

# AMITY UNIVERSITY

## — R A J A S T H A N —

### **Amity School of Hospitality (ASH)**

### **Master in Travel & Tourism Management (MTTM)**

**List of students undertaking field project or research projects or internships.**

<b>Program Code</b>	<b>Programme name</b>	<b>Name of the students</b>
12820	MTTM	Shreya Arya
12820	MTTM	Abhinav Sharma
12820	MTTM	Bincy Suresh
12820	MTTM	Dimple Gadwal
12820	MTTM	Shibani Saxena
12820	MTTM	Yashi Singh
12820	MTTM	Sameeksha Mehta
12820	MTTM	Drishti Rajput
12820	MTTM	Lokendra Singh
12820	MTTM	Saumya Kapil
12820	MTTM	Nikita Singh
12820	MTTM	Pooja Shekhawat
12820	MTTM	Raju Prasad
12820	MTTM	Prabal Pratap Singh Rajawat
12820	MTTM	Yadvendra Pal Singh
12820	MTTM	Trishagni Bhattacharjee
12820	MTTM	Arjun Vijaya Kumar
12820	MTTM	Garvit Gehlot
12820	MTTM	Tasneem Khairtulla
12820	MTTM	Ragini Gupta
12820	MTTM	Vikas Chouhan
12820	MTTM	Siddharth Mitra
12820	MTTM	Shivam Kumar Sahu

**THE FUTURE OF TOURISM IN LIGHT OF INCREASING  
NATURAL DISASTERS**



**PROJECT**

**SUBMITTED TO**

**THE ASH, AMITY UNIVERSITY RAJASTHAN**

**FOR THE PARTIAL FULLFILMENT OF**

**MASTERS IN TRAVEL AND TOURISM MANAGEMENT**

**(2019-2021)**

**SUPERVISED BY:**

**DR. CHEF SAURABH SHARMA**

**SUBMITTED BY:**

**SHREYA ARYA**

**Enrollment No: A20782019002**

**4<sup>th</sup> Semester**

**AMITY SCHOOL OF HOSPITALITY**

**AMITY UNIVERSITY RAJASTHAN**

**JAIPUR**



**AMITY**  
**UNIVERSITY**  
— JAIPUR —

# HEALTH TOURISM

BY

ABHINAV SHARMA

A20782019003

DISSERTATION REPORT SUBMITTED FOR THE DEGREE  
OF MASTER OF TRAVEL AND TOURISM MANAGEMENT

AT

AMITY UNIVERSITY RAJASTHAN (2019-21)

UNDER THE SUPERVISION OF PROF. SAURABH  
SHARMA

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# AMITY UNIVERSITY, RAJASTHAN



**Subject: DISSERTATION PROJECT**

**Topic: RURAL TOURISM IN KERALA**

**SUBMITTED TO:**

**DR. CHEF SAURABH SHARMA**

**AMITY SCHOOL OF HOSPITALITY**

**SUBMITTED BY:**

**BINCY SURESH K**

**MTTM-4 TH SEM**

# **DARK TOURISM IN INDIA**

**BY**

**DIMPLE GADWAL**



**A DISSERTATION SUBMITTED TO  
AMITY SCHOOL OF HOSPITALITY, RAJASTHAN  
IN PARTIAL FULLFILLMENT OF THE REQUIRTMENT FOR  
MASTERS IN TOURISM AND TRAVEL MANAGEMENT  
SUBMISSION DATE- 3rd MAY 2021**

# ACKNOWLEDGEMENTS

My profound appreciation goes to both my supervisors, Professor Dr sanjeeb pal and Dr sushil kumar. In particular, I would like to express my gratitude to my guide of Studies, Dr sushil kumar, for the patience, guidance, encouragement and advice that he has given to me throughout my research. I have been exceptionally lucky to have such a supervisor who has cared so much about my work and who has always responded to my queries promptly. His unwavering support and the pains he took to go through my work, along with his observations and expert guidance, enabled me to do my best with calm and competence. Thank you so much.

I would also like to thank Dr sushil kumar for supporting me throughout my dissertation project. He has without objection always guided me through any obstacles that I have encountered, and his advice had always been constructive. dedication and sharing of their knowledge have been relentless. I could not have wished for any better professional and approachable supervisors who have been both enthusiastic and persistent in their encouragement. So, for both of them, a big heartfelt thank you.



