

**List of Scholars who completed their Ph.D.in Tourism in
CMTHS,HNBGU from January,2009 till December,2020**

| S.NO | Name of Scholar | Name of Supervisor | Date of Ph.D. Registration | Date of Ph.D. Completion | Topic of Research |
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| 1. | Vaibhav Bhatt | Dr. Rashmi Dhodi | 10 th March 2014 | 08 th October 2018 | NATURE TOURISM PROMOTION IN BHILANGANA VALLEY OF GARHWAL HIMALAYA: DEVELOPMENT STRATEGIES AND PROSPECTIVE PLANNING |
| | Abstract | In order to find sustainable solutions for the problems in the region, the present research was undertaken. The researcher made an attempt to identify the nature tourism potential of the region and kindled with the idea that the alternative form of tourism can be the panacea for the problems of the region. For the study to be undertaken, the researcher had selected the 10 sampled villages of Bhilangana Valley based on their accessibility and nature tourism potential. The results revealed that the study area is ideal for development of nature tourism and promotion. The local people of the region were highly enthusiastic and agreed with the nature tourism potential of the valley and agreed to be a part of the development and promotion of nature tourism in the study area. Also, the local people had a very positive attitude towards the visiting tourists. | | | |
| 2 | Avinash Chamoli | Dr. Rakesh Dhodi | January 2009 | 08 th October 2018 | GROWTH AND DEVELOPMENT OF HOSPITALITY SERVICES ALONG YAMUNOTRI AND GANGOTRI PILGRIM ROUTE – A CRITICAL ASSESSMENTS |
| | Abstract | The research was conducted to find hotel and accommodation services provided in the pilgrim route of Gangotri and Yamunotri, the two holy spiritual places of Hindus Great belief, and potential of development of more accommodation unit to serve the purpose and needs of desired pilgrims visiting these holy shrines, a critical assessment was performed for new opportunities to develop efficient accommodation units so that it benefits to facilitate economy and livelihood of locals to sustain their business and value of money to pilgrims on these routes | | | |
| 3. | Neha Sharma | Prof.S.K. Gupta | 11/02/2013 | 21/05/2018 | ASSESSMENT OF LEVEL OF GUEST SATISFACTION WITH SPECIAL REFERENCE TO HOTEL INDUSTRY IN NAINITAL CITY |
| | Abstract | The goal of the present research was to understand the level visitor satisfaction in respect to service quality on customer satisfaction and brand loyalty for hotel industry in Nainital. In order to achieve the framed objective, present study investigated the profile of the different categories of accommodation units, types of product/ services offered and opportunities and challenges for hotel industry in the near future. The study further attempted to understand the profile of tourists, aspects of their travel behavior, their preferences and attitude along with evaluating their | | | |

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| | | <p>expectations, perceptions and satisfaction about products and services provided by hotel properties. Data were collected with the help of structured questionnaires, unstructured informal interviews and observation method. Convenient and cluster sampling method were used to collect the information from the respondents. A sample size of 400 respondents was selected for the study which includes 200 tourists and 200 hotel industry personnel including the owner, managers and employees from various designations and categories of hotels. Two separate questionnaires were prepared for tourists and hotel industry personnel.</p> | | | |
| 4. | Prakash Chandra Rout | Prof. S.K. Gupta | 07/03/2014 | 21/05/2018 | THE VALUE CHAIN APPROACH FOR COMMUNITY BASED ECOTOURISM PROMOTION IN THE JAUNSAAR-BAWAR REGION OF UTTARAKHAND |
| | Abstract | <p>The developmental led research topic primarily focused on to answer 'How to mainstream tourism development in mountain environment based on the existing products and services to improve local livelihoods and prompt environmental friendly best practices'? Upon which the key research questions framed were nexus around; the potential of tourism development for mountain environment, potential environment impact assessment, upto what extent tourism satisfies sustainable tourism indicator areas and the scope of community lead ecotourism enterprises to strengthen local value chains and diversify local economies. The findings of the research work has significant contribution to the domain of knowledge that cut across various themes such as climate change, environmental pollution, pro-poor development, conservation, destination sustainability, community participation and economic contribution of tourism through local product based value chains. It has added to knowledge by yet again highlighting the economic significance of tourism in mountains in particular. The research has further underlined the growing ignorance among governments and states, which are overlooking the negative sides of tourism development such as deforestation, increase solid waste and pollution. The contribution to knowledge through ecotourism case studies points that all ecotourism development certainly not based on sustainable tourism, where the interests of private parties are in a higher side. The study creates an awareness among governments, tourism planners, policy makers and implementing agencies to look at the increase issues such as tourist awareness of conservation, community isolation and destination sustainability in the Himalayan context. Above all, the findings and discussions in the research have wider significance from the prospective of scholars, governments and institutions.</p> | | | |
| 5. | Akhilesh Kumar Singh | Prof. S.C. Bagri | 23-02-2011 | 29-12-2017 | FACTORS INFLUENCING THE ATTRACTIVENESS OF TOURIST DESTINATION: A CASE STUDY OF JIM CORBETT NATIONAL PARK |
| | Abstract | <p>The study focused on some critical and substantial quality parameters of Hotel Industry in the study area. The primary findings have suggested the need of skilled manpower, attitude of the staff, level of the employee satisfaction as the main indicators towards the determination of overall service quality.</p> | | | |

