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(Rosen 1979; Glaeser, Kolko and Saiz 2001; Azahan, 2009). Factor Analysis was done to identify the underlying factors and to group the constructs into manageable factors. Since, the appropriateness of data for factor analysis needs to be established, the sampling adequacy test was performed through Kaiser-Meyer-Olkin (KMO) statistic.

The Principle Components method for extraction was employed with the Varimax Rotation with Kaiser Normalisation. The rotation converged in fifteen iterations, and factors with Eigen values greater than one were retained (Hair, Anderson, Tatham and Black 2009). Further, in order to assess the appropriateness of the data for factor analysis, the communalities derived from the factor analysis were reviewed. These were all relatively large (greater than 0.5, falling in the range 0.565 to 0.885), suggesting that the data set is appropriate (Stewart 1981). To interpret the factors and construct the final version, only those variables having a loading at least 0.50 on a single factor were considered. Factor loadings of 0.55 or greater are "Practically significant" for sample size 100 (Hair *et al.*, 2009, Pg 152). This final version having forty one items was finalized for the scale.

The screening test extracted ten factors with Eigen values greater than 1 ranging from 1.088 to 7.097, which shows the importance of each factor and their relative explanatory power. These ten factors accounted for 68.082 percent of the total variance. These are operationalised as: Factor 1 – Core Tourism Experience, Factor 2 – Availability of Timely and Accurate Information, Factor 3–Hospitality, Factor 4–Reasonability of Prices, Factor 5 – Health & Hygiene, Factor 6 – Facilities, Factor 7–Value for Money, Factor 8–Cuisine, Factor 9–Logistics and Factor 10–Security. The results of the Factor Analysis are included in Table

Analysis and Findings

The study is an attempt to present in detail what constitute service quality in tourism industry in Uttar Pradesh from customers' point of view.

Results of Factor Analysis

The value of KMO statistic should be greater than 0.7 which is so indicating that the factor analysis is appropriate with current sample size. The Bartlett's test of sphericity is significant which is appropriate.

TABLE 1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.715
Bartlett's Test of Approx. Chi-Square	7357.831

Sphericity	Df	780
	Sig.	.000

TABLE 2: Communalities

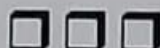
	Initial	Extraction
1	1	0.752
2	1	0.799
3	1	0.681
4	1	0.772
5	1	0.819
6	1	0.729
7	1	0.699
8	1	0.735
9	1	0.729
10	1	0.715
11	1	0.696
12	1	0.596
13	1	0.623
14	1	0.682
15	1	0.753
16	1	0.644
17	1	0.697
18	1	0.627
19	1	0.805
20	1	0.758
21	1	0.628
22	1	0.726
23	1	0.723
24	1	0.701
25	1	0.711
26	1	0.667
27	1	0.752
28	1	0.799
29	1	0.681
30	1	0.772
31	1	0.819
32	1	0.729
33	1	0.699

and people negligence. Tourism industry is one of the top level industries, if we got options for travelling in Uttar Pradesh And Rajasthan, it is typical decision for us; but provide information about both states like policies Faculties (accommodation, transportation, cruises, attraction etc) & which type tourism are there then it is simple us. Today Rajasthan is attractive comparison Uttar Pradesh that's region there government and public both are responsible for, like Gamersingh ,vikram singh and number of promoter are promoting the tourism ,and government is also support both hands.

In Uttar Pradesh all facilities are available but it is not advance ,monuments& historical places is a poor condition because conservation problem is the massive problem against tourism in Uttar Pradesh. Public are not aware for their Responsibilities, Uttar Pradesh has such a great natural treasury, we can promote ecotourism agree tourism & up thrustareas (sankisa, kushinagar, bithoor, ayodhya, mathura, bhitergaun temple rohelkhand circuit, jain circuit etc.) Uttar Pradesh is one of the epitomes tourism place in India .we should only need awareness and support the government for developing Tourism place in Uttar Pradesh.

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ROLE OF FAIRS AND FESTIVALS IN PROMOTING TOURISM

Dr. Sidhanshu Rai*

ABSTRACT

Tourism is known as the white hope of India's economy. India earlier known as a country of snake-charmers, is now popular for its delicious food, stylish yet comfortable clothes, colorful festivals, spiritualism viz., meditation & yoga and world-famous historical monuments. Traversing India North to South by national and international tourists gave her a new horizon and dimension. Today India is entering in a bold new era with confidence of making herself good in the world-economy. Among all the core sectors, the tourism industry has become the fourth dimension of modern economy. This industry is the important contributor for earning scarce foreign exchange, a largest employment provider and a powerful factor for the cultural and heritage exchanger. The present paper ponders the usage of the cultural heritage of India for a better financial viability and aims to put the perspective proper for now and the future. The processes of adoption, assimilation, accommodation and equilibration in cultural perspective have been discussed in the present paper.

Introduction :

Fairs and festivals empower communities to attract new visitors while capitalizing on local commercial and cultural value. The impact of these events can be counted in dollars, but indirect value is also created through the positive presentation of the community and the social interactions that fairs and festivals engender.

Aim of the Paper

- The article covers
- The study of the assessment of tourists visiting the festival
- Opportunities for income generation in the festival time
- local festivals help to promote the tourism activities in the area and it creates the cultural environment in the area.

Indian Fairs and Festivals

India is the land of festivities! A large number of

fairs and festivals in the country are celebrated throughout the year, with much enthusiasm and gusto. Infact, these fairs and festivals add color to the mundane everyday life of the people. Some of the fairs and festivals, like Deepawali, have been celebrated in the country since ages and find their origin in the mythological texts and scriptures. Some others have been based on interesting legends, while several of them signify the win of good over evil.

Even the nature of fairs and festivals celebrated in India differs to quite an extent. A number of festivities have a religious significance attached to them. Then, there are those that are related to the changing seasons, basically to the onset of the harvesting season. Many fairs and festivals of India are celebrated to promote tourism or to promote the regional arts and crafts, music, dances, etc. Some of them are organized on a yearly basis to showcase the rich Indian culture and heritage.

Amongst the most important festivals of India are

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also mention tourism income multiply.

"The flow of money generated by tourists spending multiplies as it passes through various sections of multiplier effect.

In his study entitled "Tourism planning and development" He has discussed about assessment of tourist demand and supply.

M.A. KHAN – In his book "Tourism marketing" he has discussed the various methods of the promotion of the destination. He has also discussed about the importance of public relation in tourism industry he said by using the various tools of public relation. We can definitely promote tourist destination. It will play a vital role in promotion of tourist industry.

Krishna K. KARMA – In his book "Managing tourist destination" he has discussed about the formulation of master plan for the development of tourist destination. He has mentioned that destination planning is a matter of evolution, a planner putting upon design and material used by predecessor. In this book entitled strategic planning and management. He has discussed market analysis and forecasting majors.

P.C. SINHA – In his book "Tourism marketing" he has discussed about the multiple segments. He has defined segmentation and basis of segmentation.

J.P. SANGAR – In his book "Tourism management" he has discussed about the growth and development of tourism. He has mentioned growth factors and also mentioned why is tourism growing he has mentioned the tourism growing due to several economic, cultural and technological factors. He has also mentioned impacts of tourism like economic impact, environmental impact, and socio-cultural impact.

According to the annual report 2005-06 department of culture and ministry of tourism and culture of government of India maintained strategies for tuning heritage monument specially in Rajasthan are also mentioned techniques and development of Rajasthan painting.

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CONCLUSION

Uttar Pradesh and Rajasthan both have significant role in boosting the tourism of our country. Where one is the crown of north, holding natural beauty, confluence holy rivers like Ganga, Yamuna, Saraswati are the unique in itself. It is related to Mughal emperor's like Taj Mahal, Red Fort, Buland Darwaza etc. It has the places like Prayag, Varanasi, Mathura, Kanpur, Agra, which has their deep relationship with culture and religion of our country. But at the same time our tourism sites are suffering from impediment because of government negligence, people negligence, lack of infrastructure transportation etc. U.P. has potential to lead our country in term of tourism, here is need to utilize the resources available us. On the other hand Rajasthan which has strong culture and religion. The glittering of sand, the lightening of palaces legacy of Rajputana king's are enough to push the tourism industry in a new direction. The places like Ajmer, Bikaner, Udaipur, Jaipur, have their Rajasthan tourism and is because of Government

Diwali, Dussehra, Raksha Bandhan, Bhaiya Dooj, Lohri, Baisakhi, Makar Sakranti, Shivratri, Janamashtmi, Pongal, Vishu, Onam, etc. Amongst the major fairs of the country are Kumbh Mela, Ardh-Kumbh Fair, Pushkar Fair, Nagaur Fair, Goa Carnival, Kutchh Mahotsav, Taj Mahotsav, Surajkund Crafts Mela, etc. These fairs and festivals generate enthusiasm amongst people and give them a reason to celebrate. If you want to be a part of these festivities, visit India during the months of October to March, when most of these fairs and festivals are celebrated.

Net Impact

The net impact of fairs and festivals includes money spent throughout the community on accommodations, food, entertainment and services. Taxes and fees imposed on fair vendors can be reinvested into tourism promotion.

Cultural Tourism

The opportunity to absorb local culture is a key driver of tourism, and festivals, which typically possess a local flair, are strategic occasions for tourists to experience new cultures.