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# **DARK TOURISM**

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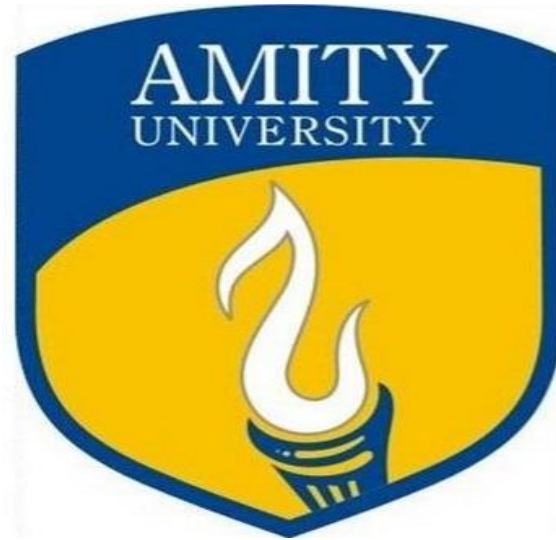
MOTIVATION AND RECONCILLATION OF PRACTICE AND THEORY



PREPARED BY: SHIBANI SAXENA  
MASTERS IN TOURISM AND TRAVEL MANAGEMENT (2019-2021)  
GUIDE: Dr. chef Saurabh



Enrollment No. : A207820190



**MEDICAL TOURISM IN INDIA : AN EXPLORATORY STUDY**

**BY**

**YASHI SINGH**

**AMITY UNIVERSITY JAIPUR, RAJASTHAN**

**(2019 – 2021)**

**Under the guidance of**

**Dr. Jai Sonker**

## **Certificate By Faculty Guide**

This is to affirm that the Paper report named “Clinical The travel industry In India – An Exploratory Examination” Submitted unprejudiced satisfaction for the finishing of Bosses of Movement And The travel industry The executives at Amity University, Jaipur is a record of bonafied examination did by Yashi Singh under my watch. This is a unique piece of work and no piece of this work project has been submitted somewhere else for any degree or certificate, as far as I could possibly know. All the help and help to get over the span of exploration has been completely recognized. As I would like to think this work is reasonable for the show in fractional satisfaction for the honor of the level of Bosses in Travel And Tourism Management.

**Dr. Jai Sonker**

**Amity School of Hospitality**

**Amity University, Jaipur**

# DISSERTATION - A FUNDAMENTAL STUDY ON CULINARY TOURISM IN INDIA

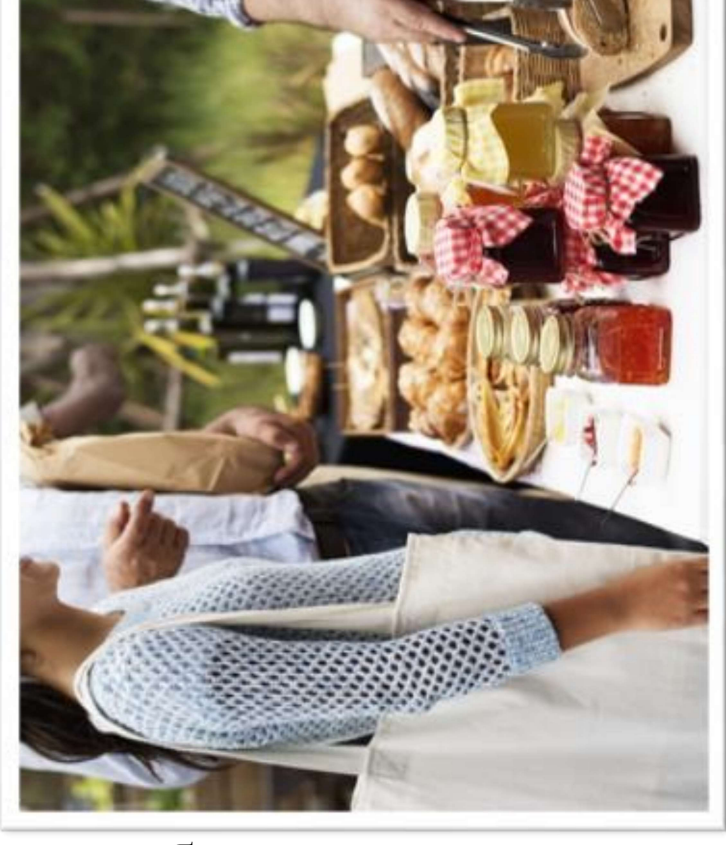


PROJECT SUPERVISOR – PROF. SANJEEB PAL  
PREPARED BY – SAMEEKSHA MEHTA

# INTRODUCCION

## - CULINARY TOURISM

- Culinary or food tourism is defined because the pursuit of unique and memorable eating and drinking experiences.
- Culinary tourism, also mentioned as gastronomic or wine and food tourism, may be a niche area of tourism studies that has grown rapidly in recent years in terms of tourism research and education.
- Now a day's Food Tourism plays an important role within the tourism industry because it is one among the main factors for choosing a tourist destination.
- Eating out is commonest for any tourist and more importantly they might want to explore the local and traditional cuisine.
- Tourism has become hooked in to food, they both can't be segregated once food want to be the essential need of the traveller now it's become the need of the tourists.
- A specific tourist cannot imagine a visit without knowing the local cuisine of a specific area that whether it's good or bad. Gastronomic tourism refers of visiting an area for the rationale to undertake and relish their local cuisines and drinks.





