

3.4.6 Number of books and chapters in edited volumes published per teacher during the year

3.4.6.1: Total number of books and chapters in edited volumes / books published, and papers in national/international conference-proceedings during

Sl. No.	Name of the teacher	Title of the book/chapters published	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	Year of publication	ISBN/ISSN number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
1	Prof. (Dr.) Swpana Patawari	Department of Management Studies	Growing Role of Digital Marketing on B2C: Special Reference to Culinary Business in India Contemporary Socio Economic Dimensions A Management Prespective (Edited Book Chapter)	NA	NA			ISBN- 978-93-90672-43-1		
2	Prof. (Dr.) Swpana Patawari	Department of Management Studies	Festivals for Sustainable Tourism Development: A caseStudy of Marwar Region of Rajasthan, India Local Food and Community Empowerment through Tourism Vol-I (Edited Book Chapter)	NA	NA			ISBN- 978-93-91260-29-3		
3	Neelam Kalla	Job Satisfaction: Perspectives, Issues, Theory and Research	(BOOK)	NA	NA	International	2021	978-620-30885-6	Department of Management Studies, JNVU, Jodhpur	Lambert Academic Publishing
4	Neelam Kalla	Contemporary Issues in Commerce and Management	Management in Post Covid Era: The Roadmap for Human Resource Managers	NA	NA	National	2021	978-93-88361-53-8	Department of Management Studies, JNVU, Jodhpur	Rudra Publishers and Distributors
5	Nishant Gehlot	Contemporary Issues in Commerce and Management	E- Banking Services and Frauds in India: Concerns and Remedial Provisions	NA	NA	National	2021	978-93-88361-53-8	Department of Management Studies, JNVU, Jodhpur	Rudra Publishers and Distributors

Neelam Kalla
 Department of Management Studies
 Faculty of Commerce & Mgt. Studies
 JNVU, Jodhpur

Edited Book
Chapter
Published

ISBN - 978-93-90672-43-1

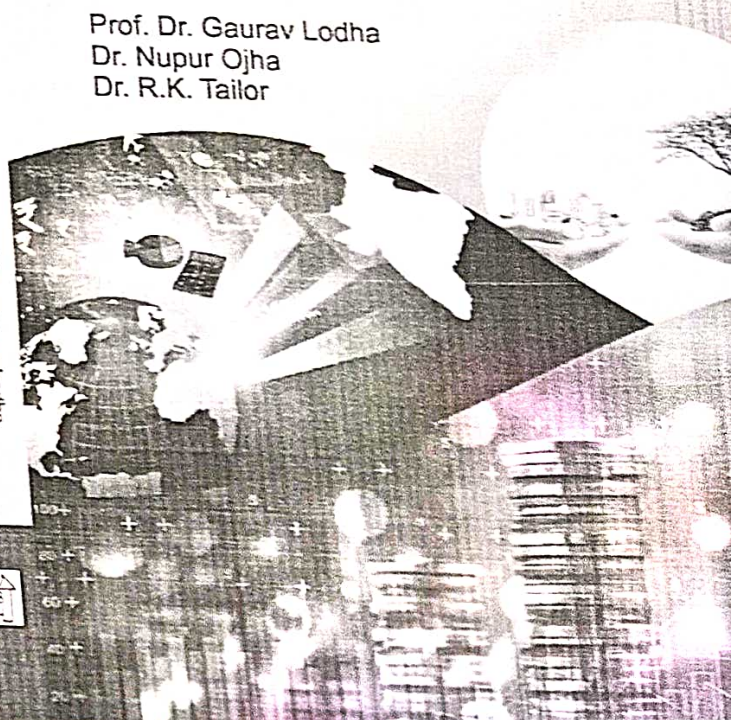
Head
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jaipur

Contemporary Socio Economic Dimensions
A Management Perspective

✓ Book Name
**Contemporary
Socio Economic
Dimensions**
A Management Perspective

Prof. Dr. Gaurav Lodha
Dr. Nupur Ojha
Dr. R.K. Tailor

Prof. Dr. Gaurav Lodha
Dr. Nupur Ojha | Dr. R.K. Tailor



University Book House (Pvt.) Ltd.
79, Chaura Rasta, Jaipur-302 003
Ph: 0141-2313362, 2311488 Fax: 0141-4913697
website: libjapoor.com

Also available at

Price ₹ /-

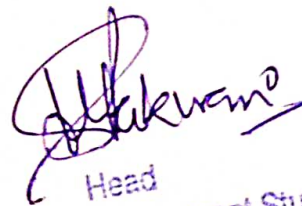


Authors:

1. Dr. Swapna Patawari,
Associate Professor, Jai Narain Vyas University, Jodhpur (Rajasthan)
Email- mailto:swapna@gmail.com
Contact No: +91 9414133489
2. Mahesh Kumar Bairwa
Research Scholar at Jai Narain Vyas University, Jodhpur (Rajasthan) &
Lecturer, State Institute of Hotel Management, Jodhpur (Rajasthan), India 342001.
Email-mahesh.k4@gmail.com,
Contact No: +91 9829383057

ABSTRACT

Within the last two decades impact of digital era has changed life styles of consumers significantly and digital marketing is actually affecting demand and supply as the consumer is capable of analyzing a price as per the circulation opinion over the web. Digital revolution enables implementation of new models of relationships with consumers through B2C (business to consumer) or O2O (online to online). In the recent years food or culinary business has witnessed opportunities for adopting digital marketing. This research article is an attempt to emphasize on how digital marketing is proving to be a boon for the enterprises who deals in culinary business. However, some challenges associated with digital marketing in culinary business such as intangibility, non-standardization, hacking of data, negative promotions by competitors and lack of human touch etc. may sometimes lead to negative marketing for the organizations. The study concludes that culinary business enterprises whether small or large are abundantly using such digital marketing channels and their organizations are taking advantage of such media. Moreover, new startups are seeking to penetrate in the market by taking the advantage of digital marketing approaches. The findings of this research paper would help the entrepreneurs and policy makers to postulate strategies in accordance with the newest trend of digital marketing to take advantage thereof.



Head
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

Keywords: Digital Marketing, Online Marketing, B2C, Culinary Business, Social Media Marketing



Head
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

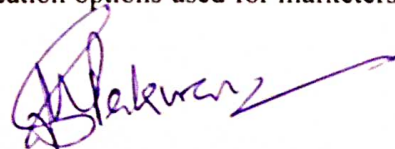
Growing Role of Digital Marketing on B2C: Special Reference to Culinary Business in India

INTRODUCTION

India is the second largest online market in the world with over 560 million internet users. As per the estimation, by 2023 users shall be increased to 650 million with 50% internet penetration rate. (Keelery, 2020). This simply means that by the next two years half the population of the country would be internet literate. The majority of Indian digital population access internet through their smart mobile phones. The increased availability and cheap data/ internet plans by the companies along with government of India's "Digital India" campaign has made the user to access internet on mobile countrywide. (statista.com, 2021)

Internet or digital era has changed life styles of consumers significantly as it provides bundle of services such as online banking and trading, cashless transactions, online booking and orders, advertising, navigation, e-commerce, entertainment and gaming, social interaction and networking, job search and research etc. (jvatpoint.com, 2021)

As per the American Marketing Association (AMA), digital marketing refers to any form of marketing conducted through electronic devices. Mostly this includes online marketing efforts conducted on the internet or web. In the process of conducting digital marketing, a business might leverage websites, social media, blogs, search engines, video, email and similar channels to reach customers (AMA, 2021). Digital marketing is the inseparable part of technology development and it is the medium for marketing the products and services using various digital channels to connect with mass customers (Puri, 2020). Digital marketing is also referred as "Online Marketing", "Internet Marketing" or "Web Marketing" (Desai, 2019). Unlike traditional marketing which is generally static and referred as "one-way" communication but digital marketing is an ever-changing and dynamic in nature. Digital marketing provides an avenue for two-way communication between a business and its prospective or actual customers and creates a link between businesses to consumer/customer (B2C) (Desai, 2019). Whereas in traditional marketing customer cannot interact with business through a billboard or print ad or such other medium (AMA, 2021). Digital marketing communication options used for marketers for various

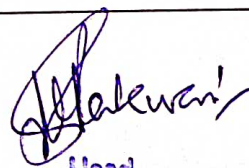


Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

businesses under B2C to boost /rejuvenation their business (Zivkovic, 2014). The DMI (The Digital Marketing Institute) refers to digital marketing as "The use of digital technology to create integrated, targeted and measurable communications that help to attract and retain customers while building deeper relationships with customers" (Royle & Laing, 2014). The below mentioned chart depicts the various digital media with their options for the marketing.

S. No	Name of Media	Options of Digital Marketing
1.	Website	Companies, organization, institutes, business owners etc. design websites that shows about the purpose, vision, history, product and standard of the company. The vital challenge of every website is to attract the customers or clients and encourage them to visit website again. And it should be easy to operate.
2.	Digital marketing	It is one of the favorite media of companies because digital marketing is having potential to involve and collaborate with common public. The advertisement in digital marketing results more positive, as digital marketing holds its targeted customers more embracing.
3.	Mobile Marketing	It is a current trend in which travelers are using smart phones for searching travelling related needs and entrepreneurs market the products through same.
4.	Internet specific Ads and videos	These are E-marketing tools in which consumers and advertisers can upload Ads and videos for the millions people. YouTube, My space video and Google videos etc. are the example of it.
5.	Display Ads	Display Ads are small, rectangular boxes comprises text and pictures that companies paid to website to display for the large number of audience.
6.	Micro sites	Micro sites are individual web pages having limited areas on the webs. They are managed by an external advertiser or companies. or sometimes they are brand specific single web page websites to promote products or services. These are hosted by company's sub-domain or with different URL.(vwo.com)



Head

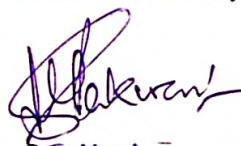
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

7.	Online communities	Many sponsor preferred to communicate with other special inter. members through posting, instant messaging and chat discussion about the company's products and brands.
8.	Interstitials	These are advertisements, often pop with the video or animation during the scrolling a websites.
9.	Blogs	Blogs are very often used by an individual's for informing about the description of events, for sharing videos or graphics etc. Blogs are also used for interaction, visitors to give comments and suggestions.
10	Email	It is an electronic method of exchanging messages between people using electronic devices. It was started with limited use in 1961 with user only send to the user of same computer. Ray Tamilion credited as the inventor of email (networked). Today's email system is highly complexes with store and forward model with function of server accept, forward, deliver and store messages. Even pop-up for the marketing are easily supported. (Wikipedia, 2021)

(Table: 1, Options of Digital Marketing Channels, Source: Authors/ Compiled from various articles)

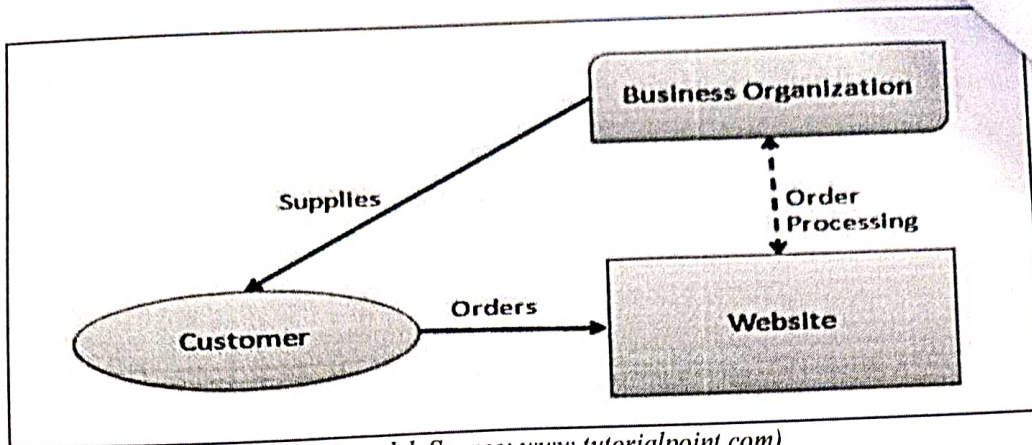
B2C (Business to Customer) Model:

The concept of B2C was originated by Michael Aldrich, an English innovator in 1979; he developed online transactional process allowing customers communicate with businesses (Shelley, 2011 & Aunyawong, 2015). B2C is the type of e-commerce in which business trades goods or services to their clients or in other words, it is one of mode of electronic commerce, together with B2B business, C2B business and C2C business in a traditional manner, it could relate to personal shopping for any product at door step (Garbade, 2011). More newly, the B2C businesses including e-tailing and virtual storefronts, so well known, relates to the online vending of merchandises in which manufacturers or shopkeepers vend their merchandises to clients via the Internet (Sandhusen, 2008). This model can easily be understood by the given model.