Overcoming Seasonality

Fairs and festivals held outside of the traditional tourist season provide more consistent returns to local commerce.

Community Showcase

The entertainment and personal social interactions of a fair give visitors a positive view of the community. Tourists are afforded face-to-face connections with local people and businesses, thus increasing the likelihood of sales as well as return visits.

Demographics

The variety of activities and commodities available at fairs and festivals widens a community's demographic appeal. Festivals tempt visitors that may have never before considered traveling to that community.

Classification of Indian Fairs and Festivals

Classification of fairs and festivals in India and their role in the development of tourism. The diversity of fairs and festivals in Indian sub-continent is enormous. It is simply because of many religions and their

participation to make a country, India. These fairs and festivals have their own charm to attract tourists and thus they made their position in world tourism calendar. India with her 5000 years culture and heritage nourishes these fairs and festivals to depth, importance and colour. Fairs and festivals in India can be divided in three categories. Religious fairs and festivals: - religious and regional diversity allow Indians to have different festivals like dussehra, diwali, Id, Christmas etc.

Seculer or Social festivals: - from Indian point of view we can keep Independence Day, Republic Day, Book fair etc in this category. Promotional festivals: - few festivals have been designed keeping the interest of attracting tourists like mango festivals, desert festivals, kite festivals etc. Beside these three categories of fairs and festivals there are few more festivals in India which can be defined as cultural festivals. Few examples of this type are Konark Dance Festivals, Mahabalipuram Dance Festival, and Tansen Festival of Gwalior etc. Department of Tourism, Govt of India and ITDC are working together to promote these festivals all over the world and nowadays we can see participation of foreign tourists in these festivals are increasing. Tourism in India has a very close relation with the festivals. Till date the participation of domestic tourist was the main crowd in these festivals but now the promotional efforts by the national tourism organizations and different programs like Visit India or Incredible India are attracting a major amount of foreign tourist. DoT started different zonal cultural centers all over the country in 1998 and these centers are arranging cultural shows, light and sound shows, handicraft shops etc to promote regional fairs like tribal fairs. And this activity is not only promoting the culture but also bringing small places like Jagdalpur or Joygaon in world tourism map. And thus Govt. of India also earning good amount of FOREX.

Fairs and Festivals in India - If one wants to visit a multicultural land that houses an assorted range of religions, India comes up as an ideal choice. The country has a rich cultural heritage and is home to people from diverse religions. It is a universally acknowledged truth that every religion gets its own unique expression from the festivals celebrated by its followers on various

classroom and teaches you that chapter.

Ganesh Chaturthi

Ganesh Chaturthi, is a festival dedicated to Lord Ganesha, one of the most revered Gods in the Hindu pantheon. Widely celebrated in India, especially in Maharashtra, on account of Lord Ganesha's divine visit to the earthly realm in the month of Bhadra...

Navratri

Navratri, literally interpreted as 'nine nights' is the most celebrated Hindu festival devoted to Goddess Durga symbolizing purity and power or 'shakti'. Navratri festival combines ritualistic puja and fasting and is accompanied by resplendent celebrations for nine consecutive days and nights.

Navratri Customs | Navratri Aarti | Navratri Fast | Navratri Garba | Navratri Puja | Navratri Recipes | Nine Days of Navratri | How to Celebrate Navratri | Navratri Mantra | Navratri Poems | Navratri SMS

Ram Navami

Ram Navami is the day etched out in the Hindu calendar as the auspicious occasion that consecrates the birth of Lord Ram, Lord Vishnu's seventh human incarnation on earth.

Dussehra

Dussehra or 'Vijayadashami' is celebrated as the victory of Lord Rama over Ravana and also the triumph of Goddess Durga over a demon called 'Mahishasura'. Dussehra Festival is celebrated every year usually in September/October.

Durga Puja

Durga Puja is a festival dedicated to the worship of the most revered Hindu goddess - Durga. Maa Durga or 'Shakti' is worshipped rigorously over the last five days of Navratri, in the Ashwin month of the Hindu calendar.

Diwali

Diwali signifies the true essence of life where good overcomes evil. Celebrated with much gaiety, grandeur and festivity, the festival of Diwali transcends caste, creed and community to become all-inclusive and encompassing.

Dhanteras | Diwali Puja | Five Days of Diwali | Diwali Calendar 2014 | Bhai Dooj

Chhath Puja

Chhath Puja is a festival uniquely associated with the worship of the powerful Sun God. As the only festival that has been carried on from the Vedic period, Chhath puja is indelibly associated with nature-worship for the well-being of humanity.

Guru Nanak Jayanti 2014

Guru Nanak Jayanti is associated with birthday of Guru Nanak Dev ji, the founder of Sikh Religion or Khalsa in India.

Festivals by region (states):

Festivals in Kerala

Aranmula Boat Race | Nehru Trophy Boat Race 2015 | Onam 2015 | Thrissur Pooram 2015

Festivals in Madhya Pradesh

Khajuraho Dance Festival | Khajuraho Dance Festival Schedule | Tansen Music Festival

Festivals in Delhi

International Mango Festival Delhi

Sindhu Darshan Festival

Sindhu Darshan Festival is celebrated on the banks of river Sindhu in the month of June every year. The festival celebration goes on for three days in Ladakh.

Famous Fairs in India

India is famous for its kind of festivals and fairs, most of the fair held in India are either religious fairs or celebration of change of seasons. A number of big fairs are held at important places of pilgrimage, Khumbh Mela the largest gathering in the world held at three Holi cities of India. Kolkata Book Fair is the world's third largest annual conglomeration of books and world's largest non-trade book fair. The famous Sonapur Cattle Fair near Patna is the biggest cattle fair in Asia and world's largest animal fair. India is a land of fairs and festivals, every month there is festival with fair held at different regions of India. Some of the big religious fairs in India are Pushkar Fair, Baneshwar Fair Gangasagar Fair, Tametar Mela, Chaitre Chaudash mela, Nagaur fair, and many monsoon festivals or fairs.

Khumbh Mela : Kumbh Mela is a very big fair and the largest gathering of Hindu pilgrims, celebrated every twelve years at four holy places Prayag (Allahabad), Haridwar, Ujjain and Nashik. The grand event held by rotation, on the banks of the sacred river Godavari,

This, Stone said, is the challenge: to codify our inconvenient histories in such a way that they replicate a feeling of the past while instilling a symbolic message of rebirth. In other words, tourists may enter into a dark place, but the goal is to always have them return to the light.

Example destinations

Destinations of dark tourism include castles and battlefields such as Culloden in Scotland and Bran Castle and Poienari Castle in Romania, former prisons such as Beaumaris Prison in Anglesey, Wales, the Jack the Ripper exhibition in the London Dungeon, sites of natural disasters or man made disasters, such as Hiroshima Peace Memorial Park in Japan, Chernobyl in Ukraine and the commercial activity at Ground Zero in New York one year after 9-11-2001. It also includes sites of human atrocities and genocide, such as the Auschwitz concentration camp in Poland, the Nanjing Massacre Memorial Hall in China, the Tuol Sleng Genocide Museum in Cambodia, the sites of the Jeju Uprising in South Korea and the Spirit Lake Internment Camp Centre near La Ferme, Quebec as an example of Canada's internment operations of 1914-1920.

On Bali "death and funeral rites have become commoditized for tourism, where enterprising businesses begin arranging tourist vans and sell tickets as soon as they hear someone is dying." In the US, visitors can tour the Holocaust Memorial Museum in Washington, DC "with an identity card which matches their age and gender with that of a name and photo of a real holocaust victim. Against a backdrop of video interpretation portraying killing squads in action, the pseudo holocaust victim enters a personal ID into monitors as they wander around the attraction to discover how their real-life counterpart is faring."

Dark Tourism: Indian Context

A huge country, a subcontinent of Asia, with the second largest population of any on Earth (closely behind China and soon to overtake it). It has had a rich history too – including its dark bits. A particular period in that sense has to be the British colonial era. During that time, these European colonialist rulers subjugated the indigenous population and also committed various atrocities.

Out of these, the Jallianwala Bagh massacre in Amritsar stands out in particular and is commemorated in an official memorial site.

- Jallianwala Bagh massacre site

Unfortunately, this is about the only proper, commoditized dark tourism site that this enormous country has to offer – dark tourism is definitely underdeveloped here! (That's as far as I am aware, at least – if anybody has any hints for me about more sites then I'd be grateful if they'd contact me about this.)

Some would also class India's top tourist attraction, the world famous Taj Mahal, as a dark site – namely because it is a mausoleum. For two reasons, though, I would not really consider it a dark tourism site: a) it's too old to qualify for the ultimately modernity-based concept of dark tourism, and b) by far the majority of tourists go to see it just as the magnificently glorious building that it is, irrespective of the fact that it is also a tomb. And even if this purpose of the building is being acknowledged, it's less for the dark aspect and rather glamorized as an expression of undying romantic love. But that's not to question the undeniable fact that it is an absolute must-see for any tourist in India! That much is granted.

One site that is most definitely dark, in the very grimmest and contemporary fashion, is Bhopal, where the worst chemical industrial accident in history happened. But that's too dark a site to be visitable for tourists, both ethically and from a point of view of health and safety risks ... although that may change at some point in the future.

A trip to India could also be quite conveniently combined with a visit to Bangladesh or the Andaman and Nicobar Islands

Conclusion

The presented contribution is exploratory and cognitive intersection of selected problems of dark tourism and also the result of empirical experience of one of the authors (see photos).