- Any country with an upscale local cuisine makes a great culinary tourism destination.
- Food tourism doesn't mean that the tourist will only eat gourmet meals often.
- Culinary tourism includes a spread of formats and experiences.
- While most culinary tourism focuses on the experience of dining and tasting of latest foods as a primary activity, billboard enterprise, it's also an academic initiative that channels curiosity about food into learning about the culture of a specific cuisine, the process of producing and preparing it, the food system, and access to those foods.





**AMITY**  
**UNIVERSITY**  
— JAIPUR —

Dissertation Project Report On  
**Importance Of Cultural Tourism Of Lucknow**

Submitted By: Drishti Rajput  
Enrollment No: A20782019009

MTTM 4<sup>th</sup> Sem

**Amity University, Rajasthan 2019-2021**

Under the Guidance Of  
**Ms. Adity Anand**

#### **DECLARATION**

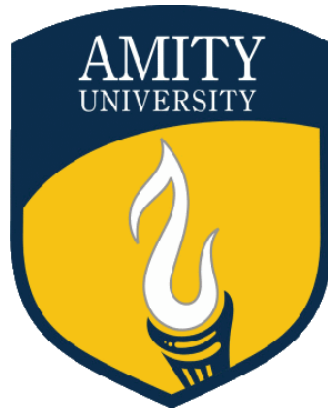
I hereby declare that the Dissertation report Title "**Importance Of Cultural Tourism In Lucknow**" submitted to Amity University , Rajasthan is a record of Original work done by me under the Guidance of Ms. Adity Anand faculty guide , **Amity School Of Hospitality , AUR** . the project is submitted for the partial fulfillment of the requirement of the award Of **Master's In Travel & Tourism Management**.

**Drishti Rajput**  
**Amity School of Hospitality**  
**Amity University, Rajasthan**

#### **ACKNOWLEDGEMENT**

I would like to express my deepest appreciation to all those who provide me the possibilities to complete this report . Apart from my own efforts, the success this report depends largely on the

# AMITY UNIVERSITY RAJASTHAN



**TOPIC :-  
WILDLIFE TOURISM IMPACT ON ECONOMIC DEVELOPMENT  
OF HOST COMMUNITY**

**SESSION : 2019 - 21**

**Submitted By :-**

**Lokendra singh  
Sharma  
MTTM 4 SEM**

**Under Supervision :-**

**Dr. Chef Saurabh**

## **ACKNOWLEDGEMENT**

For most, I would like to express my sincere gratitude to my advisor Dr. Chef Saurabh Sharma for the continuous support to write a dissertation.

His guidance helped me in all the time of research and writing of this thesis.

Last but not least, I would like to thank my family to support me in my rough times and motivated me to complete this project.

Best regards  
Lokendra singh



ELEPHANT TOURISM: A REVIEW OF ANIMAL  
ETHICS & WELFARE PRACTICES

By

Saumya Kapil

Dissertation

Guided by Prof. (Dr.) Sanjeeb Pal

Amity University, Rajasthan

For Masters in Travel & Tourism Management

May 3<sup>rd</sup>, 2021

## ACKNOWLEDGEMENTS

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Throughout the writing of this dissertation I have received a great deal of support and assistance.

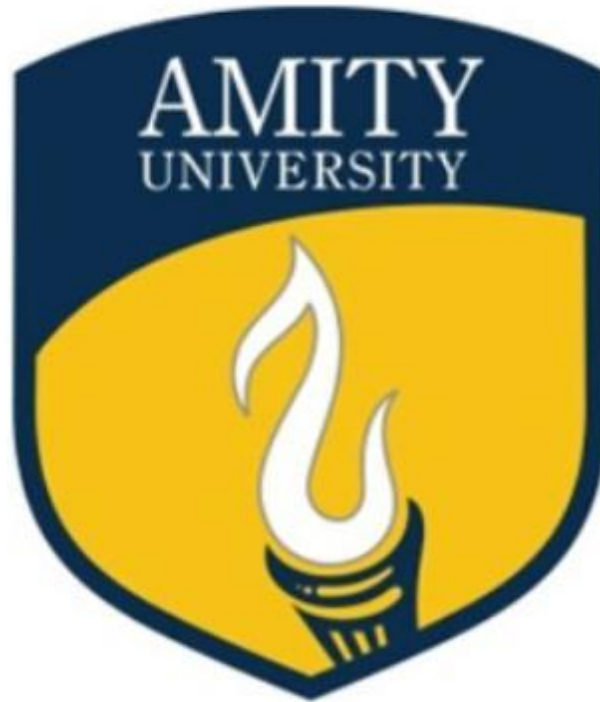
I would first like to thank my supervisor, Prof. (Dr) Sanjeeb Pal, whose expertise was invaluable in formulating the research questions and methodology. Your insightful feedback pushed me to sharpen my thinking and brought my work to a higher level.

I would like to acknowledge my colleagues from my job at Great Champ Technology for their wonderful collaboration. I would particularly like to single out my supervisor at Great Champ Technology, Mr. Devesh Rajori.