Head

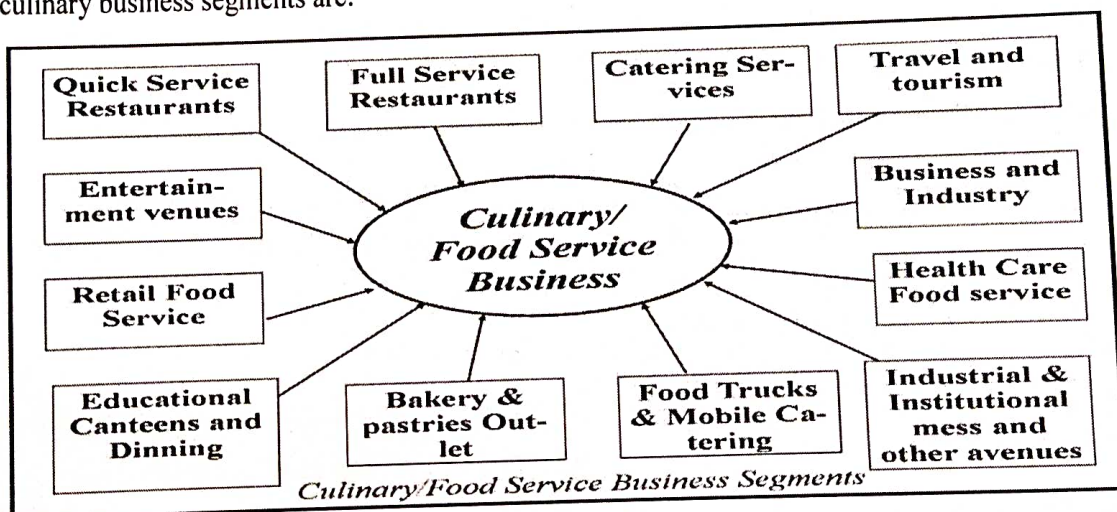
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur



(Image: 1, B2C model, Source: www.tutorialpoint.com)

B2C in Culinary Business:

The term culinary is related to cooking and it is also referred as art of food preparation, presentation and service. Over the years culinary field has been enriched with innovations and experimentation. The food creators are often called as culinarian or chefs. Culinarian are required to have knowledge of food science, nutrition and diet that ultimately pleases to eyes and palate. The culinary business is also called food service industry. As per the reports by the brand equity (The Economic Times), country's food service industry is expected to touch USD 77 billion (498130 Crores) by 2021 and growing at an annual rate of 10 percentage (Brand Equity, 2021). Culinary or food service business is the largest employment segment of the world. There are many areas of food service that focuses on diverse need of the customer. Some of the culinary business segments are:



(Chart: 1, Culinary/ Food Service Business Segments, Source: Authors)


 Head
 Department of Management Studies
 Faculty of Commerce & Mgt. Studies
 Jai Narain Vyas University, Jodhpur

Culinary Business Segments

- **Quick Service Restaurants:** these are often called as QSR. These food service restaurants are the quick service operational outlets provides limited menu of convenience food, requires minimal cooking expertise. Some of the major chains are Mc Donald's, Subway, Kentucky Fried Chicken (KFC), Taco bells, Domino, Pizza Hut etc. which are quite famous and well known fast food restaurants.
- **Full Service Restaurants:** Full service restaurant includes casual to formal dining restaurants. These offers multi-cuisine delicacies and sophisticated multi course meals. Often offers major meals such as breakfast, lunch and dinner.
- **Catering Services:** These include onsite banquets facilities or off premises food services for special occasion or functions. These business offers diverse range of food, drinks, decorations, lightning and music etc.
- **Business and Industry:** Corporate and employee dining are called business and industry (B&I). This establishment provides services of fast food operations to full course meal to the employees at reasonable price.
- **Health Care Food service:** such food service operation includes hospital, elder care, retirement homes etc. This provides customized specialty diet for diverse group of customers.
- **Food Trucks:** These are the mobile food venues have flexibility to provide facility at different locations as per the footfalls and customer demand.
- **Bakery & pastries Outlet:** these are small single store operations to large wholesale production houses, serves to supermarket, retails and too often individual consumers. Variety of baked goods, pastries, cakes, confectionery and chocolates etc. are common menu items.
- **Educational Canteens and Dinning:** These provide services to students and staff of educational institutions, universities. Usually offers balanced and nutritious menus.
- **Retail Food Service:** Retail food service includes super markets, small independent operations that sell takeaways food stuffs, fast food items, drinks, juice, tea coffee etc. are usually offered by such small scale enterprises.
- **Entertainment venues:** These usually offers small size snacks and meals during the entertainment show like movies, circus, drama, sports matches etc.


Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

- **Industrial & Institutional mess and other avenues:** usually large factories or industries provide the facility of meal during working hours for the staff and management where operation exists for more than 12 hours or 24x7.
- **Travel and tourism:** Culinary is not only related to above segments but in the travel and tourism, culinary is more than fulfilling the physiological needs through food to enjoy, learn and explore. Training, workshops, gourmet tour, culinary tours are some important segments of culinary in terms of tourism and travel.

(Table: 2, Culinary Business Segments, Source: authors, Compiled from various websites and literatures)

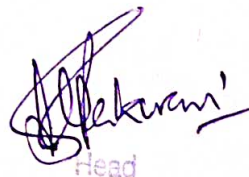
LITERATURE REVIEW

This study utilized the research papers, articles and edited books published by high impact journals in the field marketing and food service industry. As the study intends to cover research studies published in last decade only, however for generalizing the evaluation, concept and idea creation, many older studies has also been the part. Some of the major are mentioned below:

(Desai, 2019), in her study on "Digital marketing: A review, highlights on definition, evolution, shifting of marketing from traditional to digital, types of digital marketing channels etc. from reviewing various articles and papers. Author concludes that digital marketing has bright future for long term sustainability of the product and services in the digital or technological market with various advantages and limitations (Desai, 2019).

A Study on digital marketing and its analysis by (Yogesh, 2019), authors analyzed that the digital marketing to examine the effectiveness of online media advertising and also about the emerging media options used for marketing. This study recognized the usefulness of digital marketing in the competitive market (p 469)

(Aunyawong, W., 2015), through his study on "Types of digital marketing tactics affecting expected benefits: A case study of B2C businesses in Bangkok" that higher use intensity of website marketing leads to more corporate image development, but not to brand awareness creation. Further author stressed that, several digital marketing tactics have their own prominent point. B2C businesses are advised to not only focus on one digital marketing tactics,


Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

but they also combine those tactics as B2Cs' strategy. This leads to excellent efficiency in sales and corporate image. Then, it also leads to business success (Aunyawong, 2015)

(Thamaraiselvan et al, 2019), on their study on "Digital Food Delivery Apps Revolutionizing Food Products Marketing in India" authors stressed that due to rapid urbanization and technological advancements, consumers are exposure to western lifestyle which leading the spectacular growth in food delivery and restaurant segment. Present day food tech space offers many business models such as on cloud kitchen, demand delivery, thin layer, full stack, restaurant and food discovery, market place, concierge, and home cooked models. The stability and sustainability is primarily based on the sound marketing through digital channels (Thamaraiselvan, 2019).

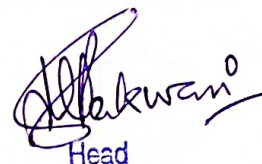
(Matondang et al., 2020), stated that both food technology and information technology with their applications to the culinary business marketing networks affect the growth of ethnic food in North Sumatra. While at the same time, the external motivation of food experts and chefs to explore the local natural resources as the main ingredients for fulfilling the digital market tends to rise. The easier and accessible technology system, especially with smart phones, makes the orders and demands for healthy and tasty food in the fast track mechanism of the business (Matondang, 2020).

(Janusi, 2020), states that advances in information technology or digitalization played a key role in the development of digital marketing, especially during the Covid-19 Pandemic. Further author concludes that, business people must follow technological advancements as digital marketing media to increase their marketing.

OBJECTIVES OF RESEARCH STUDY

The study will focus on understanding the various concepts, evolutions and tools of digital marketing along with:

1. To explore various tools of digital marketing in the culinary/food service business.
2. To discuss and analyze the growing role of digital marketing in the business to consumer (B2C) model with reference to culinary/food service business. Furthermore, studies also attempted to explore the recent developments and trends in the culinary/food service business to revive amid the pandemic crisis of covid-19.



Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

DISCUSSIONS

Business to consumer (B2C) model primarily refers to a process of marketing in which company directly sells their product and services to consumer. This model is abundantly being used in hospitality and food service/culinary business or industries. In the food service business, company offer products and services for the consumer on payments and earn profits. For the business some strategies like using sales tactics via discounts or freebie, advertising through digital platform or social media such as Facebook, Instagram, twitter, LinkedIn, Pinterest, Youtube, Blogs, Microsites etc. are being predominantly used.

As per the article published in BW Hotelier as "fast changing dynamics of food service delivery market", author stressed on current scenario of food service delivery market in India. The technology has radically changed the market dynamics and innovative models such as cloud kitchen has been created successfully. The three key elements of food service delivery chain i.e. aggregators, cloud kitchen operators and restaurants. Amid the pandemic crisis consumer are skeptical about ordering food online.

Recent trends and developments in Culinary/ Food Service Business:

In the third decade of 21st century many technological developments has happened that has not only made the life easy for the consumer but the entrepreneurs are equally in great benefit with it.

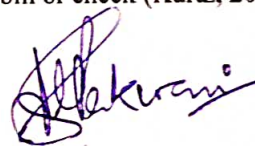
Advanced Online Ordering System:

Amid the covid-19 pandemic, large companies has streamlined the orders and offers the best services as possible. They have created their own Apps, which help in marketing. This allows the companies to send out push notifications about special offers and coupon codes. Apart with Apps also enable customers and companies to save previous order to create express check out for faster service (Kurtz, 2021).

Individual POS System:

In the restaurants, guest rooms, or lobby/ front desk to reduce the interaction between customer and server, individual POS systems are installed at tables, rooms or corridors. When the customer finishes dining, they are not required to wait for the bill or check (Kurtz, 2021).

QR code Menu:



Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

A quick response (QR) code is kind of bar code that holds information and can be accessed with a mobile camera or with an external mode. Recently restaurants are using this technique for merchandizing their menus. It eliminates the need of server and a physical hard copy menu card. It also helps in reduction of interaction and marketing of the products and services. Sometimes live videos of the menu items can be imbedded with nutritional values and health benefits of the dish (Kurtz, 2021).

Open Kitchen Concept:

In the past years, restaurants and catering units were known for food magically appearing from behind closed doors, with no indication for the guess that how the food was prepared. However, the post-modern diner seems to want transparency rather than mystery. Open kitchens are a great way to achieve transparency, experience, and appetite. Although, open kitchens requires higher budget in its design and décor (dineincompany.com, 2021).

Touch-less Equipment:

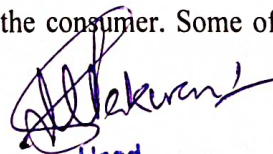
The main aim of foodservice industry is to keep their customers and employees safe. During the pandemic crises touch-less equipment is a great option to reduce the spread of germs and best protect anyone who comes into your foodservice establishment. Touch-less equipment has been developed to include touch-free blow dryers, electronic sensor faucets, and even door levers so that you don't have to pull a door open with a handle. These equipment manufacturers have created innovative solutions to reduce contact on surfaces and between your customers and employees (dineincompany.com, 2021).

Quick & Safe Delivery:

In the modern concepts of food industry, food delivery is an essential component especially in the cloud kitchen or dark kitchen concept. Establishments have become more robust, quick for the safe delivery of the food than ever. Businesses have tied-up with third-party operators to assure the fast and secure deliveries. Even some companies are trying to deliver food through aerial such as drones. (dineincompany.com, 2021).

Cloud Kitchen:

Cloud kitchen, also called 'Ghost' or 'Dark' kitchens where business (B2C) operates through digital mode and no physical dine in facility exists. It provide the facility to consumer to order online through smart phone Apps such as swiggy, Zomato or any other individual company's App. The deliveries are made at the door step of the consumer. Some of the prominent cloud



Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

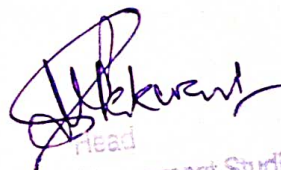
kitchens are Yumist, Spoon Joy, Box 8, ITiffin, Biryani by Kilo, fresh Menu, Eatlo, Hello Curry, etc. Some reasons for the popularity of this model are: low investment and working capital, Stiff competition, operational cost reduction, food quality and increase in personal disposal income. Whereas some challenges are also associated with model such as: late delivery, dependency on internet, absence of human touch and hygiene, as the ghost in nature where entrepreneur wants to earn maximum profits (Choudhary, 019).

Though, there are ample of benefits of using the digital media for marketing the culinary business such as time saving, cheap, delivery at doorstep, less or no physical requirement of infrastructure, maximum outreach etc. that makes it most popular tool in the 21st century. However some challenges are equally associated with digital marketing like, digital marketing pop-up the advertisement which is opposite of the original picturesque of the product or service, digital marketing covers the events & promotional activities of famous entrepreneurs only. Furthermore, many times because of fewer budgets the new entrepreneur is ignored by the digital marketing even after doing well in contribution to industry, etc.

In the recent days cloud kitchen concept has got the immense popularity between business and consumer, which ultimately has lead to develop as one of strong and biggest distribution channel for the food supplies. To measure the potential of cloud kitchen business, authors are in process to conduct a mixed study (qualitative and quantitative) to measure the various hypotheses of different variables in the cloud kitchen business using statistical tools.

CONCLUSION

By referring and reviewing various studies and articles, authors has reached to the conclusions that, In the digital age, business enterprises and consumers are abundantly using the digital media for the all sort of day today activities. Specifically during and post covid-19, consumers and businesses are heavily relied on the digital media for advertising, marketing and maintaining the supply chain management. Due to the strong supply chain management at all the levels viz. lower to higher or vice-versa, the availability of food products and service has been ensured from best of food producer to each potential buyer. The social media platforms such as Instagram, Facebook, Twitter, LinkedIn etc. are helping in ensuring the supply of food to every sort of customers.



Head
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

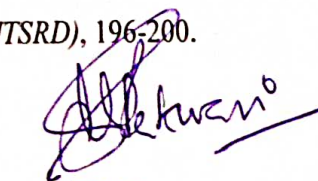
Government and non government organizations around the globe have encouraged business and non-business organization and consumers to use digital marketing to support social distancing and direct contact. As there are many advantages of using digital marketing such as: cheap and convenient, rising social sharing and enhanced customer services can be boon to the B2C enterprises in the culinary industry. Although, some negative impacts such as hacking of data, negative promotions by competitors and lack of human touch are the major concern for the policy makers and implementing agencies to react immediately upon. Consequently for the B2C businesses, it is advisable to use the digital marketing very precisely with utmost care as the negative marketing either on the part (consumer or business) may lead to loss of business and brand value, for example a poor rating on OTA or website may create the big difference even without experiencing the actual service or product by the end user.

LIMITATIONS AND POTENTIAL FOR FURTHER STUDY

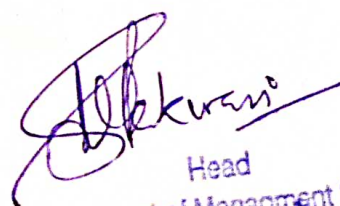
This study highlights only on the conceptual dimensions of the growing role of digital marketing in the food service business, where demography of population, perception, attitude, analysis, hypothesis etc. could not be measured through statistical tools. However, by seeing the present scope of the B2C business in the culinary domain, it will be imperative to conduct a study on one of the segment. Authors are in process to conduct a study on cloud kitchen business with its various parameters.

