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EMPLOYMENT ORIENTED TOURISM PORTAL

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Abstract- *This paper discuss about a Tourism portal which is developed as a responsive layout compatible with any devices like Computer, Laptop, Mobile Phones, Tablets etc. In this modern world, everything should be technical and up-to-date with changing trend of this era, This portal provides every basic need of tourism to a visitor, helpful for a tourist in order to visit a new place & destinations without taking help of any guide. The main highlight of the portal is that it generates employment opportunity for the locals.*

Keywords: *Tourism, Destination Management, Responsive Layout, Job Empowerment, Quality of Life, Sustainability.*

1. INTRODUCTION

Tourism Management and Development is a major and significant factor in development of economy of an country. Tourism comprises a multitude of activities which together form one of the world's fastest growing international sectors. The search takes an interdisciplinary approach and includes planning and policy aspects of national and regional tourism as well as specific management studies.

The journal's contents reflect its integrative approach of tourism portal, which includes the basic **coverage** -

- i. **Destination culture and Destination marketing** -Tourists gather information from different sources, select and rank the places to visit according to their personal interests, and try to devise daily tours among them.
- ii. **Tourism Attraction and their development-** Collaborative filtering is applied to identify a subset of optional points of interest that maximize the potential satisfaction, while there are some preselected mandatory points that the tourists must visit.
- iii. **Globalization and a Country Leisure-** The goal is to generate tours that contain all mandatory points and maximize the total score collected from the optional points visited daily, taking into account different day availabilities and opening hours, limitations on the tour lengths, budgets and other restrictions by making increment in economy and for Foreign tourist spots.
- iv. **Social Media and Technology-** This paper helps in addresses the complex selection and touring problem and proposes a “filter-first, tour-second” framework for generating personalized tour recommendations for tourists based on information from social media and other online data sources.

- v. **Temperature Measurement and Google Map-** Measuring or calculating the temperature of destination point and a effective way to provide route-view in the form of map which plays a vital role in searching or reaching the path of the trip.
- vi. **Feedback Facilities-** A effective method of getting case studies, discussion of current issues, reviews, social reviews and feedback to improve this tourism industry.
- vii. **Resident-tourist value co-creation:** Life Satisfaction positively influences residents value co-relation with tourists by encouraging its Positive perceptions.
- viii. **Upcoming Event:** Packets of Information contains the data of future events & festival ,which attract the tourist to come and take & enjoy these time-to-time or occasionally or on festival.

2. LITERATURE SURVEY

Our Developing Economy is uprising day-by-day due to Tourism Development which contribute a lot in Globalization at world level. There are various tourism portal, apps which helps tourists to find various tourists spot. This research argues that many of the problems associated with the use of environmental resources for tourism stem from market failure, and it considers methods for increasing, sustainably, the returns from them.

The objectives of this paper is to develop and apply a low-cost, automated, Internet-based survey methodology to investigate effectiveness of a tourism promotional Web site. Both online and email surveys in the form of feedback or reviews were used to gather data from visitors to a state Web site, which not only signifies the costs for setup, advertising, and maintenance but also a systematic ideas to enhance the beauty of tourists spotting the form of photo-gallery in a responsive format, easily run on computer system, Tablet, Mobile phones. hence, Suggestions and reviews helps in improving evaluation methods are provided.

This research paper is a part of a wider project based on Tourism Development to develop indicators that consumers can use in the selection of their holidays and promote a more sustainable form of tourism. In result this survey elaborate a elegant portal, considerable disagreement over “sustainability” and where the borders of the concept exist.