I would also like to thank my tutors, Dr. Yashwant Singh Rawal, Dr. Chef. Saurabh Sharma, Dr. Jai Sonker, Ms. Adity Anand and Dr. Sushil Kumar, for their valuable guidance throughout my studies. You provided me with the tools that I needed to choose the right direction and successfully complete my dissertation.

In addition, I would like to thank my parents and my brother for their wise counsel and sympathetic ear. You are always there for me. Finally, I could not have completed this dissertation without the support of my friends, Kajal Butaney and Krishna Khurana, who provided stimulating discussions as well as happy distractions to rest my mind outside of my research.

# **AMITY UNIVERSITY RAJASTHAN**



## **CULTURAL AND CUISINES OF UTTAR PRADESH**

By

**NIKITA SINGH**

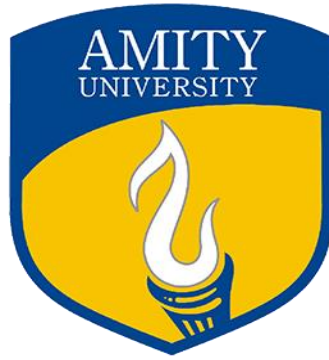
Student of

**Masters in Tourism and Travel Management**

**Enrollment Number- A20782019012**

**AMITY UNIVERSITY, RAJASTHAN**

**AMITY SCHOOL OF HOSPITALITY**



**DISSERTATION RESEARCH**

**ON**

**AN EMPIRICAL STUDY ON ANCIENT**

**STEPWELL IN RAJASTHAN**

**SUBMITTED BY**

**POOJA SHEKHAWAT**

**MASTERS IN TOURISM AND TRAVEL**

**MANAGEMENT-4 TH SEM**

**UNDER SUPERVISION OF**

**PROF. SANJEEB PAL**

**DIRECTOR, AMITY SCHOOL OF HOSPITALITY**

# **CERTIFICATE**

**AMITY UNIVERSITY, RAJASTHAN**

**AMITY SCHOOL OF HOSPITALITY**

This is to certify that Pooja Shekhawat a is a Bonafide student of MASTER OF TRAVEL AND TOURISM MANAGEMENT (MTTM) (Enrolment no: A20782019013 2019-21 batch) of AMITY SCHOOL OF HOSPITALITY (ASH), AUR. The present major project is submitted to in partial fulfillment of the requirement of the degree of MASTER OF TRAVEL AND TOURISM MANAGEMENT (MTTM). This major project under my guidance entitled “AN EMPIRICAL STUDY ON ANCIENT STEPWELL IN RAJASTHAN” is an original piece of research work and no part of this dissertation has been submitted for any other degree of any other University to the best of our knowledge.

**DATE: 05 May,2021**

**(SUPERVISOR)**

**PROF. SANJEEB PAL**

**DIRECTOR. AMITY SCHOOL OF HOSPITALITY**

**AMITY UNIVERSITY, RAJASTHAN**

**JAIPUR**

## **DECLARATION**

**AMITY SCHOOL OF HOSPITALITY**

**AMITY UNIVERSITY, RAJASTHAN**

I, POOJA SHEKHAWAT ( Enrol.no. : A20782019013 ) student of MASTER OF TRAVEL AND TOURISM MANAGEMENT (MTTM) (2019-2021) , AMITY SCHOOL OF HOSPITALITY (ASH), AMITY UNIVERSITY, JAIPUR has completed the dissertation entitled “AN EMPIRICAL STUDY ON ANCIENT STEPWELL IN RAJASTHAN” which embodies my original work, and is submitted towards the partial fulfillment of the requirement of the degree.

**POOJA SHEKHAWAT**

**MASTER OF TRAVELAND TOURISM MANAGEMENT**

**(MTTM)**

**2019-21**

**Enrolment no.: A20782019013**

**ASH, AUR, RAJASTHAN**

**Date: 05 May,2021**

## **ACKNOWLEDGEMENT**

Many people have played an important role in the compilation of my major project, either directly or indirectly.

I would like to thank all the researchers who contributed to the field and the number of people for their assistance with this dissertation. My gratitude goes to all the faculty members of Amity School of Hospitality. Without their help my dissertation would be incomplete.

I would also like to thank PROF. SANJEEB PAL (DIRECTOR), Amity School of Hospitality, Amity University Jaipur for giving me the opportunity to do research work in this upcoming field. Without his encouragement and support, it would not have been possible.

I am grateful to Prof. Sanjeeb Pal for having faith and securing feedback.

Lastly, I would like to extend a heartfelt gratitude to my family, friends who have been a constant source of support and encouragement.

**POOJA SHEKHAWAT**

**MASTER OF TRAVELAND TOURISM MANAGEMENT**

**2019-2021, ASH,**

**AMITY UNIVERSITY, JAIPUR**

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# **CHAPTER 1**

## **INTRODUCTION**

The diversity India prides itself on includes multitudes of both cultural and natural contrasts. From hot deserts to cold mountains, spread grasslands, and wet rainforests, along with the varying ethnicities, languages, religions, food and physical attributes makes India a hotbed of tourism. Every region in this vast land has breathtaking natural beauty with enchanting flora and fauna. The royal Bengal tigers, dolphins of the Ganges, the one-horned rhinos of Kaziranga, the majestic elephants, to the small flying squirrels, and the great Indian hornbill, to the majestic deodar trees and the valley of flowers, India provides a kaleidoscope of natural beauty that is almost unparalleled throughout the world.