It summarizes borders of dark tourism and its subtypes, especially thanatourism, sepulchral tourism. All these terms have historical roots that stretch back to the ancient era. At the end of the 20-th century, the cult of

passengers were killed, including Polish President Lech Kaczynski and his wife.

It follows that the world's most famous and most visited "dark museum" Oswiecim-Auschwitz - Birkenau in Poland shows upward tendency in the recent decade.

The final resting places have other forms and motives of visiting. Their cultural dimension may have the character of recognizing differences in sepulchral architecture (tombstone architecture). This may differ in the professed religion, but also the geographical differences. S. Tanaś (2008) identified motives of cultural visits to cemeteries as follows:

1. burials - celebrities that have historical significance and enjoyed universal respect,
2. position of necropolis - an attractive location and surrounding landscape scenery,
3. the art of sepulchral architecture - curious gravestones,
4. history of necropolis - a unique and appealing history,
5. symbolic and religious value,
6. general atmosphere of the place.

We think that some of the necropolises meet practically all the features of cultural visiting the necropolis and determine the form of cultural dark tourism of place. An example is the Paris Pere Lachaise.

Types of visiting cities of sepulchral tourism also include:

1. Museums of funerals - e.g. in Vienna, Hamburg,
2. The graves of saints - e.g. at Ephesus (John the Apostle's tomb), Rome (St. Peter grave), Tours (St. Martin grave).
3. World Jewish cemeteries - Prague Jozefov, Lodz Jewish Cemetery, Jerusalem
4. Military cemeteries - Colleville Sur Mer, Mamay mound, The Dark Tourist Dark tourism comes in many shades, but iDTR Executive Director Stone's approach to the material is a pragmatic one: Why are these sites produced? How are they consumed?

If you look at tourism as a movement of people, we're understanding the consequences of this movement, Stone said.

Some tourists come looking for catharsis -- they search for answers when memory of the actual event fades: Why did the Khmer Rouge murder its own countrymen? How could Adolf Hitler initiate the Holocaust? They try to empathize with the victims and understand the motivations of the perpetrators.

Others are historians, genealogists, or researchers. Whatever the type, there's no code of conduct for visiting these disaster sites, nor are there rules on how to memorialize them.

Gay activists fought for representation in Holocaust memorials, and as a result many of them now include homosexual victims as a part of their exhibitions. Similarly, the National September 11 Memorial & Museum in New York will likely change over time. What is now viewed as an American tragedy may take on a more global narrative as decades pass.

Time affects sites of tragedy in other ways, too.

There is the issue of chronological distance, Stone said. When it's safely in the past, there is an argument that it can be exploited for commercialization -- it's been blocked into history, so we can begin remembering the dead with, arguably, kitsch ideas.

This makes it OK to honour, say, the Titanic with a lavish memorial cruise full of costumed participants and raucous recreations. If we didn't, they would likely be forgotten.

Then there are sites like Grutas Park, popularly known as Stalin's World. The theme park draws hundreds of thousands of visitors each year to Grutas, Lithuania, a republic in the former Soviet Union.

From Stalin's World to the Killing Fields of Cambodia, the message at each of these dark-tourism sites is varied. At Auschwitz, for example, there is little recognition of the motivations behind the facility, while at the 9/11 Memorial, there is a message of peace and tolerance.

There is also a sliding scale of authenticity. How realistic can you make a memorial site without it being too real and too horrific for people to comprehend? Or, looked at another way, how much can you sanitize the story with symbolic representations before you lose the inherent message?

item scale which later on was reduced to 5 items scale with reliability, assurance, tangibility, empathy and responsiveness (Prasuraman et al., 1991). It has served as a basis for measurement approaches used in published studies examining service quality in a variety of context- eg real estate brokers (Johnson, Dotson and Dunlop 1988), physicians in private practice (Brown and Swartz 1989), accounting firm (Bojanic 1991). However SERVQUAL was being criticized by researchers due to the non exhaustiveness of the items because of which items cannot be generalized. (Babakus & Boller, 1992; Carman, 1990; Cronin & Taylor, 1992, 1994). It has raised questions regarding need to measure expectations (eg. Babakus and Mangold 1992; Cronin & Taylor 1992, 1994), the interpretation and operationalization of expectations (eg. Teas 1992, 1994), the reliability and validity of SERVQUAL's difference score formulation (eg. Babakus and Boller 1992; Brown et al 1993) and SERVQUAL's dimensionality (eg. Carman 1990, Finn and Lamb 1991). Many unresolved issues emerging from this debate include the empirical vs diagnostic value of expectations in service quality measurements, the relative merits and demerits of SERVQUAL (i.e. difference score) vs. direct (i.e. non difference score) formulations of the perception - expectation gap and the dimensionality of the instrument's item. The major concern about the SERVQUAL was its use of measurement with different scores which resulted in different numbers of factor dimensions, improper managerial approaches, and conceptual problems (Brady, 1997). Carman (1990) and Cronin and Taylor (1992) have argued that the performance only measure increases variance when they removed the expectation measure. On the basis of this result, Cronin and Taylor (1994) suggested the use of SERVPERF by arguing that only the performance part of the SERVQUAL should be included. Even though service process has been emphasised, no attention has been paid to what customers achieved after receiving a service.

Importance of Quality in Tourism Industry

Quality service is a management tool that provides companies with a means of monitoring service from customer's perspective. A quality service management system is a result oriented approach. It deals with the service characteristics that really matter to end users; it addresses service providers who have tangible results to expose to end users (consumers); it guarantees the customers the high quality of service they can receive during their stay in lodging and it provides staff with methodology to show commitment to quality service (Reyad, 2005).

The concept of quality is widely discussed in the hospitality and tourism management. Quality in the hospitality industry is defined as "the consistent delivery of products and guest services according to expected standard". Increasingly, guests are willing to pay more when they visit hospitality properties offering service that meets or exceeds their service expectations.

The level of quality service is an important factor in the experience that guests receive during their visit to lodging operations (Hayes, Ninemeier & Miller, 2011). By creating value for the guests, the lodging establishment can manage successfully to retain its guests. Managers must recognize the importance of client retention, since the attraction of a new customer is regarded to be more expensive and time consuming (Reyad 2005). Delivering quality service is one of the major challenges that service providers face in the tourism industry. It's an essential condition for success in the emerging, keenly competitive, global hospitality and tourism markets.

LITERATURE REVIEW ON DIMENSIONS TO MEASURE SERVICE QUALITY IN TOURISM INDUSTRY

Based On Servqual

The major service evaluation tool is SERVQUAL model, and Parasuraman et al. stated that this model could apply to various service contexts. Many tourism researchers use this model to evaluate the quality of services provided in tourism and affiliated industries (Baker & Fesenmaier 1997; Childress & Crompton 1997; Fick & Ritchie 1991; Leblanc 1992; Ostrowski, O'Brien, & Gordon 1993; Vogt & Fesenmaier 1995). For example, SERVQUAL was tested by Mackay (1987) in the Canadian municipal parks, and he extracted the same five dimensions as Parasuraman et al.'s (1985) model (as cited in Crompton et al. 1991). In another study, Brown and Swartz (1989) expanded SERVQUAL and found that service providers do not understand the level at which customers evaluate their experiences. Bigne et al. (2003) also employed SERVQUAL to test the quality of service received from travel agencies, and they found that it is still a valid and reliable model with which to evaluate the service quality provided by travel agencies. MacKay and Crompton (1988) proposed a conceptual framework for studying service quality in the recreation and leisure industries—the REQUAL model (REQUAL). In addition, Crompton et al. (1991) stated that SERVQUAL cannot be used to evaluate service quality in the different types of recreation services sectors and suggested the need to develop a new scale to fit tourism or other recreation services sectors.

Parasuraman et al. (2005) developed a multiple-item scale (E-S-QUAL) based on theoretical foundations for evaluating the service quality delivered by Web sites in the process of placing an order. The findings revealed that two scales were possible for online customers: E-SQUAL (the basic scale) and E-RecSQUAL. Collier and Bienstock (2006) extended service quality research on e-service quality to include both Web site interactivity and outcome quality.

Lodging specific instrument called LODGSERV was created by Knuston et al.

UGC APPROVED
CARE LISTED JOURNAL

ISSN 2229-3620

GOVT. OF INDIA RNI NO. - UPBIL/2015/62096



शोध संचार बुलेटिन

AN INTERNATIONAL MULTIDISCIPLINARY QUARTERLY BILINGUAL
PEER REVIEWED REFEREED RESEARCH JOURNAL

★ Vol. 9

★ Issue 36

★ October to December 2019

Editor in Chief

Dr. Vinay Kumar Sharma

D.Litt. - Gold Medalist



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Educational & Research Foundation



HOSPITALITY INDUSTRY

Dr. Sidhanshu Rai*

ABSTRACT

Food diversity in India is an implicit characteristic of the diversified culture of the country amongst the different regions within the states. Nowadays, in general, families include fewer children, but each child tends to be involved in more activities. Work, school, sports, and lessons keep family members running in different directions, limiting family time at home. Such fast-paced lifestyles have led to changes in the way family meals are prepared and consumed. The present study aimed to study the service attributes and product quality towards customer satisfaction in fast food industry. In this context, population of study constitutes the people from the selective cities of Uttar Pradesh state i.e. Kanpur, Lucknow and Agra. The well structured questionnaires were distributed to 500 consumers of the selective cities of Uttar Pradesh and out of which only 250 were duly filled and responded by the respondents. So, the sample of the study was 249 respondents of the selective cities of Uttar Pradesh. Food quality is clearly a fundamental element of a restaurant experience (Namkung & Jang, 2007; Sulek & Hensley, 2004). Sulek and Hensley (2004) investigated the relative importance of food quality, physical environment, and service quality in a full-service restaurant and found that food quality was the most important determining factor of overall dining experience and repeat patronage. So, the owners of the outlets have to put efforts to make them permanent. In the study, majority of the consumers visited to any fast food outlets on weekly basis and some percentage of the consumers visited on daily basis. In case of selection of multinational fast food outlets Mc Donald was no-1 whereas in the case of national food outlets Haldiram was no-1.

