

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

I  
J  
R  
C  
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

*Indexed & Listed at:*

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Indian Citation Index (ICI), Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)],

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 5656 Cities in 191 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<b>TO EVALUATE THE IMPACT OF TRANSFORMATIONAL LEADERSHIP ON ORGANIZATIONAL LEARNING</b> <i>SAUD AHMED KHAN &amp; WAN KHAIRUZZAMAN WAN ISMAIL</i>	1
2.	<b>PROBLEMS AND PROSPECTS OF TOURISM INDUSTRY IN INDIA – WITH SPECIAL REFERENCE TO UTTAR PRADESH</b> <i>DR. CHANCHAL CHAWLA &amp; DR. VIPIN JAIN</i>	7
3.	<b>USING ANT LION ALGORITHM FOR PORTFOLIO OPTIMIZATION ON THE BASIS OF TIME PERIOD OF INVESTMENT</b> <i>KSHMA KAUSHAL &amp; SUKHDEV SINGH</i>	10
4.	<b>SAVINGS BEHAVIOR IN UNAKOTI DISTRICT OF TRIPURA: A CASE STUDY</b> <i>SUKHARANJAN DEBNATH &amp; PRALLAD DEBNATH</i>	14
5.	<b>MONEY AND OUTPUT: IMPACT ON PRICE LEVEL IN INDIA DURING 1970-71 TO 2012-13</b> <i>M. MANIKANDAN, DR. N. MANI &amp; DR. P. KARTHIKEYAN</i>	19
6.	<b>ROLE OF CUSTOMER RETENTION STRATEGIES IN RETAILING SECTOR</b> <i>DR. K.V.S.N. JAWAHAR BABU &amp; S. KALESHA MASTHANVALI</i>	25
7.	<b>GENDER DIVERSITY: WOMEN ON BOARD AND CORPORATE SOCIAL RESPONSIBILITY</b> <i>DR. D. RAJASEKAR</i>	27
8.	<b>GLOCAL FASHION: IMPACT OF GLOBALIZATION ON INDIAN GARMENT AND TEXTILE SECTOR</b> <i>DR. MINAKSHI JAIN</i>	31
9.	<b>SUCCESSFUL ATTRIBUTES OF FINANCIAL SERVICES TARGETED FOR WOMEN CUSTOMERS</b> <i>PREETI AGARWAL GARG, DR. MANISHA GOEL &amp; DR. RINKU SANJEEV</i>	35
10.	<b>PILGRIMAGE TOURISM IN THE REALM OF FOREIGN TRADE CONCERNING ENVIRONMENTAL FACTOR (A CASE STUDY OF KANGLA SHRINE)</b> <i>DR. N. TEJMANI SINGH &amp; CHINGLEN PUKHRAMBAM</i>	39
11.	<b>CORPORATE SOCIAL RESPONSIBILITY IN INDIA &amp; THE LAW</b> <i>DR. FAIZANUR RAHMAN</i>	44
12.	<b>A REVIEW OF HIGHER EDUCATION ISSUES, CHALLENGES AND RESPONSES IN INDIA</b> <i>DR. P. GURAVIAIAH</i>	49
13.	<b>WEST BENGAL FINANCIAL CORPORATION: THE REGIONAL LEADER IN FINANCING TO MICRO, SMALL AND MEDIUM ENTERPRISES (MSME): A CRITICAL EVALUATION</b> <i>SRI SUSANTA KANRAR</i>	54
14.	<b>CUSTOMER SATISFACTION OR DISSATISFACTION SURVEY ON BANKING SECTOR AFTER INCREASE OF SERVICE CHARGES FROM 01-04-2017</b> <i>SUDIREDDY NARENDAR REDDY</i>	60
15.	<b>ATTRITION IN GARMENT INDUSTRIES: A STUDY FROM HUMAN RESOURCE MANAGEMENT PARADIGM</b> <i>WASEEHA FIRDOSE</i>	66
16.	<b>GROWTH AND CHALLENGES IN RETAILING: AN INDIAN EXPERIENCE</b> <i>S.R. NAKATE</i>	72
17.	<b>LEADERSHIP STYLES ACROSS ORGANISATIONAL TYPES: A COMPARATIVE STUDY IN ADMINISTRATIVE AND FINANCIAL ORGANISATION</b> <i>MADHUSMITA SAHOO &amp; BHAKTA BANDHU DASH</i>	75
18.	<b>EMPLOYEE ENGAGEMENT, CUSTOMER ENGAGEMENT AND FINANCIAL PERFORMANCE</b> <i>ARUNA ADARSH &amp; ROOPESH KUMAR B</i>	83
19.	<b>INFLUENCE OF VARIOUS ASPECTS ON THE CHOICE OF INVESTMENT INSTRUMENTS BY THE HOUSEHOLDS</b> <i>NC RAGHAVI CHAKRAVARTHY</i>	88
20.	<b>THE ROLE OF SFCs IN THE INDUSTRIAL GROWTH OF THE STATES WITH SPECIAL REFERENCE OF DELHI FINANCIAL CORPORATION</b> <i>LACHHMAN SINGH RAWAT</i>	94
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	98

***CHIEF PATRON*****Prof. (Dr.) K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur  
*(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)*  
 Chancellor, K. R. Mangalam University, Gurgaon  
 Chancellor, Lingaya's University, Faridabad  
 Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi  
 Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