Surfing through the exotic beaches of Goa, renting a houseboat on the backwaters of Kerala, trekking through snow-clad mountains of Himachal, enjoying the sand and lakes of Rajasthan, and learning about the world heritage sites of Delhi, etc, gives a sample of the diversity of our nation. Each and every state and region of India showcases this uniqueness through the dramatic variations in culture, languages, clothing, and food. The varieties of songs, dance forms, colorful festivals, and dazzling handicrafts cast their spell on tourists both domestic and foreign. This unique display of colors is what makes India a hotspot for people seeking a dream vacation, both national and international. Hence, we have to provide the best of facilities and safety to tourists. Maintaining a peaceful and amicable coexistence of people belonging to different ethnicities and cultures is one of the most defining traits of India to visitors from around the world. There are many advantages involved in travel and tourism. Tourism creates a lot of jobs and

# **AMITY UNIVERSITY RAJASTHAN**



## **Dissertation Project Report on "Role and Contribution of Tribal Tourism in Tourism Sustainability"**

Under the Guidance of

**Dr. Jai Sonkar**

Submitted by:

**Raju Prasad**

**A20782019014**

**MTTM 4<sup>th</sup> SEM**

**(2019-2021)**

**NATURAL TOURISM: A REVIEW OF CONSERVATION  
AND ROLE OF LOCAL PEOPLE IN RANTHAMBHORE  
TOURISM**

**BY PRABAL PRATAP SINGH**

**DISSERTATION**

**FACULTY GUIDE: DR. SUSHIL KUMAR**

**AMITY SCHOOL OF HOSPITALITY**

**AMITY UNIVERSITY RAJASTHAN**

**MASTERS OF TOURISM AND TRAVEL  
MANAGEMENT**

## **DECLARATION**

I, the undersigned, solemnly declare that the project work report entitled "A Review of Tourism in Ranthambhore" is based on my own work that I did during my studies under the supervision of Dr. Shushil Kumar.

I assure you that the statements made and the conclusions drawn from them are a result of the work of the project. I also declare that, to the best of my knowledge and belief, the project report does not contain any part of the previous work for the award of another degree / diploma / certificate submitted at this university or at another university.

Prabal Pratap Singh

Amity School Of Hospitality

## **CERTIFICATE BY FACULTY GUIDE**

This to confirm that the project report submitted is the result of the project work entitled "A Review of Tourism in Ranthambhore" carried out by Prabal Pratap Singh Rajawat under registration number A20782019015 and carried out under my direction and supervision to get the bachelor's degree of Masters in Tourism & Travel Management, Amity University, Jaipur. To the best of my knowledge and belief, the report includes the applicant's own work, has been properly completed and meets the requirements of the university's MTTM regulation for the desired standard for the purpose for which it is presented.

DR. SUSHIL KUMAR



Rural Tourism Development In India  
An explained study

Amity University, Jaipur, Rajasthan  
Amity School Of Hospitality  
MTTM- 4TH SEM  
(2019-2021)

By: -Yadvendra Pal Singh

Under The Guidance Of  
Dr. sushil Kumar

Dissertation Project Report on  
***“Cultural Tourism in North East”***

Submitted by: Trishagni Bhattacharjee

Enrollment No: A20782019017

MTTM 4<sup>th</sup> semester



Amity University, Jaipur 2019-2021

Under the Guidance of

**Dr. Jai Sonkar Sir**

## **DECLARATION**

I hereby declare that the Dissertation report Title "***Cultural Tourism in North East***" submitted to Amity University, Jaipur is a record of original work done by me under the Guidance of Dr. Jai Sonkar, faculty guide, Amity School of Hospitality, AUR. The project is submitted for the partial fulfilment of the requirement of the award of Masters in Travel and Tourism Management.

I also declare that this report has not been submitted to any other college or university for award of any other degree or diploma.

**Ms. Trishagni Bhattacharjee**

**Amity of School Hospitality**

**Amity University, jaipur**



# **ROLE OF WILD LIFE TOURISM IN INDIA**



# INTRODUCTION

**Tourism** is the largest service industry in India, a contribution of 6.23% to the national GDP and 8.78% of the total employment in India. India witnesses more than 5 million annual foreign tourist arrivals and 562 million domestic tourism visits. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate. AND TO SEE WILDLIFE OF INDIA 42% TOURISTVISIT or the development and promotion of tourism in India and maintains the "Incredible\_India" campaign. According to *World Travel and Tourism Council*, India will be the world's leading tourism hotspot, having the highest 10-year growth potential. The *Travel & Tourism Competitiveness Report 2007* ranked tourism in India 6th in terms of price competitiveness and 39th in terms of safety and security. Despite short- and medium-term setbacks, such as shortage of hotel rooms, tourism revenues are expected to surge by 42% from 2007 to 2017.