Keywords : Fast-food, intangible, Heterogeneous, Honsideration set, Similar to an attitude, Attitude-based conceptualization, Nuclear families, Chinese food

1. Introduction

Fast-food is a rapidly growing industry in India, especially in the metropolitan cities. Moreover, the food diversity in India is an implicit characteristic of the diversified culture of the country amongst the different regions within the states. Traditionally, Indians like to have home-cooked meals. Family eating patterns at that time often involved eating three meals together each day.

Nowadays, in general, families include fewer children, but each child tends to be involved in more activities. Work, school, sports, and lessons keep family members running in different directions, limiting family time at home. Such fast-paced lifestyles have led to

changes in the way family meals are prepared and consumed. Busy parents frequently share some meal management tasks with other family members.

a) Objectives of the Study

The main Objectives of this research are :-

- To study the consumption pattern towards fast food.
- To know the service attributes of the fast food providers.

b) Research Methodology

To achieve the objectives of the study, the Normative Survey Method was best suited and therefore applied by the researcher.

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GOVT. OF INDIA - RNI NO. UPBIL/2014/56766
UGC Approved Care Listed Journal

ISSN 2348-2397

शरध सारिता

An International Multidisciplinary Quarterly
Bilingual Peer Reviewed Refereed Research Journal

• Vol. 6

• Issue 24

• October to December 2019



Editor in Chief

Dr. Vinay Kumar Sharma
D. Litt. - Gold Medalist



sanchar
Educational & Research Foundation

Kshipra, Yamuna and The Gange. During this big fair Hindus pilgrims gather at the sacred Ganges river for holy bath. The major attractions of this biggest religious fair are the procession of Naga Sadhu "Holy Men of India" and procession of Akharas marching.

Sonepur Mela : The Sonepur Cattle Fair held (November) on full moon day in Bihar, on the confluence of river Ganges and Gandak. Sonepur fair is also known as the Harihar Chhetra Mela, The Sonepur Fair is the only one of its kind in the world. Haathi Bazaar is one of the major attraction of the fairs, where elephants are lined up for sale. Apart from this all breeds of buffaloes, donkeys, ponies and birds are also available for sale. The largest animal fair in Indian attracts peoples from all around the Asia.

Pushkar Fair : Pushkar Fair is one of the world's largest camel fairs, held (October-November) in the oldest city of Rajasthan "Pushkar". The Pushkar camel fair attracts large number of visitors from all around the world, especially from Israel. The biggest fair of Rajasthan held on the banks of the Pushkar Lake, It is also an important tourist attraction. The competitions such as the matka phod and longest mustache and the Hot air balloon are the few very special experience to enjoy.

Hemis Gompa Fair : The Hemis Gompa festival is a religious fair and one of the most auspicious Occasions for the of Buddhist community in India. The grand fair held in the month of January/February at the world's famous Hemis Gompa "the biggest Buddhist monastery" located in Ladakh. The famous Hemis Gompa is surrounded by mountain rocks and concealed inside the Hemis National Park. Kolayat Fair: Kolayat Fair also known as Kapil Muni Fair is the another largest cattle fair held (September-October) in Bikaner district of the Royal state Rajasthan. The major attraction of the fair is when thousands of devotees take a sacred dip and put several lit oil lamps to float in the calm waters of the Kolayat lake. The Royal state of India also host Desert Festival of Jaisalmer, Nagaur fair and the most famous camel Festival in Bikaner.

Chandrabhaga Mela : Chandrabhaga Mela is also known as Magha Saptam Mela, A grand fair is held (February) at Khandagiri near Bhubaneswar Orissa. The

important fair and festival is celebrated every year during the full moon phase at the sacred Chandrabhaga River. During the seven day fair thousands of pilgrims gather to bathe in the holy Chandrabhaga River. The famous Konarak Sun Temple, Math and Archaeological Museum are the best sightseeing of the tribal state. Gangasagar Mela: Gangasagar pilgrimage and fair is the second largest congregation of mankind after the holy Kumbha Mela. The big religious fair held annually where the holy river Gange meet the Bay of Bengal in West Bengal. During the time of fairs and festivals thousands people come for holy bath.

Ambubasi Fair : The Ambubasi Fair is one of the numerous religious fairs and festivals celebrated across India. The three-day traditional fair is organized every year during monsoon in the Kamakhya temple at Guwahati, Assam. Tens of thousands of devotees from different parts of the country thronged the Kamakhya Temple for the three-day traditional fair. Baneshwar fair: The Baneshwar fair is most popular tribal fair held in Dungarpur district in Rajasthan during the month of February. This is a religious fair with simple and traditional rituals to worship the Lord Shiva. This fair is the center of attraction of a large number of tribals from the neighboring states of Madhya Pradesh.

conclusion

Marketing of the tourism products of an area is essential in order to inform prospective tourists what the area has to offer, as well as to persuade them to visit it. Today tourism industry is highly competitive arena with many destinations competing against each other to attract the potential tourists.

Thus the state has to be prepared to meet this competition through an aggressive marketing strategy by:

- i) Production of publicity materials, such as brochures, tourist literatures, handouts, audio-visual materials/films etc., hosting of websites etc.
- ii) Media advertising in specific journals, periodicals, hoardings, internet etc.
- iii) Participation in various tourism related conferences, fairs, marts held in the country and on a selective basis abroad.

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death became a part of pop culture. Fiction but mostly cinematography has contributed to this. Motives and dark tourism destinations published by us point out that:

1. dark tourism is a part of cultural tourism,
2. some forms of dark tourism may have deviant motives and we refuse them to include into ethically and morally defined types and forms of tourism,
3. contribution is a basis for future research projects of dark tourism in our country, as it defines the motives as well as geographical extension in Slovakia,
4. contribution locates and analyzes the potential of sepulchral tourism in the region of eastern Slovakia, especially military memorials and military cemeteries of World War I.

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one of the reasons to have food outside. So, the owners of the outlets have to put efforts to make them permanent. In the study, majority of the consumers visited to any fast food outlets on weekly basis and some percentage of the consumers visited on daily basis. In case of selection of multinational fast food outlets Mc Donald was no-1 whereas in the case of national food outlets Haldiram was no-1. The study shows that mostly consumers preferred to visit national & famous but of local level outlets. After Indian food, majority of consumers rated Chinese food and noodles number one. Since, large no of consumers visited of fast food outlets, the fast food providers may consider the nutritive aspects of the food also. No doubt, they serve tasty food, but the contents which leads to obesity and other health related issues either may eliminate or minimize from their preparations.

As far as service attributes is concern, majority of the consumers appreciate that in fast food outlets, food served at proper temperature, offered good variety of food products with awesome quality. The order is taken correctly, staffs were patient enough while taking order and service was quick.

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monuments, culture, festivals, that are the foremost attractions in these states. The objective of this project marks to understand the tourism potential of these states and the factors that have the magnetic quality that enhance the tourism capacity in both the states. And promote U.P. as a best tourism destination by using better promotion strategies.

Tourism is classically regarded as traveling for recreation although this definition has been expanded in recent year to include any travel outside one's normal working: or living, area. The tourist originated when large numbers of middle Class people. began to join, aristocratic travelers.

The tourist is usually interested hi the destination climate, culture or its nature. Wealthy people have always traveled to distant parts of the world, not incidentally to some other purpose, but as in end in itself: to see great buildings or other works of art to learn new language or to taste new cuisines. Organized tourism is now a major industry around the world. Many national economics are now heavily reliant on tourism.

As "old tourism" slowly gave way to" now tourism", tourism anti leisure practitioners suddenly realized the need for new' concept, more: in line with an environment characterized by globalization, rapid social value changes, a heightened technology race, and changing economic market conditions.

At the beginning of the twenty first century, a fair number of leisure alit tourism Industries wore caught off guard by those: environmental changes, some of which, such as demographics, could have easily been forecasted not surprisingly, a sudden demand for new tourism arose, which manifested itself though frequent calls from national and regional tourism organization for a more though and relevant analysis of future tourism trends.

The combined effect of the advent of new tourism and leisure generation and heightened competition au due to technical changes and globalization. The advantage of vast tourism trend analysis carried out by tourism specialists lies in the great scope and technical details that can be applied to behavior of specific tourism markets and sub sectors.

Tourism also makes a tremendous contribution to

the improvement of social and political understanding. Travel fosters a better rapport between people with different lifestyles. As tourism has an educational element, it can provide cultural exchange between guests and hosts.

