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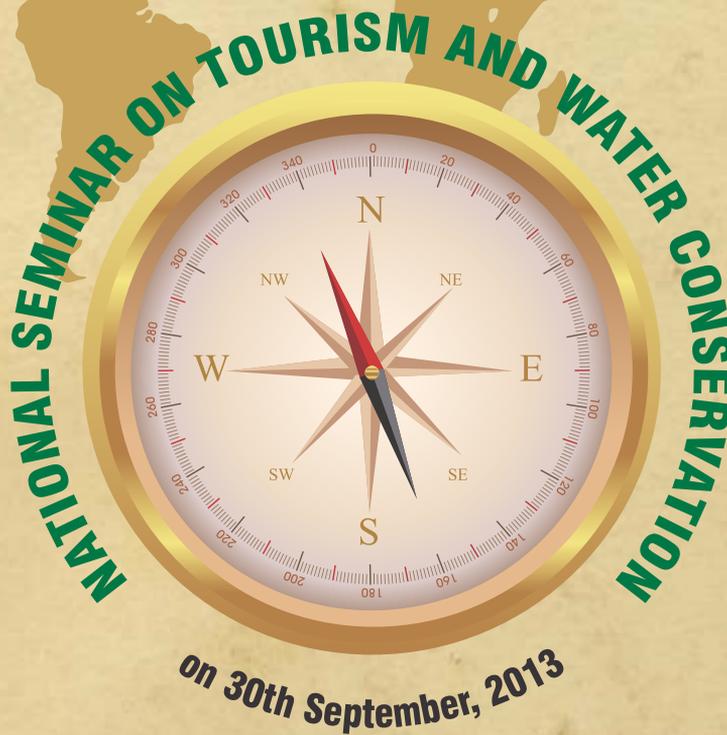


Garden City College

BANGALORE

# Compass

A Book of Abstracts



Department of Tourism  
Garden City College of Science and Management Studies  
Bangalore - 49

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# Compass

A Book of Abstracts

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# GARDEN CITY COLLEGE

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Excellence and perfection are the only principles of education that can safeguard the knowledge bank of any country and of course visionaries of the highest order need to back it. Garden City Education Trust formed in 1985 had one such visionary Dr. Joseph V.G. as its Founder Chairman. Till date his maiden venture Garden City College has been a process that has accepted only qualitative practices nurturing students with value based education.

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# BIOFUEL: AN APPROACH TO SUSTAINABLE ENVIRONMENT. HOW TRUE IS IT?

*Ankita Priya*

Research and Development Director ABETO Foundation  
Bangalore

## **ABSTRACT:**

India being on the verge of surpassing China's population by 2050 has explicitly expressed its requirement for food, fuel and economic obligation. However different it all looks but there is one interconnecting thread among the three- Water. Water being the key driver for food production, consumes 80% of fresh water available in India for agriculture. If the population thrives at this speed, need for food would increase massively and it would further create a gap between demand and supply of fresh water. In recent decades India has drawn attention to many high end industries to make its economy more robust. This has put India on a path of fast developing economy but at the same time it has put a burden on its existing water resources.

To support this fast developing economy a huge amount of fuel is required too. In order to substantiate its fuel demand more and more biofuel are being used. Most biofuel crops yearn for water and compete for already scarce water. The increasing production of biofuel puts a great strain on the water reservoirs. Usage of sugarcane, wheat and maize to produce biofuel also means less food available for consumption which in turn leads to higher food prices. It is not only cutting down on water supply but also creating a stress over food supply.

This paper aims to throw some light on how usage of biofuel produced from cash crops can cause a severe water crisis in India's future which in turn will lead to social and economic instability.

