



Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
Department of Tourism Administration

Report

of

2nd Research Scholars Meet
(13th July 2013)

Organized by

Research and Consultancy Cell
Department of Tourism Administration
Dr. Babasaheb Ambedkar Marathwada University, Aurangabad



Proceedings of 2nd Research Scholar Meet :

2nd Research scholars meet was organized by Dr Madhuri Sawant, Coordinator Research and Consultancy Cell of the Department of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, on 13th July 2013 exactly after 06 months after first one. All PhD scholars of the Department have given presentations of / on the progress & current status of their research work.

Inaugural Key note address was delivered by Dr. Rajesh Ragde, Director, Department of Tourism Administration followed by individual presentations by research scholars.

The first presentation was given by Mr. Babasaheb Jogdand on his PhD topic “*A Study of Ethics & Corporate Social Responsibility in 5 Star Hotels at World Heritage Sites in India*”. In 1st RSM it was suggested to him to revise the sample design of research work. He has checked the possibility of changing the sampling design and come up with a conclusion there is no need to change it. After 1st Research Scholar Meet he has presented the research paper entitled “*A Study of the Importance Performance Analysis of Corporate Social Responsibility Activities of Hotel Industry in Aurangabad*” in National Seminar on “*Contemporary Tourism Planning*” organized by Department of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University Aurangabad. He has also completed PhD course work in Department. His next step is framing of questionnaire & pilot survey of western region & writing a research paper for International Conference organized by Department of Tourism Studies, Pondicherry University.

Second presentation was given by Ms. Pallavi Kamble on her Ph.D topic “*Framing Strategic Tools for Tourism Destination Branding : A Case Study of Maharashtra*”. It was suggested to her by experts in 1st RSM to do the review the tourism Policies of leading Tourism States of India. She has reviewed Tourism Policies of Madhya Pradesh, Chhattisgarh, Orissa & Kerala. She has also revised sampling design as suggested by experts, but in this 2nd RSM also experts have suggested to revise sampling design & to recheck the definition of Stakeholders. It has also suggested to her



to separate stratified and Random Sampling. Pallavi has also presented a research paper entitled *“Brand Personality of Heritage Destination : A Case Study of Ajanta, Aurangabad”* in National Seminar on *“Contemporary Tourism Planning”*. Next step of her research work is to prepare questionnaire & pilot survey.

Third presentation was given by Mrs. Archana Sody on her Ph.D topic *“A Study of Human Resource Practices with Special Reference to Recruitment & Retention of the employees in the Travel Agency & Tour Operator of Pune”* It was suggested her to change of word ‘retention’ in title of research work. But after reviewing literature she come to conclusion there is no need to change it. She has presented & published research paper at Sinhagad Business School on *“Rural Development through Retention of Local Manpower”*. She has also presented research paper entitled *“An Analysis of the Retention Issues in Tourism Industry with Special Reference to Travel Agencies in Pune”* in National Seminar on *“Contemporary Tourism Planning”*. Next step of her research work is pilot survey.

Fourth presentation was given by Mr. Subhash Jadhav on his Ph.D topic *“An Analytical Study of the Management of Approved Tourist Guides in India with Special Reference to their Present Socio-Economic Status, Knowledge, Personal Skills & Future Challenges in Guiding Profession”*. Recently he has attended *“National Convention of Tourist Guides”*. In which skills of tourist guides, wages & venue for refresher course such issues were discussed. It has advised by experts to add current issues while framing questionnaires. His next step is to framing of questionnaire.

Fifth presentation was given by Mr. Umesh Jadhav, he has given presentation on his Ph.D research topic *“The Socio – Cultural & Environmental Impact on Tourism in Bhutan : A Case Study of Paro”*. He has given the road map of his research work. In which he has mentioned different stages with time frame. In 1st RSM suggestion given to him by experts were, ‘Language’ should be one of the constraint to study socio – cultural impacts of tourism, study should focus on socio – cultural impacts not environmental impacts & literature review on social theories. He has made changes for two suggestions. For third suggestion regarding review of social theories, he has not formed any theory yet. Experts have suggested to go through Smith’s theory.



Mr. Umesh has completed pilot survey in December 2012 & experimental survey in May 2013 & also prepared preliminary draft based on experimental survey. His next step is to conduct a final survey by December 2013.

Last presentation was given by Mr. Anil Bankar on his Ph.D topic *“An Analytical Study of organization & Management of Medical Tourism in Maharashtra”*. He has already submitted final synopsis. Field work has finished presently he is writing a report of Ph.D thesis. He is also reviewing literature related to, who coined the terms medical tourism : & definition of medical tourism. He has also presented research paper at National Seminar on Contemporary Tourism Planning entitled *“Organization & Management of Medical Tourism in Maharashtra”*. He published a research paper entitled *“Potential for Promoting Medical Tourism in Maharashtra”* online web made contest.

Concluding Address was delivered by the Coordinator RCC Dr. Madhuri Sawant, in which she has discussed different suggestions given to the researchers by experts.

Finally all Members & Experts of RSM come up with a idea to create e-library in the department for that everyone has to contribute their e-resources, study material, research papers, thesis, dissertations, e-books, e-reports of central & state governments, e-publications of International & National level Tourism Organizations to the e-library for benefit of present & future researchers of the departments.

Inaugural address by Dr Rajesh Ragde





Dr.Rajesh Ragde & Dr.Madhuri Sawant guiding research scholars





Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
Department of Tourism Administration

Second Research Scholars Meet

Date : 13th July 2013

Attendance

SN	Name of the Participant	Signature
1	Umesh N. Jadhav	
2	Subhash Jadhav	
3	Achana Bimal	
4	Pallavi D. Kumbale	
5	ANIL BARKAR	
6	Jogdand Babasaheb Galvankar	