Tourism has potential to promote social development through employment creation, income redistribution and poverty alleviation. Benefits from tourism include job opportunities, upgraded infrastructure, health and transport improvements, new sport and recreational facilities, restaurants and public space as well as an influx of better quality commodities and food.

Today tourism has become a critically import source of foreign revenue for India. The is now a great deal of discussion about sustainable tourism. This revolves into two tasks; to secure the long term future of the industry, and insure that is contributes to a wider process of genuinely sustainable development and growth by fostering a more socially and environmentally constructive engagement with other sectors of society.

The new technologies are playing a unique role in the development of hospitality industry as travel and hospitality continuers to he dynamic, growing, fast-paced industry in the mildest of a period of a rapid change, hospitality manager has to focus on core competencies, strategic partnerships and key technologies as enablers of transformation, to insure successful reinter mediation in the travel and hospitality value chain.

It attempted to cover major societal changes with a locus on future leisure application ranging from changes in demographics, to change in available leisure time and the antagonism of slow ness and globalization to cultural leisure behavior, to changing life style their manifestation in leisure and tourism products, to the implication of information communication technologies on future leisure and tourism behavior.

REVIEW OF LITERATURE

A.K. Bhatia in his book "Tourism development" points out that tourism has major economic significance for the country international to and domestic tourism can provide valuable source of earning in his book. He has

visiting the sites of tragedies, disasters, or funerary sites. Ideological and meritorious contribution structure is based on heuristic analysis of sources, analysis of the motives of tourists to participate in dark tourism and accessible statistical analyses. Based on definitions of tourism, we intend to draw attention to by us drafted definition of Čuka, P 2011: "The temporary stay away from the place of residence in order to restore mental and physical resources of a person, or for the purpose of meeting the mental and physical needs on condition that the stay is not connected to obtaining funds and in accordance with moral and ethical values."

Why do tourists flock to sites of great atrocity? That question is the *raison d'être* of a new academic center, the Institute for Dark Tourism Research, or iDTR, which opened its doors at the U.K.'s University of Central Lancashire on April 24.

The first of its kind, the iDTR is described as a venue for ethical research into the social, scientific understanding of tourist sites of death, disaster, or the seemingly macabre. Exploring a shadowy corner at the nexus of psychology, anthropology, and business, the research center will put dark tourism under a microscope to contemplate the urges that draw us to sites like Ground Zero or Auschwitz.

Dark tourism brings death back into the public domain, said Philip Stone, iDTR executive director. Because death is under a medical gaze, it's been privatized. We reconnect with mortality through the tourism.

What Is Dark Tourism?

Dark tourism (also black tourism or grief tourism) has been defined as tourism involving travel to sites historically associated with death and tragedy. More recently it was suggested that the concept should also include reasons tourists visit that site, since the site's attributes alone may not make a visitor a "dark tourist". It is used in fewer contexts than the terms "dark tourism" and "grief tourism". The main draw to dark locations is their historical value rather than their associations with death and suffering.

Thanatourism, as dark tourism is known in academia, derives from the ancient Greek word *thanatos*,

or the personification of death. Of course, tourists' fascination with death is nothing new -- think of the many people who traveled to watch the gladiators at the Roman Coliseum battling until one was killed or the onlookers at the sacrificial religious rites of the Maya.

In the Middle Ages, pilgrims traveled to tombs, sites of religious martyrdom, and public executions. And this interest in death intensified during the Romantic period of the late 18th and early 19th centuries with attractions like Waterloo and the ruins of Pompeii, which early dark-tourism researcher Tony Seaton called the greatest thanatopic travel destination of the Romantic period.

The primary focus of the study of modern-day dark tourism is on sites where death or suffering has occurred or been memorialized, such as battlefields, concentration camps, dungeons, prisons, or graveyards. But it is also about locations where the pain is not so much physical as economic -- for example, the Fabulous Ruins tour in Detroit, which memorializes the city's fall from glamour.

The dark tourism potential in terms of geographical extension is significant. Disasters, traces of wars, military museums, memorials and commemorative cemeteries are spread across the whole ecumene. Of course, in terms of potential visiting rate of dark tourism it is necessary to distinguish:

1. already formed tourism products, such as battle memorials, military cemeteries, charnel houses, museums of wars and criminal acts and the like
2. potential dark tourism destinations, such as zones of tectonic disasters, zones devastated by the tsunami, zones devastated by hurricanes, places of mass tragedies and catastrophes.
3. Particularly attractive are the places of violent death of celebrities such as the death of Princess Diana of Wales - in the Paris tunnel Place l'Alma, James Dean - in Paso Robles, California, Grace Kelly in Monaco, U.S. President JF Kennedy in Dallas, the death of Elvis Presley at Graceland in Memphis, etc. The stories of their lives, circumstances and scenes of their death are mostly mythicised and often controversially documented, since they are worldwide popular personalities

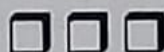
- iv) Thrust on public relations during the first phase of tourism development by organization FAME tours for travel writers and travel agents of other states and countries.

Conclusively, the study shows that festivals have contributed in the development of cultural tourism

1. It attracts culture tourists to local community events to promote cultural exchanges between tourists and resident with the example of Ganesh Festival in Pune.
2. Tourism festivals have major effects on the local economy directly and indirectly that the spending by visitors on local goods and services by event-tourist has a direct economic impact on local businesses and also passes the benefit more widely across the economy and the community.
3. The study also found that local transport, hotels, restaurants, small shopkeepers, hawkers gets profit during the period of festival. Number of visitors is increasing year by year which affects the local economy.

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(1991), which is a 26 item index designed to measure customer expectations for service quality. LODGSERV can not be generalized as it is lodging specific. O'Neill (2000) studied how perceptions change between the time of exit from the attraction and at some time in the future after the tourist has arrived back home. The study was done on visitors to a theme park in Western Australia, by adapting the 22-item SERVQUAL questionnaire to the context of an adventure park.

In a study done in Kerala (India), Edward (2006), using the attribute approach in studying service quality in tourist destinations, measured the perception on the performance of these attributes: quality of accommodation, tourist information, airport services, restaurants, local transportation, safety, hygiene, staff attitude, local people friendliness, staff language, tour operator service, tour guide service, climate, rest and relaxation, activities of fun/excitement, nightlife, shopping, basic amenities near attractions, reaching/ access, opportunities for sightseeing, beach cleanliness, natural attractions, cultural attractions and historical attractions. Perceptions on these attributes were measured using single items.

Other than Servqual

HOLSAT, an instrument, developed by Tribe and Snaith (1998) has approached satisfaction related attributes through the use of expectations/performance analysis. This instrument has been tested in Cuba, an economy that has traditionally not emphasized service quality and which is short of funds for investment. The instrument consist of 56 items covering restaurant provision, bar provision, nightlife provision, shopping facilities, hotel meal provision, prices, access to Cuban heritage and culture, industrial pollution and service quality. It also failed to comprehensively measure the services as it did not considered few attributes like amenities (money exchange facilities, internet connectivity, etc.) which can be of high priority for a foreign tourist.

Chaudhry (2000) carried out a study to determine the pre trip and post trip perceptions of foreign tourists considering India as a tourist destination. The areas covered for the study included Delhi, Pune and Chandigarh and data was collected on 20 attributes: inexpensive destination, variety of good arts, availability of tourist landmarks, rich cultural heritage, inexpensive shopping, hospitality to tourists, quality deluxe hotels, good transportation facilities, reliable train service, less exploited (close to nature), unsafe from petty crimes, country of cheaters, unsafe domestic airlines, poor guide services, unhygienic conditions, unsafe drinking water, on- availability of night life, poor quality of roads, nuisance caused by beggars, unethical practices existing in travel trade business.

Lee and Chan (2006) have used the Kano's two dimensional quality model for

evaluating the service quality of Taiwan's hot spring hotels. The traditional one-dimensional quality model assumes that if a service provider delivers what consumers expect from a service's sufficiency, the consumers are satisfied. Kano's two dimensional model recognizes the fact that the sufficiency of service quality may not affect consumer satisfaction, and sometimes it may result in consumer dissatisfaction. They applied factor analysis to reduce 15 travel satisfaction variables into three dimensions- the environment equipment factor, the hot spring correlation factor and the transportation convenience factor. They also analyzed 23 quality elements according to Kano's model and classified them into attractive quality elements, one dimensional quality elements, must be quality elements, indifferent quality elements and reverse quality elements. They found that none of the quality elements could be classified as attractive.

Research Gap and Objective of the Study

The present study is conducted in Uttar Pradesh, India in order to identify comprehensively the dimensions of service quality in tourism industry because apart from two major studies covering India as a destination (Chaudhary, 2000; Edward, 2006) no other study has covered this destination so comprehensively and for Uttar Pradesh specifically, no study has been conducted till date. The findings of the present study are expected to be of immense value to both tour operators as well as destination managers.

Methodology

Dimensions of service quality and items to represent these dimensions have been generated by detailed literature review and by conducting exploratory research by conducting depth interviews with 238 respondents who have visited Lucknow, Allahabad, Varanasi, Mathura/ Vrindavan, Aligarh, Sarnath and Kushinagar for various touring objectives were studied using a structured questionnaire. Responses were rated using 5 dimension Likert Scale where 1 stands for strongly disagree and 5 for strongly agree. For collecting secondary data published reports, research papers of reputed journals and web search techniques were used.

