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Contents: *Research Papers*

The Impact of Personal Selling on Customer Purchase Intention **1 - 5**

Dr. Pratibha Rai and Akansha Kansal

**Review on Smart Village System “Saansad Adarsh Gram Yojna”: A
Case Study of Singhpur Village** **6 - 12**

Rupa Bhalla and Nishant Trivedi

Environmental Accounting Practices in India **13 - 17**

Manan C. Mehta

**Film Tourism: A tool to increase competitiveness of tourist destinations
in the state of Uttar Pradesh** **18- 27**

Md. Asad khan

THE IMPACT OF PERSONAL SELLING ON CUSTOMER PURCHASE INTENTION

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ABSTRACT

This research work endeavored to understand the impact of personal selling on consumer buying behavior. Extensive research has been conducted to understand the consumer purchase intention, but none of the study attempted to understand the impact of personal selling on consumer purchase intention. This research work has selected 250 respondents to fill the questionnaire. Respondents were selected using convenience sampling technique. Data was collected from shopping malls in Kanpur city, UP., India. After data collection, researcher has followed the data cleaning process. And 180 questionnaires were selected for final data analysis. Thereafter researcher has calculated Cronbach Alpha value to check the internal consistency. Hence regression technique was applied to check the magnitude and direction of relationship between independent and dependent variable. Finally, the result revealed that personal selling significantly predicts the consumer purchase intention.

Keywords: Personal selling, purchase intention, Consumer Behavior

INTRODUCTION

Understanding consumer purchase intention has always been an important quotient for researcher. Decoding consumer purchase intention has always attracted not only the interest of marketers but many researchers across the domain of Psychology, Management, etc. Many previous researchers have conducted research work on products such as appliances and automobiles (Oliver, 1977). In a garment store, generally a customer can ask certain number of questions i.e. product availability, offers, on the garments. Both of these things being recognized as the service system (Bateson, 1985). It was also been termed as ‘observable oral participation’ or more commonly known as OOP (Harris, Baron and Ratcliffe 1995). Many researchers have argued about the importance of personal selling and its usability to predict consumer purchase intention, but no empirical work was found in the literature. Hence researcher endeavors to understand “The Impact of Personal Selling on Customer Purchase Intention”.

LITERATURE REVIEW

Wang, E. S. T., Tsai, B. K., Chen, T. L., & Chang, S. C. (2012). In this research work, researcher has checked the employee performance on the customer behavioral intention and consumption behavior. In many service areas, personal selling and display has an important role to play in today’s market condition. Researcher has conducted a thorough literature review to understand the subject matter. Researcher has collected data using survey technique. Moreover, this study advised that service managers deliberate to enhance emotional display in human resource practices in different service industries.

Alhouti, S., Gillespie, E. A., Chang, W., & Davis, L. (2015). The study talks about the thin line between love and hate of attention in context of customer shopping experience. The study acknowledges the importance of technology in modern shopping behavior. Researcher has utilized both qualitative and quantitative methods in this study. The study also revealed that many consumers do not want the attention of individual sales person. The study has played an important role in understanding the subject matter in more precise manner.

Goff, B. G., Boles, J. S., Bellenger, D. N., & Stojack, C. (1997). The study helped us to understand the influence of individual salesperson's selling behavior on customer satisfaction. This study was conducted at the car manufacturer. Independent sales persons significantly influence the satisfaction of consumers. Various strategies were also being discussed to enhance the product satisfaction for the customers using the behavior of sales person.

RESEARCH METHODOLOGY

This particular research work was undertaken using descriptive research design. Researcher has taken two independent variables (One as dependent and another as independent) i.e. personal selling and consumer purchase intention. The research was undertaken in the city of Kanpur, UP., India. Data was collected from shopping malls. In order to collect the data, researcher has prepared a questionnaire containing two sections: section 1- was designed to collect information on demographics; section 2- was designed to collect information on consumer purchase intention and personal selling. All the statements of section 2 were adopted from previous studies. The data was collected using convenience sampling technique. 250 respondents were approached; only 200 were ready to fill the questionnaires. After data cleaning process, only 180 questionnaires were found suitable for the study. In order to measure, reliability, researcher has used Cronbach Alpha to measure internal consistency of the constructs. Thereafter researcher has used regression technique to understand the impact of personal selling on consumer purchase intention.

DATA ANALYSIS

Reliability Analysis:

Researcher has used Cronbach Alpha value to measure internal consistency. Both the construct has 6 items in totality. Table 1 shows 0.85 internal consistency for the statements. This value is highly reliable to move further for the study.

Table 1

Cronbach's Alpha	N of Items
0.85	6

Demographical Profile of Respondents:

Demographic profile of respondents shows that out of 180 respondents 100 (55.56%) respondents were male and 80 (44.44%) respondents were female. Whereas 80 (44.44%) respondents were graduate, whereas 100 (55.56%) respondents were post-graduate and above.

Table 1: Demographic Profile

		Respondents	% of Respondents
Gender	Total	180	
	Male	100	55.56
	Female	80	44.44
Education	Graduation	80	44.44
	Post-Graduation and Above	100	55.56

Regression Model:

Researcher has used simple regression technique. R square (also called as the coefficient of determination) of the model shows that personal selling predicts 64% variation of consumer purchase intention. R square = 0.64 means that measured independent variable explains 64% of the variability of the dependent variable i.e. consumer purchase intention.

Table 2

Model	R	R Square	Adjusted R Square
1	0.80 ^a	0.64	0.63

a. Predictors: (Constant), personal selling

b. Dependent Variable: Consumer purchase intention

Estimated Model Coefficient:

The estimated model predicted consumer purchase intention using independent variable i.e. personal selling. Consumer purchase intention = $.095 + (0.780 \times \text{reliability}) + \text{error}$. This unstandardized coefficient shows that how much the dependent variable varies with a change in independent variable.