***FOUNDER PATRON*****Late Sh. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana  
 Former Vice-President, Dadri Education Society, Charkhi Dadri  
 Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

***FORMER CO-ORDINATOR*****Dr. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

***ADVISOR*****Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

***EDITOR*****Dr. R. K. SHARMA**

Professor & Dean, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

***CO-EDITOR*****Dr. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

***EDITORIAL ADVISORY BOARD*****Dr. CHRISTIAN EHIOBUCHÉ**

Professor of Global Business/Management, Larry L Luig School of Business, Berkeley College, USA

**Dr. JOSÉ G. VARGAS-HERNÁNDEZ**

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

**Dr. M. N. SHARMA**

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

**Dr. TEGUH WIDODO**

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

**Dr. M. S. SENAM RAJU**

Professor, School of Management Studies, I.G.N.O.U., New Delhi

**Dr. KAUP MOHAMED**

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

**Dr. D. S. CHAUBEY**

Professor & Dean, Research & Studies, Uttaranchal University, Dehradun

**Dr. ANIL K. SAINI**

Professor, Guru Gobind Singh Indraprastha University, Delhi

**Dr. ARAMIDE OLUFEMI KUNLE**

Dean, Department of General Studies, The Polytechnic, Ibadan, Nigeria

**Dr. SYED TABASSUM SULTANA**

Principal, Matrusri Institute of Post Graduate Studies, Hyderabad

**Dr. MIKE AMUHAYA IRAVO**

Principal, Jomo Kenyatta University of Agriculture &amp; Tech., Westlands Campus, Nairobi-Kenya

**Dr. NEPOMUCENO TIU**

Chief Librarian &amp; Professor, Lyceum of the Philippines University, Laguna, Philippines

**Dr. BOYINA RUPINI**

Director, School of ITS, Indira Gandhi National Open University, New Delhi

**Dr. ANA ŠTAMBUK**

Head of Department of Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia

**Dr. FERIT ÖLÇER**

Professor &amp; Head of Division of Management &amp; Organization, Department of Business Administration, Faculty of Economics &amp; Business Administration Sciences, Mustafa Kemal University, Turkey

**Dr. SANJIV MITTAL**

Professor &amp; Dean, University School of Management Studies, GGS Indraprastha University, Delhi

**Dr. SHIB SHANKAR ROY**

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

**Dr. NAWAB ALI KHAN**

Professor &amp; Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

**Dr. SRINIVAS MADISHETTI**

Professor, School of Business, Mzumbe University, Tanzania

**Dr. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engg. &amp; Tech., Amity University, Noida

**Dr. KEVIN LOW LOCK TENG**

Associate Professor, Deputy Dean, Universiti Tunku Abdul Rahman, Kampar, Perak, Malaysia

**Dr. OKAN VELI ŞAFAKLI**

Associate Professor, European University of Lefke, Lefke, Cyprus

**Dr. V. SELVAM**

Associate Professor, SSL, VIT University, Vellore

**Dr. BORIS MILOVIC**

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

**Dr. N. SUNDARAM**

Associate Professor, VIT University, Vellore

**Dr. IQBAL THONSE HAWALDAR**

Associate Professor, College of Business Administration, Kingdom University, Bahrain

**Dr. MOHENDER KUMAR GUPTA**

Associate Professor, Government College, Hodal

**Dr. ALEXANDER MOSESOV**

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

**RODRECK CHIRAU**

Associate Professor, Botho University, Francistown, Botswana

**Dr. PARDEEP AHLAWAT**

Associate Professor, Institute of Management Studies &amp; Research, Maharshi Dayanand University, Rohtak

**Dr. DEEPANJANA VARSHNEY**

Associate Professor, Department of Business Administration, King Abdulaziz University, Saudi Arabia

**Dr. BIEMBA MALITI**

Associate Professor, School of Business, The Copperbelt University, Main Campus, Zambia

**Dr. KIARASH JAHANPOUR**

Research Adviser, Farabi Institute of Higher Education, Mehrshahr, Karaj, Alborz Province, Iran

**Dr. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**YU-BING WANG**

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

**Dr. MELAKE TEWOLDE TECLEGHIORGIS**

Faculty, College of Business &amp; Economics, Department of Economics, Asmara, Eritrea

**Dr. SHIVAKUMAR DEENE**

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

**Dr. THAMPOE MANAGALESWARAN**

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

**Dr. JASVEEN KAUR**

Head of the Department/Chairperson, University Business School, Guru Nanak Dev University, Amritsar

**SURAJ GAUDEL**

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

**Dr. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

***FORMER TECHNICAL ADVISOR*****AMITA*****FINANCIAL ADVISORS*****DICKEN GOYAL**

Advocate &amp; Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

***LEGAL ADVISORS*****JITENDER S. CHAHAL**

Advocate, Punjab &amp; Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate &amp; Consultant, District Courts, Yamunanagar at Jagadhri

***SUPERINTENDENT*****SURENDER KUMAR POONIA**

## **CALL FOR MANUSCRIPTS**

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

## **GUIDELINES FOR SUBMISSION OF MANUSCRIPT**

### 1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

**THE EDITOR**

IJRCM

**Subject:** SUBMISSION OF MANUSCRIPT IN THE AREA OF

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

**DEAR SIR/MADAM**

Please find my submission of manuscript titled ' \_\_\_\_\_ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