The final instrument was a structured questionnaire with 26 positively worded items measured on a five point Likert scale with labels ranging from strongly disagree (=1) to strongly agree (=5) for recording the responses. Pertinent demographic information such as age, gender, marital status, educational qualification, income and residential locality were also recorded.

The constructs for forming a scale measuring quality of life were identified by conducting focussed group discussions as well as through literature review

Tourism in Uttar Pradesh

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Introduction

Quality in the tourism industry involves consistent delivery of products and guest services according to expected standards. Delivering quality service is one of the major challenges the hospitality managers face as it is an essential condition for success in the emerging, keenly competitive, global hospitality and markets. There are various tools that measure and improve quality service, as well as mechanisms for quality recognition in the tourism and hospitality industry. But as such there is no state specific scale to measure service quality in tourism sector in India or abroad.

Be it tourism or any other industry, service quality and customer satisfaction continue to draw the attention of both researchers and practitioners alike. The research interest in service quality has been attributed to its relationship with costs (Kellogg et al., 1997), financial performance (Nelson et al., 1992; Rust & Zahorik, 1993; Rust et al., 1994), customer satisfaction (Bolton & Drew, 1991; Boulding et al., 1993; Cronin & Taylor, 1992), customer retention (Boshoff, 1997; Hocutt, 1998; Keaveney, 1995) and price elasticity (Bolton & Myers, 2003). Customer satisfaction has been gaining importance as it is seen as a leading indicator of future profits (Anderson & Fornell, 2000) and customer loyalty (Anderson & Sullivan, 1993; Bearden & Teel, 1983; Oliver, 1980). By increasing loyalty, customer satisfaction secures future revenues (Bolton, 1998; Fornell, 1992; Rust et al., 1994), reduces the cost of future transactions (Reichheld & Sasser, 1990), decreases price elasticities (Anderson, 1996) and minimizes the likelihood that customers will defect if quality falters (Anderson & Sullivan, 1993). Word-of mouth from satisfied customers lowers the cost of attracting new customers and enhances the firm's overall reputation, while the same from dissatisfied customers naturally has the opposite effect (Anderson, 1998; Fornell, 1992). Satisfied customers are economic assets with high returns and low risks (Fornell et al., 2006). Customer satisfaction also creates shareholder value by increasing future cash flow growth and reducing its variability (Gruca & Rego, 2005). A basic concept analysed from the literature on service quality and customer satisfaction is that both are conceptually distinct, but closely related constructs. (Dabholkar, 1995; Parasuraman et al., 1994; Sureshchandar et al., 2002).

Dimensions of Service Quality : SERVQUAL being introduced by Parsauraman et al. (1988) has been adopted widely across.

34	1	0.735
35	1	0.729
36	1	0.715
37	1	0.696
38	1	0.596
39	1	0.623
40	1	0.682
41	1	0.753

Extraction value or communality tells about the variance explained by item 1. (1-this value) is the variance not explained by this item. All the items except one have communalities above 0.6 as required for factor analysis. The current structure yields 10 factors explaining 68.082 % of the total variation. Component or Factors or latent variables or Dimensions are all different names for same thing. The increase in sample size would yield better insight into the model.

TABLE 3: Total Variance Explained

Component	Initial Eigenvalues		Extraction Sums of Squared Loadings			
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.097	17.7420	17.7	7.09	17.742	17.742
2	5.076	12.6890	30.4	5.07	12.689	30.431
3	3.015	7.5390	38.0	3.01	7.539	37.97
4	2.51	6.2750	44.2	2.51	6.275	44.245
5	2.328	5.8200	50.1	2.32	5.82	50.065
6	1.827	4.5680	54.6	1.82	4.568	54.633
7	1.669	4.1720	58.8	1.66	4.172	58.805
8	1.377	3.4420	62.2	1.37	3.442	62.247
9	1.246	3.1160	65.4	1.24	3.116	65.363
10	1.088	2.7190	68.1	1.08	2.719	68.082
11	0.992	1.8071	69.9			

12	0.947	1.7251	71.6
13	0.92	1.6760	73.3
14	0.812	1.4792	74.8
15	0.785	1.4300	76.2
16	0.724	1.3189	77.5
17	0.619	1.1276	78.6
18	0.609	1.1094	79.8
19	0.599	1.0912	80.8
20	0.582	1.0602	81.9
21	0.58	1.0566	83.0
22	0.576	1.0493	84.0
23	0.573	1.0438	85.1
24	0.57	1.0384	86.1
25	0.569	1.0365	87.1
26	0.567	1.0329	88.2
27	0.564	1.0274	89.2
28	0.558	1.0165	90.2
29	0.555	1.0110	91.2
30	0.549	1.0001	92.2
31	0.547	0.9965	93.2
32	0.532	0.9691	94.2
33	0.53	0.9655	95.2
34	0.529	0.9637	96.1
35	0.526	0.9582	97.1
36	0.489	0.8908	98.0
37	0.466	0.8489	98.8
38	0.44	0.8015	99.6
39	0.087	0.1585	99.8
40	0.069	0.1257	99.9
41	0.056	0.1251	100.0

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ISSN-2229-3620

JOURNAL OF
ARTS, HUMANITIES AND SOCIAL SCIENCES

SHODH SANCHAR BULLETIN

★ Vol. 9 ★ Issue 35 ★ July to September 2019

AN INTERNATIONAL
MULTIDISCIPLINARY QUARTERLY BILINGUAL
PEER REVIEWED REFEREED RESEARCH JOURNAL

Editor in Chief

Dr. Vinay Kumar Sharma

D.Litt. - Gold Medalist

Published by

SANCHAR EDUCATIONAL & RESEARCH FOUNDATION LUCKNOW, U.P. (INDIA)

Website : <http://www.seresearchfoundation.in>
<http://www.seresearchfoundation.in/shodhsarita>

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THE RISE OF DARK TOURISM

Dr. Sidhanshu Rai*

ABSTRACT

Tourism is a complex phenomenon that can be examined from many perspectives. To determine the boundaries between dark tourism and other activities associated with visiting the sites of tragedies, disasters, or funerary sites. Why do tourists flock to sites of great atrocity? That question is the *raison d'être* of a new academic center, the Institute for Dark Tourism Research, or iDTR, which opened its doors at the U.K.'s University of Central Lancashire on April 24. Dark tourism (also black tourism or grief tourism) has been defined as tourism involving travel to sites historically associated with death and tragedy. More recently it was suggested that the concept should also include reasons tourists visit that site, since the site's attributes alone may not make a visitor a "dark tourist".

Keywords : Dark tourism, Funerary sites, Heuristic analysis, iDTR, Black tourism, Grief tourism, Thanatos, Coliseum, Battlefields, Graveyards, Disasters, Schindler's List, burials, Holocaust, genealogists.

Thanatourism, as dark tourism is known in academia, derives from the ancient Greek word *thanatos*, or the personification of death. Of course, tourists' fascination with death is nothing new -- think of the many people who traveled to watch the gladiators at the Roman Coliseum battling until one was killed or the onlookers at the sacrificial religious rites of the Maya.

The primary focus of the study of modern-day dark tourism is on sites where death or suffering has occurred or been memorialized, such as battlefields, concentration camps, dungeons, prisons, or graveyards. To make the field of study more accessible and attractive to researchers and tourism experts, John Lennon and Malcolm Foley, professors at Glasgow Caledonian University, coined the term dark tourism in 1996. A huge country, a subcontinent of Asia, with the second largest population of any on Earth (closely behind China and soon to overtake it). It has had a rich history too -- including its dark bits. A particular period in that sense has to be the British colonial era. During that time, these European colonialist rulers subjugated the indigenous

population and also committed various atrocities.

Out of these, the Jallianwala Bagh massacre in Amritsar stands out in particular and is commemorated in an official memorial site.

The presented contribution is exploratory and cognitive intersection of selected problems of dark tourism and also the result of empirical experience of one of the authors (see photos). It summarizes borders of dark tourism and its subtypes, especially thanatourism, sepulchral tourism. All these terms have historical roots that stretch back to the ancient era. At the end of the 20-th century.

Tourism is a complex phenomenon that can be examined from many perspectives. More recently the forms and types of tourism have been discussed. Yet this discussion ceased because there is no clear boundary between the forms and types (Čuka, 2011).

The aim of this contribution paper is to define the concept of dark tourism, to explain its formation and development, respectively, to determine the boundaries between dark tourism and other activities associated with

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Tourism Economics

Dr. Sidhanshu Rai*

ABSTRACT

Tourism is a global force for economic and regional development. Tourism development brings with it a mix of benefits and costs and the growing field of tourism economics is making an important contribution to tourism policy. The Travel and Tourism Competitiveness Report 2019 ranked India 34th out of 140 countries overall. India improved its ranking by 6 places over the 2017 report which was the greatest improvement among the top 25% of countries ranked.

Keywords : GDP, WTTC, Medical tourism, Natural resources, Cultural resources, Rooms per capita, ATM penetration, World Tourism Organization, Eco-tourism, The Ministry of Tourism.

Objective : The objective of the article is to study & identify the key factors that enlist a destination to be a tourist destination & what are the key points pertaining to the economics followed by tourism.

Research Methodology : This research work is primarily based on secondary data published in various research journals, leading newspapers, web sites and government reports. It is Exploratory-Descriptive in nature.