Table 3**Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.095	.151		0.765	.000
1 Personal selling	.780	.060	.670	20.356	.000

a. Dependent Variable: consumer purchase intention

Statistical Significance of Independent Variables:

Firstly, we have tested the independent variable discreetly. We have found that each independent variable has statistical significance. Significance value was $p < 0.05$, here we could say that coefficients are statistically significant. Table 3 demonstrate that one independent variable i.e. personal selling are significantly defines the dependent variable i.e. consumer purchase intention. The result of the study shows that personal selling significantly and statistically predicts the consumer purchase intention at 5% significance level. Hence researcher concludes that personal selling quotient could be used to increase the consumer purchase intention. The result revealed that the data supports all propositions made based on literature.

CONCLUSION

Researcher has discussed the topic in detail. Researcher has also discussed the problem of the study in the introduction itself. Thereafter the objective and research methodology were framed to conduct this study. Additionally, internal consistency was measured and regression technique was used to check the direction and magnitude of the relationship. Finally, the result of the study revealed that personal selling has significant impact on consumer purchase intention.

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REVIEW ON SMART VILLAGE SYSTEM “SAANSAD ADARSH GRAM YOJNA”: A CASE STUDY OF SINGHPUR VILLAGE

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ABSTRACT

It is necessary that Gram Panchayats perform their duties and responsibilities by more programs and self-governance, work as per their expectations with certain goal and with foresight for social, human, economic and personal development and become committed to increase citizen services, create atmosphere of healthy competition. As a result, the villages would become prosperous and smart, migration from villages toward cities would decrease. In this project to providing this facilities to fund by government for his various scheme Planning for the new village to existing village. The UP Government to various program and scheme for smart Village. Our integrated design is a way forward to be deal with the Demographic deficit & also achieve the goals of inclusive growth. In this project providing facilities for Sanitation, Solid waste management, Swacchatta.

Keywords: Smart village, Sanitation, Solid waste Management

INTRODUCTION

Smart villages will serve as harmonizing engines of economic enlargement to smart cities producing supplies and services for local pastoral markets as well as high-value-added agricultural and rural industry products for both national and international markets. And they will act as stewards for the environment as well as, in some cases, functioning as ecotourism hubs. Key enablers of these development benefits in smart villages are sustainable electricity supplies and the availability of clean and efficient appliances for cooking.

About 70% of India's population, or 750 million, live in its 500,000 villages. The average village has 200-250 households, and occupies an area of 5 sq. km. Most of this is farmland, and it is typical to find all the houses in one or two clusters. Villages are thus spaced 2-3 km apart, and spread out in all directions from the market towns. The market centers are typically spaced 30 - 40 km apart. Each such Centre serves a catchment of around 250-300 villages in a radius of about 20 km. As the population and the economy grow, several large villages are continually morphing into towns and market centers. Around 65% of the State's population is living in rural areas. People in rural areas should have the same quality of life as is enjoyed by people living in sub urban and urban areas. Further there are cascading effects of poverty, unemployment, poor and

inadequate infrastructure in rural areas on urban centers causing slums and consequential social and economic tensions manifesting in economic deprivation and urban poverty.

NEED OF STUDY

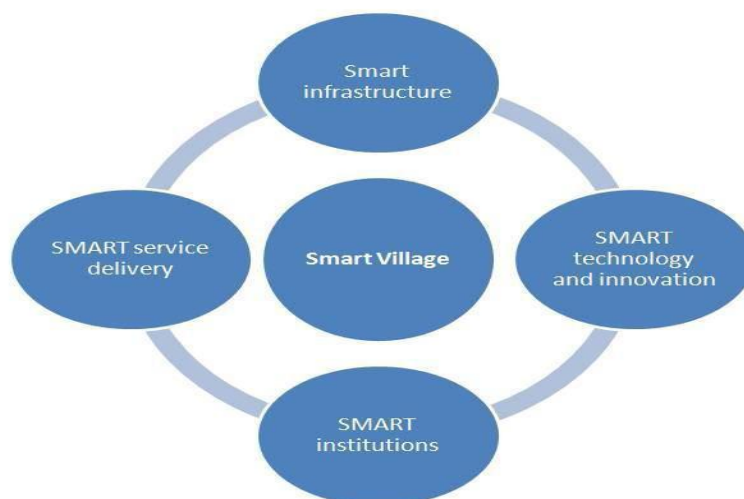
The need of the study is to provide the basic requirements of people in the village and for Development of the village. For this purpose the information of the village is collected based on different categories such as Education, Water Facilities, Drainage Facilities, Transportation Facilities, Primary Health Care, Bank Facilities, Public Toilets, Community hall and other amenities.

1. Very poor facilities in villages compare to their population so the Gujarat government launching the scheme for smart village.
2. Evaluation taken up so far for these schemes has been more or less in a piecemeal form, i.e. generally for each scheme separately.
3. Need for smart village for poor condition of village and some facilities are not proper and not available facilities so this facilities are provide and improve and make a smart village.

SCOPE OF STUDY

Identification and honoring of the retired senior citizens of this village Identification and honoring of the successful entrepreneurs of this village Identification of the unused and underused resources of the village and planning their utility and Entrepreneurship opportunities in them. Trying to providing or improving the solid west management, sanitation facilities, cleanness implement facility between Village development & upliftment. Above facilities is to be improved or provided through government scheme and fund and under campaign for smart village.

Components of Smart Village



LITERATURE REVIEW

“Smart Growth”: It describes some of the problems facing in the urban areas experiencing population growth, namely traffic, rising housing prices and a scarcity of open space. The “smart growth” movement seeks to address these problems in a cost efficient and environmentally friendly manner. Specifically, it seeks to do so through increased citizen participation in development decision and constructive dialogue regarding development on individual neighborhoods. Ultimately, the goal of the movement is to make urban areas more attractive to live and work in, creating both investment and jobs. The Article also describes some of the community sacrifices required by the movement, including low- density residential neighborhood, dependence on the automobile, and the separation of the middle- and upper-income households from the urban poor.