The wildlife attractions of India are huge and worth appreciating. Numerous rare and endangered species of animals, birds and reptiles can be found in the country. ;The marine life is equally interesting as well.-The tigers, rhinoceros, elephants, black bucks, lions, cobras and peacocks are the prime wildlife attractions in the country/ Apart from these, there are other wildlife species too that have commanding presence.

See these animals roaming around safely in their natural habitat on a jeep, on the back of an elephant and camel or from a boat. Also, explore the interiors with the help of your guide to discover the vividness of the flora which provide shelter and food to these animals. All these are so unique and interesting in themselves that you will be forced to revisit the wildlife regions. There was a point of time in history when many wildlife species were on a brink of extinction. However, off late, the government and the people have awakened to the looming danger over the existence of these wildlife species and have brought them under the protection programmes. Conscious

**Dissertation Report**

On

**“Adventure tourism in Himachal Pradesh”**

**For the partial fulfillment of degree of Masters of Travel and Tourism Management  
(2019-2021)**



**Faculty Guide:  
Mrs. Aditi Anand  
Amity School of Hospitality**

**Submitted By:  
~~Garvit~~ Gehlot  
MTTM 4<sup>TH</sup> Sem**

**AMITY UNIVERSITY RAJASTHAN**

**Amity School of Hospitality  
2021**

# **DISSERTATION**

## ***Study on Popularity of Self-Driven Tours in India***

Submitted in partial fulfilment of the requirements from Amity University, Rajasthan



By

Name: **Tasneem Khairulla**

Course: **MTTM 2020-22**

Enrolment No.: **A20782020001**

Under the Guidance

Of

**Prof. Sanjeeb Pal,**

Dissertation Guide, Faculty of ASH

## **DECLARATION BY STUDENT**

This is to certify that I, Tasneem Khairulla, a 2020-22 MTTM student at Amity School of Hospitality, Amity University Jaipur, Rajasthan, worked on the dissertation 'Popularity of Self-Driven Tours in India' in partial fulfilment of the requirements in Amity University, Rajasthan.

Name: Tasneem Khairulla

Course: MTTM (2020-22)

Enrolment No.: A20782020001

Date:

## **DECLARATION BY FACULTY SUPERVISOR**

This is to attest to the fact that Ms. Tasneem Khairulla, enrolment no. A20782020001, a student of MTTM in batch 2020-22, Amity School of Hospitality, Amity University Jaipur, Rajasthan, has worked for the duration of the project under my guidance and supervision.

The report being presented is a partial fulfilment for the Masters of Tourism and Travel Management and includes unique work and research.

Signature

Name of the Guide: Prof. Sanjeeb Pal

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**Abstract:** The global spread of the pandemic covid-19 has had an influence on the tourism industry, particularly in tourist destinations. This study looked into the popularity of self-drive tours and the theoretical framework that explains why local tourists choose to self-drive to a local destination in India.

Due to the popularity of self-drive tours, this study looked into the perception of renting automobiles, discovering new destinations, and the impact of travel companies. In this study, new exploration patterns are used as a moderator variable to forecast how tourists will travel. The study's construct was analyzed using the questionnaire approach (Primary Method). The model discovered that travel trends are changing slowly and are an ever-evolving process. The findings revealed that the intention to visit a local place and the influence of the trends that tourists seek to follow are both highly influenced by behavioral variables. Self-driven trips have been popular, particularly during the pandemic. Because of the travel restrictions, people devised new ways to travel, one of which was self-driven tours. Where one used to rent or take their own automobile and travel to new places, or even drive across India or to neighbouring countries.

This research has provided insight into tourist mindsets and the evolving travel industry, as well as the implications for government, tourism marketers, and the tourism industry in terms of new trends and evolving and changing demands based on these trends.

## Certificate of Internship

This is to certify that **Ms. Tasneem Khairulla** has completed her internship as "Travel Intern" at Adotrip.Com Pvt. Ltd. Delhi from 05.07.2021 to 03.09.2021.

She has worked on Domestic Packages.

During her internship she has demonstrated her skills with self-motivation. Her performance was per our expectations and she was able to complete the assigned project on time.

We wish her all the best for her upcoming career.

**Adotrip.Com Pvt. Ltd.**



Priyanka Kumar

Manager HR

---

**Adotrip.Com Pvt. Ltd.**



# **DISSERTATION**

## ***Study on Thriving Mediterranean Cuisine Attracting Tourism in Dubai***

Submitted in partial fulfilment of the requirements from Amity University, Rajasthan



By

Name: **Ragini Gupta**

Course: **MTTM 2020-22**

Enrolment No.: **A20782020006**

Under the Guidance

Of

**Dr Yashwant Singh Rawal,**

Dissertation Guide, Faculty of ASH

## DECLARATION BY STUDENT

This is to certify that I, Ragini Gupta, a 2020-22 MTTM student at Amity School of Hospitality, Amity University Jaipur, Rajasthan, worked on the dissertation ‘Thriving Mediterranean Cuisine Attracting Tourism in Dubai’ in partial fulfilment of the requirements in Amity University, Rajasthan.