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| 6. | Nidhi Jaiswal | Prof. S.C. Bagri | 2012 | 2017 | CULTURAL TOURISM IN VARANASI-KEY ISSUES AND CHALLENGES |
| | Abstract | The cultural tourism provides an assessment to get the arena of tourists and quality of available tourism services in Varanasi city. It provides the opinion of local people to enhance the quality services and amenities in the city. | | | |
| 7. | Amar Kumar Tiwari | Prof. S.C. Bagri | 23-02-2011 | 17-11-2017 | SERVICE QUALITY IN HOTEL AND MIDWAYS OF HARIDWAR AND RISHIKESH: AN EMPIRICAL ANALYSIS |
| | Abstract | To measure the overall attractiveness of the Park, a factor analysis research method was applied along with ANOVA test, based on selected 29 key attributes. The research findings provided useful information to keep the Natural heritage, Environment, Infrastructure and Support Services at par of the highest standard along with the provisions of environment friendly activities. The Overall ambiance, skilled staff personnel and Safety measure were projected the primary factors responsible for quality tourists' satisfaction and experiences. Visitor Satisfaction along with Wildlife conservation remained the challenging task for the Park's Administration and this can be only checked provided suitable measures are adopted to check the visitor inflow with sustainable tourism practices by facilities promoters. | | | |
| 8. | Shivam | Dr. Rakesh Dhodi | 23 nd Feb 2013 | 24 th August 2017 | PROMOTION OF COMMUNITY BASED TOURISM IN BHILANGNA VALLEY- RELEVANCE, CHALLENGES AND STRATEGIES |
| | Abstract | The researcher made an attempt to identify the nature tourism potential of the region. By promoting tourism activities in the region the local people can be empowered economically. The local people of the region were highly enthusiastic and agreed with the nature tourism potential of the valley and agreed to be a part of the development and promotion of nature tourism in the study area. Also, the local people had a very positive attitude towards the visiting tourists. | | | |
| 9. | Anil Kumar | Dr. Rakesh Dhodi | 22 nd June 2009 | 24 th August 2017 | DEVELOPMENT OF PILGRIMAGE TOURISM DEVELOPMENT IN BADRI-KEDAR YATRA CIRCUIT WITH SPECIAL REFERENCE TO EXISTING TOURISM INFRASTRUCTURE VIS-A-VIS VISITOR'S SATISFACTION |
| | Abstract | In order to find sustainable solutions for the problems of the region, the present research was undertaken. The research work is focused on the most important and famous pilgrimage centre of Uttarakhand i.e. Kedarnath and Badrinath. These places are known for the worship of lord Shiva and lord Vishnu. These places have great potential and receiving a large no. of tourist every year. The infrastructure like roads, accommodation units, restaurants, parking, public toilets and other related facilities of this area are to be increased in numbers and simultaneously need to be modified. | | | |