Most of our population, nearly 66.64% of the total population in UP state and 76.18 % at all India level reside in rural areas. Therefore, to know the quality of life of the people in the villages, one has to look into infrastructure facilities available in the villages and also the benefits of various schemes availed by the population living in rural sector. Thus, it becomes necessary to identify the quality of life of the people in villages, which ultimately depends on amenities available to the villagers. For betterment of life in rural areas data pertaining to village amenities available to village people become an essential tool for policy decisions. National sample survey Organization conducts the different nationwide survey to collect the information on various subject tendered by Governing Council and State follows the same for state sample.

Mission E Gram – Viswagram provides for electronic issues of certificates which include certificates of birth, death, income, caste, domicile, property, residence proof, agriculture, tax collection, marriage, family information and land ownership. A digitalized databank is in operation for issuance of the abovementioned certificates at the village level, which is the lowest administrative unit of Indian Governance. In the phase wise manner of the e- Gram Mission all 14000 (approx.) village panchayats are in a position to provide basic and very important services to their citizens in state vernacular language with the availability of VSAT connectivity. To leverage IT resources at the village level, E-Grams are being operated through Village Computer Entrepreneur (VCE) on a revenue sharing basis under Public Private Partnership model. This innovative mechanism is ensuring prompt services to the citizens; providing opportunity of an additional income to the village panchayats and generating self-employment opportunities for the rural youth. VCE also provide commercial services through computer, internet and telephones. In nutshell the e-Gram along with Internet connectivity operated through a VCE - the e- governance business model of Gujarat has started functioning as a Village Knowledge Centre or Common Service Centre as conceived by the Government of India.

14 point objectives under SAGY	
Task	Agency Associated
Creation of more than 25 jobs, at least in 4 categories	Labour Department CII/ FICCI Techno Park Start-up Mission Placement Agencies
Helping local schools to achieve 100% Result and enhance their enrolment in Higher/Technical /Vocational Education	Education Department
Preparing an actionable DPR for Doubling the village Income	LSG Department Kerala Institute of Local Administration
Devolving Sustainable Water Management system	<ul style="list-style-type: none"> ➤ Haritha Keralam Mission ➤ Ground Water Department ➤ Water Resource Department ➤ RGNDWM
Developing and implementing Low Cost Sanitation facilities	<ul style="list-style-type: none"> ➤ Suchithwa Mission ➤ Haritha Keralam Mission ➤ LSG Department
Tourism Promotion Innovative Approaches	<ul style="list-style-type: none"> ➤ Tourism Department ➤ State Tourism Promotion Council ➤ Confederation of Tour Operators ➤ Forest Department
Promotion of Three Appropriate Technologies	<ul style="list-style-type: none"> ➤ Kerala State Council for Science and Technology

Saansad adarsh Gram Yojana (SAGY)

On 11th October, the birth anniversary of Lok Nayak Jaya Prakash Narayan ji, following the footsteps of Gandhiji, we intend to translate the concept of Gram Swaraj into reality through the Saansad Adarsh Gram Yojana. Under the visionary guidance of Shri Atal Bihari Vajpayee, the NDA had vowed to bring economic opportunities closer to India's villages, through building roads and providing amenities at city standards. I had been closely associated in the conceptualization of the Pradhan Mantri Gram Sadak Yojana (PMGSY) which has contributed to better road connectivity in rural areas. Today, under the able leadership of the Hon'ble Prime Minister Shri Narendra Modi Ji, we carry on the commitment and pledge to bring development right to the doorstep of our villages through the Saansad Adarsh Gram Yojana (SAGY). The SAGY will keep the soul of rural India alive while providing its people with the physical amenities to enable freedom of choice to shape their own destiny. The Scheme is unique and transformative as it has a holistic approach towards development. It envisages integrated development of the village across multiple areas such as agriculture, health, education, sanitation, environment, livelihoods etc. It seeks to not only provide physical infrastructure and access to basic amenities but also improve the standard of living, enrich social capital and build community spirit. These are the ingredients that will ensure long term positive change and sustainability of this change. A first major task which has been taken by us to work upon through SAGY initiative under category 13, in which setting of information imparting club for women leading to contribution in social and economic welfare through which the women from the rural and village can be self-dependent and work for themselves to sustain a proper life in this era of fast going pace.

A second task of supporting under category through which several government and non-government schools are to be helped, so that the under privileged students of those schools get benefitted. A third major area which we are taking under category 14, in which developing and managing efficient garbage disposable system to make the village area neat and clean to live in and sustain better life style with good health.

DATA COLLECTION

Primary survey is done in order to collect the basic information about various facilities available in the village. In this survey data is collected by various means like survey, by interviewing people, school teachers, shop keepers, and other public. Accuracy of this data is not sufficient means that data based on primary survey is not reliable or very accurate. Variances in the data happened due to different views of people. We checked the infrastructure condition of different buildings like school, gram-panchayat, banks, etc. And also check the condition of various basic amenities like water supply, drainage, electricity, solid waste management, railway station, bus station, hospitals, PHC, etc.

Secondary survey includes data collection from various government offices like gram panchyat. We collect the data related total population of the Singhpur village , male female ratio literacy rate of village , growth rate , number of schools, various government schemes running for village development, area of Village, Lighting.

MAJOR PROBLEM IDENTIFIED

- Better health care facility is required.
- Connecting Sever Line and drainage system is required.
- Better Waste Management policy is required
- Better management policy for unclaimed animal is required.
- It is a low level area because of that there is collection of water during heavy rain fall.
- Renovation of Panchayati Ghar is required.
- Renovation of market is required.