**NAME OF CORRESPONDING AUTHOR** :

Designation/Post\* :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

\* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

**NOTES:**

**INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT**

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

<http://ijrcm.org.in/>

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
  - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**  
**New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
  - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
  - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
  - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
  - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
  - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised.**
  3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
  4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
  5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
  6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
  7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at [www.aea-web.org/econlit/jelCodes.php](http://www.aea-web.org/econlit/jelCodes.php). However, mentioning of JEL Code is not mandatory.
  8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
  9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
  10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
  11. **MAIN TEXT:**  

**THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**

**INTRODUCTION**

**REVIEW OF LITERATURE**

**NEED/IMPORTANCE OF THE STUDY**

**STATEMENT OF THE PROBLEM**

**OBJECTIVES**

**HYPOTHESIS (ES)**

**RESEARCH METHODOLOGY**

**RESULTS & DISCUSSION**

**FINDINGS**

**RECOMMENDATIONS/SUGGESTIONS**

**CONCLUSIONS**

**LIMITATIONS**

**SCOPE FOR FURTHER RESEARCH**

**REFERENCES**

**APPENDIX/ANNEXURE**

**The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered & self-explained**, and the **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. *It should be ensured that the tables/figures are referred to from the main text.*
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
  - Use (ed.) for one editor, and (ed.s) for multiple editors.
  - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
  - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
  - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
  - For titles in a language other than English, provide an English translation in parenthesis.
  - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**

**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

**JOURNAL AND OTHER ARTICLES**

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

**UNPUBLISHED DISSERTATIONS**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

**ONLINE RESOURCES**

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**WEBSITES**

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

**PILGRIMAGE TOURISM IN THE REALM OF FOREIGN TRADE CONCERNING ENVIRONMENTAL FACTOR  
(A CASE STUDY OF KANGLA SHRINE)**

**DR. N. TEJMANI SINGH  
ASSOCIATE PROFESSOR  
COMMERCE DEPARTMENT  
MANIPUR UNIVERSITY  
IMPHAL**

**CHINGLEN PUKHRAMBAM  
RESEARCH SCHOLAR  
COMMERCE DEPARTMENT  
MANIPUR UNIVERSITY  
IMPHAL**

**ABSTRACT**

*Religious tourism, also commonly referred to as faith tourism, is a type of tourism, where people travel individually or in groups for pilgrimage, missionary, or leisure purposes. According to the World Tourism Organization, an estimated 300 to 330 million pilgrims visit the world's key religious sites every year. Manipur has the advantage of acting as India's 'Gateway to the East' through Moreh town, which is the only feasible land route for trade between India and Myanmar and other Southeast Asian countries. On 20<sup>th</sup> November 2004, the Kangla Fort was handed over by the Indian Prime Minister Manmohan Singh to the state government of Manipur. At present, the fort is open for visitors and is a major tourist attraction of the state. A visit to the Kangla Fort is a must for art lovers and historians as this ancient fort holds immense archaeological, religious and historical significance. Every year around 7 million pilgrims visit the Shrines in India, which is influencing the socio-economic environment of the region, and the present paper is throwing light on the economic impact of the pilgrimage tourism. Over the years pilgrim tourism has been recognized as one of the most vibrant natural sectors of economy. Surroundings, cleanliness and ethnic culture always provide the spiritual aura. Today, pilgrimage tourism is one of the largest and dynamically developing sectors of external economic activities. Its high growth and development rates, considerable volumes of foreign currency inflows actively affect various sectors of economy, which positively contribute to the social and economic development of the country as a whole. Foreign trade concern with globalization and its impact on tourism industry, recent trends in global tourism and its impact on Indian tourism industry and trends in global industry and its impact on the State concerned.*

**KEYWORDS**

Kangla Fort, pilgrimage tourism, environment, foreign trade.

**1. INTRODUCTION**

Manipur is situated in the eastern-most corner of Northeast India. The state shares borders with other north-eastern states of Nagaland, Mizoram and Assam and the neighbouring country of Myanmar. Due to its wealth of flora and fauna, Manipur is described as a 'flower on lofty heights', 'a jewel of India' and 'Switzerland of the East'. Its breath-taking scenic beauty makes it a tourist's paradise. The existence of this fort dates back to 33 AD, when the mythical God-King of Manipur, Nongda Lairon Pakhangba first ascended the throne. It was gradually renovated and developed by successive kings who ruled the place. King Khagemba (1597-1652) ordered the construction of a brick wall on the western gate of the palace. Afterwards, Khunjaoba (1652-1666), his son put in immense efforts in beautifying the fort. It is believed that he excavated a moat on the western side of this palace. In 1891, it was taken over by the British army after the Anglo-Manipur War. Later, the Assam Rifle took control of it, until 2004. Situated close to the banks of the Imphal River, the Kangla Fort or Kangla Palace is a symbol of Manipur's glory. The word 'Kangla' means dry land in Manipuri or Meetei language. Kangla was the ancient capital of Manipur and a number of Meetei monarchs have ruled the destination from this fort. Imphal has one airport and Air India provides air cargo services. Four national highways run through the state. The railway line under construction on the Manipur-Assam border is a national priority project. Manipur has a land area of 22,327 sq km and a pollution free environment. In 2015, the number of foreign tourist arrivals in the state was recorded to be 3,260.