**Keyword:** Biofuel, economic development, water crisis



# ROLE OF RIVER BRAHMAPUTRA IN TOURISM DEVELOPMENT

-A Conceptual Study

*Ms. Asimita Ojah*

III Sem, BAT &

*Mr. Hareesha Reddy C.S*

Lecturer, Department of Tourism,  
Garden City College, Bangalore-49

## ABSTRACT

Brahmaputra, the pride of Assam, destination with its own beauty in the past and present has its own uniqueness and variability is considered as one of the major tourist attractions not only of Assam, the Cultural State of North East India and the Gateway of Seven Sisters, but whole of India. Usually rivers of the Indian subcontinent referred as “She” and thus given a female name. But Brahmaputra means “Son of Brahma” and is referred as “He”. Thousands of tourists every year witness the destinations in and around Brahmaputra to experience and taste Assamese culture. Thus, river Brahmaputra is inconsistently supporting natural beauty and promoting Assam as a major natural and cultural tourist destination. The currents of the river are capable for producing electricity. The river is an important source for tourism as well as for the development of the neighbouring states. But due to its geographical location, sometimes the river turns violent that resulted in floods submerging many villages nearby under water and thus it is a negative impact on tourism. The government is taking necessary steps to provide enough facilities for minimizing natural calamities created by river. The governments are also working towards uplifting and conserving the river from pollution and other destructive manmade activities.

**Keywords:** Water, River, Brahmaputra, Tourism, Attraction, Development and Conservation.



# A STUDY OF EMOTIONAL QUOTIENT (EQ), INTELLIGENCE QUOTIENT (IQ) AND SPIRITUAL QUOTIENT (SQ) TOWARDS ORGANIZATIONAL DEVELOPMENT

*Astik Chouhan*

Research Scholar, International Institute of Professional Studies, DAVV, Indore (M.P.) &

*Dr. Preeti Singh*

Reader, International Institute of Professional Studies, DAVV, Indore (M.P.)

## ABSTRACT

In today's competitive environment, there is equal important role of EQ and SQ as compared to IQ towards organizational development. Emotional Intelligence (EI), often measured as an Emotional Intelligence Quotient (EQ), describes an ability, capacity, or skill to perceive, assess, and manage the emotions of one's self, of others, and of groups. It is described as "managing feelings so that they are expressed appropriately and effectively, enabling people to work together smoothly toward their common goals." As per Sternberg (1996) the importance of IQ varies from 4% to 25% in predicting performance, and that 10% may be the realistic estimate. Emotional intelligence is not a new concept. Thorndike mentioned social intelligence in 1937, and EQ skills have their roots in social psychology. Daniel Goleman pointed out that psychologists have studied the skills associated with emotional intelligence for years, and the body of research suggests that these skills are linked to success in life. An attempt has been made in this research paper to identify the various importance, major issues and factors which affects of EQ, IQ & SQ towards organizational development. The present research is purely conceptual in nature and is dedicate towards wholesome development of organization to meet the competitive requirements.

**Keywords:** Emotional Quotient, Intelligence Quotient, Spiritual Quotient, Organizational development, Competition, Employee



# HUMAN RESOURCE DEVELOPMENT AND CHALLENGES OF TOURISM INDUSTRY IN INDIA

*Prof. N. Bharathi*

Principal, Garden City College, Bangalore,

*Prof. B. Lakshma Reddy*

Director - MCA, Garden City College, Bangalore &

*Prof. Sibi Shaji*

HOD-BCA, Garden City College, Bangalore.

## ABSTRACT

Tourism is an activity through which a tourist gets enjoyment during the free time at his/her disposal. One can undertake a tour either at national or international level. One must have a passion for enjoying an activity that could give him/her pleasure. The pleasure of human beings can only be understood by the managers who manage the people under their supervision in the Tourism industry. Tourism is growing worldwide but human resources are not growing proportionately, compared with other developing nations. There are a number of problems which are concerned with Human Resource Development in India. The future of tourism industry in India is exciting but, there are several HR challenges that are forcing the tourism industry, unable to catch the tempo of the world nations. To attract more and more foreign exchange earnings, is need of the hour for growth of the country's economy. India has to manifest its potential human power through its established goals on par with other industries which are producing tangible and intangible goods like IT, BT, ITES , Manufacturing and other industries Just carried away by pleasing promises will not fetch any results but practical, creative and innovative actions will only fetch the results in this Gen Y and millennium age .