Pure drinking water is supplied through underground pipes in easy way from Yamuna and Ganga River to the elevated storage tanks (fig 2) and from tank it is supplied to the village. As per standard data of NBC code, 100 litres of water is required for per person per day in village area. Total 200000 litres of water is needed for whole village per day. This is sufficient for the whole village.

FUTURE OUTCOME

From above observation the infrastructure facility is not so bad condition. But the improvement needed so villager life more comfortable and village economic profile increases. For village economic profile increases we should planning for design beautiful so small business increase and economic profile increases. For health purpose there should provide the primary health centre. There should provide public library for reading purpose. After applying all this services and technique the overall problems of Singhpur village are reduced. Due this the cultural, social of economical (due to various businesses economic status and standard of living increases), environmental (use of natural resources reduce the pollution and plantation brings the friendly environment), educational (e-learning and other modern techniques increases the level of thinking and personal development), living standard and overall status of village increases. Because of that village become self-dependent and contributes towards the development of nation.

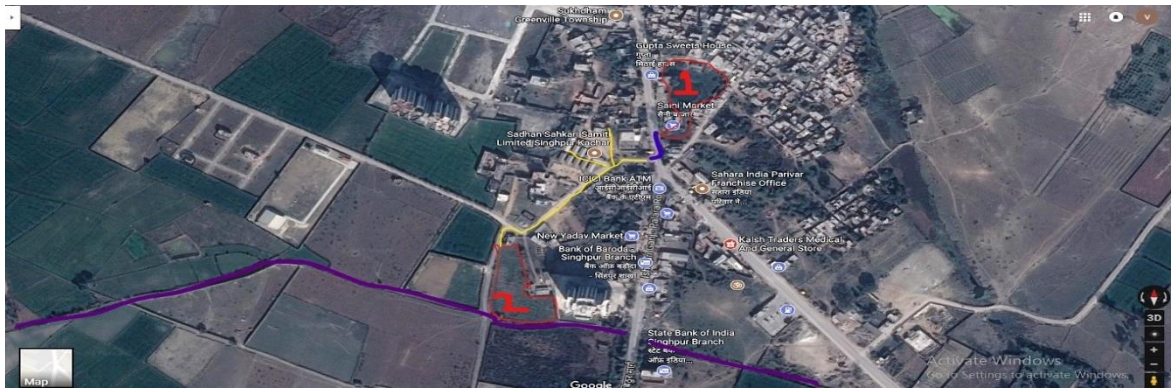
CONCLUSION

1. The visual observation for Facilities Not Available to provide good facilities in the village.
2. The poor condition in the village to providing facilities and become a smart village.

PROPOSED SOLUTIONS

Testing of drinking water on regular basis needs to be done and necessary water treatment should be carried out to make it hygienic, pollution free and safe for consumption. Shelters should be made separately to be taken care of the stray animals. Setting up of Gobar Gas plant and utilization of organic waste to make manure. Establishment of an organized system for waste collection. Awareness programs like Road Shows, Nukkad Natak etc. along with Incentive/award for best cleanliness practice.

PROPOSED SITE GEOGRAPHIC



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ENVIRONMENTAL ACCOUNTING PRACTICES IN INDIA

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ABSTRACT

Social responsibility regarding the environment is one of the crucial areas in today's corporate social responsibility. In order to sustain in this competitive world most of the industrial and corporate houses globally are incorporating the concept of environmental element in their business operations. These industrial houses are clear in their perspective that along with the quality in their businesses they have to incorporate the concept of environment too in order to be successful in their fields. It has major area of concern not only in the field of science globally. A careful analysis of costs and the benefits of the environmental pollution are very important now days. Green accounting will help the organizations to identify the resource utilization and the cost incurred on the eco system by the activities of the industries. This green accounting is a new system in accounting which records costs and benefits rendered by the eco system to a business concern. Green accounting or environmental accounting is a new challenge of accounting system. The present research paper concentrates on exploring the concept of green accounting, its practices and reporting in India.

Keywords: Green Accounting, Green Accounting System, Resource Accounting, Environment Protection, Accounting, Environmental Cost Benefit analysis.

INTRODUCTION

Accounting for environment helps in accurate assessment of costs and benefits of environmental preservation measures of companies. It provides a common framework for organizations to identify and account for past, present and future environmental costs to support managerial decision-making, control and public disclosure. The severity of environmental problems as a global phenomenon has its adverse impact on the quality of our life. Measures are being taken both at the national and international level to reduce, prevent and mitigate its impact on social, economic and political spheres. The emergence of corporate environmental reporting (CER) in India has been an important development, both for better environmental management and overall corporate governance. Global awareness of stakeholders on corporate environmental performance has already made traditional reporting redundant. Corporate houses run into the risk of loss of faith of their stakeholders, if in future, environmental performance information is not included in

their main stream reporting. Simple adherence to mandatory environmental reporting is insufficient to meet the environmental disclosure expectation of stakeholders. Mandatory reporting is nothing but a minimum prescribed reporting requirement. Companies around the world aspire consciously for improved transparency in disclosure as their core competence. Environmental disclosure through internet would be the future of scientific reporting. A number of recent national and international surveys have identified increase in growth of companies reporting on internet. Environmental reporting of Indian companies can be broadly categorized into two types' mandatory disclosure and voluntary disclosure. Preliminary investigation of this study shows that Indian companies practice more of voluntary environmental reporting in the form of satellite reporting, sustainability reporting, GRI reporting and internet reporting.