In recent years, pilgrimage tourism has become very popular among pilgrims. Pilgrimage Tourism to Shrine constitutes an important component of total tourism in and has contributed effectively to the growth and development of the place. This article explains and supports the idea that the economic impacts of religious tourism should not be neglected or underestimated, although religious institutions have traditionally attempted to downplay this in the past. Additionally, the paper argues that religion and tourism have much in common. In the modern world it is hard to ignore the impression that in most places of pilgrimage the profane impacts of tourism are just as important if not more so than the religious. This paper lends theoretical support to this argument.

**2. SELECTION OF THE RESEARCH PROBLEMS**

Pilgrimage tourism is being recognized as a prime industry in most parts of the world for the purpose of earning maximum foreign exchange. Social significance of pilgrimage tourism cannot be said of less importance. Tourism industry requires variety as it is very essential capital and India is land of diversity. Here diversity is present in every walk of life, from natural such as air, and water to social factors such as language and behaviour all varies from place to place. Pilgrimages are not a destination only for our religious faith but they also strengthen our national unity and promote brother hood also. The time has to come when these should be used to earn foreign exchange also keeping guarded our cultural heritage. In fact, the other part of world may learn many things from India. Indians might be poor from pocket but the wealth what they have in their behaviour is match less in the world. On domestic front religious tourism can be very helpful for regional development, employment generation, and can enroot again the cultural values. Many modern social evils which are caused by materialism can be cured with the help of religious tourism.

**3. CONDITIONS OF THE STUDY**

Manipur though stands tall when it comes to Look East Policy of the Indian government, where the economy of the state can be boost up by contributing a lot in the field of trade, tourism and transport, lack of a specific policy on the part of the state government has left the state going backward instead of marching forward at the international trade.

**4. LITERATURE REVIEW**

Chattatopadhyay (2008) ensured to safety and security of tourists, the tourist industry should be destroyed by political unrest and terrorism.

Handique (2014) asserted that the then Minister of Mines and Minister of Development of North Eastern Region said the Look East Policy has also been pursued through constructive engagement with various regional groupings/organizations such as ASEAN, East Asia Summit, BIMSTEC and Mekong-Ganga Cooperation

(MGC). East Asia Summit (EAS): then Malaysian Prime Minister first promoted the concept of an East Asia Grouping in 1991. It provides India the forum to carve out for itself a larger East Asian strategic presence and taking forward our vision for the future. Thrust areas of EAS include (i) Energy, Environment, Climate Change & Sustainable Development, (ii) Education, (iii) Finance, (iv) Natural Disaster Mitigation and (v) Avian Influenza. Four summits of EAS have been held so far.

**Laishram (2014)** commented that Village tourism, sports and cultural tourism could be look at as future economy of the state. It is very different from conventional tourism regarding infrastructures and its investment. It could be afford by the poor state/country. Therefore, leading rural tourism states of the world are from Asia. Manipur could also be one of the leading rural tourism states in the world if Arunachal Pradesh and Sikkim are in the good position. A tourism village is a village area, which has some special characteristics of a place as tourism object. A tourism village is also colour by some supporting factors, such as local cuisine/food, agriculture system and social system. Besides, pure nature and environment are added points for a tourism village. Village tourism is one of the types of rural tourism. Besides, there are four types of tourism like natural, cultural, health, and ecotourism

A number of buses, shared jeep are available here for the journey of holy Shrines. Therefore, transport economy is also play an important role here due to pilgrim tourism. Tourism development board always engaged for the betterment of the pilgrims. The tourism based economy, particularly which of the religious complex, may continue to flourish and thrive as long as its religious sanctity is ensured to satisfy religious sentiment of the pilgrim tourists".

## 5. RESEARCH METHODOLOGY

### A) OBJECTIVES OF THE STUDY

1. To explore the associated relevancy (viz. Tourism) of Kangla shrine, India;
2. To suggest possible policy measures for the implementation of Tourism Policy.

### B) HYPOTHESIS

Ho: There is no difference among the three types of Industry viz. Service, Manufacturing and Trading sectors of Manipur with respect to presences of Quality Infrastructure especially Tele-communication facilities.

### C) STATISTICAL TOOLS

The research is based on both primary and secondary data.

#### PRIMARY DATA

**Type of study:** Cross-sectional comparative study.

**Study tools:** Pretested semi structural questionnaire (prepared for purposed)

**Sampling method:** Purposive Sampling.

**Sample size:** For getting the meaningful and reliable insights, the aware of Foreign Trade, 264 numbers of entrepreneurs, government officials and customers were evaluated on other parameters. It consists of 264 respondents.

**Statistical analysis:** After thorough checking and scrutinized the raw data, statistical data processing and analysis was performed through SPSS version 21. Results are report as number of cases/frequencies along with percentages. In order to establish the association, Pearson  $\chi^2$  - test/Likelihood Ratio  $\chi^2$  - test is use if data permit. All comparisons are two-sided and the P-values of  $< 0.05$  and  $< 0.01$  are treating as the cut off values for significance and highly significance respectively. The schedule consists of 7 questions at 5 point likert scale with score 1 to 5, where 1 represents highly disagree and 5 represents highly agree. Independent t-test and paired t-test are the two statistical tests, which have been applied in this study.

The data for this study were collected from local residents, which engaged in tourism activities. Tourists were identified as a key factor in developing tourism in local communities.