Year	Amount (US\$ million)	% change	Amount (₹ crores)	% change
1997	2,889	2.0	10,511	4.6
1998	2,948	2.0	12,150	15.6
1999	3,009	2.1	12,951	6.6
2000	3,460	15	15,626	20.7
2001	3,198	-7.6	15,083	-3.5
2002	3,103	-3.0	15,064	-0.1
2003	4,463	43.8	20,729	37.6
2004	6,170	38.2	27,944	34.8
2005	7,493	21.4	33,123	18.5
2006	8,634	15.2	39,025	17.8
2007	10,729	24.3	44,360	13.7
2008	11,832	10.3	51,294	15.6
2009	11,136	-5.9	53,700	4.7
2010	14,193	27.5	64,889	20.8
2011	16,564	16.7	77,591	19.6
2012	17,737	7.1	94,487	21.8
2013	18,445	4.0	1,07,671	14.1
2014	20,236	9.7	1,23,320	14.5
2015	21,071	4.1	1,35,193	9.6

Fig 1 :Foreign exchange earnings from tourism in India(1997-2015)

A. NATURE BASED TOURISM

It discusses the potential of **Ecotourism Techniques**, behaves like a antidote for these destructive forms of tourism development and argues that if ecotourism is to fully achieve this potential, well founded principles and clear guidelines for the active involvement of local communities, protected area managers and private entrepreneurs, will be necessary. In addition, guidance is required to facilitate in-depth regional and site-specific research on the socio-economic and environmental impacts of visitors on protected areas, and the development of appropriate local, national and regional tourism strategies.

- i. Integrates potential visitor preferences into the design of nature-based tourism experiences.
- ii. Identifies how to disperse visitors from an iconic natural attraction by designing alternative experiences.
- iii. Uses visitors' likelihood of choosing a scenario to assess relative preferences for nature-based tourism experiences.
- iv. It can provide foreign exchange and economic reward for the preservation of natural systems and wildlife.

This paper helps in finding and viewing selected natural destinations with limited data content in such a way to enlarge its Beauty all over the world

B. ADVENTURE BASED TOURISM

This paper analyses the loyalty intentions of visitors to various Adventurous & Sporty points, Example,, Adventure-park, River, Hill Station, Mountains, Wildlife Parks & Sanctuaries who wanted access to friendly, helpful rangers were more likely to undertake loyalty behaviors requiring greater effort. This Tourism of adventure-sport predicated on physical activity, challenge, and risk-taking.

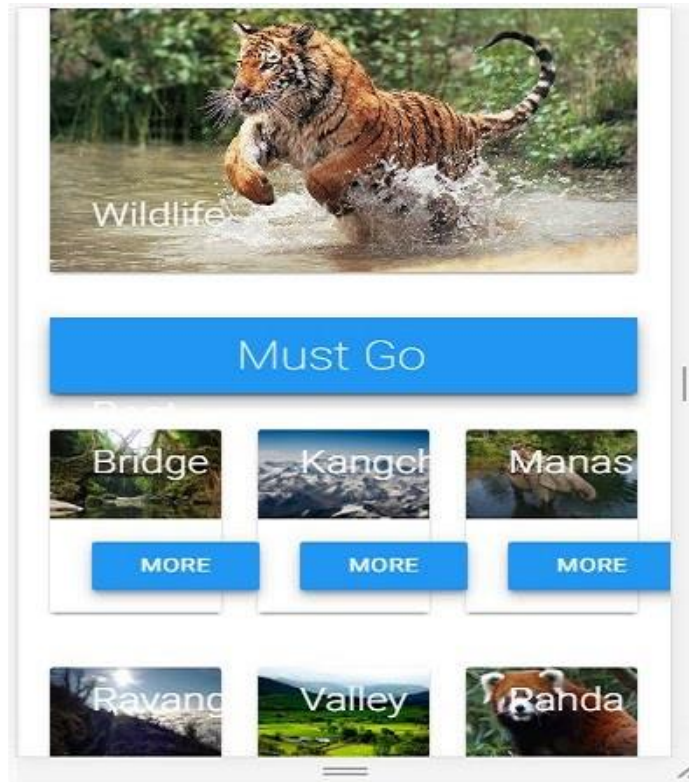


Fig 2 : Attractive View of Wildlife Parks and Sanctuary

- i. An increasing hierarchy of effort for loyalty from visiting mountain and hill station through to advocating, and volunteering, as a multi-dimensional construct.
- ii. It has been the preserve of an experienced elite whose approach is epitomized by self-reliance and independent operation in such destinations.