A tourist destination is a physical space in which a tourist spends at least one over night. It could be on any scale, from a whole country (e.g. India), a region (such as the Himalayas) or island (e.g. Andaman & Nicobar), to a village, town or city, or a self-contained centre (e.g. Chokki Dani).

Tourism is a global force for economic and regional development. Tourism development brings with it a mix of benefits and costs and the growing field of tourism economics is making an important contribution to tourism policy, planning and business practices. Tourism is a major industry globally and a major sector in many economies. According to the United Nations World Tourism Organisation (UNWTO), over the past six decades, tourism has experienced continued growth and diversification to become one of the largest and fastest

growing economic sectors in the world. The World Travel and Tourism Council (WTTC) estimate that tourism contributed 9.2 per cent of global GDP and forecasts that this will continue to grow to grow at over 4 per cent per annum during the next ten years to account for some 9.4 per cent of Gross Domestic Product (GDP) (WTTC 2010). Over time, an increasing number of destinations have opened up and invested in tourism development, turning modern tourism into a key driver for socioeconomic progress.

Tourism in India is important for the country's economy and is growing rapidly. The World Travel and Tourism Council calculated that tourism generated 16.91 lakh crore (US\$240 billion) or 9.2% of India's GDP in 2018 and supported 42.673 million jobs, 8.1% of its total employment.[2] The sector is predicted to grow at an annual rate of 6.9% to 32.05 lakh crore (US\$460 billion) by 2028 (9.9% of GDP).[3] In October 2015, India's medical tourism sector was estimated to be worth US\$3 billion, and it is projected to grow to US\$7-8 billion by 2020.[4] In 2014, 184,298 foreign patients traveled to India to seek medical treatment.[5] Hyderabad International airport is the only airport in India to be

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Reliability of the quality of life scale and the constituent subscales was estimated by analyses of internal consistency and Cronbach alpha coefficient (Cronbach 1951). The scale reliability is fairly good at 0.899. For a measure to be acceptable, coefficient alpha should be above 0.7 (Nunnally 1978). Hence, the reliability of the scale comes out to be quite good and above the acceptable value. The reliability coefficient for the subscales ranges from 0.532 to 0.853, which shows moderate to high reliability. Ten dimension identified that constitute the scale for measuring service quality in tourism industry are as follows:

- Core Tourism Experience
- Value For Money
- Hospitality
- Availability Of Timely And Accurate Information
- Facilities
- Reasonability Of Prices
- Security
- Health & Hygiene
- Cuisine
- Logistics

SCOPE FOR FUTURE RESEARCH

In the present study a scale has been developed to measure service quality in tourism industry by extensively reviewing the literature available and by collecting primary data from 238 respondents who have visited places like Lucknow, Allahabad, Varanasi, Mathura/ Vrindavan, Aligarh, Samath and Kushinagar for various touring objectives. Studies can be conducted in other states to measure service quality in tourism industry by using the same scale.

The present study has covered only the customers' perspective. Similar type of study can be done from service providers' point of view to develop a new scale to measure service quality from their perspective.

The present study can be extended to find out the gap analysis of perception expectation gap of visitors based on the dimension of the scale developed. Further the gap analysis could be used to identify the dimensions with maximum and minimum gap score.

CONCLUSION

The study has clearly presented in detail what constitute service quality in tourism industry in Uttar Pradesh from customers' point of view. By extensive data analysis of first-hand information, a ten dimension scale or instruments is developed for measuring service quality in tourism industry in

Uttar Pradesh that clearly defines what constitutes service quality in this sector specifically to Uttar Pradesh (India).

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ranked among the top ten airports in the world.[6]

Over 10 million foreign tourists arrived in India in 2017 compared to 8.89 million in 2016, representing a growth of 15.6%.[7][8][9] Domestic tourist visits to all states and union territories numbered 1,036.35 million in 2012, an increase of 16.5% from 2011.[10] In 2014, Tamil Nadu, Maharashtra and Uttar Pradesh were the most popular states for tourists.[11] Delhi, Mumbai, Chennai, Agra and Jaipur were the five most visited cities of India by foreign tourists during the year 2015. Worldwide, Delhi is ranked 28th by the number of foreign tourist arrivals, while Mumbai is ranked 30th, Chennai 43rd, Agra 45th, Jaipur 52nd and Kolkata 90th.[12]

The Travel and Tourism Competitiveness Report 2019 ranked India 34th out of 140 countries overall. India improved its ranking by 6 places over the 2017 report which was the greatest improvement among the top 25% of countries ranked. The report ranks the price competitiveness of India's tourism sector 13th out of 140 countries. It mentions that India has quite good air transport infrastructure (ranked 33rd), particularly given the country's stage of development, and reasonable ground and port infrastructure (ranked 28th). The country also scores high on natural resources (ranked 14th), and cultural resources and business travel (ranked 8th).[13] However, some other aspects of its tourism infrastructure remain somewhat underdeveloped.[14] The nation has many hotel rooms per capita by international comparison and low ATM penetration.[15] The World Tourism Organization reported that India's receipts from tourism during 2012 ranked 16th in the world, and 7th among Asian and Pacific countries.[16]

The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various central ministries/agencies, state governments, union territories and private sector representatives. Concerted efforts are being made to promote niche tourism products such as rural, cruise, medical and eco-tourism.[17] The Ministry of Tourism maintains the Incredible India campaign focused on promoting the tourism in India.

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APPROVED UGC CARE

ISSN-2348-2397

★ **Vol. 6**

★ **Issue 23**

★ **July to September 2019**

JOURNAL OF

ARTS, HUMANITIES AND SOCIAL SCIENCES

SHODH SARITA

AN INTERNATIONAL

MULTIDISCIPLINARY QUARTERLY BILINGUAL

PEER REVIEWED REFEREED RESEARCH JOURNAL

Editor in Chief

Dr. Vinay Kumar Sharma

D.Litt. - Gold Medalist

Published by

SANCHAR EDUCATIONAL & RESEARCH FOUNDATION LUCKNOW, U.P. (INDIA)

Website : <http://www.sereseachfoundation.in>

<http://www.sereseachfoundation.in/shodhsarita>

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occasions.

Festivals of India are celebrated throughout the country with Great Spirit and devotion. This festival reflects the traditional spirit and culture of the people of India. Religious festivals are celebrated by various communities living together in India. These fairs and festivals are a unique symbol of national integrity and pride for the people of India. India is home to numerous religious, cultural and spiritual fairs and festivals. But there are some very popular festivals which are well known and are celebrated by Indians all over the world. Holi and Diwali are few of the most famous festivals in India. Old rituals, traditions and possessions are an important part of these fairs and festivals in India. Here we have presented below a list of some of the popular fairs and festivals celebrated in India.

Festivals of India

Lohri Festival

Lohri, is a festival known for its feisty celebrations among the Punjabi community. It is, in essence, a deep veneration of nature gods for a bountiful harvest.

Makar Sankranti

As per Vedic Hindu philosophy, Sun is considered to be the king of all the planets. And Makar Sankranti commemorates the expedition of sun to the Northern Hemisphere.

Pongal

Pongal is an important festival native to South India, particularly Tamil Nadu that marks the commencement of the harvest season or the sun's northward movement.

Maha Shivaratri

Lord Shiva in Hindu mythology stands for the source of immense power and is worshipped all across the country with fervent devotion. According to Hindu belief, Lord Shiva got married a second time to Maa Parvati in Phalgun month of the Hindu calendar.

Holi 2015

Holi, amongst the most distinct culturally-rooted festivals of India, evokes the buoyant spirit of the spring season. The way Holi in India stirs up excitement among people, no other festival can.

Holi Messages | Holi Songs | Holi Cards

Baisakhi Festival

The harvest festival of Baisakhi, celebrated on April 13/14 every year, is a time for renewed faith and energy. People of north India, especially in the villages of Punjab, swing to the beats of drums and celebrate the day with religious fervor.

Legends of Baisakhi | Baisakhi 2015 Date | Vaisakhi in London

Good Friday

Christians across the world observe this day as a remembrance of the pain and suffering Jesus Christ went through for the sake of mankind. There are several explanations as to why such a day is called "good".

Hanuman Jayanti

To mark the birth of Lord Hanuman, Hanuman Jayanti is celebrated all over India in the month of Chaitra in Hindu calendar. The great Hanuman is known for its great strength, power and his immortal devotion towards Lord Rama.

Hanuman Aarti | Different Names of Hanuman | Hanuman Pictures | Hanuman Chalisa | Hanuman Jayanti SMS

Eid ul Fitr

Eid is a three-day long celebration that reaffirms the ideals of piety, empathy, charity and solidarity among Muslims all over the world. It is celebrated with tremendous enthusiasm and affection.

Raksha Bandhan

Rakhi or Raksha Bandhan is a festival most recognized and celebrated amongst the Hindus for its symbolic significance. Rakhi is a sacred thread that binds the love of a sister for her brother in a unique indelible bond of affection for a lifetime.

Janmashtami

Janmashtami, or 'Krishna Janmashtami', celebrates the birth of Sri Krishna, regarded as the most venerated in the Hindu pantheon of deities. According to Hindu belief, baby Krishna was born at midnight in Bhado month.