### D) SIGNIFICANCE OF THE STUDY

The study would contribute to identify the need for economic dimension in pilgrimage tourism. Pilgrimage tourism helps in giving manifold economic benefits. The present study will be designed as a conceptual one, few places of Manipur had identified as places where high positive effects of pilgrimage tourism on income, employment and standard of living of local residents in Manipur had analyzed here in this study. By studying this article, it is possible to bring out the various strategies required for making the pilgrimage tourism in Manipur a better destination in economic dimension. Further, this study may be useful to other states also for tapping the pilgrimage potential.

## 6. FINDINGS OF THE STUDY

Although no definitive study has been completed on worldwide religious tourism, some segments of the industry have been measured:

- According to the U.S. Office of Travel and Tourism Industries, Americans travelling overseas for "religious or pilgrimage" purposes has increased from 491,000 travellers in 2012 to 633,000 travellers in 2015 (30% increase).
- Religious attractions including Sight & Sound Theatre attracts 800,000 visitors a year while the Holy Land Experience and Focus on the Family Welcome Center each receives about 250,000 guests annually.

Pilgrimage Tourism has emerged as an instrument for employment generation, poverty alleviation and sustainable human development. Pilgrimage Tourism promotes international understanding and gives support to local handicrafts and cultural activities. It is an important segment of the country's economy, especially in terms of its contribution towards foreign exchange earnings, generation of additional income and creation of employment opportunities. The foreign exchange earnings from tourism during the year 2010 were estimated at about Rs. 14,408 crores with an estimated direct employment of about 15 million, which is about 2.4% of the total labour force of the country. Pilgrimage Tourism is the third largest foreign exchange earner for India. The International tourist traffic in the country is estimated to be 2.64 million during the year 2010. However, according to the World Tourism Organization (WTO), India's share in world tourism arrivals is only 0.38%, accounting for 0.62% of the world tourist receipts. This indicates that much of the tourist potential is yet to be tapped. With rapid advances in Science & Technology, tourism has acquired the status of an industry in all industrialized countries. The high influx of foreign tourist traffic has accelerated demand for certain economic production and distribution activities. Pilgrimage Tourism has emerged as an industry next in importance only to Information Technology industry in the Services sector. By 2012, the contribution of pilgrimage Tourism to the world economy will be doubled. The economic liberalization in India and consequent foreign investment opportunities, development of tourist facilities including expansion in air-line services, etc. provide an impetus for a spurt in tourist arrivals as in South Asian regions. Domestic pilgrimage tourism plays a vital role in achieving the national objectives of promoting social and cultural cohesion and national integration. Its contribution to generation of employment is very high. With the increase in income levels and emergence of a powerful middle class, the potential for domestic pilgrimage tourism has grown substantially during the last few years.

In order to establish the association between type of Industry and other prognostic variables, considered, Pearson  $\chi^2$  - test is applied. In lieu of none feasibility of applying  $\chi^2$  - test, Likelihood Ratio  $\chi^2$  - test is used. There are 72 female and 192 male respondents in the present study sample of 264 respondents. Maximum numbers of them (53.4%) are graduate level of education which is followed by postgraduate (20.5 %), up to metric (14.8%) and lowest belongs to intermediate with a percentage of (11.4). Highest percentage of respondents (43.2%) pertains to entrepreneur as against the customer (30.7%) and government official (26.1%) respectively. In terms of the organization/sector they belong, service sector is found to be highest (42%) and next to it is the trading, and manufacture sector is the lease percentage (27.3).

**TABLE 1: INDUSTRY ACCORDING TO VEHICULAR TRAFFIC AFFECTED THE AIR QUALITY IN TOURIST SPOTS**

Type of Industry	Vehicular traffic has affected the air quality in Tourist spots		Total
	Yes	No	
Manufacturing	3 (9.1%)	30 (90.9%)	33 (100.0%)
Service	3 (25.0%)	9 (75.0%)	12 (100.0%)
Trading	3 (16.7%)	15 (83.3%)	18 (100.0%)
Total	9 (14.3%)	54 (85.7%)	63 (100.0%)

Source: Personal calculation using SPSS version 21 from the primary data sources.

$\chi^2 = 1.936$ ;  $df = 2$ ;  $P = 0.380$

Concerning about the vehicular traffic has affected the air quality in tourist spots; the study subjects/individuals gave their views as yes and no by the respective percentages of 14.3 and 85.7. Further, the table exhaustive illustrations percentage variations within each answer with respective of type of industry, considered in the present study but the difference is not significant statistically ( $P=0.380$ ).

**TABLE 2: INDUSTRY DISTRIBUTION ACCORDING TO THE PLANTATION AFFECTED BY DEVELOPMENTAL PROJECTS**

Type of Industry	Plantation affected adversely due to the development projects			Total
	Yes	No	Can't say	
Manufacturing	3 (9.1%)	27 (81.8%)	3 (9.1%)	33 (100.0%)
Service	0	12 (100.0%)	0	12 (100.0%)
Trading	0	18 (100.0%)	0	18 (100.0%)
Total	3 (4.8%)	57 (90.5%)	3 (4.8%)	63 (100.0%)

Source: Personal calculation using SPSS version 21 from the primary data sources.

$\chi^2$  –Test can't be used.

The question relating to vegetation on the areas has been affected adversely due to the developmental projects at the destination; most of them felt 'no' (90.5%) while 4.8% each of them respond 'yes' and 'can't say'.