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| 10. | Pankaj Kumar | Prof.S.K. Gupta | 23/02/2011 | 17/11/2015 | TRAVEL TRADE PROMOTION IN GARHWAL REGION: OPPORTUNITIES AND CHALLENGES FOR HUMAN RESOURCE DEVELOPMENT PRACTICES IN HARIDWAR-RISHIKESH- DEHRADUN BASED TRAVEL AGENCIES AND TOUR OPERATORS |
| | Abstract | <p>The study region Haridwar- Rishikesh- Dehradun in Uttarakhand is the center of tourism business. The tourism and travel trade enterprises are providing large number of employment in travel agencies, tour operator companies, rafting companies and others organizations and are contributing in promotion and development of domestic, inbound and outbound tourism in Uttarakhand. With respect to the human resource management practices in general and employee retention in particular tourism and travel trade organisation in study area have poor reputation. This study focusses particularly on the employee retention status specially in medium and small sized tourism and travel trade enterprises existing in Haridwar-Rishikesh-Dehradun region of the Himalayan state, Uttarakhand in India. Data analysis work has been done with the help of SPSS. Several secondary sources, primary sources and researcher's observation have been recorded for the interpretations of the data. Also various tools were used to test the hypothesis.</p> | | | |
| 11. | Pankaj Kumar Tyagi | Prof.S. K. Gupta | 16th May 2007 | 27/06/2015 | TRAVEL TRADE BUSINESS IN CHANDIGARH – CHALLENGES AND OPPORTUNITIES |
| | Abstract | <p>Chandigarh is emerging as one of the prominent destinations for travel industry and has a huge market for MICE, Outbound and Corporate travel. Preliminary literature reviews suggest that the sector has enormous potential for further expansion but the lack of world class tourism infrastructural development and facilities for MICE and Business Travel, the region is unable to cash the opportunities.. The study is largely exploratory and descriptive. It is an anatomic analysis of the travel trade business in the Chandigarh region. The main objectives of the research were to study the existing trends in travel trade in the study area and to predict the future trends of travel trade. Data analysis work has done with the help of SPSS software. Various stakeholders were consulted to interpretations of the data. Various tools were used to test the hypothesis. The study concludes that the relationship between agent and principal supplier have dramatically changed due intensification of competition in the travel market place, forcing down margins. Also it suggests that sharing information on prices, special promotions, facilities and services using modern methods of marketing could lead the tour operators, airlines, and hotels to distribute their products and services efficiently and improve the performance in the tourism business.</p> | | | |

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| 12. | Vijay Prakash | Prof.S.K. Gupta | 11/07/2008 | 27/06/2015 | STRATEGIES FOR SUSTAINABLE TOURISM DEVELOPMENT IN KEDARNATH AND BADRINATH ENVIRONS |
| | Abstract | <p>Badrinath and Kedarnath environs are world famous pilgrimage tourism destinations of Uttarakhand. Apart from the holy shrines of renowned Badrinath, Kedarnath and Hemkund, there are numerous lesser-known destinations scattered in the catchment area of these holy shrines which are being visited by a large number of tourists for pilgrimage, nature and adventure tourism. Situated in the high-altitude Himalaya, the surrounding these destinations are environmentally and culturally sensitive. In order to maintain the environmental and cultural values of the region, an integrated sustainable approach is essential. Keeping this in view of this, the current Ph. D. thesis attempted to address all these issues with special reference to minimize the negative impacts of tourism in the study area. The thesis presents a detailed overview of the tourism resources, tourism impacts in land, people and economy along with presenting a situational analysis of these resources during the study period. In addition, the study also covered the expectations of tourists and tried to measure their overall satisfaction level. In order to achieve the framed objectives, the researcher adopted both descriptive and exploratory research methods. The research work incorporated the opinions of various stakeholders involved in tourism development in the area. And, on the basis of the analysis of primary data backed with the secondary information, the study proposed the strategies for sustainable tourism development in the area. However, at the final stage of my Ph. D. work, a severe disaster took place in the study area highly affecting the tourism infrastructure and tourist flow. The study also provides an account of that disaster and also attempted to forecast the damage caused and suggested the way forward.</p> | | | |
| 13. | Pallavi Thakur | Prof. S.K. Gupta | 20/06/2009 | 27/06/2015 | EMERGING TRENDS IN INTERNATIONAL TOURISM VIS-À-VIS DEVELOPMENT POTENTIAL IN INDIA |
| | Abstract | <p>India is inherently the most favoured destination of the emerging tourist market – increasingly inclined towards heritage, culture, pure nature and adventure. India is aware of its tremendous tourism resource treasure <i>vis-à-vis</i> the strength of tourism as tool to holistic development, and is therefore vying to achieve its rightful share in international tourism but bottle necks in infrastructure, political uncertainty, downgrading economic atmosphere, and a lack of holistic vision for tourism constantly reminds of sustainable efforts to be made in this field. The present piece of research was to unfold the reasons responsible for the rather sluggish growth of the Tourism business and provide generic model approach towards the sustained growth of the same in the context of the India in particular and the various analogous destination regions in general. The study especially highlights the psychological interpretation of the ‘demand dynamics’ to understand the generic demand of the market in terms of the qualitative and quantitative perspective of the ‘tourism related services’ over the time and space. The brief interpretation on ‘tourism resource potential’ and ‘tourism development potential’ may also add to the perception of ‘the tourism planners and policy makers’ who ultimately matter in guiding the ‘course’ and</p> | | | |