Teachers Day

Teacher's day is not just a day for fun and change of roles. It is also a day to remember how much of hard work and time goes in, before a teacher walks into that

UGC APPROVED JOURNAL NO.. - 48836

ISSN-2348-2397

★ Vol. 6

★ Issue 22

★ April to June 2019

**JOURNAL OF
ARTS, HUMANITIES AND SOCIAL SCIENCES**

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Website : <http://www.seresearchfoundation.in>
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PROSPECTS OF TOURISM IN RAJASTHAN & UTTAR PRADESH

Dr. Sidhanshu Rai*

ABSTRACT

Tourism is the second largest industry of the world and there is no doubt it will be world's largest industry in the 21st century according to global paradox written by John Nesbit and W.T.T.C. year 2002 declared I.Y.M. by U.N.O. in India. It plays a key role in foreign exchange (forex) generation world wide. According to data in the year 2007 total tourist arrival are approx 50 Lakes. But it is very low as compare to the enormous tourism potential India is having the year 1999 was declared as "Look India". Now tourism industry is treated as an export industry. We know that India has a lot of potential for tourism. Fabulous sight seeing, monuments, art architecture, sculptures, forts palaces are the major source of attraction for tourists. India is really a very vast country which offers different cultures, tradition or unity in diversity the culture which is as simple and adaptive. That's why it is adopted by so many countries who treat it as model of excellence. As far as Uttar Pradesh is concerned. There is as symbol of India i.e. taj mahal According to data 1/3 of the total foreign tourist visit. U.P. and in U.P. they particularly visit Agra, Varanasi, Mathura, Buddhist, Circuits (Kapilvastu, Sravasthi, Sarnath, Sankish, Kaushambi) etc. The research work on tourism development policy and promotion strategies a comparative study of U.P. tourism and Rajasthan tourism is work on two foremost tourist famous states Uttar Pradesh and Rajasthan. Both independently have the history and attractive physical beauty of their own that marks their benign and huge presence.

INTRODUCTION

Uttar Pradesh : The fifth largest state of India has a rich historical heritage with the monuments and religious places; it has become the hub for tourists both national and international. Likewise, arts and crafts of the state prepare most delicately with the master craftsmen has been inspired by the people of all generations and are usually exhibited in the states fairs and festivals. The government's initiative to preserve the national heritage along the arts and crafts has been a step that led to the boost in the tourism sector. Infrastructural development has made the tourists visit smooth and hurdle less.

Rajasthan : The magical land set amidst the acheronian desert beauty the land synonymous with romance and chivalry immensely rich in culture, history, monuments architecture and natural beauty. That's Rajasthan, the

Land of royalty. Always teeming with color, bliss and conviviality that are unique to this part of the country. Take a famous monumental heritage tours of Rajasthan, where everything about Rajasthan fascinates- from miles of golden stretches of sand to the kaleidoscope of magnificent forts, opulent palaces and prodigious havelis, each a splendid architectural creation having a legend of its own. Its imperial forts and august palaces dotting the landscape remind one of the mondaine lifestyles of the maharajahs and their flamboyant courts. From the lifelike frescoes and murals in the citadels to the impetuous festivity in the streets, the savor of royalty can be felt at every corner of the state.

The project parallelly explains the importance of the two exquisitely beautiful states in the tourism sector and brings forward the attention towards the famous

Population and Sample

The present study aimed to study the service attributes and product quality towards customer satisfaction in fast food industry. In this context, population of study constitutes the people from the selective cities of Uttar Pradesh state i.e. Kanpur, Lucknow and Agra. The well structured questionnaires were distributed to 500 consumers of the selective cities

of Uttar Pradesh and out of which only 250 were duly filled and responded by the respondents. So, the sample of the study was 249 respondents of the selective cities of Uttar Pradesh.

Sample Selection

In the present study, random sampling method has been adopted to select the appropriate sample. Table 1.1 shows the sample distribution.

Sample selected for the Study

Sr. No.	Place of the Respondents	Selected sample
1.	Respondents from Kanpur	80
2.	Respondents from Lucknow	90
3.	Respondents from Agra	80
Total Respondents		250

I. Review of Related Literature

In the food industry, only a part of the offering is a service which is intangible and heterogeneous, and where the production and consumption of the product cannot be separated. In addition, customers expect and desire a variety of food selections and places to frequent, and typically develop a "consideration set" which is a cluster of restaurants that they patronize on a rotating basis (Neal, 1999).

Service quality is reflected in a consumer's evaluative perception of an encountered service (Cronin & Taylor, 1994). He suggested that there are problems inherent in the use of the disconfirmation paradigm to measure service quality. Specifically, they argued that, if service quality is to be considered "similar to an attitude," as proposed by Parasuraman, Zeithaml, and Berry (1985), its operationalization could be better represented by an attitude-based conceptualization.

Zeithaml and Bitner (2000) suggested that consumers judge the quality of the services based on their perceptions of the technical outcome provided, the process by which the outcome is delivered, and the quality of the physical surroundings where the service is delivered. Good execution on these aspects would result in highly perceived service quality for the company.

According to O'Hara (1995), pricing plays a major

role in any business establishment. He suggested that the determination of prices involves three primary considerations such as cost, competition and customers. The right price is one which the customers will be willing to pay and at the same time it allows a reasonable margin of profit.

According to Goyal and Singh (2007), fast food is the world's fastest growing food type and it is quick, reasonably priced and readily available alternatives to home cooked food.

Fast-foods have gained acceptance by the Indian palate after the multinational fast-food players adapted basic Indian food requirements to their preparation viz. excluding pork from the menu in line with Islamic teachings (Indian Fast Food Retail Market, 2008).

Food quality is clearly a fundamental element of a restaurant experience (Namkung & Jang, 2007; Sulek & Hensley, 2004). Sulek and Hensley (2004) investigated the relative importance of food quality, physical environment, and service quality in a full-service restaurant and found that food quality was the most important determining factor of overall dining experience and repeat patronage.

Conclusion : From the present study the majority of the consumers was female, vegetarian and usually belongs to nuclear families. The concept of nuclear families is also

with a strong impact on society and their violent death has become a part of pop culture.

Examples are films such as JFK of 1991 by Oliver Stone, The Doors - Oliver Stone's film about the life of James Morrison and his untimely death in Paris Hotel de Ville. His grave in Paris Per La Chaise cemetery has become almost pilgrimage place.

4. The actual pilgrimage centres have often a tomb or mausoleum for the main attraction (Jackowski, 1991, 1996). Buried are part of the genius loci and the main attraction. The tomb of St. Peter in the Vatican, the tomb of Saint Nicholas in Bari, mausoleum Taj Mahal in India and others can be assigned to such attractions. Branding An Academic Field To make the field of study more accessible and attractive to researchers and tourism experts, John Lennon and Malcolm Foley, professors at Glasgow Caledonian University, coined the term dark tourism in 1996.

But not everyone in the field enjoys its adopted title. Tonie and Valmai Holt, who spoke at a symposium during the iDTR's dedication last week, said they are uneasy about the name dark tourism. It gives one the impression of voyeurism, Valmai Holt said, and that's something we want to distance ourselves from. We've spent the last 34 years trying to explain to the general public that there is nothing macabre or ghoulish about it. There's a place for this type of tourism.

The Holts pioneered the first modern commercial battlefield tour in 1978, and many at the time delighted in branding their tours as morbid.

The basic principle of everything we've ever done is to make it absolutely clear that we will be either reading about or walking on ground where people fought and died, and it's absolutely vital to remember that at all times, Tonie Holt said. It's important that one should pause and remain silent to remember and acknowledge what has happened on that ground. If we ever feel ourselves emotionally uninvolved, then we'll stop doing what we're doing.

It's no good just being a scholastic, detached group of people, Tonie Holt added. If you're going to be involved in this, you must have this fundamental

conviction.

The inaugural symposium was attended by some 100 delegates from around the world. The online Dark Tourism Forum, which allows academics and industry professions to make research connections through the Internet, now boasts more than 1,500 members.

Current types

According to Stone (2005), dark tourism is manifested in various forms and subcategories. These include:

Grief tourism- travelling and visiting places connected with the tragic event.

Disaster tourism- travelling and visiting places associated with natural disasters.

Doomsday Tourism- visiting places 'destroyed' by catastrophes (mostly environmental) that may be or will be responsible for the 'doomsday'.

Poverty Tourism- involves visiting impoverished areas. Grief tourism also has some subtypes associated with grief, mourning or sorrow. There can be included:

Battlefield tourism - e.g. Waterloo

Cemetery tourism - e.g. P  re Lachaise in Paris

Disaster tourism - e.g. Fukushima

Ghost tourism - e.g. Scotland, Romania.

Visiting cultural-historical sites and their parts, where e.g. murders, massacres, and genocide took place in the past can be considered as cultural learning in the context of dark tourism.

An example is the historic part of Krakow's Kazimierz, where during World War II a Jewish ghetto was created. History of the ghetto was popularized by Thomas Keanaly book "Schindler's List" and the eponymous movie. Subsequently visits to Krakow and Kazimierz as well as nearby concentration camp Auschwitz multiplied (the eponymous film received an Oscar in 1993. Potentially important destination for world dark tourism is area of Katyn forest, where the Soviet army launched genocide against the Polish nation and in 1940 executed about 25 thousand people. Also this tragedy has been cinematized by

Oscar-winning director Andrzej Wajda in 2007. Furthermore, the government aircraft crashed in 2010 in the Smolensk airport near the Katyn forest, where 95

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