**Keywords:** Tourist enjoyment, Human Resources, Foreign Exchange, Tangible and Intangible, Potential, Gen Y.



# IMPACT OF DISAPPEARING WATER BODIES ON URBAN ECO SYSTEM – A STUDY OF CHENNAI AND BANGALORE

*Prof. Kalyana Sundaram*

Vice-Principal, Garden City College

*Prof. Sheka K.J*

HOD-Dept of Tourism, Garden City College

*Prof. Narasaiah B*

Department of Tourism

Department of Tourism, Garden City College

## **Abstract**

Nothing yields as water, but only that can cause the hardest rock to crumble - declared the Chinese Sage Lao - Tzu, some 2500 years ago. Water binds human beings with their surroundings and it has shaped the history of various civilizations that emerged along the rivers and seashores. On the contrary, droughts have lead to disappearance of civilizations. The ever growing human needs, industrial production, irrigational activities, increasing domestic consumption, climatic change, etc. have impacted water bodies to a great extent. Though there is enormous water available in, on and above the earth, man is unable to utilize it properly due to several reasons. This paper is an attempt to study the water bodies in Chennai and Bangalore and their present state and its impact on the urban ecosystem including tourism. The study uses secondary data. Different types of threats to urban water bodies are discussed in the paper. The current institutional set up for the protection of water bodies is discussed. The challenges in managing water bodies, the approaches to be adopted etc are also discussed. The paper compares traditional water management practices with current water management practices. The paper concludes with a set of recommendations for better water resources management.

**Keywords:** consumption, water bodies, climatic change, water management practice



# AN INVIGORATING EXPERIENCE WITH SPECIAL REFERENCE TO MUZHAPPILANGAD BEACH

*Ms. Neepa Premodh*

Lecturer, Department of Tourism  
Garden City College, Bangalore-49

## ABSTRACT

“The beach is a rejuvenating creation of nature that heals the body, mind and soul”. They are meant to be one of the major driving forces in terms of tourist arrival to a particular destination. People from all over the world come to beaches to enjoy the sun, sand and sea.

Kerala, “The God’s Own Country” is blessed for its serene natural beauty and stands 23rd in the World tourist map. It is showcased as one of the 10 paradises of the World by National Geography Traveler. Situated along the Western Coast of India, Kerala boasts of its breath taking virgin beaches and is one of the most sought after destination for leisure tourism. One of the common feature of all the beaches of Kerala are its palm fringed coconut trees that serves as a border to the coastlines.

North Malabar has got a rich potential for tourism. Districts of Kasargod, Kannur, Wayanad, Kozhikode and Malappuram constitute the North Malabar region. The beaches of North Malabar region are renowned for its unspoilt white sand beaches. It has also fascinated many tourists from India and abroad. There are many beaches in North Malabar that are known for its pristine ambience but still unexplored.

The Muzhappilangad beach of the Kannur District is one of the famous beaches for its tranquility. Muzhappilangad beach which wasn’t explored till the late 2000 has now occupied the position of one of the most important tourist spot in the world tourist map. It is acclaimed to be the only Drive-in beach in Kerala and is credited to be the largest Drive-in Beach of Asia. Though there are plenty of beaches in Kerala and Goa, but no beaches has got the speciality of Drive-in beach. Every year in the month of April, beach festival is being celebrated. This beach also leads to small private Island called Green Island or Dharmadam Island. Today this magnificent beach has attracted large number of domestic and foreign travelers from various parts of the world. Kerala Government is taking initiative to promote and develop this unknown and serene beach.

**Keywords:** North Kerala, Beaches, Muzhappilangad, tourism, Beach festival, Island and local village.



# EFFECT OF CLIMATE CHANGE ON TOURISM

*Rita Kumari C M*

Registrar, Garden City College of Science  
& Management Studies &

*Dr. Sri lakshmi R*

Dr. Srilakshmi R. Assistant Professor Dept. of Extension Education &  
Communication, Smt. VHD Central Institute of Home Science.