‘magnitude of tourism development’ in the country which ultimately shall have vital bearing on the ‘prospects of the growth of tourism business’.

Objectives of the Study

This study was undertaken with the following objectives:

- To perceive the prevailing tourism development potential of India
- To perceive the factor responsible for the existing gap between demand and supply both quantitative and qualitative terms.
- To perceptualize the major constraints on way to the development of tourism in the sub-continent and accordingly suggests some viable strategies
- To ascertain the future scope of Indian Tourism Industry as viewed by Service Providers (Travel Agents / Tour operators / Hoteliers)

In this study, the status of International Tourism in India was empirically evaluated based on the opinion of the International Inbound Tourists, Department of Tourism Officials, Tour Operators / Travel Agents and Hoteliers (accommodation providers) obtained through an interview schedule (questionnaire) with specific number of statements. The questionnaire for Foreign tourists contains items to obtain opinion about sources of information about destination of tourism importance, nature of services availed from travel agency / tour operators, duration of stay, purpose of visit, availability transport services in India, type of accommodation preferred and food / bar services. The questionnaire for Department of Tourism officials is incorporated with statements / items for obtaining information about role played by Department of Tourism for development tourism, successfulness of incredible India campaign, and performance of India in attracting International tourists in addition to items measuring their socio-economic characteristics.

The questionnaires for service providers (tour operators / travel agents / hoteliers, one for tour operators / travel agents and another one for hoteliers are incorporated with statements pertaining to ‘rating of India as emerging international tourism destination’, performance of India in Tourism promotion, policy framework of Tourism by Department of Tourism in India, awareness and level of satisfaction with various incentive programmes provided by Department of Tourism to service providers, performance of Indian Government in Tourism compared to other countries and future scope of Indian tourism industry. The descriptive statistics such as mean and standard deviation are used to calculate the central tendency and deviation of opinion of the respondents. While, the frequency / percentage analysis are used for calculating number and percentage of cases with particular opinion, the cross tabulation analysis along with Chi-square test statistics are used to find out the relationship between any two factors (e.g. socio-economic characteristics and their opinion about various aspects of service) . The parametric, t-test for independent samples and one way ANOVA are also applied to compare mean perception of two groups and more than two groups respectively.