REFERENCES

1. *AMA*. (2021, September 21). Retrieved from www.ama.org: www.ama.org/pages/what-is-digital-marketing/
2. Aunyawong, W. (2015). Types of digital marketing tactics affecting expected benefits: A case study of B2C businesses in Bangkok. *Journal of Logistics and Supply Chain College*, 43-56.
3. *Brand Equity*. (2021, September 24). Retrieved from www.brandequity.economicimes.com.
4. Choudhary, Nita, Strategic Analysis of Cloud Kitchen – A Case Study (September 30, 2019). *Management Today 2019*, Available at SSRN: <https://ssrn.com/abstract=3856618>
5. Desai, V. (2019, March). Digital Marketing: A Review. *International Journal of Trend in Scientific Research and Development (IJTSRD)*, 196-200.


Head
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

6. Garbade, M. (2011). Differences in Venture Capital Financing of U.S., UK, German and French Information Technology Start-ups A Comparative Empirical Research of the Investment Process on the Venture Capital Firm Level.
7. Janusi, R. E. (2020). Digital Marketing During the Pandemic Period; A Study of Islamic Perspective, *Journal of Digital Marketing and Halal Industry*, ISSN: 2716-4810 (print) ISSN: 2716-4802 (online)
8. *javatpoint.com*. (2021, September 21). Retrieved from <https://www.javatpoint.com>:
<https://www.javatpoint.com/uses-of-internet>
9. Keelery, S. (2020). Internet usage in India - statistics & facts. *statista*.
10. Kurtz, J. (2021). *webstaurantstore*. Retrieved from
<https://www.webstaurantstore.com/blog/2214/top-foodservice-trends.html>:
11. Matondang, S. a. (2020). Digital Food Marketing and Delivery of Ethnic Food Impacts on Culinary. *Talent Development & Excellence*, Vol.12, No.2s, 1231-1236.
12. Oyle, J., & Laing, A. (2014). The digital marketing skills gap: Developing a Digital Marketer Model for the communication industries. *International Journal of Information Management*, 34(2), 65-73.
13. Puri, G. (2020, 02 10). <https://www.naukri.com/blog/how-to-make-a-career-in-digital-marketing/#whatisdigitalmarketing>. Retrieved 09 16, 2020, from www.naukri.com:
<https://www.naukri.com/blog/how-to-make-a-career-in-digital-marketing/#whatisdigitalmarketing>
14. Sandhusen, R. (2008). *Marketing*. Hauppauge, N.Y: Barron's Educational Series.
15. Shelly, G. (2011). *Systems Analysis and Design*. Boston, MA: Course Technology, Cengage Learning.
16. *statista.com*. (2021, August 2). Retrieved from statista.com:
<https://www.statista.com/topics/2157/internet-usage-in-india/>
17. Thamaraiselvan, N. e. (2019, July). Digital Food Delivery Apps Revolutionizing Food Products Marketing in India. *International Journal of Recent Technology and Engineering (IJRTE)*, ISSN: 2277-3878, 8(2S6), 662-665.
18. www.tutotialpoint.com, retrieved on 24September 2021.
19. Zivkovic, et. al. (2014). The Impact of Social Media on Tourism. *sinteza*, 758-761.



Head
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

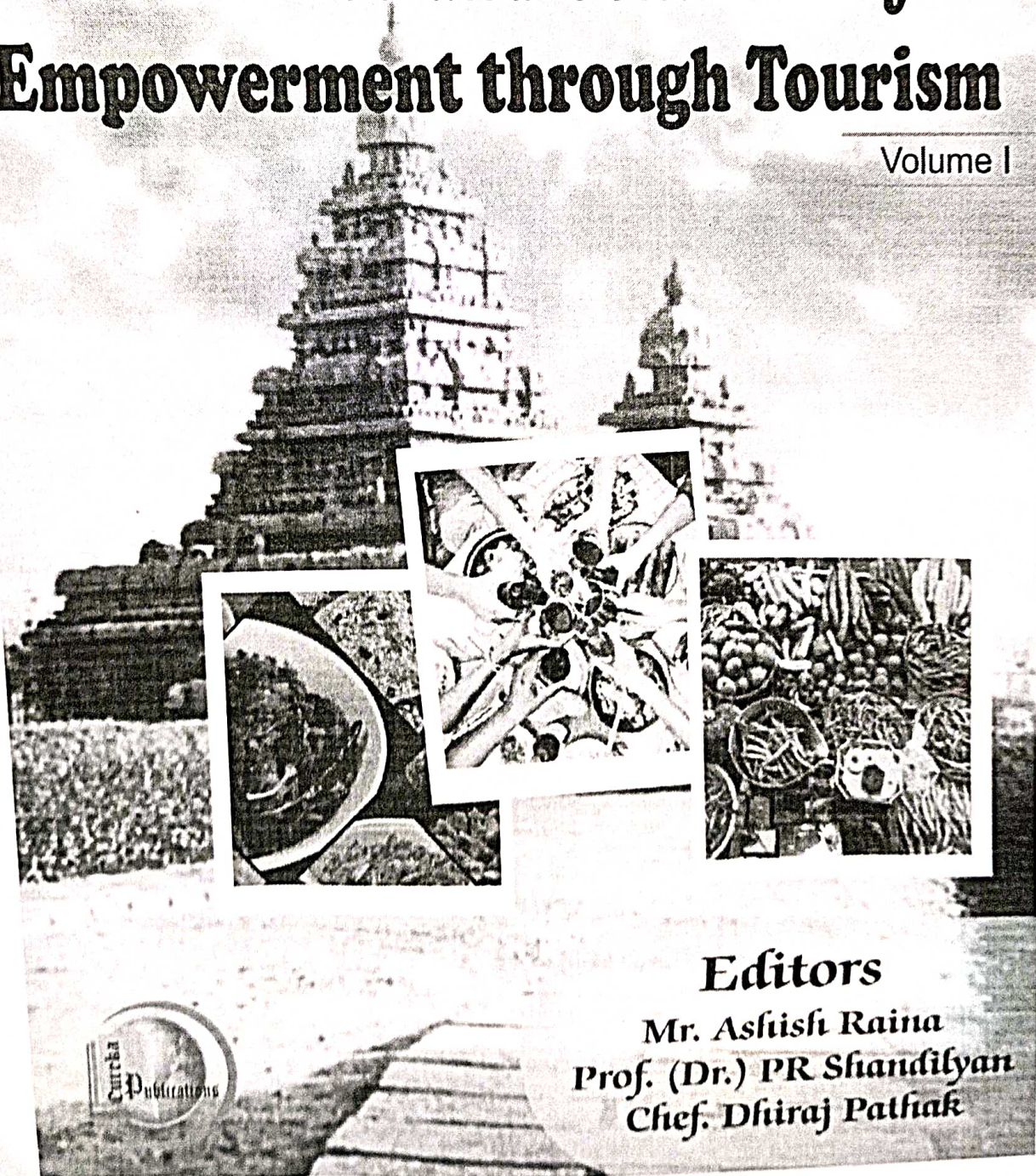
HOSPITALITY
TREASURE

ISBN: 978-93-91260-29-3

*2018
and*

Local Food and Community Empowerment through Tourism

Volume I



Editors

Mr. Ashish Raina
Prof. (Dr.) PR Shandilyan
Chief. Dhiraj Pathak

Ashish Raina
Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jal Mahata Vign University, Jodhpur

*Editor
Book
Chapter*

While every effort has been made to trace copyright holders and obtain permission, this has not been possible in all cases. Any omissions brought to our attention will be remedied in future editions.

All rights reserved.

No part of this publication may be reproduced, transmitted, or stored in a retrieval system, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the publisher.

ISBN: 978-93-91260-29-3

First Edition - 2021

The moral right of the authors has been asserted.

The book is sold subject to the condition that it shall not, by way of trade or otherwise, be lent, resold, hired out, or otherwise circulated, without the publisher's prior consent, in any form of binding or cover other than that in which it is published.

Published By:
Eureka Publications
(A Division of EnTo Tech Pvt. Ltd.)

India Office: 604, The Poorva, Pimple Saudagar, Pune, Maharashtra - 411027
Philippines Office: 9495, Bankal Street, Lopez Village, Batong Malake, Laguna, 4031, Philippines.
Malaysia Office: No 26, Jalan Pulau Indah, u10/53 Taman Sandaran Permai, Seksyen u10, Shah Alam 40170, Malaysia.
Bangladesh Office: 35/2, Lake Circus, Kalabagan, Dhaka, Bangladesh-1205.
Phone No: +91-9826601628
E-mail Id: info@eurekajournals.com, editor@eurekajournals.com

Publisher Disclaimers

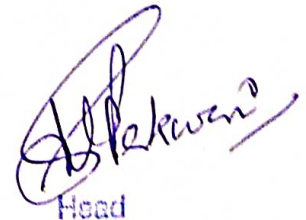
The responsibility for the content/opinions provided in the articles published in the present book is exclusive of the author(s) concerned. Eureka Publication/ its editors/ associates of the book is not responsible for errors in the contents or any consequences arising from the use of the information contained in it. The opinions expressed in the chapters in this book do not necessarily represent the views of the publisher/editor of the book.



Head
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

Table of Contents

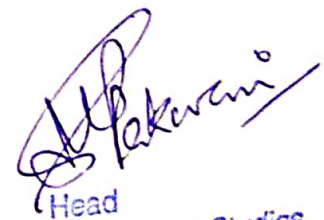
S. No.	Chapters	Page No.
1.	Branding the City; Culinary as Tourism Attraction in Samarinda Indonesia <i>I Wayan Lanang Nala</i>	1-16
2.	Role of Gastronomy in Tourism: An Overview <i>Dr. Suvarna Sathe, Mr. Amit Khare</i>	17-33
3.	Rising Significance of Taglines for Marketing Culinary Destination: Post-Commencement of Second Wave of COVID-19 Outbreak <i>Dr. Ananya Mitra</i>	34-42
4.	A Study on Contribution of Tourism on Local Food, Society Improvement & Culture <i>Chef (Dr.) Kunal Seth, Nimisha Seth</i>	43-54
5.	Promoting Local Gastronomy and Heritage Tourism: A Case Study on Fort Sinhagad Pune <i>Ms. Aditi Joshi, Ms. Manasi Sadhale</i>	55-70
6.	Culinary Tourism in Kolkata: A Study on Kolkata Biryani <i>Sankar Kumar Mukherjee, Arajit Kumar Das</i>	71-81
7.	Festivals for Sustainable Tourism Development: A Case Study of Marwar Region of Rajasthan, India <i>Mahesh Kumar Bairwa, Dr. Swapna Patawari</i>	82-96
8.	Rediscovering Kumaoni Cuisine (A Study of Local and Lost Dishes of Pithoragarh Region) <i>Prof. Laxmi Todiwan, Dr. Chef Sangeeta Dhar</i>	97-108
9.	Faridabad an Emerging Tourist Destination-A Case Study <i>Jyoti, Himanshu Sharma, Deepak Chhikara</i>	109-121



Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

10. Technological Advancements in Front Office Post COVID-19 in Mumbai
Suchismita Roy Indra, Anjali Nair 122-139
11. The Role of Food in Destination Marketing- An Indian Perspective
Eshita Gurung, Uma Pandey 140-154
12. Medicinal effects and Tourism potential of wild edible flowers of District Mandi, Himachal Pradesh
Tara Devi Sen, Vijay Sen 155-208
13. Food Tourism: From the Land of Local Cuisines "Assam"
Srilekha Bhattacharya 209-220
14. Community Participation in Tourism Planning and Development-A Case Study of Local Communities in Ooty, Tamil Nadu
Dr. Ranjana Tiwari 221-241
15. Lost Recipes of West Bengal: An Introduction to the Lost Recipes of West Bengal and the Ways to Re Introduce them in Present Gastronomic World
Manas Sarkar, Nivedita Sarani 242-261
16. A Comprehensive Survey to Present Travel Behaviour Changes in India
Vincy Rana 262-272
17. Leisure Tourism and Local Food Promotion: An Investigation of Impacts and Impressions
Deeksha Poddar, Jai Jain, Shweta Upamanyu 273-281
18. Medicinal Herbs
Dr. Shilpa Mohan Shitole 282-289
19. Role of Destination Marketing in Tourism Industry
Kulbhushan Chaudhary, Prabha 290-301


Head

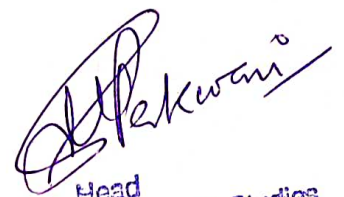
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

- | | | |
|-----|--|---------|
| 10. | Technological Advancements in Front Office Post COVID-19 in Mumbai
<i>Suchismita Roy Indra, Anjali Nair</i> | 122-139 |
| 11. | The Role of Food in Destination Marketing- An Indian Perspective
<i>Eshita Gurung, Uma Pandey</i> | 140-154 |
| 12. | Medicinal effects and Tourism potential of wild edible flowers of District Mandi, Himachal Pradesh
<i>Tara Devi Sen, Vijay Sen</i> | 155-208 |
| 13. | Food Tourism: From the Land of Local Cuisines "Assam"
<i>Srilekha Bhattacharya</i> | 209-220 |
| 14. | Community Participation in Tourism Planning and Development-A Case Study of Local Communities in Ooty, Tamil Nadu
<i>Dr. Ranjana Tiwari</i> | 221-241 |
| 15. | Lost Recipes of West Bengal: An Introduction to the Lost Recipes of West Bengal and the Ways to Re Introduce them in Present Gastronomic World
<i>Manas Sarkar, Nivedita Sarani</i> | 242-261 |
| 16. | A Comprehensive Survey to Present Travel Behaviour Changes in India
<i>Vincy Rana</i> | 262-272 |
| 17. | Leisure Tourism and Local Food Promotion: An Investigation of Impacts and Impressions
<i>Deeksha Poddar, Jai Jain, Shweta Upamanyu</i> | 273-281 |
| 18. | Medicinal Herbs
<i>Dr. Shilpa Mohan Shitole</i> | 282-289 |
| 19. | Role of Destination Marketing in Tourism Industry
<i>Kulbhushan Chaudhary, Prabha</i> | 290-301 |


 Head

Department of Management Studies
 Faculty of Commerce & Mgt. Studies
 Jai Narain Vyas University, Jodhpur

20. Community Involvement and Sustainable Tourism
Development 302-318
Nalini Singh Chauhan, Abhay Punia
21. Rural Tourism for Uncategorised Alcoholic
Drinks from Round the Globe 319-324
*Mr. Abhishek Roy, Mr. Subir Kumar Malakar,
Mr. Hridyansh Vaid*
22. Destination Marketing & Foods (Local & Medicinal):
To Boost Tourism and Tourist Behavior 325-342
Abhimanyu Awasthi
23. COVID-19: Psychological Stress on Indian
Citizen's Lifestyle and Travel 343-353
Mr. Adarsh Kumar, Dr. Hemlata Verma
24. An Empirical Investigation of Customers' Preferences
toward Inherited Food Outlets of Delhi 354-363
Sidharth Srivastava, Dr. Savita Sharma



Head
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur



Festivals for Sustainable Tourism Development: A Case Study of Marwar Region of Rajasthan, India

Mahesh Kumar Bairwa¹, Dr. Swapna Patawari²

¹Research Scholar at Jai Narayan Vyas University, Jodhpur (Rajasthan) & Lecturer, State Institute of Hotel Management, Jodhpur (Rajasthan), India 342001.