This paper helps in examine a range of factors surrounding adventure tourists' experiences in White-water rafting and Sea kayaking. Participants were categorized into low challenge or high challenge groups based on ratings of post-adventure risk and competence. Considering the nature of each activity, b adventure tourists are categorized into either: fearless thrill-seekers, daring thrill-seekers, eco-seekers, or competence-testers.

C. HERITAGE BASED TOURISM / CULTURAL BASED TOURISM

This paper examines the tourist experience within the context of the various Heritage, Cultural and Pilgrimage, hence it is easier to differentiate between visitors and perceptions on the same site. The study employs a mixed methodological approach that includes participant-observation, archival documents and short-informal and unstructured interviews with Destination point volunteers, tourists and guides, as well as empirical observations concerning the material landscape and the observed practices of pilgrims and tourists by providing accuracy and sustainability in data provided on portal for the visitors.

- i. Due to vast region full of heritage and culture, we want to show the issues in the developing context on many occasions which is based on an different heritage and tourism experiences in our developing or less-developed world.
- ii. By this portal, our main plan is to provide conceptual overviews of critical issues, challenges and the vast opportunities in the heritage tourism context in developing regions and then to invite the visitors, tourists who themselves are interested in these tourism.
- iii. Religious tourism — tourism that is motivated by faith or religious reasons — has been in evidence for centuries. In more recent times, however, it has been suggested that modern tourism has become — the functional and symbolic equivalent of more traditional religious practices, such as festivals and pilgrimages.

D. FESTIVAL BASED TOURISM

By the means of this paper ,it is stated that festival tourism is an effectual strategy which helps in enjoying a healthy reputation in live environment with the music industry and the performance arts & crafts. There are various socio-economic and political challenges faced in Festival management by local government to attract tourists, to the improvement of destination image.

- i. Image differences before and after the visit, between festival participants and nonparticipants, between festival recognition and non-recognition groups, between information request and no request groups were analyzed.
- ii. This helps in recommending festival tourism as an effective means to enhance various competitiveness in Indian Tourism as well as its cultural & Heritage identity and confidence, so we can call it “CULTURALIZATION” of tourism.

Just like taking example of Durga Pooja in West Bengal, Bihu In Assam etc. ,we can help our economy to illustrate how festivals make a healthy return on investment in terms of Occupancy rates, Arrivals, Visitor Expenditures, National and Inter-national media exposure and destination loyalty from cultural tourists.

EVENT - This Event tourism at a destination and marketing of planned events as Tourist Attractions, its Catalyst, Animators, Image Makers and Place marketers. Most of the business through Event Tourism, several event activities occur at the city or cultural level. This process of Event Tourism includes bidding on, facilitating and creating events and the management of the viewing point of events as destinations assets. Types of events in this category are meetings, incentives, conventions like conferences or congresses, Exhibition etc.

3. VARIOUS FACILITIES PROVIDED FROM THIS PORTAL TO TOURISTS

For a better understanding of the tourist experience, this paper tries to build a conceptual model, in which both dimension of the tourist experience are integrated as a structured and interrelated whole. The position and role of each experiential component, such as eating, sleeping, transportation and so on in tourism can be more clearly understood in terms of this paper study.

A. SHOPPING

This paper provides a critical review of tourist shopping research with the aims of identifying progress, presenting a descriptive framework, and suggesting new areas and approaches for research.

So we can easily differentiate shopping criterion by examine that, **who**(segmentation), **what**(product),**why**(motivation), **where**(setting and service),**how** (behavior and experience) and **how much** (expenditure). Attention then shifts to a review of conceptual,

theoretical and methodological issues which label four genuine concept- customer satisfaction, their motivation, culture & attitude And especially Cross-Cultural Products. Example.. Handi-Craft Material, Man-Made Product, Hand-Made Accessories, Gifting Demand which includes (Cultural Product, Gift Receiver-Giver Relationship and Gift Purchase behavior) and etc.

- i. Offers suggestions to improve theoretical frameworks for this aspect of tourism.
- ii. Reviews main themes concepts and methods in tourist shopping research.
- iii. A valuable practical implications for destinations which helps in making a better understanding between the cultural values and social relations

B. ACCOMDATION/ HOTEL

The **Hotel Management** response is a continuous, dynamic and reciprocal communication process in such a way which helps in developing in this sector.