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| 14. | Anjuna Parashar Dhir | Dr. R. K Dhodi | 20 June 2009 | 18 June 2014 | SHOPPING BY FOREIGN TOURIST IN INDIA; PREVAILING TRENDS, SCOPE, GREY AREAS AND STRATEGIC CONSIDERATIONS WITH SPECIAL REFERENCE TO DELHI, AGRA & JAIPUR CIRCUIT |
| | Abstract | <p>India is a tourist destination of great repute. It is also known for its handcrafted expertise. Yet, India fails to be known as a Tourist shopping destination. The researcher made an attempt to identify the potential of tourist shopping in India and find reason to why it lags behind inspite of such obvious USP, especially in the most visited sector of the Golden triangle of Delhi-Agra & Jaipur . It was found that indeed India holds great potential to become a favoured shopping destination with interventions on parts of all stakeholders of tourism ; especially- Policy support from the govt, Patronage and Communication support from the tourism industry, Pride and customer service intention from the artisan themselves along with fair and ethical practices by the Indian markets.</p> | | | |
| 15 | Reena Sharma | Prof. S.K. Gupta | 24 May 2008 | 17 May 2014 | STATUS OF WORKING WOMEN IN TRAVEL TRADE SECTOR OF INDIA : A CASE STUDY OF DELHI BASED TRAVEL ENTERPRISES |
| | Abstract | <p>The present study focuses on travel trade sector of India and emphasizes on working women in this sector. The research is targeted towards selected travel enterprises of the capital of India Delhi. The entire study aims to understand the working conditions prevalent in travel agencies corporate travel companies, online travel portals. Studies were underTo understand the emerging issues, problems faced by the women workforce, problems faced by them due to gender disparities. The study also talks about the compensation and promotion differences because of preference to family over work, unable or travel if needed. Questionnaires and interviews were conducted to identify the gaps. The study aims to analyse and conclude the suggestions to overcome the concerns to have a better working environment for the aspiring women travel professionals.</p> | | | |
| 16. | Mahesh Uniyal | Dr Rakesh Dhodi | 22-06-2009 | 26-04-2014 | TRENDS AND SCOPE OF MEDICAL TOURISM IN DELHI AND ENVIRONS: AN ANALYTICAL PROSPECTIVE |
| | Abstract | <p>Medical Tourism is one of the fastest growing sectors in India. Due to Geographical location and climate, it is one of the most favourable medical destinations which offer quality medical treatment to tourist. Preliminary literature reviews on medical tourism suggest that the sector has enormous potential for further expansion. Delhi is considered to be a global hub for International Tourists due to many factors. The Medical facilities and treatment in Delhi is better in comparison to other cities. After the review of the literature it seems that there was good amount of work done on the motivational factors and economic aspects of medical tourism etc, but, very less work done on untapped potential areas of medical tourism in the Delhi and environs. The main objectives of the research were analyse the factors influencing the choice of medical destination/hospital and analyse the satisfaction level of the medical tourist regarding the services. In the present research, an attempt has been made to find out the scope of various treatments available to medical tourist,</p> | | | |

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| | | the satisfaction level of medical tourist, trends and new opportunities in medical tourism. Attempts were also made to identify the gaps in medical tourism industry inter relationship and coordination between private and public sectors . Data analysis work has done with the help of SPSS. Various experts were consulted to interpretations of the data. Various tools were used to test the hypothesis. | | | |
| 17. | Bharat Bhushan Sharma | Prof. S.C. Bagri | 2010 | 2014 | ALTERNATIVR TOURISM PLANNING FOR JAMMU-MANSAR-PATNITOP-SANASAR-BATOTE TRAVEL CIRCUIT. |
| | Abstract | With the increase of visitation around the world due to ease of travel, disposable income and improved technology, tourism destinations (especially religious destinations) have been suffocating due to overcrowding without any sigh of relief. In India alternative tourism is required especially at religious places as our visitor numbers at very high which makes it quite damaging for local environment and destination itself. As we cannot stop anyone from entering a religious place, but we can always redirect religious tourist traffic to nearby destinations to avoid overcrowding and congestion at a particular place at a particular time. We can achieve this by introducing visit to religious place as an all-year activity with booking systems in place. This shall not only provide a solution to tourist traffic, but also assist in maintaining sustainability of destination. Hence, Alternative tourism is the need of time to support tourism sustainability | | | |
| 18. | Neeraj Aggarwal | Prof. S.K. Gupta | 25-05-2008 | 19/12/2013 | HOSPITALITY INDUSTRY IN UTTARAKHAND: AN ANALYTICAL STUDY OF ACCOMMODATION AND RESTAURANT UNITS OF DEHRADUN AND MUSSOORIE. |
| | Abstract | <p>The purpose of the research was to investigate and evaluating the scope for hospitality industry in Dehradun and Mussoorie region of Uttarakhand in terms of existing tourist use patterns; services demanded and offered by the tourists, Marketing strategies adopted by the hotels, customer satisfaction, available employees skills and proficiency and cross examine the future scope of development of hospitality industry in and around Dehradun and Mussoorie. The objective of the study includes:</p> <ol style="list-style-type: none"> 1. To analyze the nature and setup of accommodation industry in Dehradun and Mussoorie. 2. To examine the quality of goods and services being offered to the clients. 3. To understand the major problems / constraints faced by the guest during the stay. 4. To understand the emerging demand pattern with regards to accommodation and restaurants. 5. To study the seasonality in the industry. 6. To evaluate the green practices in accommodation industry and consumers' perception about it. 7. To study and evaluate government policies, incentives schemes for hospitality industry. | | | |

