

ONGOING TOURISM RELATED RESEARCH PROJECTS IN INDIA

PROJECT 1

Project Title: To Analyse the factors responsible for slow down in tourism sector in India

Funding Agency: Ministry of Tourism, Government of India

Main objectives

1. To examine the nature and pattern of tourist demand in India
2. Analysing the major factors affecting tourism demand in India with specific focus on its decline during September – December 2008.
3. To examine response of tourists towards the economic and other crisis situations and the influence of those in their travel decision making.
4. To examine the response mechanism of supply providers during the crisis periods.

Study Team

Chief Investigator: Prof. Sitikantha Mishra, Director, IITTM, Gwalior

Co-Investigator: Dr. S. Babu, Reader, IITTM, Gwalior

Co Investigator: Dr. Pawan Gupta, Sr. Lecturer, IITTM, Gwalior

PROJECT 2

Project Title: Problems and prospects of Accessible Tourism in India

Funding Agency: Ministry of Tourism, Government of India

Main objectives

1. To examine the economic and socio-cultural background of the physically challenged tourists visiting different destinations in India.
2. To analyse their travel behaviour
3. To Examine the problems being faced by these tourists and presence of special provisions.
4. To examine their expenditure pattern and purchasing power.

Study Team

Chief Investigator: Dr. S. Babu, Reader, IITTM, Gwalior

Co-Investigator: Dr. Saurabh Dixit, Sr. Lecturer, IITTM, Gwalior

Co Investigator: Dr. Charusheela Yadav, Lecturer, IITTM, Gwalior

PROJECT 3

Project Title: Assessment of number of tourists expected to visit Delhi during Commonwealth games 2010 and requirement of rooms for them

Funding Agency: Ministry of Tourism, Government of India

Main objectives

1. To assess the number of tourists expected to visit Delhi during Commonwealth games 2010.
2. To assess the requirement of hotel rooms for them

Study Team

Project Director: Prof. Sitikantha Mishra, Director, IITTM, Gwalior
Chief Investigator: Prof. Sandeep Kulshreshtha, Professor, IITTM, Gwalior
Co-Investigator: Dr. Prashant Gautam, Lecturer, IITTM, Gwalior
Co Investigator: Dr. Satish Kumar, Lecturer, IITTM, Gwalior

PROJECT 4

Project Title: Entrepreneurship intention of tourism students.

Funding Agency: ICSSR

Main objectives

1. To find out the intention of tourism students about starting their own business in tourism.
2. To analyse capacity of their willingness for starting the business as far as demands of facilities and surrounding circumstances are concerned.

Study Team

Investigator: Prof. Nimit Chowdhary, Professor, IITTM, Gwalior
Co-Investigator: Dr. Monika Prakash, Reader, IITTM, Gwalior

PROJECT 5

Project Title: Assessment of Tourism Potential of Baglihar and Dul Hasti lakes in Jammu region

Funding Agency: Department of Tourism, Jammu and Kashmir

Main objectives

To examine the tourism potential of Baglihar and Dul Hasti Lakes in Jammu region

Study Team

Chief Investigator: Dr. S. Babu, Reader, IITTM, Gwalior

PROJECT 6

Project Title: "Developing a typology of Service Failures and Service Recovery Strategies in the Indian Tourism and Hospitality Industry: A Tourist Perspective"

Funding Agency: University Grants Commission

Main objectives and implications

The findings of the project shall provide insights into the areas of service failures from the tourist perspective and further shall also mention what service recovery strategies they expect to ensure tourist satisfaction.

Study Team

Principal Investigator: Prof. Deepak Raj Gupta, Director, Centre for Hospitality & Tourism Management, University of Jammu, Jammu
Co-Investigator: Mr. Anil Gupta, Assistant Professor, Centre for Hospitality and Tourism Management, University of Jammu, Jammu

PROJECT 7

Project Title: "Evaluating ecotourism at nature areas – a study of nature areas of Himachal Pradesh"

Funding Agency: University Grants Commission

Main objectives and implications

The findings of the project shall provide insights into the ecotourism potential of nature areas of Himachal Pradesh by taking examples of National Parks and Wildlife Sanctuaries of Himachal Pradesh. Efforts will be undertaken to develop a framework for the development.

Study Team

Principal Investigator: Prof. S. P. Bansal, Director, Institute of Vocational Studies, Himachal Pradesh University, Shimla

PROJECT 8

Project Title: Destination Brand Positioning Analysis using Tri-component Model of Attitude”

Funding Agency: University Grants Commission (UGC)

Main Objectives and Implications:

The basic purpose of this study is to present the results of an analysis of the positions held by a competitive set of destinations through a comparison of cognitive and conative perceptions. The intent is to identify dimensions of destination attractiveness representing positions that could be developed by DMO’s to differentiate their destination in a meaningful way to consumers.

Study Team

Principal Investigator: Dr. Parikshat Singh Manhas, Associate Professor, Centre for Hospitality & Tourism Management & the Business School, University of Jammu, Jammu