Name: *Ragini Gupta*

Course: *MTTM (2020-22)*

Enrolment No.: *A20782020006*

Date: *18<sup>th</sup> Apr'22*

## **DECLARATION BY FACULTY SUPERVISOR**

This is to attest to the fact that Ms. Ragini Gupta, enrolment no. A20782020006, a student of MTTM in batch 2020-22, Amity School of Hospitality, Amity University Jaipur, Rajasthan, has worked for the duration of the project under my guidance and supervision.

The report being presented is a partial fulfilment for the Masters of Tourism and Travel Management and includes unique work and research.

Signature

Name of the Guide: *Dr Yashwant Singh Rawal*

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# **CHAPTER - 1**

## **ABSTRACT**

Mediterranean cuisine is well-known throughout the world and is widely regarded as the healthiest cuisine in every way. Although it is regarded as a cuisine that encompasses all the Mediterranean Sea nations, it differs from one to the next, with many variants based on the culture and cuisine of each country.

Mediterranean cuisine, also known as "sun cuisine," has been proven to be the healthiest and most balanced, thanks to the richness of its flavours and the use of very healthy ingredients. Because of its widespread popularity, UNESCO designated it as Intangible Cultural Heritage in 2013, acknowledging that it offers several health and lifestyle advantages.

This cuisine has succeeded to incorporate many cultures into a single culinary style while retaining its distinct characteristics. They all have the same essence that distinguishes them from the rest of the world's kitchens, even though they use extremely diverse materials and methods.

When we speak of Mediterranean food, we may refer to Italian, Spanish, Greek, Moroccan, French Provençal, or even North African cuisine, all of which are part of the same family yet distinct from one another. This phenomenon is due to the history of this region of the globe, the centuries-long link between all those areas, and the effect of the same warm temperature on all of them, causing them to share the same diversity of cuisine and traditions that can be found nowhere else on the planet.

Vegetables, fish and shellfish, olive oil, fruit, flour, meats, and wheat are the key elements of this cuisine, which when mixed in a balanced fashion create the world's best and healthiest meal.

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# **AMITY UNIVERSITY RAJASTHAN**



**Dissertation Report**

## **“Impact of Bollywood Movies in the growth of Indian Tourist Destinations”**

**Supervised by:**

**Dr Sushil Kumar**

**Assistant Professor**

**Amity School of hospitality**

**Submitted By:**

**Vikas Chouhan**

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**Amity School of Hospitality**



## **ACKNOWLEDGEMENT**

I take this opportunity to express my deepest gratitude to those who have generously helped me in providing the valuable knowledge and expertise during my training.

I would like to add a few heartfelt words for the people who were part of this training in numerous ways, people who gave unending support right from the stage the training was started. I acknowledge my sincere debt to all of them.

I am highly thankful to Dr Sushil Kumar & Dr Yashwant Singh Rawal of Amity School of Hospitality (Amity University Rajasthan) for their valuable support and guidance.

I would like to thank my University and my professors without whom this project would have been a distant reality.

Last but not the least, I cannot forget to mention the patience and belief of my family and friends for their unconditional support and help at the hardest of times. They gave me moral support that I needed the most.

## **Abstract**

Tourism and Bollywood go hand in hand. From shooting movies in exotic locations like Kashmir, Goa, Kerala, Karnataka, Manali to conducting award shows in places like Mumbai, Hyderabad, Guwahati and others. Tourism has got immense boost from Bollywood. So much that Bollywood celebrities have been signed up as the brand ambassador of particular state like Priyanka Chopra endorses Arunachal Pradesh whereas Amitabh Bacchan has been the face of Gujarat for years and Shah Rukh Khan endorses Royal Bengal. Films like Veer, Paheli, Dil Chahta Hai, Lagaan, Silsile and recent films like Chennai Express, Baahubali are some of examples of how Bollywood has shown these places into the homeland and mark for themselves by making states like Rajasthan, Gujarat, a character in the films. It has made the audience aware about the places and its culture and it boosted tourism growth immensely. Displayed beautiful sight a scene on silver screen attracts Indian audiences in many ways in compel them to plan their next vacations to that particular destinations. In this way, Bollywood promotes Indian tourist destinations and other businesses in the country related to that. The reason of this study is to know about the points which going to important of tourism, business and Bollywood involvement in the growth in country. It will also study that how Bollywood cinema influencing audience's and movie makers mind to attract tourism and business.