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| | | <p>8. To evaluate and examined the Human Resource Management practices adopted by hospitality sector in the study area</p> <p>9. To analyze the various marketing policies and practices adopted by the industry and consumers' responds towards them in the study area.</p> <p>The relevant data for the study has been collected from both the primary and secondary sources; the primary data is collected from various stakeholders of the industry viz; hoteliers, accommodation operators, tourists, employees of various approved hotel properties through structured questionnaire, personal interviews, discussions and mails. Three sets of questionnaires were designed for the tourists, hospitality units and employees in Mussoorie and Dehradun.</p> | | | |
| 19. | Dhyani Sanjay | Prof. S.K. Gupta | 25/11/2003 | December 2012 | HOSPITALITY INDUSTRY IN GARHWAL HIMALAYAS: AN ANALYTICAL STUDY OF ACCOMMODATION OPERATION". |
| | Abstract | <p>Accommodation sector is the fastest growing business of tourism industry in the Garhwal region. With the ever-changing needs and expectations of the visitors, present status of the accommodation is not satisfactory. Tourists visiting popular destinations of Garhwal have high expectation regarding the tourism infrastructure and service offered. High pricing during peak season in this region, non-availability and poor quality of one or many services head to dissatisfaction of visitors. After the creation of separate hill state there was a need of specific policies aimed at planned and sustainable development of the accommodation projects. The study was aimed at setting for planned and sustainable growth and promoting entrepreneurship in accommodation sector for a better infrastructure development. The study has concentrated on all the seven districts constituting Garhwal region of the Uttarakhand State. The study has not only analyzed the present status of the hospitality industry and its infrastructure but also has focused on the potential of the different destination for planning and developing better tourism infrastructure. <i>The study restricts the definition of hospitality industry to accommodation units existing in the various districts of the Garhwal region.</i> For extracting valuable information both primary and secondary data was collected. To collect primary data questionnaire method was used in the case of studying 'service providers' while in the case of 'tourists' and 'locals' schedule method was utilized. The questionnaire and schedules framed for the study were comprehensively prepared and focused on getting information relevant to extract facts related to the scope, status and potential of the hospitality industry in the respective destinations of each district. Service providers were categorized into two categories for the study, firstly entrepreneurs, which were owners of the hospitality units and ventures and secondly the employees who were working against salary and other incentives in both management and non-management level of the industry. . A sample of 1031 (833 Domestic and 198 International) tourists, 778 locals, 163 entrepreneurs and 458 employees from public and private sectors have been randomly selected as per the size of hospitality industry and magnitude of tourist influx from each district of the study area.</p> | | | |