In year 2001, a country wide survey, the first of its kind, was carried out by Business Today, a business magazine, and The Energy Research Institute (TERI, 2001) to understand the environmental practices of corporate India. *Findings of the survey revealed that more than 75% of the sample had environmental policy; about 70% have environmental audit system; 60% had an environment department; four out of every ten Indian Companies had formal environment certification (ISO 14001). As per Indian Constitution, Article 51A of Directive Principles "It shall be the duty of every citizen of India, to protect and improve the natural environment including forests, lakes, rivers and wildlife and to have compassion for living creatures".* The constitutional provisions are backed by a number of laws - acts, rules, and notifications like Factories Act 1948; (Prevention and Control of Pollution) Act 1974; Forest (Conservation) Act 1980; Air (Prevention and Control of Pollution) Act 1981; Water Biomedical waste (Management and Handling) Rules 1998; Municipal Solid Wastes (Management and Handling) Rules, 2000; Ozone Depleting Substances (Regulation and Control) Rules 2000; Noise Pollution (Regulation and Control) (Amendment) Rules 2002; Biological Diversity Act 2002. The Department of Environment was established in India in 1980 to ensure a healthy environment for the country. This later became the Ministry of Environment and Forests (MOEF) in 1985. The EPA (Environment Protection Act), 1986 came into force soon after the Bhopal Gas Tragedy and is considered an umbrella legislation as it fills many gaps in the existing laws.

The Ministry of Environment & Forest, Government of India (GOI), has brought a number of regulatory and non-regulatory initiatives, in its efforts in harmonizing environmental protection with economic development. In 1991 GOI has made its first public announcement about the need for environmental disclosure in annual reports. In addition to the above requirement, companies are required to prepare director's report as per director's report rules, 1988. Further, the Companies' Bill 1993 & 1997 had proposed the amendment of section 173 to disclose through its board of directors report the measures taken for protection of environment. There is also a mandatory requirement for Indian companies to report on conservation of energy, technology absorption, etc. *in accordance with the provisions of Section 217 (1) (e) of the Indian Companies Act 1956. In India, financial accounting & reporting guidelines are issued and governed by the Institute of Chartered Accountants of India (ICAI). Companies Act mandates the preparation of annual accounts of companies in accordance with the accounting standards issued by ICAI (Chatterjee, 2005).*

STAGES TO BE FOLLOWED BY THE CORPORATE FOR GREEN ACCOUNTING IN INDIA

The study developed a model which specifies six aspects to be covered in environmental accounting in order to measure the ultimate environmental performance of the organization. The aim of this model is to present a novel view of the different activities to be undertaken by organizations to facilitate environmental accounting and reporting.

1. Identification of Environmental Reporting parameters

This is the first stage in environmental accounting process where in organizations identify their respective environmental reporting parameters such as environmental policy, health safety and environment, energy conservation, corporate sustainability/ environmental initiatives, sustainability reporting, waste management, water management, wind/renewable energy sources, environmental information system, environmental disclosure practices, environmental targets, environmental reporting indicators, environmental cost and benefits, environmental liabilities and environmental assets.

2. Defining the Environmental Reporting Parameters

The second stage in the environmental accounting process requires the organization to clearly spell out the operational meaning of each parameter they identified and on the basis of which they wanted to measure the environmental performance in the long run.

3. Specify the Environmental Targets to be achieved

It is in this stage that the organization tries to formulate the environmental targets to be achieved both in short run and long run, say the short term environmental policy of the organization as well as the long term environmental policy.

4. Developing the Environmental Performance Indicators

In this stage, organizations need to think about the indicators of their environmental performance such as environmental policy framework, health and safety standards to be followed, energy conservation practices to be followed, waste management programmed to be undertaken, water management policies etc.

5. Measure the Environmental Performance Indicators

Here, organizations try to measure the actual environmental performance in terms of the predetermined standard performance indicators. Measurement may be either qualitative or quantitative in nature. For instance, indicators such as environmental policy framework need to be qualitatively measured while; waste management programs are to be measured quantitatively.

6. Report the Environmental Performance Results

In the last stage, organizations integrate their environmental performance with that of financial performance, so as to give the environmental impact on the financial performance

LEGAL FRAMEWORK FOR ENVIRONMENTAL ACCOUNTING IN INDIA

While industrial licensing has been abolished for all practical purposes, environmental clearance from various Government authorities has now taken the center stage. With increasing global concern over the protection of the environment, India too has set up a Union Ministry of Environment with the object of coordinating among the states and the various ministries, the environmental protection and antipollution measures. Necessary legislation has also been passed. The various laws relevant to environmental protection are as under:

(a) Directly related to environment protection:

- Water (Prevention and Control of Pollution) Act, 1974.
- Water (Prevention and Control of Pollution) Cess Act, 1977.
- The Air (Prevention and Control of Pollution) Act, 1981.
- The Forest (Conservation) Act, 1980.
- The Environment (Protection) Act, 1986.

(b) Indirectly related to environment protection:

- Constitutional provision (Article 51A).
- The Factories Act, 1948.
- Hazardous Waste (Management & Handling) Rules, 1989.
- Public Liability Insurance Act, 1991.
- Motor Vehicle Act, 1991. • Indian Fisheries Act, 1987.
- Merchant of shipping Act, 1958.
- Indian Port Act. • Indian Penal Code.
- The National Environment Tribunal Act, 1995.

CONCLUSION

Environmental accounting is in preliminary stage in India and whatever shows in the accounts in this regard are more or less compliance of relevant rules and regulation in the Act. Actually, unless common people of India are not made aware towards environmental safety, development of accounting in this regard is a little bit doubtful. It is the call of the time that corporate prepares a firm environmental policy, take steps for pollution control, comply with the related rules and regulations, and mention adequate details of environmental aspects in the annual statements. For sustainable development of country, a well-defined environmental policy as well as proper follow up and proper accounting procedure is a must.