## ABSTRACT

On Earth, human activities are changing the natural greenhouse. Over the last century the burning of fossil fuels like coal and oil has increased the concentration of atmospheric carbon dioxide (CO<sub>2</sub>). This happens because the coal or oil burning process combines carbon with oxygen in the air to make carbon dioxide (CO<sub>2</sub>). Accumulation of Green House Gases like CO<sub>2</sub>, Methane (CH<sub>4</sub>), Nitrous oxide (N<sub>2</sub>O), and Chlorofluorocarbons (CFC'S) leads to Global Warming. The total amount of Green House Gases produced to directly & indirectly support human activities, usually expressed in equivalent tons of CO<sub>2</sub> is known as Carbon Foot Print. Climate and Weather change are results of Global Warming. As a result of climate change around the globe, seasons are shifting, temperatures are climbing and sea levels are rising. Climate change also leads to floods & drought. There is direct, indirect and secondary impacts of climate change on the tourism sector. Direct impacts relate to the loss of human, natural and capital stocks, damage to tourism infrastructure, the environment and ecotourism resources such as reefs, mangrove, wildlife habitats and other natural attractions. Tourism involves about two third of air traffic movements; emissions from accommodation services and tourism activities are significant contributors to the increasing concentrations of Global Green House Gases in the atmosphere. Of the 5% of the global total of CO<sub>2</sub> emissions from tourism, transport generates around 75% of CO<sub>2</sub>. The WWF (World Wild Life Federation) on 'Tourism & Climate' (2001) states that the actual tonnage of CO<sub>2</sub> emitted will increase by over 75 per cent by 2015. The future of world travel report found that by 2020, the natural features of some of the wonders of the world will be damaged by global warming, while other resort will become seriously overcrowded (Hickman, M., 2006). Djerba Conference (2003) recognized that the relationship between climate change and tourism is twofold, tourism not only contributes to climate change, but is also affected by it as well.

**Key words:** Global warming, environment, habitat, eco tourism, two fold.



# MANAGEMENT OF BEACH TOURISM: A CASE STUDY ON ODISHA

*Ms. Rupashree Pradhan*

Research Scholar, Utkal University Bhubaneswar  
Odisha, India

## ABSTRACT

Tourism is one of the world's largest and fastest growing industries. Though tourism accounts for a minor share of global water use, but historically sandy natural beaches have played an important role as locations for recreation and as attractions upon which tourism development has been based to provide environmental, social as well as economic benefit to the destination. In most of the beaches in US and other developed countries, local people have projected and used these beaches to promote their state. Tourism's impact on economic development of India depends on beach tourism mostly state like Odisha which has finest beaches. Like Puri beach, Balesore, Chandipur, Brahmapur etc. Odisha beaches could play important role to increase both domestic and international tourist arrival for economic benefit, but it could not be used and managed properly up to standard. So through this study simplistic management approaches can be processed to make Odisha beaches more attractive and financially profitable to ensure the future of this most popular tourism attraction. The proper and better use of sandy beaches for tourism promotion will be one of the significant management challenges in the coastal zone in the 21st Century.

**Keywords:** Tourism, Beaches, Odisha, Management, Recreation, Impact, Attraction, development, promotion.



# CLIMATE CHANGE AND TOURISM

*Dr. Sameera Fernaz*  
Department of English  
Garden City College, Bangalore

## ABSTRACT

Climate is an essential resource for tourism, and especially for the beach, nature and winter sport tourism segments. Changing climate and weather patterns at tourist destinations and tourist generating countries can significantly affect the tourists comfort and their travel decisions. Changing demand patterns and tourist flows will have impacts on tourism businesses and on host communities, as well as knock off effects on related sectors, such as agriculture, handicrafts or construction. In small island states and developing countries, where tourism is a major economic activity, any significant reduction in tourist arrivals will have serious employment impacts and generate further poverty. The growing international awareness about the fast pace of climate change taking place on our planet, together with the impacts that such changes are having on the natural environment, on humans and their economic activities have become evident.