**TABLE 3: TYPE OF INDUSTRY DISTRIBUTION ACCORDING TO PRESENCE OF QUALITY INFRASTRUCTURE**

Type of Industry	Presence of Quality Infrastructure- roads, railways, etc.				Total
	Very poor	Poor	Satisfactory	Good	
Manufacturing	9 (50.0%)	9 (50.0%)	0	0	18 (100.0%)
Service	18 (20.0%)	36 (63.2%)	9 (15.8%)	3 (3.3%)	66 (100.0%)
Trading	3 (20.0%)	57 (63.3%)	12 (13.3%)	3 (10.0%)	75 (100.0%)
Total	30 (28.6%)	102(53.1%)	21 (14.3%)	6 (4.1%)	159(100.0%)

Source: Personal calculation using SPSS version 21 from the primary data sources.

$\chi^2$  –Test can't be used.

With reference to presence of quality infrastructure (roads, railways, airports and ports), the study subjects/individuals gave their views as very poor, poor, satisfactory and good by the respective percentages of 28.6, 53.1, 14.3 and 4.1. Further, the table exhaustive illustrates percentage variations within each answer with respective of type of industry, considered in the present study. However, test would not be applicable as some of the cell frequencies are less. Above table show the presence of quality infrastructure and  $\chi^2$  - test can't be used.

**TABLE 4: TYPE OF INDUSTRY DISTRIBUTION ACCORDING TO ENVIRONMENTAL REGULATIONS**

Type of Industry	Environmental Regulations					Total
	Very poor	Poor	Satisfactory	Good	Excellence	
Manufacturing	0	15 (55.6 %)	3 (11.1%)	9 (33.3%)	0	27 (100%)
Service	0	12 (44.4%)	9 (33.3%)	0	6 (22.2%)	27 (100%)
Trading	3 (10.0%)	9 (30.0%)	15 (50.0%)	3 (10.0%)	0	30 (100%)
Total	3 (3.6%)	36(42.9%)	27 (32.1%)	12 (14.3%)	6 (7.1%)	84 (100%)

Source: Personal calculation using SPSS version 21 from the primary data sources.

$\chi^2$  –Test can't be used.

Similarly, the information on environmental regulations with respect to type of individuals is also furnished in the table-4 and outcomes suggest that 3.6%, 42.9%, 32.1%, 14.3% and 7.1% of the individuals provided their grading as very poor, poor, satisfactory, and good and excellence. The table, further, comprehensively shows percentage variations within each answer.

**7. ANALYSIS AND INTERPRETATION**

In table 5, the positive and insignificant mean difference for the statement no. 1 with value greater than 3.5 shows that the vehicular traffic in Imphal has affected the air quality to some extent. The expectation mean value for the statement pilgrimage has increased the erosion problem and environmental accidents like landslides is 2.9067 and experience mean value is 2.9867, with mean difference of .08. This shows that pilgrims are almost not sure about whether the erosion problem and environmental accidents like landslides have been one of the effects of pilgrimage. This difference between the expectation and the experience for the statement no. 1 and 2 is quite insignificant showing that the pilgrims hold the same view before and after the pilgrimage.

**TABLE 5: RESULTS OF PAIRED T-TEST ON PILGRIMS' EXPECTATIONS AND EXPERIENCE OF THE ENVIRONMENTAL ASPECTS**

Statements	Experience mean	Expectation mean	Mean difference	t-value
Vehicular traffic has affected the air quality in Tourist spots.	3.973	3.7933	0.18	1.66
Tourist has increased the erosion problem and environmental accidents like landslides.	2.986	2.9067	0.080	0.850
Tourism has increased the contamination of water bodies such as Kangla site.	4.600	4.333	.2667	1.23
Increase number of tourists at the sites has resulted in shortage of water resources.	4	3.466	0.533	8.08
Plantation/gardening have been affecting adversely due to the developmental projects at the destination.	2.733	2.933	-0.20	-0.61
Heavy rush of tourists at certain location might cause congestion and suffocation.	4.726	3.726	1	3.73
There are frequent sights of garbage and unhygienic conditions en route the tourist spot.	1.26	1.606	-0.34	1.62

Source: Personal calculation.

The statement tourism has increased the contamination of water bodies such as Kangla fort has mean difference of .2667. It shows that pilgrims agree to the fact before and after the conduct of their yatra that the pilgrimage has increased the contamination of water bodies. The experience mean value 4 and the expectation mean value 3.46 for the statement 'Increase number of tourists at the sites has resulted in shortage of water resources' reveal that pilgrims were not sure about

it before the start of the yatra. Their experience has made them to believe that heavy rush of pilgrims has affected the water resources at the shrine. The significant difference with t-value 8.082 emphasizes that the matter needs a consideration. Gardening have been affecting adversely due to the developmental projects at the destination has the mean values and insignificance of the difference reveal that the pilgrims are almost not sure about it both before and after the pilgrimage. The significant level of difference between the experience mean value of 4.72 and expectation mean value of 3.72 for the statement "Heavy rush of tourists at certain location might cause congestion and suffocation" show that the pilgrims agree to this fact that crowd at this shrine causes congestion and suffocation. The positive mean difference is also confirming the same. The statement "frequent sights of garbage and unhygienic conditions en route the tourist spot" show that pilgrims disagree with any frequent sight of garbage and unhygienic conditions. Before the conduct of pilgrimage, they assumed the destination to be clean and found so after the pilgrimage. This reveals the shrine board's success with respect to the achievement of cleanliness.

#### Certain points are generated on the basis of happening-

Forming "Indo Asian Friendship, Manipur" under the theme of Look East Policy of the Government of India so as to bring good relationship with the Asian countries through tourism, sports, business, health and cultural exchange.

**State in north east integrated tourism master plan list Kangla, Loktak, Moreh mapped out:** As part of the North East Integrated Tourism Master Plan, the issues related to Manipur, Nagaland and Tripura have been discussed at the official level during a meeting chaired by Secretary of North Eastern Council (NEC) PK Sangma on 28/6/2011. With regard to Manipur, it has been propose to develop Kangla, Loktak Lake, and Moreh as a tourist circuit. Talking to media persons after the discussion at Classic hotel, PK Sangma informed that the meeting for the remaining States with regard to implementation of the North East Integrated Tourism Master plan would held at Guwahati on 29/6/2011. He explained that the Tourism Master plan is to be implement during the 12<sup>th</sup> Five-year plan, which is due to commence from next year. During the course of the meeting today, an understanding has arrived at with the Govt. of Manipur on development of Kangla, Loktak Lake, Moreh as a tourist circuit, the NEC Secretary disclosed. Under this master plan, NEC would help the state govt. in development of infrastructures related to tourism. It was telling that the master plan has been developing by Tata Consultancy Services and the same already submitted to the Ministry of Tourism, Government of India.

**Foreign tourists coming to the State of Manipur:** Following temporary lifting of the Protected Area Permit system from Manipur, there has been steady increase in the number of foreign tourists visiting to the state, stated Tourism Commissioner KK Chhetry, IAS.

Tourism is a powerful instrument of economic progress and growth of several economies around the world. Its contribution to the world economy in terms of both GDP growth (10.6% in 2005) and employment generation is spectacular 221.568 million in 2000. Tourism is one of the fastest growing sectors and this has been forcefully stating in the forecasts of the World Trade Organization. In the backdrop of the phenomenal growth of the tourism industry especially in the South Asia and Asia Pacific Region, it becomes imperative to situate the north-eastern India in the tourist map. In 2005, Asia and the Pacific region received 156.7 million tourist arrivals, rating the region second only to Europe, which received 441.6 million tourist arrivals.

TABLE NO. 6: TOURIST ARRIVALS IN MANIPUR FROM NEIGHBORING COUNTRIES

Country	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	Total
Bangladesh	-	-	-	1	3	-	4
Iran	-	-	-	-	-	1	1
Malaysia	58	-	12	2	9	6	87
Singapore	2	1	3	4	14	7	31
Japan	50	20	35	29	74	59	267

Source: Tourism Directorate, Government of Manipur, 2013.

The NE India is unique in various ways. Nature has endowed this part of the country with an abundance of resources. This NE region displays a rich variety of distinct yet diverse cultures and communities some of which possess very rare, time tested unique characteristic. Moreover, this part of the country is advantageously located at the door to SA and SEA. Every single creative activity initiated whether it is promoting tea plantations, tribal habitat, herbal medicine, international trade fairs, world record shattering events and so on, could inevitably lead to tourism promotion. In addition to being extremely labour intensive the tourism industry is also a service industry capable of generating manifold employment opportunities to address this growing problem in all the states. It is, therefore, essential to create facilities and develop professionalism in order to tap the maximum potential of this industry. Development of infrastructure should be accorded priority, effective marketing and promotional efforts need to be undertaken to attract both the domestic and foreign tourists.

TABLE NO. 7: NUMBER OF TOURIST VISITING IN MANIPUR FOR THE LAST 7 (SEVEN) YEARS

Year	Domestic	Foreign	Total
2008 - 2009	1,15,300	271	1,15,571
2009 - 2010	1,27,524	405	1,27,929
2010 - 2011	1,16,652	431	1,17,083
2011 - 2012	1,33,224	602	1,33,826
2012 - 2013	1,31,803	768	1,32,571
2013-2014	1,21,032	1932	122964
2014-2015	1,34,584	2,900	1,37,484

Source: Tourism Directorate, Government of Manipur, 2016.

Planning for sustainable development of tourism, therefore, involves an integrated development of basic infrastructure and amenities along with development of tourism facilities in a balanced manner.

- Tourism in the Northeast:** It also covers rural areas, the health sector, and the environment. There are about 305 communities and over 200 tribes in the North East region. Each community has its distinct customs, cultural heritage and folklore and as such, the region has ample prospects to promote modern day tourism. The region also has several aromatic plants, which could be used to develop and promote health tourism in selective locations of the region. It will provide opportunities for employment, rural development ad also encourage mutual co-existence through cultural exchange and thereby help in transforming a close society to an open one. Tourism helps in the development of many subsidiary industries and services and has a huge potential to create a good many employment avenues. India's Look East policy can thus help the region to promote tourism. **Cultural tourism** and marketing of crafts and textiles can serve as a powerful catalyst for preserving the ongoing viability of both the tangible and the intangible heritage of the Northeast. It has been forecasting that by 2020 the region will generate 405 million tourists of the 1561 million tourists. By using Myanmar as a bridge to economically, leverage with China and the other ASEAN nations India wants to develop her Northeast. The income and employment effecting on roadside hotels and restaurants, handicrafts, transport and communication networks and many other backward and forward linkages as likely to be immense. Statistics show that the advantages of tourism have not been properly harness in these areas. This has been clearly depicting by the following data that shows the arrival figures of tourists both domestic and international in the region.