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FILM TOURISM: A TOOL TO INCREASE COMPETITIVENESS OF TOURIST DESTINATIONS IN THE STATE OF UTTAR PRADESH

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ABSTRACT

The objective of this research paper is to outline the relationship between the power of film (both movies and television series) as a motivational factor and image-building tool in increasing the attractiveness of tourism destinations. In the light of this correlation, our research analyses the phenomenon of film-induced tourism. Even this phenomenon has been recognized and reported, very few comprehensively studies of it have been published. The evidence that has been put forward to date has mostly been anecdotal, pointing towards the capacity of popular films and television series to attract tourists, in the form of enthusiastic fans and interested audience members. Despite the fact that statistics concerning directly the impact that films have had on tourism are limited, there are still some remarkable figures. Countries like UK, Australia, and New Zealand have an increasingly interest in studying and developing the film-induced tourism. Given the existence of this type of tourism and the potentially significant economic value of this strand of tourism to the economy, understanding the drivers of film-induced tourism with special focus on initiatives by the State of Uttar Pradesh and exploiting its effect are crucial issues to comprehend. This paper evaluates a number of key questions and provides a stronger insight into the nature of productions which can induce tourism and recommends ways in which this relation can be made stronger from the economic and cultural point of view. In the current context of tourism industry and film industry development, approaching together their augmentation can represents a valid solution for both industries.

Keywords: film-induced tourism, tourism industry, film industry, economic value.

INTRODUCTION

The tourism industry has reached the stage of Maturity. Tourists today are more experienced and become selective in their choice of holidays, in terms of destination and activities. The tourism industry itself is very competitive with many new destinations trying to attract the tourists to their destinations. The days that Destination Marketing Organizations (DMOs) or State Tourism Departments just simply promote the destinations and then wait for the tourists to visit the destinations are gone. Today tourists need to be enticed in which destinations have to be marketed effectively to maintain the market share and attract new market segment (Ashworth & Goodall, 1990). DMOs and State Tourism Departments have to shift the conventional concept of 'selling existing places' to 'inventing new destinations to be sold'. The emphasis should therefore be on destination positioning and differentiation. There has been an increasing number of tourists visiting destinations featured through films and television series which are not directly

related to tourism promotion campaigns. This phenomenon is called film-induced tourism or movie-induced tourism. Film-induced tourism is one of the fast growing sectors of the tourism industry. The increasing popularity of film-induced tourism owes to the rise of international travel and the growth of entertainment industry (Hudson & Ritchie, 2006b). Many destinations have come to assume that having a movie or television series filmed in their region will automatically increase tourism, and that this will be to their advantage. Small rural villages in fragile environments are particularly susceptible to this phenomenon of being too popular. One example is the continual insistence by those in the popular press that the movie trilogy *The Lord of the Rings* has dramatically increased tourism visitation to New Zealand. For destinations, films do not only provide short-term tourism revenue to the destination but also long-term prosperity. Despite the growing interest of film-induced tourism, it has received little attention from researchers and practitioners.

This paper examines the phenomenon by reviewing previous research and practices to call for more research attention into this particular area and to outline the benefits of film in creating new attractions for a destination. This paper is divided into five main sections. First, the influence of film on tourism demand is discussed. Second, literature related to initiatives taken by the Government of Uttar Pradesh and Tourism Department to promote film-induced tourism is reviewed. Third, the benefits of film tourism for the destination in various aspects are elaborated. Fourth, the challenges facing the destination promotion are highlighted and the final section presents the findings on the film-induced tourism practices of leading film tourism destinations.

INFLUENCE OF FILM ON TOURISM DEMAND

It has been widely recognized in tourism literature that destination image greatly influences tourist destination choice. Images of destinations play a significant role in influencing tourist decision-making process as the basis for tourists to make choice about where to visit (Gartner 1989; Echtner & Ritchie 1991). The more favourable the image of the destination is, the greater the likelihood of being selected as a destination choice (Chon 1990; Um 1993). Butler (1990) suggests that films can influence the travel preference of those who expose to the destination attributes and create a favorable destination image through their representation. Film can provide knowledge of certain aspects of the country such as nature, culture and people which result in the construction of the attitudes towards the country. An interest in the nation and its positive image can eventually lead to an actual visit to the country (Iwashita, 2006).

Leisure activities such as watching films as well as traveling are ways to escape. Both provide temporary relief from the real world (Carl et al., 2007). These films can induce viewers to travel through physical properties, including scenery and landscape and their associated theme, storylines, events and actors, shaping the audience's feelings, emotion and attitudes towards places. Location and film experiences are enhanced in memories by associating them with the actors, events and setting (Iwashita 2006; Riley & Van Doren, 1992). The world of associations and sentiments are enclosed in the viewers' minds as memories and obsessions which give meaning to the locations. Locations, events and characters become iconic attractions as a result of being given powerful meanings in film narrations. People tend to visit particular places by specific

images, memories, associations and emotional attachments to places and meanings (Schama, 1996).

INITIATIVE BY THE GOVERNMENT OF UTTAR PRADESH “FILM BANDHU”

Uttar Pradesh government has announced a new Film Policy with the sole aim of projecting the cultural, mythological, historical heritage and glorious traditions not only within the country, but also abroad through widespread publicity. The artistes and the producers of the state and outside of the state will be provided a congenial atmosphere and relevant facilities under the new film policy.

For ensuring availability of all the film production related facilities under a single roof, the "**Film Bandhu, Uttar Pradesh**" has been constituted as a nodal agency under the chairpersonship of Principal Secretary, Information. The Film Bandhu will work in the direction of developing Uttar Pradesh as a hub of film production by generating a friendly climate and promoting film related activities in a big way in the state.