**Keywords:** Aviation, destinations, transition, tourism businesses, climate change, carbon emissions.



# ROLE OF WATER IN TOURISTS' DESTINATIONS OF NORTHERN INDIA WITH RESPECT TO AESTHETIC DEVELOPMENT AND MANAGEMENT

*Dr. Sas. Biswas*

Professor & Head, Department of Forestry  
Dolphin (P.G.) Institute of Bio-medical &  
Natural Sciences Dehradun

## ABSTRACT

Northern India by and large covering the states of Jammu & Kashmir, Himachal Pradesh, Uttarakhand, Haryana, Punjab, Delhi, Chandigarh, Rajasthan and Uttar Pradesh favor several locations of the tourists? delight and contribute in the tourism-based states? economy. The environmental role and management of water in most of the destinations are highly significant, be it for the Shiva Lingam of Amarnath cave in Kashmir and Jyoti Lingam of Kedarnath in Uttarakhand. The Bharatpur Bird Sanctuary is a man-managed water body, a World Heritage site in Rajasthan famous for flocks of spectacular migratory birds such as the Siberian Crane, painted storks harriers etc. The snow-clad mountains of Leh, Lahul & Spiti, Gangotri-Gaumukh, Holy Ganga in Haridwar, and enchanting Dal Lake in Kashmir valley are the lifeline of people of states mentioned. River Yamuna flowing in the backdrop of TajMahal enhances the aesthetics of the landscape and ambience. The river is a constituent of Taj's architectural design and "if the river dies, the Taj cannot survive according to mughal historian, Prof. Ram Nath. It is the deodar forests under the control of Municipal Corporation of Shimla in Himachal Pradesh which contributes towards the regulation of the water regime for supply to the tourists destination of fame. The Ridge (Near Municipal Library) has a man-made reservoir in the center of the forest that provides drinking water to Shimla town. The reservoir dates back to the year 1901.

The vagaries of climate result into the decline of habitat and the general landscape of tourist attraction and veneration. Shiva Lingam in the famous Amarnath cave rises and indiscernibly acquires a full shape. It is believed that water from the Ramkund Lake situated above the cave, falls drop by drop on the holy Shiva Lingam, stalagmite in geological terms. During 2002-09 Bharatpur lake, known as paradise of birds and ultimate resort of bird watchers dried, and as a consequence there was decline in arrival of the migratory birds such as Siberian cranes. The inflow of tourists, both domestic and foreign drastically reduced to critical level and the economy of the state of Rajasthan was impacted.

From the entrepreneurial development point of view, indigenous technology on water mills, locally known as "gharat" in Uttarakhand have great potential role in the judicious utilization of water resource in remotely located tourists destinations. Bioremediation of rivers and lakes is yet another need for the potable water. Invasion of gregarious and obnoxious aquatic weeds in the water bodies of northern India

has spoiled the serenity of water scape and caused the shrinkage of water bodies. The dumping of waste, toxic elements in water cycle and discharge of industrial effluents into the rivers and streams have caused 3 into the mortality of wildlife of tourists? interest, typical example is that of gharials in Chambal river of Uttar Pradesh. The preservation of water is integrated with other components of environmental importance.

Tourism activities have a major impact on wetlands and river ecosystem. In order to develop the activities there is inappropriate planning, irresponsible nature of operators, lack of awareness of the adverse impacts, for example, tourist hotels, within the no permissible limit of construction along the rivers and their older routes. It is well known that the tourists? destinations are subjected to water-intensive activity with a large production of waste which is often disposed into the rivers causing eutrophication and pollution. Example of Pushakarlake in Rajasthan known for an annual fair attracting a very large number of tourists is very striking. It is reported that the lake does not meet the National Water Quality Standards due to its high concentration of Biochemical Oxygen Demand (BOD). The Convention on Biological Diversity (CBD) aims at developing, promoting and disseminating guidelines for the sustainable planning and management of tourism activities in vulnerable wetland ecosystems and other habitats of major importance for biological diversity, of course of fascination to the tourists. The National Water Mission of the country which is quite pertinent to the preservation of water for future aims at the “conservation of water, minimizing wastage and ensuring its more equitable distribution both across and within States through integrated water resources development and management”. The five identified goals of the Mission are: (a) comprehensive water data base in public domain and assessment of impact of climate change on water resource; (b) promotion of citizen and state action for water conservation, augmentation and preservation; (c) focused attention to over-exploited areas; (d) increasing water use efficiency by 20%, and (e) promotion of basin level integrated water resources management, besides reviewing the National Water Policy.