## **CONTENT**

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2	Review of Literature	
3	Objectives	
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## Certificate of Internship

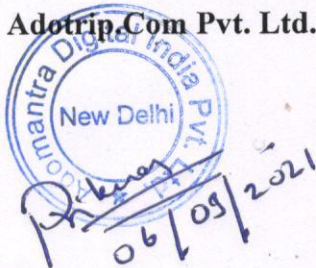
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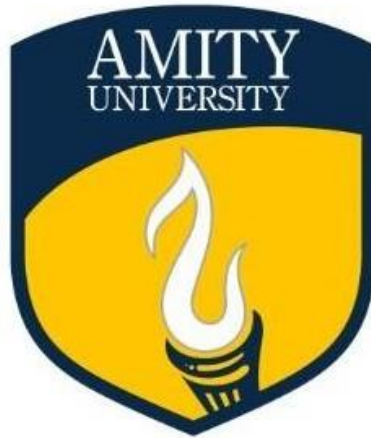
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# AMITY UNIVERSITY RAJASTHAN



**DISSERTATION**

**2021-2022**

**ADVANCEMENT IN IT TECHNIQUES HAD A BIG ROLE IN  
EXAMINING GUEST PREFERENCES IN THE 21<sup>ST</sup> CENTURY**

**MASTERS IN TRAVEL & TOURISM**

**AMITY SCHOOL OF HOSPITALITY**

**Dissertation supervision by:**

Dr. Saurabh Sharma

Associate Professor

Amity school of hospitality

Amity university, Rajasthan

**Submitted by:**

Siddharth Mitra

A20782020004

Masters in Travel & Tourism

Amity School of Hospitality

# Acknowledgement

First and foremost, praises and thanks to the God, the Almighty, for His showers of blessings throughout my dissertation work to complete the dissertation research related work and incorporate the findings successfully.

I would like to express my deep and sincere gratitude to my Research Supervisor, Dr. Saurabh Sharma, Associate professor, Amity School Of Hospitality, Amity University Rajasthan for giving me the opportunity to do research under his guidance and support and providing invaluable inputs whenever required throughout this research. His dynamism, vision, topic related knowledge, sincerity and motivation have deeply inspired and encouraged me. He has taught me the methodology to carry out the research and to present the research works as clearly as possible. It was a great privilege and honor to work and study under his guidance. I am extremely grateful for what he has offered me. I would also like to thank him for his kindness, friend like sustainance, empathy, and great sense of humor.

I would also like to thank Dr. Sanjeeb Pal, Director, Amity School of Hospitality, Amity University Rajasthan who has given me a chance to work upon the chosen research topic and other faculties namely Dr. Jai Sonkar, Dr. Yashwant Singh Rawal, Professor, Amity School of Hospitality, Dr. Sushil Kumar, Professor, Amity School of Hospitality, Amity, Mrs. Aditi Gupta, Assistant Professor, Amity School of Hospitality who have helped me in the micro changes and suggestions that were required during the editorial work in the dissertation.

I am extremely grateful to my parents for their love, prayers, caring and sacrifices for educating and preparing me for my future as well as for their love, understanding, prayers and continuous support to complete this research work.

I would like to say thanks to my friends and research colleagues

Finally, my thanks go to all the people who have supported me to complete the research work directly or indirectly.

Any omission in this brief acknowledgement doesn't mean lack of gratitude.

Thanking you

**Siddharth Mitra**  
**MTTM 4<sup>th</sup> Sem**

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# RATIONALE OF THE TOPIC

These days, adroitness and shrewd administration of the travel industry objections and providers are turning into a main concern and large test. This article centers around vacation destinations and focuses on investigating how brilliant advancements impact the client venture. The fundamental exploration question is what savvy advances are meaning for the sightseers' visit insight. The review takes a shopper conduct point of view with a particular spotlight on the visit cycle (imminent, dynamic, and intelligent stages), in view of the hypothetical underpinnings of client venture process model. Initial, an examination system was explained, enveloping three speculations.

This examination permits us to get bits of knowledge into shopper conduct, which is helpful for vacationer appreciation for become 'more astute'. The review's discoveries show that shrewd innovations have an impact on the client venture at each of the three stages, the most critical being at the forthcoming and dynamic stages, without disregarding the intelligent one. This article expands our insight by giving new experiences into the impact of savvy advancements that have hypothetical and advertising suggestions for vacation destination.

The advanced innovation for visitors implies a simple life, and likewise to that, our craving for this lifestyle is voracious. With each new application or associated gadget, the computerized innovation shows us that everything is conceivable, and one area in which this change is progressively clear is the hospitality one, where everything from the registration interaction to in-room innovation choices is rapidly changing, subsequently this implies steady changes in the way of behaving of their visitors. These days, as automation and digitization proceed to multiply, and visitors become progressively well informed, because of this movement, touch points across the friendliness business are embracing new computerized patterns and to make the client venture as consistent and agreeable.



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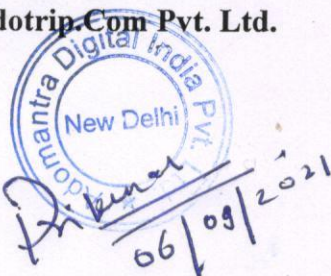
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