The "Film Development Fund" has been set up for financing the films. The fund will be utilise for sanctioning subsidy to the regional and Hindi films produced in the state, scholarship to the students making film their career, ensuring development of cinematic talents, arrangement of film equipments, setting up of film training institutes, organisation of film festivals, financial assistance on film processing in the state itself and financing for film awards etc. The Film Development Fund will be operated by the Film Bandhu, Uttar Pradesh.

A state level **Film Development Council** will also be constituted to ensure long term and meaningful development of the film sector in the state. The council will be headed by a renowned cine personality to be named by the state government. The council will have on its board eminent film producers, distributors, artistes and government officers. The council will deliberate upon the long term strategies for development of films; give suggestions to the government for up-gradation and creation of requisite infrastructure for development of films. It will also chalk out a strategy for attracting investment towards film sector.

In addition the State Government has issued various incentive schemes and facilities to improve the cinema industry and to attract entrepreneurs in this field. The salient feature of the current schemes and facilities are given bellow:-

1. Renovation of cinemas

For the up gradation of the facilities being provided to the cinegoers a scheme has been launched wide G.O. no. 952 dated 3.11.1999. Under this scheme it is provided that a cinema owner upgrading his cinema in respect of latest audio visual system / Air conditioning/Air cooling/ installation of new generator sets or complete change of seats and falls-ceiling would be entitled for a grant upto 50% of total investment incurred in the above facilities.

2. Film Development Fund

With a view to create a consolidated fund for promotion and development of films in the state, cinema owners have been authorized to collect Rs. 0.50 per viewers. This fund is being extensively utilized for the following purposes namely,

- (a) To finance films;
- (b) To provide subsidy to regional films;
- (c) To develop infra-structure for films;
- (d) To establish film development board;
- (e) To give awards and scholarships;
- (f) To organize film festival;
- (g) To purchase equipment's; or
- (h) Any other purposes connected with the development of films.

3. Exemption from Entertainment to the feature films

To promote the film making system in Uttar Pradesh and to attract the film makers of the other states to make regional films and to induce the shooting of the films in the State, the State Government has made a film policy. In this policy the films made or adopted by the Children Film Society, the best feature film and children film awarded by Government of India or awarded in International Film Festival, the documentary films made by Films Division of India, the films having subject on family planning and films which has been shot in the Uttar Pradesh may be exempted from the payment of entertainment tax.

4. Other Exemption

The following classes of entertainment have been exempted from payment of tax under the provisions of U.P. Entertainment and Betting Tax Act, 1979 with effect from August 16, 1981

- 1. Drama
- 2. Nautanki
- 3. Quawali
- 4. Kavi Sammelan
- 5. Mushaira
- 6. Classical and folk music excluding (those) that are covered under section 3(6) of the said Act.
- 7. Classical and folk dance excluding that covered under section 3(6) of the said Act.
- 8. Variety programmes consisting exclusively of two or more items 1 to 5 above Tourist Statistics

The Indian & foreign tourist who visited important tourist places in U.P.

Details of tourist visited important tourist places in Uttar Pradesh are as follows:

Year	Indian	Foreigner	Total (In Lacs)
2010	1447.55	23.24	1470.79
2011	1554.30	26.39	1580.69
2012	1683.81	29.89	1713.70
2013	2265.31	32.06	2297.37
2014	1828.20	29.10	1857.30

Prominent Shooting Destinations as identified by Film Bandhu include

1. **Vrindavan** The twin cities of Mathura and Vrindavan are about 55 km from Agra. In and around this heart of Braj bhumi are spots and symbols that immerse your trip in spiritualism.
2. **Varanasi** is among the oldest living cities in the world and its antiquity finds place in ancient scriptures. Located along the Ganga it is a sacred place for all Hindus, Jains and Buddhists.
3. **Sonbhadra:** Ancient land where icons of Mahabharat era are found besides the famous Shiv Dwar and Renukeshwar temple.
4. **Sarnath:** Just 10 km away is Sarnath, a highly revered Buddhist pilgrimage centre. It is believed that after getting enlightenment at Bodh Gaya, Lord Buddha preached his first sermon, sanctified as Maha Dharm Chakra Parivartan, at Sarnath.
5. **Mirzapur:** Mirzapur is a city in Uttar Pradesh, India, roughly 650 km from both Delhi and Kolkata, almost 90 km from Allahabad and 50 km from Varanasi. It has a population of 233,691 (2011 census) and is known for its carpet and brassware industries.
6. **Lucknow:** Lucknow, the capital of Uttar Pradesh, lies in the middle of the Heritage Arc. This bustling city, famed for its Nawabi era finesse and amazing food, is a unique mix of the ancient and the modern. It is home to some extraordinary monuments depicting a fascinating blend of ancient, colonial and oriental architecture.
7. **Dudhwa National Park:** This National Park is home to tigers, leopards, varieties of deer and antelopes, elephants and birds. A quiet, tranquil and green nest in the Tarai foothills about 230 km from Lucknow.
8. **Bundelkhand:** Bundelkhand is a geographic region of central India. The region is now divided between the states of Uttar Pradesh and Madhya Pradesh, with the larger portion lying in the latter.
9. **Allahabad:** Allahabad is crowned in ancient scriptures as 'Prayag', 'Prayagraj' or 'Teertharaj' and is considered the holiest of pilgrimage centres.
10. **Agra:** Agra is the city of the Taj Mahal and capital of the erstwhile Mughal empire. Agra is also the gateway to the legendary Braj region, the land of Lord Krishna. The Taj Mahal is a shining monument in marble, a tribute to the imagination of a great emperor who gave to the world a symbol of eternal love

These regions define the quintessential Uttar Pradesh. The greatness of Uttar Pradesh lies not only in this confluence, but also in the emergence of cultural and religious traditions along some of the greatest rivers in the Indian sub-continent – the Ganga and the Yamuna. Throughout history, great cities have emerged and established along great rivers. Within India, the Ganga and the Yamuna

have nurtured a culture because of which religious faith, rituals, culture and intellectual enlightenment have evolved in places along the two rivers. The Heritage Arc in Uttar Pradesh provides an opportunity to explore the state in all its glory. The Heritage Arc signifies heritage in terms of cultural, historical and natural aspects. Moving on this arc from one end of the state to the other, takes travellers through Agra region, Lucknow region and Varanasi region, with several exciting destinations along the way.