**The paper outlines following suggestive recommenda recommendations:**

I. Rainwater, cloud and snow harvesting, ii. Study on the grassroot innovations on water preservation and management for livelihood, iii. Artificial recharge to ground water and streams, desiltation of preservation tanks, periodic removal of debris and its reuse in soil conservation, iv. Bioremediation and eradication of weeds of wetlands, v. Enforcement of conservation measures following relevant policies and acts, vi. Training, organization of field workshops involving tourists and local communities, capacity building of stakeholders, front line workers on different aspects of aesthetic planting, water and soil conservation along the trails & treks, river banks, retreated and other degraded sites, vii. Exchange of “Best Practices” and learning from “Bad Practices” from other than the tourists? destinations of northern India.

**Keywords:** Bioremediation, Biochemical Oxygen Demand (BOD), Grassroot innovations, Best Practices



# TOURISM AND WATER - INVESTIGATING THE ISSUES, URGENT NEEDS AND CONSERVATION WITH A GLOBAL PERSPECTIVE

*Mr. Vikrant Kaushal*  
Lecturer &

*Asst. Prof. Sidharth Srivastava*  
Tourism and Airlines, School of Hospitality  
Lovely Professional University, Punjab

## ABSTRACT

The potential of tourism can't be questioned and few decades have seen rise in tourist activities globally. Yet, the management of tourism in present times is questionable and due to the poor governance and apathy has raised the water usage at the destination a debatable issue. Water is considered to be a life source and sometimes quoted as the next chief reason that could bring countries to standoff in times to come. This paper tries to establish the importance of water conservation and its linkage with tourism, in the present circumstances where survival for many countries due to lack of water has been becoming complex. A review of earlier studies has been taken into consideration and model to assist tourism practices to continue while protecting the natural resources has been suggested. This study can further be extended to develop policies for the inclusion of practices that do not threaten water resources, instead assists in the conservation of it.

**Keywords:** Poor governance, apathy, management of tourism, water conservation, practices



# IMPACTS OF CLIMATE CHANGE ON ADVENTURE TOURISM IN INDIA: A CASE STUDY AT HIMALAYAN REGION

*Mr. Venkatesh R.*

HOD

S.R.N Adarsh College, Bangalore

&

*Mr. Nataraja T.C*

Faculty

S.R.N Adarsh College

## ABSTRACT

Over the past year, awareness of and concern about the dangerous effects of rises in global average temperatures have gained significant ground throughout the globe and especially in India. Changes in climate, and the implications these changes have for destinations reliant on natural resources - whether resources used for industrial purposes or those critically important to the viability of industries such as tourism - will have significant economic impacts in the coming years. For the tourism industry, which simultaneously suffers from the effects of climate change as well as contributes to it, climate change presents unusual and complex policy and business development challenges. The adventure tourism in particular, with its reliance on natural resources and its multitude of businesses offering trips in extreme environments – polar, marine, mountain, tropical - is experiencing the effects of climate change well before many mainstream tourism businesses, and as a result is facing policy and business development challenges sooner. The present study envisages the various impacts of climate change in the adventure tourism destinations of Indian Himalayan Mountain Ranges.

**Key words:** Climate Change and Impacts, Tourism Industry, Adventure Tourism, Himalayan Mountains



# THE EFFECTS OF CLIMATE CHANGE ON TOURISM

*Ms. Vasugi Priyanga .G*

*Mr. Ayappa Das Pillai*

*Ms. Karishma Bora*

*Ms. Wang Xiao Feng*

Dept of Tourism  
Garden City College  
Bangalore- 49

## ABSTRACT

The inter relationship between climate change and tourism is relatively a new field of research. The international importance of climate change for the future development of the tourism industry, especially in developing countries, has been recognized by agreeing on the Djerba Declaration (UNWTO2003). Impacts of climate change on the tourism industry have also been lately recognized and integrated into tourism strategies by national and local tourism authorities. This paper aims at exploring the most up-to-date issues of climate change and tourism. The climate change affected on Natural resources like Mountains, Sea, Rivers, Soil, Agriculture and Human beings, also directly related to droughts and flood situations, worldwide.