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| 20 | Suresh Babu | Prof. S.C. Bagri | 2008 | 2012 | A STUDY OF HUMAN RESOURCE PLANNING AND DEVELOPMENT FOR THE HOSPITALITY SECTOR IN CORBETT-HALDWANI-NAINITAL-KAUSANI-RANIKHET HR CIRCUIT. |
| | Abstract | Proposed a strategic model for HR development of hospitality sector of that region besides finding the dearth of quality human resources. Study also prepared a road map on the role of educational institutions in developing employees. | | | |
| 21. | Sarvesh Uniyal | Prof. S.C. Bagri | 25/12/2005 | 18/3/2012 | PAURI,KHIRSU,LANDSDOWNE,TARKESWAR PARIPATH MEIN PARYATAN KI SAMBHAVNAYEIN AVEM VIKAS |
| | Abstract | | | | |
| 22. | Anurag Goyal | Dr Rakesh Dhodi | 10 th January, 2007 | 18 March, 2012 | SUSTAINABLE ECOTOURISM DEVELOPMENT AND PLANNING IN YAMUNA VALLEY OF GARHWAL HIMALAYAS |
| | Abstract | The Sustainable tourism is more often equated with nature or ecotourism as it is alternative form of mass tourism and conducted in well planned and responsible manner. Sustainable tourism development means more than what has been characterized by rapid and short-term ventures, which have often damaged those that are protecting the natural environment. Therefore, there is need of awareness and consideration of host people, communities, cultures, customs, lifestyles, and moral values, social and economic systems while planning and developing any form of tourism. In order to develop tourism in such as way so that it would not harm anything negatively and foster integrated and comprehensive development of local communities, tourists, environment and stakeholders then there is need of sustainable tourism planning and development. Thus, Present study has critical analyzed the tourism development in the study area and on the basis of it sustainable tourism strategies were also made in view of development of responsible and sustainable tourism in the region. It has also suggested that how these standing plans would have been carried out towards sustainable development of the region from the very beginning to end. | | | |
| 23. | Manish Sharma | Prof.S.K. Gupta | 16 Apr 2001 | March 2009 | TOURISM PLANNING AND PROMOTION IN HARIDWAR, RISHIKESH AND ADJOINING DESTINATION. |
| | Abstract | Focusing on the Haridwar, Rishikesh and Adjourning areas, the present study has assessed and evaluated the existing tourism planning and development in the region. Over carrying capacity, insufficient planning and management, over utilization of resources by mass tourism developments, poor and unhealthy co-ordination, co-operation and collaboration among different tourism stakeholders, leads to irresponsible and unsustainable tourism development and create negative impacts of tourism on local people, visitors and stakeholders etc. The present research has evaluated the tourism planning and development on various parameters such as availability of tourism attractions, accommodation units, transportation facilities, tourism amenities, activities | | | |

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| | | and seasonality, tourists' inflows and growth and development of tourism in the study area. Present study is both qualitative and quantitative in nature and conducted with the help of primary and secondary data, collected through self-constructed questionnaire respectively. Findings of the research suggested that there is uncontrolled, unsustainable, poor planned and developed tourism development taking place in the study area. On the basis of evaluated findings, various recommendations and suggestions were made to tourism stakeholders, tourism planners, developers, policy makers, local communities and visitors in relation to well-planned, co-ordinated, responsible and sustainable tourism development. | | | |
| 24. | Saurav Dixit | Prof. S.C. Bagri | 2005 | 2009 | INFORMATION TECHNOLOGY AS A STRATEGIC TOOL FOR HOLISTIC DEVELOPMENT OF TOURISM AND TRAVEL ENTERPRISES |
| | Abstract | Tour operator business is less transparent in the eyes of tourists. IT could help to create a sense of trust. Tour Operators can use ICT as a medium to effectively link with supplies, tourists, etc. SMEs should chart out Information Technology business strategy. | | | |
| 25. | Rajesh Raina | Prof. S.K. Gupta | 15/02/2003 | 20/02/2009 | PILGRIMAGE TOURISM IN VAISHNO DEVI: A SOCIO-CULTURAL AND ECONOMIC STUDY |
| | Abstract | Mata Vaishno Devi shrine being one of the most significant and popular pilgrimage destinations was selected for the present study. The recent times have witnessed consistently increasing trend in the number of people visiting Vaishno Devi Ji for pilgrimage, which has recorded a steep increase in the pilgrim traffic over the years, thus providing long term & quite suitable income generation, generating employment opportunities particularly in pilgrimage tourism. The present study has analyzed the Socio-Cultural and economic impacts accrued from the tourism activity vis-à-vis to find ways for better management of the resources to promote pilgrimage tourism in Mata Vaishno Devi Shrine. It studies various aspects of services, which the pilgrims avail during their pilgrimage to the holy destination. It also studies the socio-cultural and economic effects of the flow of pilgrims to the destination and on the locals. Primary data was collected from the domestic pilgrims and NRIs' who visited the study area. i.e. Vaishno Devi Shrine & along the Katra periphery. In all, on convenient random sampling basis out of the domestic & inbound pilgrims (NRIs'), a sample of 800 was selected to study their level of expectations and satisfactions vis-à-vis their views on the impacts of pilgrimage tourism in the state where as 500 local inhabitants representing varied fields & occupations were involved randomly to have their views as well to analyse the impact of pilgrimage tourism on their lives and social set up. | | | |