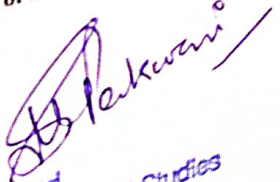
²Associate Professor, Jai Narayan Vyas University, Jodhpur (Rajasthan)
E-mail Id: mahesh.k4@gmail.com, mailtoswapna@gmail.com

Abstract

Festivals are the link to showcase our culture and heritage. There are various festivals celebrated in the Marwar region, but no complete précis of all offered festivals exists, especially of the local and regional festivals. The Marwar region comprises of six districts, namely Jodhpur, Barmer, Pali, Sirohi, Nagaur and some part of Sikar. This chapter aims to showcase the festivals and fairs of the Marwar region of Rajasthan state and their contribution in the sustainable tourism development. This chapter also aims to examine the festivals and fairs as the key for driving force of the economic development of the state. It also suggests that the regional or festivals and fairs of Marwar region have both social and economic impacts. However, there are some important lessons to be learned. The local festivals of Marwar region are naturally influential in enhancing domestic tourism and making a major contribution to the economy of the region. Moreover, Festivals are a key strategy in promoting those places which have suffered from underinvestment and have been essentially ignored.

Keywords: Fairs and Festivals, Festival Tourism, Marwar region, Festival Tourism Marketing.

Festivals for Sustainable Tourism Development:
A Case Study of Marwar Region of Rajasthan, India


Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

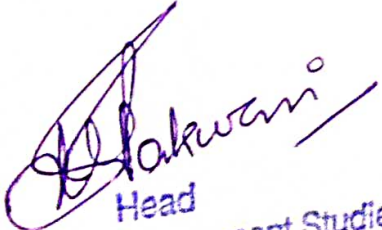
Introduction

There are different definitions of festival tourism in different literatures; however in the domestic research it is believed that festival tourism is the floorboard of festivals and celebrations. It is a form of social activity lived by the local people for fulfilling the living customs for long time and gradually established and passes on generation to generation (congcong, 2014). Getz. D. (1997) stated that festivals are the tourism attraction like other attractions such as spiritual, adventures etc. and it is a way to plan for development, establishing a vivid image of a region as destination of festivals and marketing the series of activities associated with these. While, (Belam Swapna, 2020), highlighted that fairs and festivals gives a chance to the local individuals of the host community/destination to share their way of life and convictions, which ultimately make a feeling of qualities and convictions held by the people in a local community and provide chances to individuals to trades, experiences and data. Further, Festivals are essentially portals to get into the local community and give a chance to the tourist to perceive how the local communities extol their way of life and how this impacts the development of a community, which additionally establishes the tourists to connect with the host network and appreciate the way of life for what it's worth without influencing it.

The Back Ground

Marwar is the south western region of Rajasthan state in northwestern India. This region partly lies in the Thar Desert. This region is comprised with present day districts of Jodhpur, Barmer, Sirohi, Nagaur, Pali and some parts of Sikar district (wikipedia, 2021). However, by looking in the administration setup of the present day Jaisalmer also comes under the Jodhpur division. So Jaisalmer may also be considered in the Marwar region. Historically kingdom of Marwar is also known as Jodhpur state and its capital was the city of Jodhpur until 1947. This region is covering the area of 93424square kilometers.

According to a popular saying, "There are more festivals celebrated in Rajasthan than there are days in the year." In this region, most of the traditional fairs and festival with religious, mythological and seasonal relevance are celebrated with elaborate rituals, prayers, devotion, fanfare and fervor. Most


Head

of the festivals are celebrated according to the lunar cycle in the brighter part of the month and there in as abundance of festivals buoyancy and intensity during the summer and monsoon month. These festival revelries help the people on unwind from the rigout of a hard desert life and provides superb opportunity for men and women of different communities and villages to spend the quality time together. The social interaction among the people creates better understanding and sense of belongingness among the masses.


Rajasthan's or country's major festivals such as Deepawali, Navratri, Holi, Rakshabandhan etc. are celebrated all over the land of Marwar but this land has their unique festivals and fairs which not only attract the unified people of the area but attract the people of country and globe to witness the richness of these fairs and festival and helps in recognizing worldwide. The music, dance forms, songs, dresses and costumes, jewelry, food and language are unequalled by any other place in the state. The festivals and fairs are so overpowering that no matter from where the tourists come, what are their language preferences, etc., the of immense potential of festival tourism, the region is not benefiting from the potential advantages of and support for showcasing the hidden and unexplored festivals to the community at large (Sharma. A., 2017). The aim of this chapter is to investigate in more depth about the festivals and fairs and its tourism form in Marwar region of Rajasthan.

Objectives

The specific objectives of this study focused upon:

- To explore about the fairs and festivals of the Marwar region of the Rajasthan state analyzing their contribution in the sustainable tourism development.
- To understand the social and economic impact of fairs and festival on the people of the region.
- To know the issues and challenges associated with fairs and festivals of region.

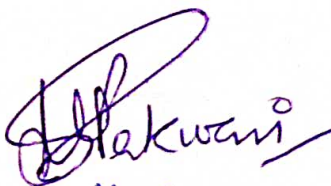
Festivals for Sustainable Tourism Development:
A Case Study of Marwar Region of Rajasthan, India


Head
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

Literature Review

The subject of research needed substantial review of earlier studies to know the concept better and proceeding further in research. However, International and Indian authors in context with India have done an appreciable and commendable research work on “Festivals for Sustainable Tourism Development”. Following extensive literatures and relevant literature has been the part of study to get deep insights about the research problem.

- Moscardo (2007) demonstrated that the contemporary tourism research on festivals and occasions is centered on four fundamental themes including financial effects, assessing and improving advertising and administration quality, the administration of festivals with a specific focus on showcasing their potential benefits and evaluating the more extensive festival impacts as experienced by local residents and communities.
- Waitt (2003) states that arranging/managing tourism in a way that it is suitable to personal satisfaction and values results in socio culturally sustainable tourism. Sustainability in tourism expects hosts to be strongly positive towards improvements, to upgrade the visitors' involvement and also adding qualities for place attraction.
- Schuster (2001) has argues that festivals yield financial advantages by raising the profile of places, their items and establishments and pulling in streams of visitors, capital and internal speculation. For some western urban communities, a key inspiration in creating festivals has been to recover from long-term monetary loss.
- According to Fox Gotham (2005), Festivals and occasions have been only one piece of a more extensive range of new 'social procedures' that is used to re-vitalize traditional economies.
- The study of Pine & Gilmore (1999) and Zukin (1995), advocates about the encounter economy that is supported by tourism through relaxation and diversion.
- In terms of financial or economic effects, as Formica (1998) authenticated that, festival profiles, sponsorship, estimating economic, management and



Dr. Akwani
Head

drift portrayal are the fundamental subjects impacts the financial stability of any region.

- In context of the present research, the local fairs and festivals can work as a backbone not only for income but also for the development and reimagining of a region. Events can make a positive representation for the local community and give a healthy marketing benefit in the context of similar communities (Allen, O'Toole, and McDonnell & Harris 2002).
- The important point here is to consider that we need adequate resources and investments for promoting local festivals. As suggested by Bailey (1998), Making huge investments and developing extra facilities are not always necessary to market an event.
- In the similar context, as per Jackson et al. (2005), Mc Morland & Mactaggart (2007), The community participation, belief in their culture and values are self sufficient to promote the local festivals and events. Furthermore, the merger of festivals and events with tourism can certainly bring many benefits to the society at large scale. Numerous regions consider festivals to be extremely significant components of the tourism product (Jackson et al. 2005; McMorland & Mactaggart 2007), and festivals are one of the best tourism products which a region can offer to differentiate it from its competitors.


Research Methodology

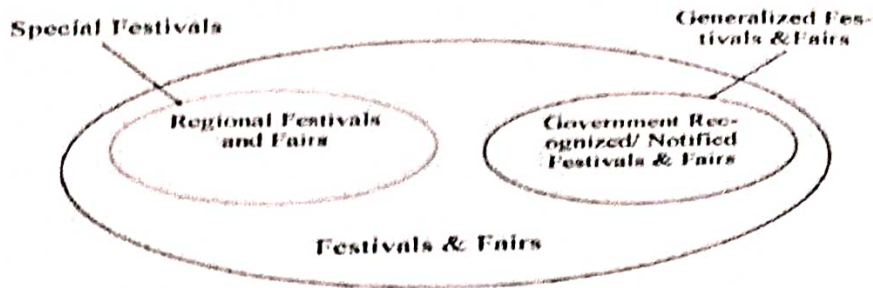
The exploratory research methodology has been utilized where; exploration of secondary data through reviewing various published journal articles, periodicals, newsletters, blogs, websites etc. has taken place.

Fairs and festivals of Marwar Region

There are many festivals are celebrated in the Marwar region but their complete précis is very hard to find. However festivals and fairs can be categorized on the basis of below mentioned diagram.

Festivals for Sustainable Tourism Development:
A Case Study of Marwar Region of Rajasthan, India


Head
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur



Source: Authors

Figure 1. The various forms of Festivals & Fairs

Government recognized Festivals & Fairs

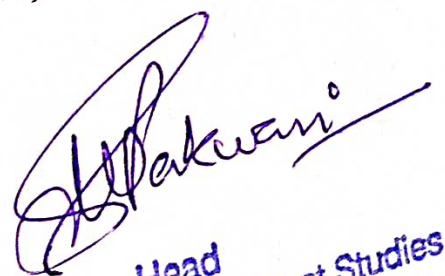
These festivals and fairs are celebrated and organized by the Government of Rajasthan, ministry of tourism, art and culture. Some of the major are shown by the table 1. *(end of the chapter)*

Traditional Festivals

Apart with government recognized festivals and fairs, many lesser popular festivals are equally important for sustaining the culture and heritage of the region. Some of the famous traditional festivals celebrated are mentioned in the table 2. *(end of the chapter)*

Uniqueness & Economic Importance of Marwar Festival

This festival was originally known as 'Maand' festival, which means the kind of folk music that inscribe the romance and courteousness of rulers of Marwar state. Specially dedicated to the heroes of land i.e. Rajputs. This festival is a way to recall the code of conduct, which were the defining characteristics of Rajput heroes. For the newer generation, it is a medium to showcase the history and culture through songs and folk dances. Dancers dress up in unique costumes of the state. Beside this, number of competitions and entertainment activities are organized for tourists, visitors and locals. Some of the major typical and unique dance forms are Dandi Gair, Kalbeliya, Chari, Ghoomer, Bhavai etc. are performed by the national and international renowned artists of the region. As the local song "*Kesaria Baalam Aavo ni Padharo Mhare Desh*" is the true essence



of hospitality being offered to the tourist at the region. Tourists get enthralled and feel prized by the hospitality of the locals with true colors of culture, customs and heritage. State's ministry of tourism and culture with district administration plan and organize the festival every year with more and more synergy and enthusiasm (utsavpedia.com, 2021).

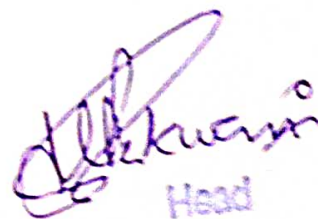
This festival is famous for the sale of traditional items such as ethnic clothing (saree, suits, kurtis, Jodhpuri pants), as well as gems and jewelry. Smaller portable items are usually liked by foreign tourists like Bandhani tie and dye dupatta, turbans, mirror work hand bags and other accessories. Handicraft memoirs are also available in abundance. Hospitality sector and other intermediary is having the peak season during the festival and earn the handsome business during the occasion. (discoveredindia.com, 2021)

Discussion and Conclusion

While surveying the impact of festivals as tourism product at the domestic level, socio-economic importance has been the key factor which is working as driving force for the development of tourism and benefitting the local community at large. The positive impacts at large scale can be the following:

- The host community is benefitted through the development of better connectivity through road, railway, air transport and other infrastructural development.
- Fairs and festival helps in contribution of growth of local economy.
- Fairs and festival tourism has potential to promote other distinguished features such as culinary, agriculture, spiritual and rural aspects of the region that ultimately benefits the local community.
- Festivals are emerged as a medium of exchanging inherited, varied and indigenous culture of host community with others.
- Promotion and marketing of festival tourism destination helps to highlight certain destinations which in terms leads to development of intermediary services in better and prolonged way.
- Employment and job creation is the major benefit that up lift the status of the local community.

Festivals for Sustainable Tourism Development:
A Case Study of Marwar Region of Rajasthan, India


Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

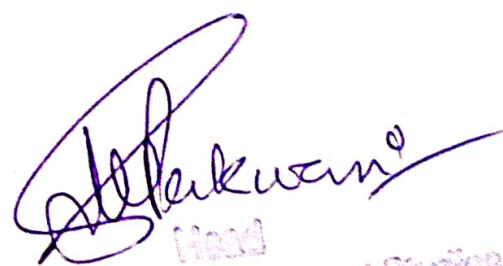
- For sustainable development, Tourism can protect the surroundings and local heritage in a way that would not be possible if mega occasions are not organized.