**Keywords :** Tourism industry, Djebra, Natural Resources, Droughts, Floods.



# COASTAL TOURISM - NEED OF SUSTAINABLE DEVELOPMENT

*Ms. Paridhi Bhandari*

Asst. Prof. Commerce, G.D. Rungta College of  
Science and Technology, Bhilai, Chattisgarh.

*Mr. Ayappa DasPillai*

Garden City College, Bangalore

## ABSTRACT

Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Tourism can be a significant or even an essential part of the local economy. Modern tourism is closely linked to development and encompasses a growing number of new destinations. These dynamics have turned tourism into a key driver for socio - economic progress. Tourism has expanded dramatically over the last 50 years and has become a global industry. UNWTO forecasts international tourism to continue growing in 2013 although at a slower rate. Coastal tourism is considered to be one of the fastest growing areas of present-day tourism. Coastal tourism is to a large extent dependant on an environment that is attractive to visitors. Coastal tourism offers a rich arena to examine the relation of human activity with eco-systems, through an assessment of the nature of consumption involved. It has, as its central attributes, the triad of sun, sea, and sand consequently, protection of natural and cultural heritage is a precondition for sustainable coastal tourism. Protecting areas and sites constitutes an efficient and necessary way of safeguarding natural and cultural heritage. The tourism industry faces a multitude of significant sustain ability - related challenges. Challenges that need to be resolved through the greening of the industry. Therefore, such areas contribute strongly to sustainable coastal tourism, even though a sound balance between protection and development has to be maintained for in each individual case.

**Key words:** Introduction of coastal tourism, Sustainable Coastal Tourism, Disadvantages of Unsustainable Coastal Tourism, Advantages of Sustainable Coastal Tourism, Conclusion



# WATER-A RESOURCE, A RIGHT

*Mr. Ullash Kumar R K*  
Environment Journalist, Wildlifer,  
Naturalist and film maker  
Eco Watch

## ABSTRACT

The global trend in the water industry, predicted Fortune magazine in May 2000 was that “Water promises to be the 21st Century what oil was to the 20th century. Water is today the precious commodity that determines the wealth of nations.

The consumption of water has already tripled during the last 50 years. The main cause is more consumption of water by agriculture, cities and industries.

Himalayas and the hilly areas of the country are the sources of rivers. In Himalayas, glaciers and the forest are the permanent storehouses of water. The glaciers are receding partly due to rise in temperature and partly due to human interference.

In the south the western ghats which has the grasslands, shoal (Montan) forests and evergreen forests are the main source of water. The western ghats and all the hilly regions have fallen prey to the greed of the states to earn more revenue. Most of the forests have already disappeared.

The immediate solution to the problem lies in Austerity. All those activities which need more water specially swimming pools in five star hotels, higher demand by urban population, water intensive agriculture and industry should be curbed.

**Keywords:** Water, Right, Privatization, Resource and Source of life.



# PRISTINE BACKWATERS OF KONASEEMA AND ITS ROLE PROMOTION OF TOURISM IN ANDHRA PRADESH

*Dr. Potukuchi Thryambakam*

Associate Professor - Tourism

Dr.Y.S.R. National Institute of Tourism & Hospitality Management  
Hyderabad

## ABSTRACT

Konaseema in East Godavari district, Andhra Pradesh, INDIA has emerged as the latest hotspot of tourists. The backwaters of Godavari River in the lush green Konaseema, is not just luring people from Andhra but also visitors from all over the country. Konaseema is situated in the Godavari delta between rivers Goutami and Vasishta; a beautiful land of breathtaking beauty and coconut gardens that brings alive the varied charm of Mother Nature. There can be no beautiful journey than a cruise down the gentle waters of river Godavari and marvel it's untamed, pristine and virgin beauty of this magnificent place.