Today, Hotels actively respond to **online reviews** given their tremendous influence on travelers' decisions. By focusing on prospective travelers, we propose the effective management **response signals** hotels' care for customers and quality of service. This study demonstrates that the frequency and speed of response significantly enhance **travelers' engagement** as indicated by more reviews, higher average valence, more votes for helpfulness, and higher popularity ranking on social media. Furthermore, the frequent and speedy response is more effective for budget (vs. premium) hotels. Thus, **management response** to online reviews serves as a critical channel of communication to engage customers.

Impact of quality on estimations of hotel efficiency—

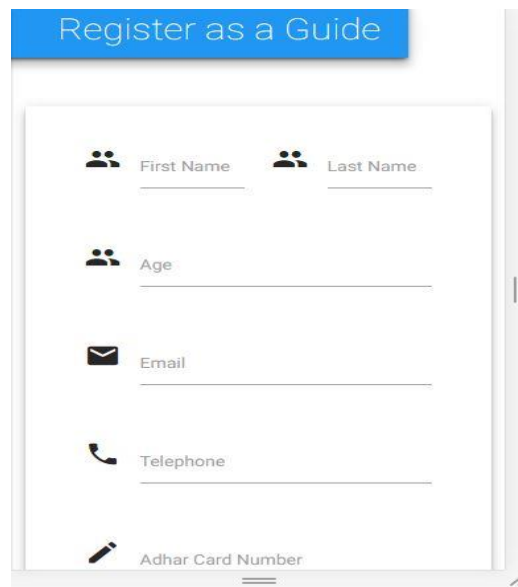
- i. The hotel industry is operating with substantial profit inefficiencies.
- ii. Profit efficiency is more relevant than cost efficiency when output quality differs.

C. CUSINE

- i. Thorough out making this case study, are needed on the nature and extent of tourism food imports and associated foreign-exchange leakages; the reasons a large proportion of the food for tourist consumption is imported; and the variation in food supply patterns according to quality, size, ownership, and location of tourist establishment.
- ii. Research will help formulate policies designed to increase the net economic impact of tourism by food & bevearge.
- iii. This paper making helps in demonstrated that food consumption in tourism can be either the peak touristic experience or the supporting consumer experience, dependent upon specific circumstances.

D. JOB OPPORTUNITES

- i. This papers analyzes the quality of tourism employment, helps in generating career & job opportunities for all men & women, according to their experiences & knowledge which include Guide Job, Guide especially for Girls, Lodge availability for tourists by local-residents with food, as per visitors-tourists requirements.
- ii. So this case study reveals that the major source of service occupations is food and beverage operations, which, in the majority of establishments, have residents as customers and as such is not unique tourism.
- iii. Tourism can be used as a catalyst to increase the number of career advancement opportunities and level of wages for residents & employs working in uplifting this industry.

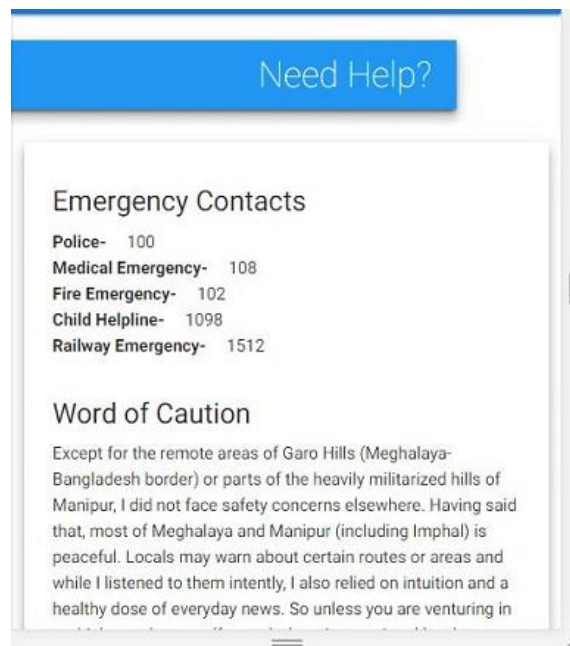


The image shows a mobile application interface for registering as a guide. At the top, there is a blue header with the text "Register as a Guide". Below the header is a white form with several input fields, each accompanied by a small icon: a person icon for "First Name" and "Last Name", a person icon for "Age", an envelope icon for "Email", a telephone icon for "Telephone", and a pencil icon for "Adhar Card Number". Each field has a horizontal line for text entry.