However, many challenges are associated with the fair and festival tourism that sometimes creates huge difference in the livelihood of the local community. Some of the major challenges can be safety and security concern of local community, carrying capacity of the destination, escalating crime rate etc.

The local fairs and festivals of Marwar region are exceptionally instrumental in enhancing domestic tourism and in making a major contribution to the economy of the region. Fairs and festivals are a key strategy in promoting those places that have suffered from underinvestment and have been essentially abandoned. Stake holders at regional and national should systematically work on it. Tourism, event and hospitality industry stakeholders and local officials need to view local festivals as crucial activities for providing income and business opportunities, especially for the local people who are suffering from economic scarcity. Fairs and festivals are not merely a medium of entertainment in the Marwar region but they have an important social function and provide economic development resources. This chapter suggests that the local festivals of Marwar region have both social and economic impacts. However, there are some important lessons to be learned which would be helpful in sustainable development of the tourism. Focused training on marketing and promotion strategies is needed. Additionally, government support is needed in order to allow local festival organizers to conduct well planned and well-operated fairs and festivals. Finally, amenities should be provided to the attendees, visitors and tourists at the place of festival.

References


1. Belam Swapna, M. T. (2020). A study on fairs and festivals as a tool for socio-economic development of host community with respect to Andhra Pradesh. Mukt Shabd Journal, ISSN-2347-3150, Vol.9, Issue-8, 1953-1969.
2. congcong, T. (2014). The study of festival Tourism Development of Sanghai. International Journal of Bussiness and Social Science, Vol.5,4(Special Issue).



Head
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

3. discoveredindia.com. (2021, June 10). Retrieved from <http://www.discoveredindia.com/rajasthan/fairs-and-festivals-in-rajasthan/festivals/marwar-festival.html>:
4. utsavpedia.com. (2021, June 10). Retrieved from www.utsavpedia.com/ethnic-hubs/marwarfestival.
5. wikipedia. (2021, May 28). Retrieved from <https://en.wikipedia.org/https://en.wikipedia.org/wiki/Marwar>
6. www.tourmyindia.com. (2021, may 28). Retrieved from <https://www.tourmyindia.com/states/rajasthan/nagaur-fair.html>
7. Allen, J., O'Toole, W., McDonnell, I. & Harris, R. (2002). Festival and Special Event Management. Milton: Wiley.
8. Bailey, H. (1998). Local heroes. *The Leisure Manager*, 16(10), 24-27.
9. Boo, S. & Busser, J. A. (2006). Impact analysis of a tourism festival on tourist destination image. *EventManagement*, 9(4), 223-237.
10. Chacko, H. E. & Schaffer, J. D. (1993). The evolution of a festival: Creole Christmas in New Orleans. *Tourism Management*, 14(6), 475-482.
11. Deco, E. & Balogu, A. (2002). The Need to Harness Nigeria Publishers. Abuja: Federal Ministry of Tourism and Trade.
12. Falassi, A. (1987). *Time Out of Time: Essays on the Festival*. Albuquerque, NM: University of New Mexico Press, 91-100.
13. Felsenstein, D., & Fleischer, A. (2003). Local festivals and tourism promotion: The role of public assistance and visitor expenditure. *Journal of Travel Research*, 41(4), 385-392.
14. Formica, S. (1998). The development of festivals and special events studies. *Festival Management and Event Tourism*, 5(3), 131-137.
15. Formica, S. & Uysal, M. (1996). A market segmentation of festival visitors: Umbria Jazz festival in Italy, *Festival Management and Event Tourism*, 3(4), 175-182.
16. Fox Gotham, K. (2005a). Theorizing urban spectacles: Festivals, tourism and the transformation of urban space. *City*, 9(2), 225-245.
17. Gazel, R. C. & Schwer, R. K. (1997). Beyond rock and roll: The economic impact of the Grateful Dead on a local economy, *Journal of Cultural Economics*, 21(1), 41-55.

**Festivals for Sustainable Tourism Development:
A Case Study of Marwar Region of Rajasthan, India**


Head
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

18. Getz, D. (1997) Festival Management and Event Tourism. Elmsford, NY: Cognizant Communications.
19. Gibson, H., Willming, C. & Holdnak, B. (2003). Small-scale event sport tourism: Fans as tourists. *Tourism Management*, 24(2), 181-190.
20. Jackson, J., Houghton, M., Russel, R. & Triandos, P. (2005). Innovations in measuring economic impacts of regional festivals: A do-it-yourself kit. *Journal of Travel Research*, 43(4), 360-367.
21. Janiskee, R. (1980). South Carolina's harvest festivals: Rural delights for day tripping urbanites. *Journal of Cultural Geography*, 1(Fall/Winter), 96-104.
22. Kim, C., Scott, D., Thigpen, J. F. & Kim, S. (1998). Economic impact of a birding festival. *Festival Management and Event Tourism*, 5(1-2), 51-58.
23. Long, P. T. & Perdue, R. (1990). The economic impact of rural festivals and special events: Assessing the spatial distribution of expenditures. *Journal of Travel Research*, 28(4), 10-14.
24. Mair, J. (Ed.). (2018). *The Routledge Handbook of Festivals* (1st ed.). Routledge. <https://doi.org/10.4324/9781315186320>
25. McMorland, L.-A. & Mactaggart, D. (2007). Traditional Scottish music events: Native Scots attendance motivations. *Event Management*, 11(1-2), 57-69.
26. Moscardo, G. (2007). Analysing the role of festivals and events in regional development. *Event Management*, 11(1-2), 23-32.
27. Pine, B. J. & Gilmore, J. H. (1999). *The Experience Economy*. Boston, MA: Harvard University Press.
28. Schuster, J. M. (2001). Ephemera, temporary urbanism and imaging. In Vale, L. J. & Warner, S. B. (Eds.), *Imaging the City: Continuing Struggles and New Directions* (pp. 361-196). New Brunswick: CUPR Books.
29. Smith, M. & Forest, K. (2006). Enhancing vitality or compromising integrity? Festivals, tourism and the complexities of performing culture. In Picard, D. & Robinson, M. (Eds.), *Festivals, Tourism and Social Change: Remaking Worlds* (pp. 133-151). Clevedon: Channel View Publications.
30. Waitt, G. (2003). Social impact of the Sydney Olympics. *Annals of Tourism Research*, 30(1), 194-215.
31. Zukin, S. (1995). *The Cultures of Cities*. Cambridge, MA: Blackwell Publishers.

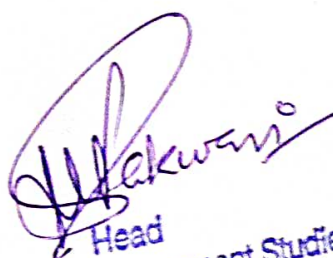

Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

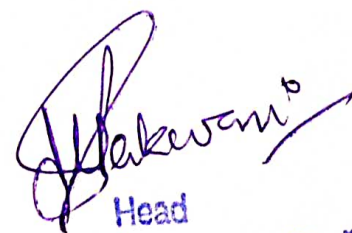
Table 1. Government recognized festivals and Fairs of Marwar region

Name of festival/ Fair	Place	Time/Duration	Description in respect to Socio- Economic Importance
Thar Festival	Barmer	January of every year, three days long.	Western part of Marwar is famous for its Thar festival, which is organized by the tourism department of the Barmer district administration every year. This festival is organized to attract tourists from all across the country. Local art, craft and tradition of Barmer are displayed here. The trend of this festival was started in the year 1986 in order to increase the tourism potential of the district. This three days event includes cultural events like folk dances, folk music concerts and crafts exhibition etc.
Mallinath Fair	Tilwara	March/ april, 15 days long	This fair is one of the biggest cattle fairs of Rajasthan. Local and neighboring state (Gujarat, Madhya Pradesh, Haryana and Punjab) people visit this fair to look out for highly popular breeds of cattle such as cows, camels, sheep, goats and horses.. It is said that the fair originated from the transactions that took place when admirers of Rawal Mallinath, a popular local hero, gathered in Tilwara (Barmer). riding on well-bred animals to meet him. At the same place, there is a shrine of Mallinath ji also, where people pray and believe that their wishes would be granted. After their

Festivals for Sustainable Tourism Development:
A Case Study of Marwar Region of Rajasthan, India


Head
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

			<p>wishes are fulfilled, it is customary to offer miniature horses as a token of thanks to the shrine. One can see wood, brass and bronze horses being sold by the traders who come from Mathura, Agra and Aligarh in Uttar Pradesh. There are other shops selling general merchandise, fodder and agricultural tools. The fair opens with the hoisting of the flag of Rawal Mallinathji and the songs praising his valor and greatness. The fair features bullock, camel and horse races and thoroughly bred animals, who compete against each other on the dry river bed. The animals who win are crowned with white badges and are sold for higher prices at the fair.</p>
<p>Summer festival of Mount Abu</p>	<p>Sirohi, very famous and only hill station of Rajasthan</p>	<p>Month of may every year on the Budh Purnima</p>	<p>Elaborated festival celebration starts with singing of ballads. Concludes at Nakki Lake with folk music, dance and display of traditional culture. This festival has the beautiful show of skating race, CRPF band show, boat race, tug of war, panihari mataka race etc.</p>
<p>Winter festival of Mount Abu</p>	<p>Sirohi, very famous and only hill station of Rajasthan</p>	<p>March/ April of every year, organized by RTDC, start from Hotel Sikhar and lasts for three days.</p>	<p>This festival gives a breakthrough from the monotonous lives of the locals, attracts domestic, newlyweds couples tourist for the honeymoon for the low budget celebrations. This festival witnesses the joyous and colorful activities of rich culture and customs. Ghoomer and Gair singers mesmerize the</p>

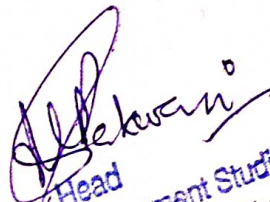


Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

				tourists and audiences with exotic dance moves. Several water sports, rowing competitions and cultural activities are organized at Nakki lake.
Desert festival	Jaisalmer (Golden fort and Sam sand dunes)	February of every year. Starts with Gadisar lake/ fort and ends at Sam. Last for three days.		This festival was initially started for foreign tourists to showcase the many facets and cultural backdrops. This festival is the medium to exhibits the real life and culture of the Thar people in broader aspect. BSF of India also take part in camel tattoo, gymnast display on camel back and camel polo along with activities like turban tying, tug of war, best moustache man of Thar etc. are the main attraction of the festival.
Rajasthan International Folk Festival (RIFF)	Jodhpur	Mehrangarh Fort, Umaid Bhawan Palace, five day long festival.		This is the only festival of India which is organized to celebrate the musical heritage of Rajasthan. This festival is regarded as the platform for creativity and sustainable development by UNESCO. RIFF provides a great platform for Grammy winners, Indian folk artist, and Sufi musician from round the globe to perform here. Popular activities and shows are spectacular cultural shows and musical concerts.
Nagaur Fair	Nagaur	Every year in the month of January or February for four days		This fair is famous for varieties of cattle/livestock display. More than 70000 cattle are displayed for the sale. Apart with horses, camels and exquisitely crafted wooden items iron crafts are also main attractions. Sporting events such as tug of war camel race Bullock

Festivals for Sustainable Tourism Development:
A Case Study of Marwar Region of Rajasthan, India


Head
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

Ramdevra fair	Jaisalmer Ramdevra	August/ September, Nine day long	<p>race cockfighting are the most popular. Tourists are attracted by jugglers', puppeteers who show their range of talent in the most amusing way. (www.tourmyindia.com. 2021)</p> <p>A sacred fair for the local people of Marwar region. This fair is held in the memory of Baba Ramdev Ji every year, devotees congregate from near and far places to witness the celebration and to offer prayers. This fair signifies the unity of different communities and bridging inequality in the society. Many activities like bhajan, kirtens are sung. Socially and economically this fair plays a pivotal role for the land of Marwar.</p>
Marwar Festival	Jodhpur and around	September/ October, two days long.	<p>This festival is celebrated in the memory of warriors of Rajasthan. It is held at different historical venues of Jodhpur such as Mehrangarh fort, clock tower, Umaid Bhawan Palace, mandore garden, polo ground and Osian (entry gate for sand dunes). Many activities are organized to make the event attractive and memorable for the tourist and natives.</p>

Source: Authors (Compiled from literature and websites)


Head
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

Table 2. Traditional festivals and Fairs of Marwar region

Festival/ Fair	Description
Teej Festival	This festival is famous from Bundi district of Rajasthan but equally celebrated in the Marwar region. Sinjhara is celebrated by the unmarried girls and women, a day before Teej. There is a popular saying that, <i>“Teej Tyohara Bavdi, Le Doobi Gangaur”</i> , means, festivals are starts with the celebration of Teej and finishes with the celebration of Gangaur in the Rajasthan.
Gangaur Festival	Gangaur is celebrated widely in almost all the districts of Rajasthan including Marwar region. Ladies worship Gangaur (Shiv- Parvati) for immortality of husband and long life of brothers. Ghoomer dance and ujina are quite famous on this occasion.
Sheetala mata Fair	This fair is organized at a place locally known as ‘Kaga’ in Jodhpur district held on Chaitra Badi 8(March-April) every year. Nearly thirty to forty thousand people assemble to pay homage to the deity of Sheetla Mata.
Chamunda mata Fair	Chamunda Mata temple is located in Jodhpur’s Mehrangarh Fort. Chamunda Mata is the family deity of Rathors clan (the former rulers of Jodhpur State). This fair is held on Ashvina Sudi 9 (September-October) every year. More than fifty people, who worship the goddess, congregate in the fair.
Others	Many lesser known fairs are also organized by the district administration of Jodhpur like dussehara fair at Masuria hillock, Nau Sati ka Mela at Bilara, Kaparda fair of bilara etc. while some festival like Patthar mar Holi of Barmer, Bachchh Baaras, Hariyali Amavasya, Karva Chauth etc. are celebrated with immense love and enthusiasm.

