement makes the insights staggering. Despite the fact that trains actually figure out how to ingest a significant part of the volume of movement, countless significant strict the travel industry destinations in India are as yet available exclusively by street or foot, or a blend of the two (take the instance of uneven areas).

**"Adapting religion:** There is frequently the issue of religion being "adapted" in the competition to create whatever number specialties as could reasonably be expected, as the host network is progressively determined by the "benefit thought process.

**Absence of strict trust examination:** Rules directing the monetary status and control of strict trusts should be advanced as they mean to ease worldwide concerns with respect to illegal tax avoidance and psychological militant financing exercises. To guarantee more noteworthy straightforwardness, such a law would likewise prepare for unveiling names of associations looking for charge exception. This is especially significant in a situation where a portion of India's strict trusts are among the worlds most affluent.

### 3. Future Road Map

As far as the travel industry, India is in an exceptionally fortunate spot. In spite of the fact that travel industry assets are being lost somewhere else, the resources of India are very much protected as its common habitat and culture.

This will additionally help India's profile as a prime vacationer location. A huge scope of chances can be given by the travel industry to individuals in our nation who have started to comprehend the monetary open doors offered by the business. A self-financing instrument for advancing the nation's atmosphere and



encouraging acknowledgment and enthusiasm for the nation's uniqueness can likewise be worked for the travel industry.

Some unfriendly effects have been brought about by the travel industry, yet the public authority ought to comprehend the need to fix them.

By making open positions for customary performers and artists, strict the travel industry can likewise develop Indian culture and advance the restoration of neighbourhood celebrations in various pieces of the world.

Not exclusively is simply the private area keener on controlling itself, however it can likewise help with planning future the travel industry approaches. Associations between various areas engaged with the business and inside the business itself ought to be framed between the travel industry bodies and visit administrators. The two associations are as yet in their developmental stages, however have significant tasks to carry out in choosing India's potential the travel industry supportability.

### Conclusion

Strict the travel industry gives an approach to accomplish the benefits of the travel industry in a manner that is predictable with the advancement reasoning of the area. In supporting the supportability of strict the travel industry in India, the travel industry additionally has a major job. By outlining how self-guideline can function practically speaking, by finding a way to moderate waste, by starting and holding fast to the Codes of Best Practices, and by instructing buyers, singular organizations can start to lead the pack position. The relationship of the travel industry should proceed to build up and uphold certain sets of accepted rules and great practice and give data to the individuals to join them. Components for effective self-guideline should likewise be set up by the business affiliation and great ecological practices embraced. At last, for the drawn out monetary and natural maintainability of the travel industry in India, neighbourhood cooperation and info are significant. On the off chance that nearby networks are dynamic and



have a stake in the travel industry activities, guaranteeing that travel industry is manageable would be to their greatest advantage.

Also, public, corporate, and nearby coordinated efforts will open up a wide scope of chances that bode well and backing all partners.

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**ICHT-2021 Budding Researcher Award**

It is our immense pleasure to certify that **Mrs. Suchismita Roy Indra** (Assistant Professor, Sheila Raheja Institute of Hotel Management, Mumbai, India) and **Ms. Tarang S. Maheshwari** (Student, Sheila Raheja Institute of Hotel Management, Mumbai, India) are being awarded as **ICHT-2021 Budding Researcher Award** for presenting Research Paper entitled, "A Study on Consumer's attitude towards online food delivery apps in Mumbai" in the International Conference on Hospitality and Tourism on the theme "The New Normal of Hospitality and Tourism: Post-Pandemic Trends, Issues and Opportunities" organized by Jagran Lakecity University, School of Hospitality and Tourism, Bhopal, India (June 28-29, 2021).

After extremely rigorous assessment of paper submitted and presented, based on Research Rigor, Novelty of the study, Quality of Research Methods, Communication skills, Presentation skills and Question & Answer Round, the Jury and Organizing Team is extremely happy to announce this award.

We wish them a very good luck for their future endeavors.

Sincere Regards

*Shoaib Khan*

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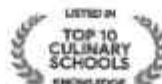
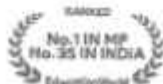
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# Food, Tourism and Hospitality Perspectives

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## A Study on Changes in Sop's (Standard Operating Procedures) Post COVID-19 in Core Departments of 5 Star Hotels in Mumbai

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### Abstract

**Aim of study:** The main aim of the research report is to find out what are the changes on SOP (Standard Operating Procedures) in 4 Core Departments of 5 star hotels in Mumbai post COVID-19.

**Methodology:** Objectives: The main objective of the research report is - To find out changes in Standard Operating Procedure (SOP) in Core Departments of 5 Star Hotels in Mumbai Post COVID-19.

**Hypothesis:** Objectives for Hypothesis: To find out changes in Standard Operating Procedure (SOP) in Core Departments of 5 Star Hotels in Mumbai Post COVID-19.

**H0:** There are no such changes in Standard Operating Procedure (SOP) in Core Departments of 5 Star Hotels in Mumbai Post COVID-19.

**H1:** There are many of the changes in Standard Operating Procedure (SOP) in Core Departments of 5 Star Hotels in Mumbai Post COVID-19.

**Data collection:** For the research report primary as well as secondary method of data collection is used. In the Primary method of data collection I have used a survey method, and in the survey method I have used a questionnaire method for collecting responses from the guest. In the Secondary method of data I have referred to articles and hospitality websites from Google.

A Study on Changes in Sop's (Standard Operating Procedures)  
Post COVID-19 in Core Departments of 5 Star Hotels in Mumbai