THE BENEFITS OF FILM TOURISM FOR THE DESTINATION

One of the major economic benefits that film-induced tourism can bring to the local community is enduring tourism receipts. Film locations can be all-year, all-weather attractions which alleviates problems of seasonality in the tourism industry (Beeton, 2004). Riley et al. (1998) studied 12 films and found that the peak of the interest appear after the release of the film, approximately 50% increase in visitation at least five years later and the image is often retained for a long time. Another significant benefit of the film tourism is that it increases the cultural value for the film location. Film tourism is a medium of which a range of cultural meanings and values may be communicated. Many heritage sites that serve as film locations gain popularity after the film release because these places acquire specific meaning through film narration. Without film storylines, a castle or a stately home may not be indistinguishable from others (Busby & Klug, 2001).

Film can enhance the destination image and increase the awareness of the host city. Previous research (Kim & Richardson, 2003) suggests that those who are exposed to the film have more favorable destination image towards destinations featured through films than those who are not exposed to films. Television series are even more powerful since they can continuously reinforce the appeal of the destination that build top-of the mind awareness. The most recent destinations that has largely benefited from film-induced tourism include Lucknow, Varanasi and Agra. The Films shot in theses destinations provide positive benefits for tourism in Uttar Pradesh and was depicted in posters to promote international tourism advertising. The image of Uttar Pradesh has been further reinforced since it has been the backdrop of the popular films like Pakiza, Umrao

Jaane, Saheer, Kaal, Gadar, Buntty Aur Bubby, Jab We Met, Tanu Weds Manu, Bullet Raja etc. The Uttar Pradesh tourism website promotes the state as 'The Heritage Arc'.

One of the major economic benefits of film induced tourism is that it can bring higher revenues of the local community. Film-induced tourism has the potential to revitalize rural communities and increase tourism in urban centers. The visitors of film locations wish on-site experience which can tell them an emotional story. Recent researches suggest that films can have a strong influence not only on decision making for short-term holiday, but affect tourism revenues and long-term prosperity of destinations. The film-induced tourism's growing popularity is mainly due to increasing international travel and to entertainment industry development.

CHALLENGES FACING THE DESTINATION PROMOTION

Natural, historical and man-made attractions have been traditionally recognized as the main types of tourist attractions. DMOs have repeatedly promoted these attractions in all sorts of advertisements. A number of these attractions are limited and DMOs may find it difficult to attract tourists who have visited the attractions to revisit the destination. Some DMOs and Tourism Departments have actively promoted 'hall marks events' like Lucknow Mahotsav, Saifai Mahotsav, Mahakumbh, UP Mahotsav etc. as another type of attraction that enhances destination image and acts as a luring device for tourists to the destination. Ritchie (1984) defines 'hall marks events' as 'major one-time or recurring events of limited duration developed to primarily enhance the awareness, appeal and profitability of a destination in the short and long term'. The hallmark events include trade fairs, festivals, culturally unique events, historical com-memorations, major socio-political happenings and sporting events. Although films can be useful to promote new destinations, only several have taken such advantages. Riley (1994) suggests that films can be used as a showcase of tourist attractions within the frame of the story allowing the potential tourists to develop a complete destination image. Audience can view the movie repeatedly and with each encounter, there is a potential to attract the audience as visitors to the film locations.

Promoting tourist destinations to potential holidaymakers through short advertisement segment of radio, newspaper, television and magazine is a very expensive. Moreover, consumers are exposed to hundreds of print and broadcast advertisement which confuse their consumption each day. It is suggested that destination promotion through films is one of the effective solutions for the challenges facing DMOs and Tourism Departments at present. Films can fulfill the deficiencies of prolonged exposure as well as sustain the interest of the audience. Promoting through films would be even more powerful for unknown tourist destinations with lesser expense than traditional advertising campaigns. Promotion of hotels, guesthouses and dining places featured in the film can be a powerful magnet to generate tourism. These places can be differentiated from others through films.

CONCLUSION

This paper provides an illuminating view of film-induced tourism by highlighting a research gap in tourism research and calling for more empirical studies into this area. It further reveals the

benefits of film-induced tourism in promoting locations to the wider audience than traditional targeted tourism promotional campaigns. Film tourism marketing strategies have been successfully employed in the leading foreign film destinations such as United Kingdom, United States, New Zealand, Australia and Korea. Lessons learned from the western countries can benefit many tourist destinations in the state of Uttar Pradesh that intend to use films to promote existing or new attractions. Despite the benefits of films on tourism industry and the lessons learned from the west, many state tourism organizations have been very slow to employ marketing opportunities through films. This may be due to the lack of research and knowledge on how to implement film marketing strategies.

The success of film locations rely on the success of films. Some film locations are much more successful than others in terms of the number of tourist arrivals. Although films provide great impact on tourist destination choice, film-induced tourism is regarded as a complex and dynamic concept and success depends on a number of factors beyond the control of DMOs and State Tourism Departments. Further research is needed on the critical success of the film and television based tourism and the psychological aspects of tourist behavior in visiting film locations. Although films provide many positive impacts for the destination in terms of economic, cultural values and destination awareness and image, draw-backs of the film should also be carefully considered. This could be undesirable consequences such as loss of privacy and the difficulty of accessing local facilities for local people, traffic congestion and the impact on the natural environment. Another important issue includes the residents' attitudes towards the influx of film producing crews and the large number of tourists to the film locations.

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