One of the most important objectives of this paper is to identify how backwaters are contributing for the promotion of tourism activities in the area and considerably the impact of tourism on various spheres of life of the people. The paper also focuses on the potentiality of the pristine backwaters of Konaseema and how it can be encouraged to raise to the status of world water tourism destination. Back waters of Konaseema is aiming to increase the income flow of the local population and improving their quality of life. After receiving training on various aspects like hospitality management, guide training, visitor handling, linguistic ability etc, many rural unemployed youths have come forward and started working as guides

Konaseema also popularly called as Andhra's Kerala is a delta located in the East Godavari and West Godavari districts of Andhra Pradesh, India. This delta is surrounded on all sides by waters (of Godavari and the Bay of Bengal). The paper also focuses how the backwaters are instrumental in transforming KONASEEMA into an economically developed rural tourist spot in Andhara Pradesh, India. The Paper also highlights on how pristine back water tourism will bring people of different cultures, faiths, languages and life-styles close to one another and it will provide a broader outlook of life. It will not only generate employment for the people but it can also develop social, cultural and educational values.

Key words : Backwaters, Rural Tourism, Eco Tourism, Konaseema, Andhra Pradesh Tourism.



# CLIMATE CHANGE AND TOURISM INDUSTRY IN INDIA

*Prasanna Kumar M.C*

Lecturer, Dept of Tourism  
Garden City College of Science and Management Studies  
Bangalore -49

## ABSTRACT

The growing international awareness about the fast pace of climate change taking place on our planet, together with the impacts that such changes are having on the natural environment, like rivers, sea, mountains, soil on humans and their economic activities have become evident. For tourism, climate change is not a remote event, but a phenomenon that already affects the sector and certain destinations in particular, mountain regions and coastal destinations among others. At the same time, the tourism sector is contributing to greenhouse gas emissions (GHG), especially through the transport of tourists. Climate is an essential resource for tourism, and especially for the beach, nature and winter sport tourism segments. Changing climate and weather patterns at tourist destinations and tourist generating countries can significantly affect the tourists' comfort and their travel decisions. Changing demand patterns and tourist flows will have impacts on tourism businesses and on host communities, as well as knock off effects on related sectors, such as agriculture, handicrafts or construction. Small island states and developing countries, where tourism is a major economic activity, any significant reduction in tourist arrivals will have serious employment impacts and generate further poverty.

**Key Words** - Natural Environment, green house, tourists, agriculture.





# COURSES OFFERED

## UG

B.Sc	Biotechnology, Biochemistry & Genetics	3 Yrs
B.Sc	Fashion & Apparel Design	3 Yrs
BA	Journalism, Psychology & English	3 Yrs
BA	Tourism, History & Journalism	3 Yrs
BBM	Bachelor of Business Management	3 Yrs
BCA	Bachelor of Computer Application	3 Yrs
B.Com	Bachelor of Commerce	3 Yrs
BHM	Bachelor of Hotel Management	4 Yrs
B.Sc	Nursing	4 Yrs
BPT	Bachelor of Physiotherapy	4 <sup>1</sup> / <sub>2</sub> Yrs

## PG

MBA	Master of Business Administration	2 Yrs
MCA	Master of Computer Application	3 Yrs
MTA	Master of Tourism Administration	2 Yrs
M.Sc	Biotechnology	2 Yrs
M.Sc	Microbiology	2 Yrs
M.Sc	Biochemistry	2 Yrs
M.Sc	Electronic Media	2 Yrs
MS	in Communication	2 Yrs
M.Sc	Nursing	2 Yrs
MPT	Master of Physiotherapy	2 Yrs



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16th KM, Old Madras Road, Bangalore - 560 049

Tel: 080-66487600 Fax: 080-66487667

E-mail: gcc@gardencitycollege.edu

[www.gardencitycollege.edu](http://www.gardencitycollege.edu)