Fig 3 : Registration form for Guide and Lodge Availability

E. WOMEN SAFETY MEASURES

- i. Travel narratives can shape tourist imaginings about places with safety measures, and are a useful tool for understanding tourist experiences in order to make a trip cool for women.
- ii. One long-standing media trope is the transformative potential of travel to from one starting point to destination point, especially for women.
- iii. The contribution discusses the main aspects of the historical, socio-cultural and economic factors influencing women living and their safety including their changing life-style, which increases an impact in economy of our country due to increasing involvement in tour & travel type activities.



The image shows a mobile application interface for emergency help. At the top, there is a blue header with the text "Need Help?". Below the header is a white form with two sections. The first section is titled "Emergency Contacts" and lists the following information: "Police- 100", "Medical Emergency- 108", "Fire Emergency- 102", "Child Helpline- 1098", and "Railway Emergency- 1512". The second section is titled "Word of Caution" and contains a paragraph of text: "Except for the remote areas of Garo Hills (Meghalaya-Bangladesh border) or parts of the heavily militarized hills of Manipur, I did not face safety concerns elsewhere. Having said that, most of Meghalaya and Manipur (including Imphal) is peaceful. Locals may warn about certain routes or areas and while I listened to them intently, I also relied on intuition and a healthy dose of everyday news. So unless you are venturing in".

Figure 4: Emergency Help

F. BASIC FACILITIES

- i. Hospitality & Medicare.
- ii. Police Station & Emergency Number.
- iii. Travelling Methods with description- Like Airways, Roadways(Bus, Train, Taxi, Car Rental etc.)
- iv. Google Map for route availability .
- v. Currency Converter .
- vi. Temperature Measurement .
- vii. Language Translator
- viii. Residents attitudes and adoption of Pro-tourism Behavior :
 - a. This study helps in examine Roadways, (State of the local economy and perceived personal economic benefits) **and non-economic factors** (residents' degree of welcoming tourists) both as a antecedents of residents attitudes to current tourism and pro-tourism behavior,
 - b. Economic factors have direct influence on residents' pro-tourism development behavior.
- ix. Tourists' photographs can be a rich source of behavioral, perceptual and attitudinal data -
 - a. Analysis of such data tends to be resource-intensive if coder subjectivity is to be regulated, useful in examining how tourists behave, where, when, with whom and why.
 - b. Many researchers favor the qualitative analysis of such data, which requires the use either of relatively small numbers of photographs or a considerable expense of researcher time and effort to undertake.

4. CONCLUSION

By the means of this paper ,we want to elaborate the basic concept or issues regarding any Tourism Portal which may arises as a problem time-to-time, so, trying to override them by providing or gaining some positive methods or techniques to make it effective and managerial during its working.

Hence Materialize CSS, PHP, HTML, CSS, all are binding to form it and providing various destination points with food Market, Culture, Accommodation like Hotels, Lodges, Paying Guests Facilities and more to conquer.

Effective or u may say a beautiful photo gallery to provide a glimpse of a particular spots to take a trip with proper travelling mode information with mapping service also.

- i. Productivity Growth and income in the Tourism Sector-**
 - a) Tourism Demand model for tourism sector with a monopolistic competition proposed.
 - b) With an elastic demand, increase of labor productivity has a positive growth effects.
 - c) The role of agriculture and land for tourism and agriculture are corporate.
- ii. The highlighted principles contribute to an appropriate pricing policy for tourism-**
 - a) Multiple pricing objectives
 - b) Visitor categories
 - c) Visitor activities
 - d) Feedback to improve scenario
 - e) Philosophical positions.
 - f) Revenue Sharing and increment in an economy sector.
 - g) Contingent Valuation

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