Source: Authors (Compiled from various literatures and websites)


 Head
 Department of Management Studies
 Faculty of Commerce & Mgt. Studies
 Jai Narain Vyas University, Jodhpur



IMPACT OF PANDEMIC COVID 19 ON EATING HABITS –AN INDIAN SURVEY

Shilpa Parihar Research scholar Department of management studies Jai Narain Vyas University
Dr. Swapna Patawari Associate Professor Department of management studies Jai Narain Vyas University

Abstract

Background -

There is too much fuss about the prevailing COVID situation like; what the virus is, how long it will last, how it is affecting people, what are the ways to stay safe, how it is spreading, when will the vaccine arrive, etc. But there is much more than this. We are even more concerned about how life is getting changed due to COVID 19 and how life will change after the pandemic is over. Corona infections are a massive group of viruses which might trigger human or animal sickness. "Numerous corona viruses are proven to cause respiratory infections in humans ranging from common cold to more serious illnesses like Middle East Respiratory Syndrome (MERS) and Extreme Acute Respiratory Syndrome (SARS). The most recent corona virus identified causes a COVID-19 corona virus disease. The latest virus and disease was unknown in December 2019, until the outbreak began in Wuhan, China. COVID-19 is a pandemic which affects many countries worldwide".

This Covid 19 has changed the life of human being in the whole universe. The life & also the food habit have also changed. The Covid -19 is a major influence on lifestyle, eating patterns, and social relationships. If it has absolutely modified the essential slogan like human is a social animal. Life has now changed to keep distance, to keep limits and to exercise more disconnection instead of mixing now.

Methods-

This study is aimed to investigate to immediate impact and change in eating habits due to Covid-19 pandemic among the selected respondents and it also analyses the factors responsible for the change. For this purpose researcher has framed a self-structured questionnaire that analyzes the demographics factor (gender, age, home town, qualification, current employment) eating habit, food type, cooking method, Number of meals / day, work efficiency etc. The survey was conducted from April 2020 to August 2020.

Data Analysis -

A total of 1018 respondents have been included in this survey with the help of SPSS version 25. For analysis one sample test, one sample analysis, KMO and Barlet test, factor analysis etc. has been taken to extract the factors and find the difference between all categorical variables between two or more group & also to establish the association between dependent & independent variables.

Conclusion – This study is one of a kind and it comes under the category of innovative study as the information investigated and provided through the study for the first time on the Indian population eating habits during COVID 19 lockdown. Results of the study reveal that eating habits of respondents have changed and are impacted during the COVID period due to several factors.

Keywords – COVID 19, Eating habits, Life style.

1.1 INTRODUCTION –

The corona or now we can say Covid-19 transit from animals to humans, this pandemic had first been officially confirmed by China on 31 December 2019 and quickly spread from Wuhan city of China, from China to India the number of individuals growing day by day and becoming infected with new corona virus, we are residing through unbelievable periods. The effect of the novel corona virus and the outbreak it produces, COVID-19, has resonated into every part of the planet — taking jobs, damaging lives and health, and transforming anything about how we communicate with each other and with the environment. (Sahu, Mishra, & Lal, 2020)

On 25 March 2020 India's prime minister declared a countrywide shutdown with socially distancing restrictions on most commercial operations and mass gatherings like educational and public institutions. In such an extraordinary situation of the century, it is important for us to understand how people respond to the restrictions imposed by government by coronavirus lock-down and its effect on the population and its routines and habits.

Pandemic COVID19 has significantly disrupted various Indian sectors including petroleum, automotive, air transport, agricultural production, department stores, etc. We can not overlook the fact that the recession will not have left any sector and any individual untouched. It can have more or less of an impact. Same is with eating habits and pattern of Indians. (Gautam, Neha, Garg, 2020)

According to Jakovljevic, Bjedov, & Jaksic (2020) National disasters of any crisis that comes in a nation will not go impacting the overall system of the nation. Soon after the declaration of lockdown and curfew due to the outbreak of COVID-19 in India the people are confined in their houses. The outbreak of COVID-19 across the globe has caused changes in the eating pattern and preferences of people around the globe.

1.2 Corona virus in India -

The worldwide spread of novel coronavirus disease is seriously affecting life as nearly one-third to half of the world's population is now under some sort of lockdown as per the recent updates.

Amount of people suffered from serious respiratory illness in the month of December 2019 in Wuhan Hubei Province, China. China told the World Health Organization (WHO) on 31 December 2019 of the number of patients with respiratory disorder symptoms of an unknown origin. Recent studies indicate that people may transmit the COVID-19 infection before they show the symptoms. Gössling, Scott, & Hall, C. M. (2020)

1.3 Literature Review

“WHO has announced an outbreak of corona virus 2019 (COVID-19), caused by extreme acute respiratory corona virus 2 (SARS-CoV-2), to be a pandemic on 12 March 2020 (WHO, 2020). The UN Educational, Science and Cultural Organization reported on March 18, 2020 that 107 countries had adopted COVID-19-related national school closures, affecting 862 million children and young adults, nearly half of the global student population. This crisis had worsened quickly from 29 countries with closures of the national school a week before (UNESCO, 2020)”.

According to Renzo, Gualtieri and Pivar (2020) “The COVID-19 pandemic represents a massive impact on human health, causing sudden lifestyle changes, through social distancing and isolation at home, with social and economic consequences. Optimizing public health during this pandemic requires not only knowledge from the medical and biological sciences, but also of all human sciences related to lifestyle, social and behavioural studies, including dietary habits and lifestyle”.

In a study titled as “Diet and physical activity during the COVID-19 lockdown period (March-May 2020): results from the French NutriNet-Santé cohort study”. In the lockdown time the authors tried to identify dietary behaviours. To this end 37,252 French adults from the web-based NutriNet-Santé cohort filled out lockdown-specific questionnaires in April-May 2020 for the authors' surveys. Results from the study indicate that the lockdown contributed to unhealthy dietary habits in a large part of the population, which, if sustained in the long term, may increase the dietary burden of disease and also impair immunity. Nevertheless, the situation of lockdown also provided an incentive for certain people to change their dietary behaviour, with high stakes in knowing the leverages to bring them on a long-term basis. (Pecollo, Edelenyi, Tanguy, 2020)

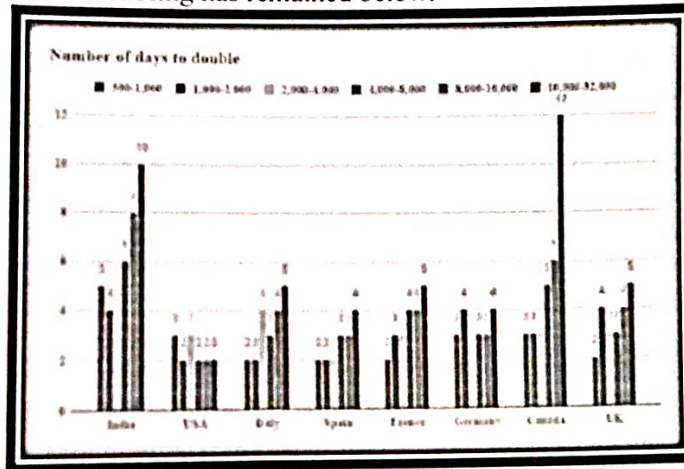
The Covid-19 pandemic led to lockdowns in many parts of the world and, as a result, changed some everyday behaviors, including social interactions, athletic ability, and likely diet. On 9 March 2020, the Italian government laid down and enacted lockdown measures. The study attempted to determine the effects of Covid-19-induced confinement policies on self-reported food intake by self-selected Italians through a questionnaire created and disseminated on the Internet. Nearly half of respondents did not substantially alter their diet during the lockdown; however, remaining half of respondents

reported eating more while in isolation, and few increased in weight. Reports note an rise in consumption of "comfort food," especially chocolate, ice cream and sweets and salty snacks among others. Interestingly, 21.2 per cent of respondents have increased their fresh fruit and vegetable intake. Just 33.5 percent of those who reported lower consumption attributed this dietary adjustment to reduced quality and ease of purchasing these products. Similarly interesting, more than half of respondents, acknowledged that when in lockdown, fruit and vegetables did not appeal to them. Ready-made meal sales have been popular by almost 50 percent. Similar large-scale research will be carried out globally and will help public health officials shape their reactions to potential, imminent pandemics. (Scarmozzino and Visioli, 2020)

Data reveals that corona virus cases in India were doubled from 16000 to 32000 in 10 days (report as on 30th April 2020) and now currently (21st august) India is reporting around 70000 cases in a single day with a highest one day spike.

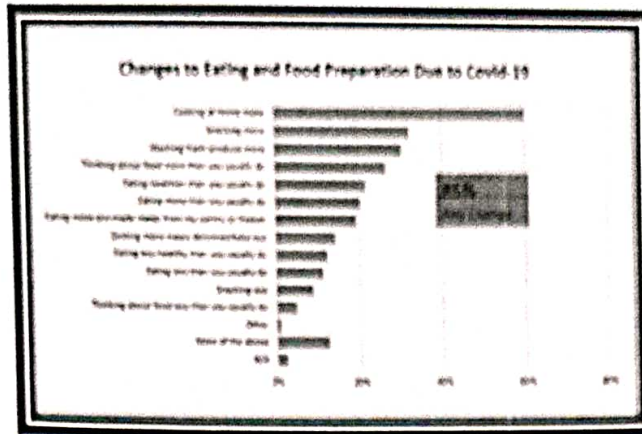
As per Schwartz, King, & Yen, (2020) Pandemics are the most common disease outbreaks resulting from the spread of human to human infections we have seen in recent times that COVID 19 will have a cascading influence on overall medical systems, the world's economy, organizations of all shapes , sizes and people around the world. Before 2019, the patterns seen over the last few months would indeed be unthinkable. Advanced computational statistics are built nearly regularly. For example, on the financial aspect, the airline company is experiencing its worst ever crisis, with 90 percent of the world 's fleet suspended. In the meantime, global commodity prices reported their biggest drop, dropping by 20.4% in the month to March 2020. Global economy and trade are also affected badly and are forecasted to follow a declining trend even after the pandemic is over.

In most of the countries, Canada has shown remarkable progress stalling the spread of the virus barring Canada; the rate of doubling has remained below.



There are two key impacts of lockdown on our behavior – “staying at home and stockpiling”





Source -<https://www.foodbusinessnews.net/articles/16226-eight-in-ten-consumers-changed-their-eating-habits-due-to-covid-19>

1.4 RESEARCH OBJECTIVES

- To study the perception of respondents about change in eating habits during Covid-19 pandemic.
- To study the impact of lockdown on eating habits of respondents and identify the factors responsible for this change.

1.5 RESEARCH METHODOLOGY

For the purpose of research data is collected from Indian citizens from all over India. Respondents are selected from all age group, all places and from all occupational categories. A total of 1018 respondents are selected on the basis of convenience sampling procedure. The study made use of only primary data for achieving the objectives of the study. Online surveys were generated and mailed to all the respondents. Responses were also collected online.

Questionnaire comprises of three different parts of mainly closed ended questions. Part A of questionnaire enquires demographics of respondents like his age, gender, locality etc. Part B enquires eating habits related information through different statements and last part C comprises of statements that Impact of pandemic COVID 19 on Eating Habits. For the analysis of data, One sample T-test and Factor analysis is applied to test the major hypothesis and extract the factors.

1.6 ANALYSIS

Table 1:- Demographic information of respondents

Demographics	Options	Frequency	Percentage
Age Group	18-24	78	7.7
	25-34	310	30.5
	35-44	348	34.2
	45-54	106	10.4
	55-64	140	13.8
	65-74	36	3.5
	Total	1018	100.0
Gender	Male	566	55.6
	Female	452	44.4
	Total	1018	100.0
Highest Qualification	High school Diploma	30	2.9
	Bachelor Degree	96	9.4
	University Degree	100	9.8
	Master's Degree or Above	792	77.8
	Total	1018	100.0

Profession	Student	104	10.2
	Teacher (Public or Private sector)	122	12.0
	Academicians	84	8.3
	Lawyer	6	.6
	Psychotherapist	4	.4
	Nursing assistant (Public or private sector)	22	2.2
	Other - Private sector	388	38.1
	Other - Public sector	62	6.1
	Elderly	48	4.7
	Job seekers	20	2.0
	Housewife	86	8.4
	Professor	72	7.1
	Total	1018	100.0

Income	Below -2 Lakh	258	25.3
	200000-500000	206	20.2
	500000-800000	174	17.1
	800000-1500000	154	15.1
	More than 1500000	226	22.2
	Total	1018	100.0

In Table given above details of demographic variables of respondents are given. Regarding age it can be seen from table that most of the respondents (65%) are falling under the category of 25-44 years of age group. When gender is enquired, it is found that the sample data contains both type of gender substantially. Thus the results will give better results due to inclusion of both gender perceptions. Regarding educational qualification of respondents it can be said that most of the respondents (78%) are holding master's degree and above. When profession of respondent is investigated it is found that most of the respondents are working in private sector, followed by teaching profession. Regarding income of the respondents it can be seen form the data that most of the respondents are from below 2 lakhs of income group. However number of respondents from other income groups is also significant.

1.6.1 Hypothesis;

To find the significant change during Covid-19 pandemics on the eating habits of respondents following hypothesis is formulated;

H₀₁: There is no significant change during Covid-19 pandemics on the eating habits of respondents.

H₁₁: There is a significant change during Covid-19 pandemics on the eating habits of respondents.