TABLE NO. 8: MONTH WISE DOMESTIC &amp; FOREIGN TOURIST VISITING MANIPUR

Sl. no.	Year – 2015 – 2016 (Month)	Domestic	Foreign
1	April – 2015	11,793	222
2	May – 2015	11,732	176
3	June – 2015	10,176	220
4	July – 2015	7,360	195
5	August – 2015	6,420	172
6	September – 2015	9,376	93
7	October – 2015	10,938	311
8	November – 2015	11,782	463
9	December – 2015	13,093	372
10	January – 2016	12,204	226
	Total	1,04,874	2,450

Source: Tourism Department, Government of Manipur, 2016.

2. Ever wonder why other States in India have less poverty and unemployment? Or why are they far ahead of us in terms of Tourism industry. One common demand is “**Employment**” and Tourism sector is one of most generating organization; we all need to be aware and support and encourage any Tourism Industries set up in our land. According to recent statistics, pilgrimage tourism provides about 10% of the world's income and employs almost one tenth of the world's workforce. All considered, pilgrimage tourism's actual and potential economic impact is astounding. Many people emphasize the positive aspects of pilgrimage tourism as a source of foreign exchange, a way to balance foreign trade, an "industry without chimney". But there are also a number of other positive and negative sides of pilgrimage tourism

**Less Threatened by Economic Crisis:** Pilgrimage travel is often less prone to economic ups and downs in the market place. Because faith-based travellers are committed travellers they tend to save for these religious experiences and travel despite the state of the economy. Faith travellers tend to have different motives for travel than do travellers for other reasons. Faith-based travel can provide a steady flow of income to a local tourism economy.

The pilgrimage and faith based market has the advantage of appealing to people from around the world, of all ages and of all nationalities. Tourism and travel professionals should be aware that this market might well double by the year 2020. To add to this number many faith-based travellers prefer to travel in groups rather than as individuals.

**Ho3: There is no difference among the three types of Industry viz. Service, Manufacturing and Trading sectors of Manipur with respect to presences of Quality Infrastructure especially Tele-communication facilities.**

Table-3 represent type of industry according to tele-communication facilities and highlight that  $\chi^2 = 19.513$ ;  $df = 6$ ;  $P = .003$ . Hence, the test value indicates a highly significant ( $P=0.003$ ). The null hypothesis is invalid. Therefore, there is significant difference between the three types of Industry viz. Service, Manufacturing & Trading sectors of Manipur and presences of Quality Infrastructure especially Tele-communication facilities.

## 8. SUGGESTIONS AND CONCLUSIONS

It will also consider the following suggestions.

1. Financial Institution: A Tourism Financial Corporation can be setting up by the Government to concentrate specifically on the Tourism industry.
2. Fund Utilization in State: Emphasis should take on spending the fund that has been allocating for the financial year.
3. Focusing the experience of traders who are directly involved in trade should be a factor for Academicians and policymakers.
4. Eradicate the lack of cooperation in the field of infrastructure, human resource development, industry, railways, science & IT, etc.
5. Development of infrastructure should be accorded priority, effective marketing and promotional efforts need to be undertaken to attract both the domestic and foreign tourists. Planning for sustainable development of tourism therefore involves an integrated development of basic infrastructure and amenities along with development of tourism facilities in a balanced manner. India's Look East policy can thus help the region to promote tourism. Cultural tourism and marketing of crafts and textiles can serve as a powerful catalyst for preserving the ongoing viability of both the tangible and the intangible heritage of the Northeast. It has been forecasting that by 2020 the region will generate 405 million tourists of the 1561 million tourists. By using Myanmar as a bridge to economically, leverage with China and the other ASEAN nations, India wants to develop her Northeast. Support industries must coordinate with the pilgrimage cycle and needs. All too often, the spirituality that visitors seek is lost at the level of supporting industries. During faith based tourism periods, it is essential that hotels and restaurants connect with the arts and cultural communities to develop an overall faith based product rather than a mishmash of unrelated offerings.

## REFERENCES

1. Bharti Gupta, Jaya and S.C. Bagri. (2011). “Sustainable development of pilgrimage tourism – a study of Shri maya vaishno devi shrine”. KAIM Journal of Management and Research, vol.3 no.2, Pp.22 – 24.
2. Chattatopadhyay Kunal. (2008). “Understanding Tourism Economics”. 1<sup>st</sup> Edition. New Delhi: Kanishka Publishers Distributors. 1<sup>st</sup> Edition. Pp. 87 – 90.
3. Chinglen Pukhrambam. (2017). “Trends and Implication of Look East Policy (A case study of Manipur)”. PhD. Thesis, Manipur University.
4. Handique, B.K. (2014). The Ministry of Mines and Ministry of Development of NE Region- statement in the Rajya Sabha. *The people's chronicle* daily. p.6.
5. Laishram Dhanabir. (2014 September 20). Tourism can triumph over Poverty of Manipur. *The people's chronicle*, Newspaper. p.6.

## WEBSITES

6. <https://www.slideshare.net/.../role-of-tourism-industry-in-generating-foreign-exchange>
7. <https://www.ukessays.com/.../tourism/pilgrimage-tourism-and-its-economic-dimension>
8. [tourism.gov.in/tourist-facilitators-programme-pilgrimage-tourism](http://tourism.gov.in/tourist-facilitators-programme-pilgrimage-tourism)

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Commerce & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**

## **DISCLAIMER**

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

## ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