Table 2:- One-Sample Statistics

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Are you Eating healthy food	1018	1.01	.108	.003
Are you eating Vegetables every day	1010	1.04	.185	.006
Are you drinking juice & Energy giving drinks every day	1010	1.44	.497	.016
Do you eat Nuts & Protein added food every day	1014	1.29	.455	.014
Are you eating Bread , Cheese & all dairy product every day	1014	1.56	.497	.016
Are you eating Cream, Butter & other fat giving products every day	1018	1.70	.458	.014
Are you eating Sweets , Sugar & Carbohydrates giving products	1014	1.58	.494	.016

every day				
Are you Eating more home made food	1018	1.02	.145	.005
Have you changed / Increase the number of meal during this period	1018	1.62	.486	.015
Have you become more health conscious	1018	1.11	.318	.010
Are You taking any health drink kada etc. to fight covid19 .	1018	1.40	.491	.015
Are you consuming any vitamin - C supplements .	1018	1.40	.490	.015
Has your economic condition changed as a result of the coronavirus outbreak? (Eg- Become jobless, private job closure, monthly salary cuts etc.	1018	1.51	.500	.016
If the answer to the question above is "yes," you believe that the improvement in your economic condition will affect your eating patterns	1018	1.59	.492	.015
Do you believe there is some improvement in your food habits since the start of social isolation (for example, rise in serving sizes or decline in duration etc.)?	1018	1.46	.498	.016
Do you believe your main course (breakfast, lunch or dinner) has changed since social isolation started?	1018	1.55	.498	.016
Do you believe your snack intake has improved after the onset of social isolation?	1018	1.39	.489	.015

In the one sample Statistic table, the number of respondents (N), mean, standard deviation and standard error is represented for all the variables related with eating habits. Also from the table it is clear that highest mean is recorded for variable "Are you eating Cream, Butter & other fat giving products every day" (1.70) and lowest mean (1.01) is recorded for "Are you Eating healthy food".

Table 2:- One-Sample Test

One-Sample Test	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Are you Eating healthy food	298.957	1017	.000	1.012	1.01	1.02
Are you eating Vegetables every day	177.438	1009	.000	1.036	1.02	1.05
Are you drinking juice & Energy giving drinks every day	92.299	1009	.000	1.444	1.41	1.47
Do you eat Nuts & Protein added food every day	90.442	1013	.000	1.292	1.26	1.32
Are you eating Bread , Cheese & all dairy product every day	99.693	1013	.000	1.556	1.53	1.59
Are you eating Cream, Butter & other fat giving products every day	118.556	1017	.000	1.701	1.67	1.73
Are you eating Sweets , Sugar & Carbohydrates giving products every day	101.876	1013	.000	1.580	1.55	1.61
Are you Eating more home made food	224.054	1017	.000	1.022	1.01	1.03
Have you changed / Increase the number of meal during this period	106.066	1017	.000	1.617	1.59	1.65
Have you become more health conscious	111.800	1017	.000	1.114	1.09	1.13
Are You taking any health drink kada etc. to fight covid19 .	91.267	1017	.000	1.405	1.37	1.43

Are you consuming any vitamin - C supplements .	91.10 3	1017	.000	1.399	1.37	1.43
Has your economic condition changed as a result of the coronavirus outbreak? (Eg- Become jobless, private job closure, monthly salary cuts etc.	96.51 7	1017	.000	1.513	1.48	1.54
If the answer to the question above is "yes," you believe that the improvement in your economic condition will affect your eating patterns	103.2 36	1017	.000	1.591	1.56	1.62
Do you believe there is some improvement in your food habits since the start of social isolation (for example, rise in serving sizes or decline in duration etc.)?	93.31 1	1017	.000	1.458	1.43	1.49
Do you believe your main course (breakfast, lunch or dinner) has changed since social isolation started?	99.36 7	1017	.000	1.550	1.52	1.58
Do you believe your snack intake has improved after the onset of social isolation?	90.95 2	1017	.000	1.393	1.36	1.42

The Sig. (2-Tailed) value in above Table is smaller than 0.05 for all variables. Because of this, it can be concluded that there is a significant change during Covid-19 pandemics on the eating habits of respondents.

1.6.2 Hypothesis;

H02: There is no significant impact of pandemic COVID 19 on Eating Habits of respondents.

H12: There is a significant impact of pandemic COVID 19 on Eating Habits of respondents.

Table 4:- KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.822
Bartlett's Test of Sphericity	Approx. Chi-Square	15179.540
	df	496
	Sig.	.000

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.822; hence factor analysis can be applied.

“Bartlett's test of sphericity is .000 which is less than 0.05 which indicate that a factor analysis may be useful with this data” and There is a significant impact of pandemic COVID 19 on Eating Habits of respondents.

Table 5:- Communalities table

Communalities	Initial	Extraction
Follow health food - diet rigidly	1.000	.641
Did your sense of hunger change during this period at home	1.000	.604
Distracted by thoughts of healthy eating	1.000	.610
Increase house hold budget	1.000	.672
There has been an increase in the amount of main meals	1.000	.756
There has been an decrease in the amount of main meals	1.000	.656

There has been an decrease in the consumption frequency of main meals	1.000	.690
The time of consumption of main meals has changed	1.000	.661
Started taking vitamin supplements in addition to meals	1.000	.735
Prefer frozen or canned foods more	1.000	.661
Prefer pre cooked ready to eat foods more	1.000	.575
Prefer cooking vegetables dishes more	1.000	.540
Prefer consuming legumes more	1.000	.640
Prefer animal - based foods (Red meat , chicken , eggs etc.)	1.000	.621
Cook main meals mostly by frying or sauteing methods	1.000	.610
Cook main meals mostly by boiling or Grilling methods	1.000	.634
There has been an increase in the amount of snacks	1.000	.814
There has been an decrease in the amount of my snacks	1.000	.727
There has been an increase in the consumption frequency of snacks	1.000	.769
There has been an decrease in the consumption frequency of snacks	1.000	.759
The time of consumption of snacks has changed	1.000	.742
Food type and / or cooking method has changed	1.000	.631
Prefer salty & packaged snacks such as chips , crackers etc.	1.000	.342
Prefer food products such as cakes , pastries ,biscuits , wafers , chocolate etc.	1.000	.326
Prefer pastry food such as puff pastry , pies etc. more	1.000	.771
Prefer milk desserts such as pudding , custard etc.	1.000	.558
There has been an increase in water consumption	1.000	.602
There has been an decrease in water consumption	1.000	.652
There has been an increase in my tea, coffee , etc. consumption	1.000	.544
Improve efficiency (In respect of working)	1.000	.544
Getting Support from family members	1.000	.737
Shared feelings with family members	1.000	.745

Extraction Method: Principal Component Analysis.

“Extraction communalities are estimates of the variance in each variable accounted for by the factors in the factor solution. Small values indicate variables that do not fit well with the factor solution, and should possibly be dropped from the analysis. The extraction communalities for this solution are acceptable, although the lower values of *Prefer salty & packaged snacks such as chips, crackers etc. and Prefer food products such as cakes , pastries ,biscuits , wafers , chocolate etc.* show that they don't fit as well as the others”.

Table 6:- Total Variance Explained table

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.521	26.629	26.629	8.521	26.629	26.629
2	8.503	10.948	37.576	3.503	10.948	47.576
3	5.664	8.326	45.903	2.664	8.326	55.903
4	2.944	6.074	51.977	1.944	6.074	61.977
5	1.264	3.951	55.928	1.264	3.951	65.928
6	.179	3.684	59.612			
	.092	3.414	63.026			

8	.052	3.286	66.312			
9	.099	3.103	69.415			
10	.088	2.749	72.164			
11	.0821	2.565	74.729			
12	.771	2.408	77.137			
13	.751	2.346	79.483			
14	.677	2.115	81.598			
15	.619	1.934	83.532			
16	.548	1.712	85.244			
17	.503	1.570	86.814			
18	.487	1.521	88.335			
19	.437	1.367	89.702			
20	.390	1.219	90.921			
21	.376	1.175	92.095			
22	.356	1.111	93.207			
23	.342	1.068	94.274			
24	.274	.857	95.132			
25	.266	.830	95.962			
26	.241	.753	96.715			
27	.232	.726	97.440			
28	.206	.643	98.083			
29	.182	.570	98.653			
30	.166	.518	99.171			
31	.137	.428	99.600			
32	.128	.400	100.000			
Extraction Method: Principal Component Analysis.						

From above table it is clear that only five factors in the initial solution have eigenvalues greater than 1. They combined account for almost 65% of the variability in the original variables. This suggests that five factors that are responsible for changes in eating habits due to COVID 19 lockdown can be extracted. These 32 variables can be thus divided into five broad categories as follows;

1. Increased time for diet plan
2. Increased/decreased Consumption pattern
3. Increased snack cravings
4. Frequency of meals
5. Extra Time for cooking

These are the factors identified as responsible for changes in eating habits of people due to COVID19.

1.7 CONCLUSION:

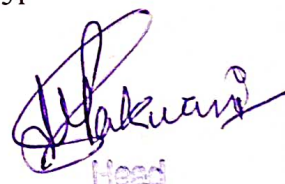
Assuming that the lockout is inclined to maintain for weeks, the daily activities and well-being of the population must be controlled urgently and Collect study data to establish evidence-driven approaches to mitigate the adverse effects of lockdown implementation and the consequences of these profound changes in the everyday lives of individuals. The COVID-19 pandemic (also widely called coronavirus) is causing a lot of changes in people's everyday lives across the globe. A balanced diet is an important part of supporting a strong immune system. But the lockout era has caused big changes in people's eating habits.

Due to lockdown conditions, present web-based survey study may be relevant to illustrate certain big trends in changing our eating patterns. The condition of lockdown has affected the habits and way of life of a given population. The study attempted to find the perception of respondents towards the change in their eating habits due to the lockdown period and the study identified five factors viz. Increased time for diet plan, Increased/decreased Consumption pattern, Increased snack cravings,

Frequency of meals and Extra Time for cooking. Also from the study it has been established that there is a significant impact of pandemic COVID 19 on Eating Habits of respondents

REFERENCES -

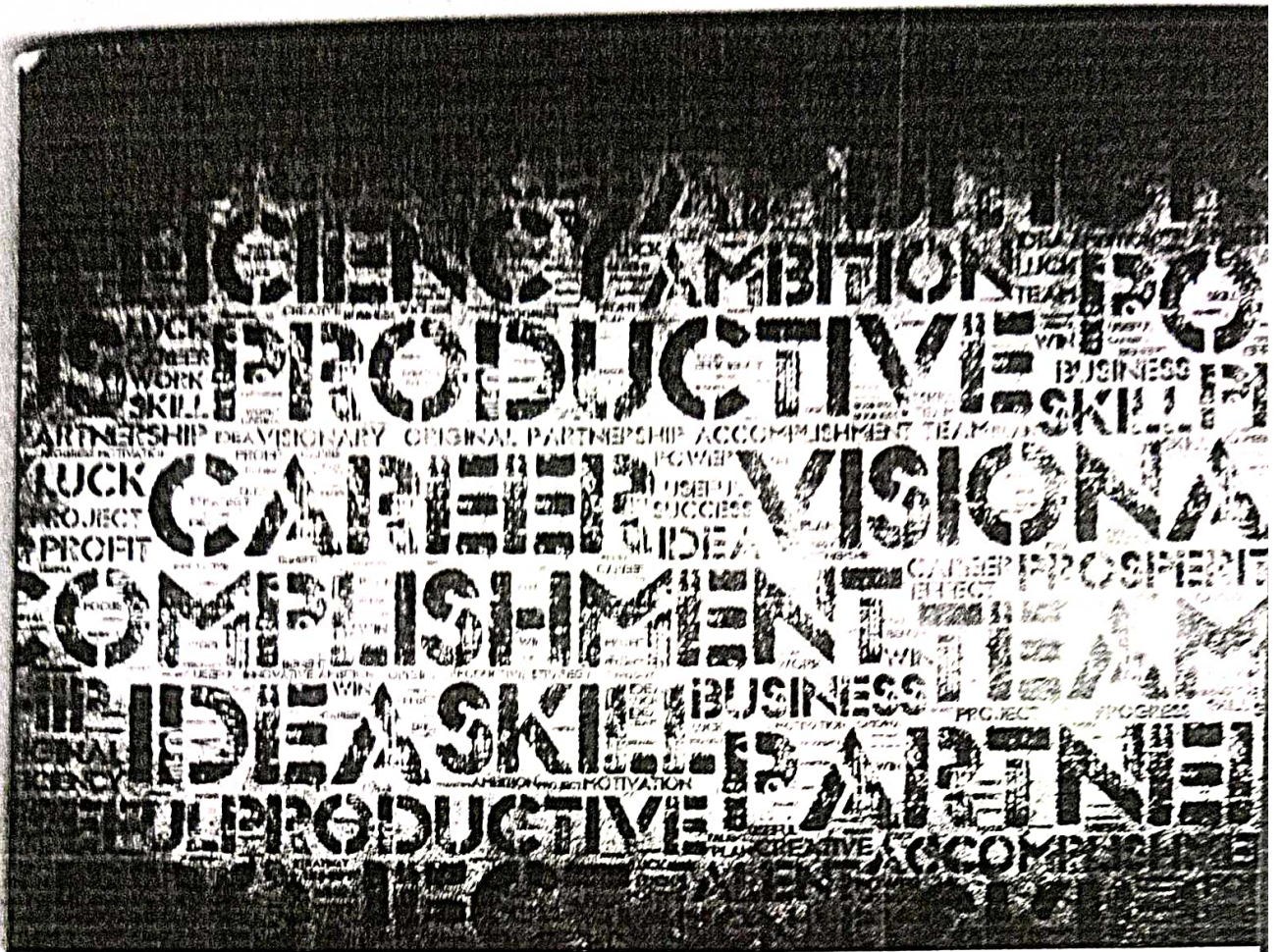
- Deschasaux-Tanguy, M., Druésne-Pecollo, N., Esseddik, Y., de Edelenyi, F. S., Alles, B., Andreeva, V. A., ...&Fezeu, L. K. (2020). Diet and physical activity during the COVID-19 lockdown period (March-May 2020): results from the French NutriNet-Sante cohort study. medRxiv.
- Gautam, A., Co-Authors-NehaYadav, K. S., Garg, K., &Garg, A. (2020). Exploring the Socio-Economic Impacts of COVID 19-A Case of India.
- Gössling, S., Scott, D., & Hall, C. M. (2020). Pandemics, tourism and global change: a rapid assessment of COVID-19. Journal of Sustainable Tourism, 1-20.
- Jakovljevic, M., Bjedov, S., Jaksic, N., &Jakovljevic, I. (2020). COVID-19 pandemia and public and global mental health from the perspective of global health security. PsychiatriaDanubina, 32(1), 6-14.
- Sahu, K. K., Mishra, A. K., &Lal, A. (2020). COVID-2019: update on epidemiology, disease spread and management. Monaldi Archives for Chest Disease, 90(1).
- Scarmozzino, F., &Visioli, F. (2020). Covid-19 and the Subsequent Lockdown Modified Dietary Habits of Almost Half the Population in an Italian Sample. Foods, 9(5), 675.
- Schwartz, J., King, C. C., & Yen, M. Y. (2020). Protecting healthcare workers during the coronavirus disease 2019 (COVID-19) outbreak: lessons from Taiwan's severe acute respiratory syndrome response. Clinical Infectious Diseases.
- Situation report-109. *Coronavirus disease 2019 (COVID-19)*.WHO (2020). Available online at: <https://www.who.int/emergencies/diseases/novel-coronavirus-2019/situation-reports> (accessed May 09, 2020).
- Wee SL Jr, McNeil DG Jr, Hernández JC. *W.H.O. Declares Global Emergency as Wuhan Coronavirus Spreads*. The New York Times (2020). Available online at: <https://www.nytimes.com/2020/01/30/health/coronavirus-world-health-organization.html> (accessed February 03, 2020).
- COVID-19 ICMR. *COVID-19*.Indian Council of Medical Research.Government of India.ICMR (2020). Available online at: <https://main.icmr.nic.in/content/covid-19> (accessed May 09, 2020).
- COVID-19 update. *COVID-19 INDIA*. Ministry of Health and Family Welfare.MOHFW (2020). Available online at: <https://www.mohfw.gov.in/> (accessed May 09, 2020).
- Novel coronavirus-MOHFW. *Home*.Ministry of Health and Family Welfare.GOI (2020). Available online at: <http://www.mohfw.gov.in/> (accessed May 08, 2020).
- Bureau O. *PM Modi calls for 'Janata curfew' on March 22 from 7 AM-9 PM*. @businessline (2020). Available online at: <https://www.thehindubusinessline.com/news/pm-modi-calls-for-janta-curfew-on-march-22-from-7-am-9-pm/article31110155.ece> (accessed April 05, 2020).
- Di Renzo, L., Gualtieri, P., Pivari, F. et al. Eating habits and lifestyle changes during COVID-19 lockdown: an Italian survey. J Transl Med 18, 229 (2020).<https://doi.org/10.1186/s12967-020-02399-5>
- Jackson, C., Vynnycky, E., &Mangtani, P. (2016). The relationship between school holidays and transmission of influenza in England and wales. American journal of epidemiology, 184(9), 644-651



Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jal Narain Vyas University, Jodhpur

3.4.6



Neelam Kalla

Job Satisfaction: Perspectives, Issues, Theory and Research

An Insight for Corporations

Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur



LAMBERT
Academic Publishing

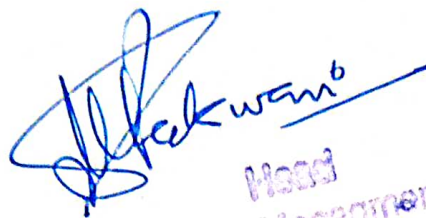


Head

Neelam Kalla

Job Satisfaction: Perspectives, Issues, Theory and Research
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

Neelam Kalla



Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jodhpur University, Jodhpur

**Job Satisfaction: Perspectives,
Issues, Theory and Research**

An Insight for Corporations

LAP LAMBERT Academic Publishing

Imprint

Any brand names and product names mentioned in this book are subject to trademark, brand or patent protection and are trademarks or registered trademarks of their respective holders. The use of brand names, product names, common names, trade names, product descriptions etc. even without a particular marking in this work is in no way to be construed to mean that such names may be regarded as unrestricted in respect of trademark and brand protection legislation and could thus be used by anyone.

Cover image: www.ingimage.com

Publisher:

LAP LAMBERT Academic Publishing

is a trademark of

International Book Market Service Ltd., member of OmniScriptum Publishing Group

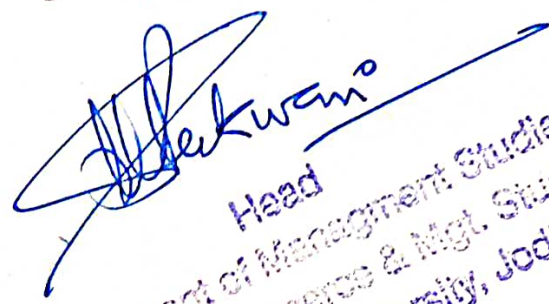
17 Meldrum Street, Beau Bassin 71504, Mauritius

Printed at: see last page

ISBN: 978-620-3-30855-6


Copyright © Neelam Kalla

Copyright © 2021 International Book Market Service Ltd., member of OmniScriptum Publishing Group


Head
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

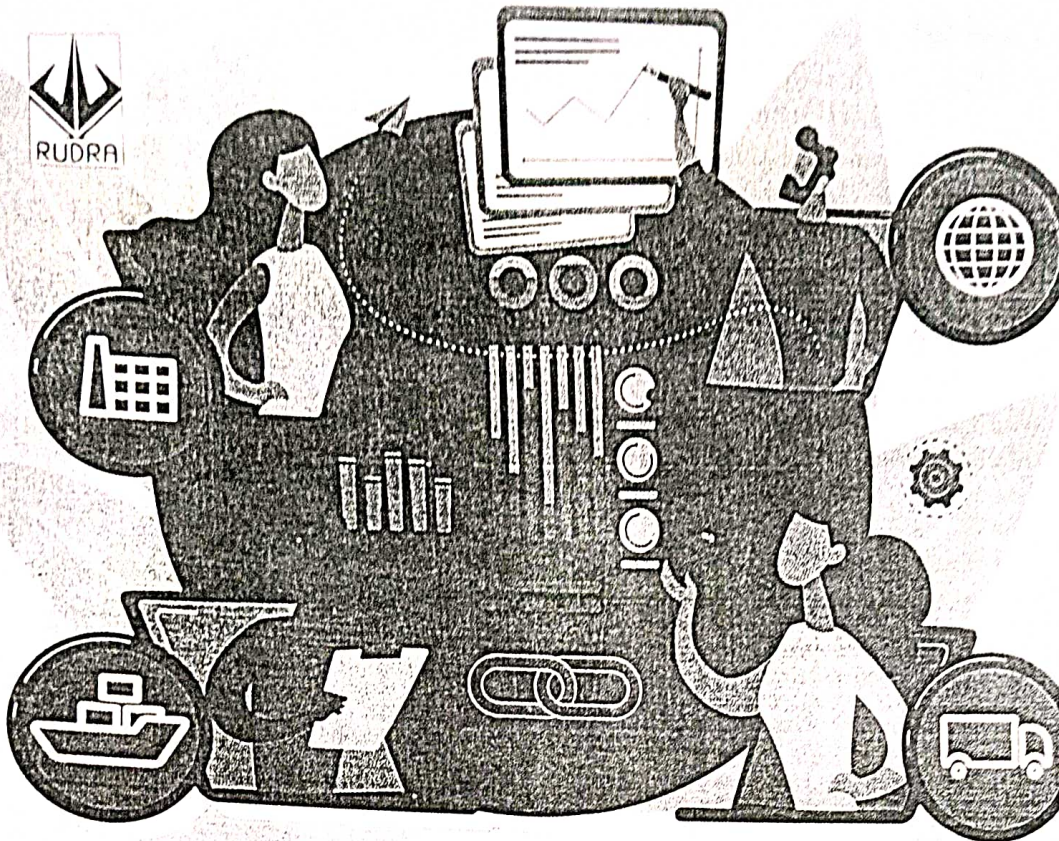
Here is the first edition of my book "Job Satisfaction: Perspectives, Issues, Theory and Research". The book provides up to date, research oriented, and research-based comprehension with practical application of the concept. This follows an evidence-based outlook and can be a ready to refer textbook by the management practitioners. The comprehensive research framework provides a very useful input for researchers in the field. The researchers starting with research will also find it all in one kind of source where they will find everything about Job satisfaction; right from beginning with history of management, industrialization to modern approaches to job satisfaction. At the end of the chapters, there is a specific column in the name of consulting practices; which provide practical tips not only as researcher but also as a management consultant. This handbook will be a ready to refer guide for academicians, researchers and corporate practitioners for understanding and implementation of motivational packages for employees.

Dr. Neelam Kalla is an academician having a teaching and research experience of more than 14 years. Her areas of expertise are Human Resource Management & Organizational Behavior. Job Satisfaction, Training & Human Resource Development are her key areas of research. She has several national & international publications in the field of Management.


Head
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur



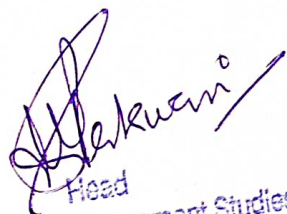
3.4.6



CONTEMPORARY ISSUES IN COMMERCE AND MANAGEMENT

Editors

DR. ASHISH MATHUR
DR. RAJENDRA PRASAD MEENA
DR. SHUBHA MEGHWANSHI


Head
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

**Contemporary Issues in
Commerce and Management**

Editors

Dr. Ashish Mathur
Dr. Rajendra Prasad Meena
Dr. Shubha Meghwanshi

© Editors

First Published 2021

ISBN: - 978-93-88361-53-8

[No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, mechanical, photo copying, recording or otherwise without prior written permission of the publisher].

Disclaimer: The chapter authors are solely responsible for the contents of the papers compiled in this book. Neither the editors, institutions nor the publishers are responsible for the author's expressed opinions, views and contents of the published chapters in this book. The originality, proofreading of the manuscript and errors are the sole responsibility of the individual authors. Articles and research papers are published in good faith and the contributing authors alone will be liable for any copyright infringements. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the editors or publishers to avoid discrepancies in future.

Published by



RUDRA PUBLISHERS & DISTRIBUTORS

C-293A, Street No. 3, West Karawal Nagar, New Delhi - 110094

Mob. : 9312442975 E-mail : rudrapublishers@yahoo.com

Printed at Research Press India New Delhi.

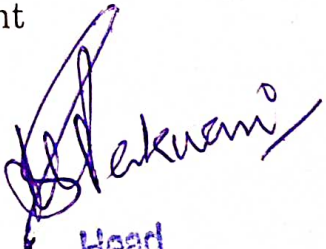
Late P
Shri J
Shri K.C

Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

Contents

<i>Preface</i>	<i>vii</i>
<i>Acknowledgement</i>	<i>ix</i>
<i>Pannel of Reviewers</i>	<i>xi</i>
1. Correlates of Job Satisfaction: Role of Psycap and Big Five <i>Dr. Anita Sharma</i>	1
2. The Current Economic Scenario and Methods for Procurement to Minimise the Impact of Coronavirus on Hospitality Industry <i>Dr. Manoj Srivastava</i> <i>Dr. Gaurav Bhattacharya</i> <i>Dr. Manish Vadera</i>	30
3. Impediments to Coaching Practices in Modern-Day Organizations: A Systematic Literature Review <i>Dr. Sona Vikas</i> <i>Maj. Rupinder Kaur</i>	45
4. Corona Pandemic and the Changing Perspectives and Patterns of Behavior <i>Dr. Hemlata Joshi</i>	63
5. E-Banking Services and Fraud in India: Concerns & Remedial Provisions <i>Nishant Gehlot</i> <i>Amit K. Kashyap</i>	74
6. A Study of Talent Management Practices and its Impact on Organizational Commitment <i>Dr. Archana Joshi</i> <i>Dr. Ashish Mathur</i>	90


Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

3.4.6



CONTEMPORARY ISSUES IN COMMERCE AND MANAGEMENT

Editors

DR. ASHISH MATHUR

DR. RAJENDRA PRASAD MEENA

DR. SHUBHA MEGHWANSHI

Shubha Meghwanshi
Head

Department of Management &
Faculty of Commerce & Mgt.
The Ujjain University, Ujjain

Contemporary Issues in Commerce and Management

Editors

Dr. Ashish Mathur

Dr. Rajendra Prasad Meena

Dr. Shubha Meghwanshi

© Editors

First Published 2021

ISBN: - 978-93-88361-53-8

[No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, mechanical, photo copying, recording or otherwise without prior written permission of the publisher].

Disclaimer: The chapter authors are solely responsible for the contents of the papers compiled in this book. Neither the editors, institutions nor the publishers are responsible for the author's expressed opinions, views and contents of the published chapters in this book. The originality, proofreading of the manuscript and errors are the sole responsibility of the individual authors. Articles and research papers are published in good faith and the contributing authors alone will be liable for any copyright infringements. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the editors or publishers to avoid discrepancies in future.

Published by



RUDRA PUBLISHERS & DISTRIBUTORS

C-293A, Street No. 3, West Karawal Nagar, New Delhi - 110094

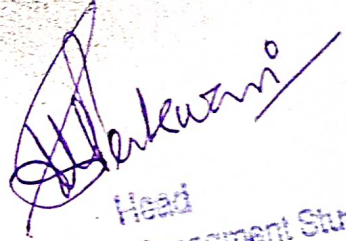
Mob. : 9312442975 E-mail : rudrapublishers@yahoo.com

Printed at Research Press India New Delhi.

Shakun
Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vastu

7. A Study on Correlation Between Role Conflict at Workplace and Family Front and Psychological & Physical Health of Working Women in Higher Education Sector 106
Dr. Bhawana Sharma
8. The Significance of Social Entrepreneurship with Reference to a Virtual Community Centered Venture of Oman 122
Dr. Manishankar Chakraborty
9. Measuring Employees Core Competence for achieving Competitive Advantage in Cement Companies of Rajasthan 132
Dr. M.L. Vasita
10. Management in Post Covid Era: The Roadmap for Human Resources Managers 156
Dr. Neelam Kalla
11. Work Life Balance for Women Faculty in Professional Education 168
Prof. (Dr.) Sampada Gulavani
12. E-Commerce Market Trend During Covid-19 182
Deeksha Chandawat
13. Sustainable Strategic Management 188
Dr. Aarti Khanchandani
14. Role of Human Resources in Present Scenario (W.R.T. Multinational Companies) 195
Dr. Abhishek Sharma
15. Accounting Concepts and Conventions 206
Dr. Anil Verma
16. Innovations and Strategies in Marketing Practices 216
Dr. Anuj Williams
17. Strategy For "Vocal For Local" 233
Dr. Ashmi Chhabra
8. Retail Industry: An Overview Analysis 244
Dr. Isha Sharma


Head
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur