



INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION AND MANAGEMENT

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	INTERDEPENDENCE OF VALUE CHAIN LINKS: A TALE OF THREE CITIES MUHAMMAD RIZWAN SALEEM SANDHU	1
2.	PEOPLE IN MARKETING OF MANAGEMENT INSTITUTE: A STUDY OF INDIAN CONTEXT DR. RAJESH.S.MODI	9
3.	INTERNATIONAL SMALL - SCALE FOREST CARBON SEQUESTRATION PROGRAM AND ITS IMPACT ON THE LIVELIHOOD OF LOCAL PEOPLE: EVIDENCES FROM CENTRAL KENYA DEREJE TEKLEMARIAM GEBREMESKEL	14
4.	ANALYSIS OF MARKET AND COMPETITORS TO IDENTIFY TRENDS FOR STRATEGIC MARKETING DR. R. K. SRIVASTAVA & S. T. SALUNKE	23
5.	BIO DEGRADABLE SOLID WASTE MANAGEMENT IN BANGALORE CITY M. P. KALIAPERUMAL	29
6.	ATTITUDE TOWARDS THE ENVIRONMENT AND GREEN PRODUCTS: AN EMPIRICAL STUDY DR. D S CHAUBEY, SIDHESWAR PATRA & DR. SAURABH JOSHI	34
7.	CORPORATE GOVERNANCE AND BUSINESS ETHICS M. SUBRAMANAYAM, DR. HIMACHALAM DASARAJU & KOTA SREENIVASA MURTHY	42
8.	PERFORMANCE MANAGEMENT SYSTEM FOR EMPLOYEES OF IT SECTOR IN CHENNAI J. JERLIN VIOLET & DR. S. N. GEETHA	49
9.	A STUDY ON QUALITY OF WORK LIFE IN TAMILNADU NEWSPRINT AND PAPER LIMITED, KARUR DR. V. MOHANASUNDARAM	53
10.	JANTAR MANTAR ON 'UNESCO' WORLD HERITAGE LIST UNIQUE SELLING PROPOSITION SUNIL KAKKAR, DR. T. N. MATHUR & DR. TAPASYA JULKA	59
11.	XMOWL MODEL: SUPERVISED APPROACH TO TRANSFORM SYNTACTIC MODEL TO SEMANTIC MODEL SHIKHA SINGH & DR. U. S. PANDEY	63
12.	CRM PRACTICES OF TWO INDIAN E-BUSINESS FIRMS AND EVALUATION OF THEIR COMPETITIVE ADVANTAGE THROUGH RBV DIBYENDU CHOUDHURY & DR. SASMITA MISHRA	70
13.	ANALYSIS OF DEPOSITS, ADVANCES AND PROFITS OF HDFC BANK: SPECIAL FOCUS ON PRE AND POST MERGER ERA DR. NARAYAN C. BASER & DR. MAMTA BRAHMBHATT	80
14.	FINANCIAL STRENGTH - A STUDY OF REDINGTON INDIA LIMITED, TRICHY, TAMIL NADU S. CHRISTINA SHEELA & DR. K. KARTHIKEYAN	85
15.	A STUDY ON THE MANAGEMENT ACTION PROFILE OF THE TRIBALS IN THE NILGIRIS DISTRICT OF TAMIL NADU K., MALAR MATHI, AMUL RAJ.K.T. & EBENEZER PAUL RAJAN	91
16.	STRATEGICAL IMPACTS ON GLOBAL BRANDING C. S. JAYANTHI PRASAD	94
17.	A STUDY ON DEPLOYMENT OF EFFECTIVE MICRO FINANCE FOR WOMEN EMPOWERMENT DR. P. ANBUOLI	100
18.	A STUDY OF HRD PRACTICES IN AUTO COMPONENT COMPANIES IN HARYANA SACHIN MAHESHWARI & S P AGARWAL	105
19.	GREEN HEALTH MANAGEMENT FOR EMPLOYEES IN I.T. AND BPO SECTORS, USING SHARON SCHEMA WITH CHRISTINA THEORY N. AKBAR JAN & T. SHANTHA KUMAR	108
20.	WHETHER BSE SENSEX (BSE30) AND BSE NATIONAL INDEX (BSE 100) ARE COINTEGRATED? R. KUMARA KANNAN	113
21.	A STUDY ON ROLE OF SHG'S IN DEVELOPMENT OF WOMEN ENTREPRENEUR DR. SAVITA TRIVEDI	116
22.	PERCEPTION TOWARDS ADVERTISEMENTS AND ITS IMPACT ON SOCIETY - AN EMPIRICAL ANALYSIS R. MAHARA JOTHI PRIYA, DR. R. DHANALAKSHMI & DR. K. PONGIANNAN	119
23.	PERCEPTION OF CUSTOMERS TOWARDS SERVICES OF BRANCHES OF NATIONALISED COMMERCIAL BANKS OF SEMI URBAN AREAS WITH SPECIAL REFERENCE TO E-TECHNOLOGY BIDYUT JYOTI BHATTACHARJEE	126
24.	SHORT SEA SHIPPING - POTENTIALS, BENEFITS AND CHALLENGES IN INDIA M. SARAVANAN	130
25.	DETERMINANTS OF CAPITAL STRUCTURE DECISION IN INDIAN MANUFACTURING INDUSTRIES - AN EMPIRICAL ANALYSIS DR. V. MOHANRAJ	139
	REQUEST FOR FEEDBACK	143

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JANTAR MANTAR ON 'UNESCO' WORLD HERITAGE LIST UNIQUE SELLING PROPOSITION

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ABSTRACT

Tourism is one of the fastest growing business in the world. India also has the potential to become the topmost destination in the world with wonders and heritage tourism. The study focus on heritage tourism pointing on Jantar-Mantar, Jaipur, Rajasthan, India which is now on UNESCO World Heritage List playing as Unique Selling Proposition where no other promotions existing in First World Countries and the frequency of promotion in India is also very low. Study also reveals the fact that factors like accommodation, tourist operators, guide, cooperation from public, knowledge of foreign language, information centres, e-facility, security issues, accessibility and cleanliness helps targeting foreign visitors.

KEYWORDS

Jantar Mantar, World Heritage List, USP.

INTRODUCTION

Tourism is a smokeless industry and is one of the fast growing businesses world over. World Travel and Tourism Council (WTTC) has predicted. That India has the potential to become the number one tourist destination in the world. With the demand growing at 10 per cent per annum, India's tourism industry is thriving due to an increase in foreign tourist's arrivals and greater than before travel by Indians to domestic and abroad destinations. The visitors are pouring in from all over the world: Europe, Africa, Southeast Asia and Australia. At the same time, the number of Indians traveling has also increased. Cultural attractions play an important role in tourism at all levels, from the global highlights of world culture to attractions that underpin local identities. (Richards, 1996). Heritage tourism involves visiting historical or industrial sites that may include old canals, railways, battlegrounds, etc. The overall purpose is to gain an appreciation of the past. It also refers to the marketing of a location to members of a diaspora who have distant family roots there. Cultural heritage tourism is based on the mosaic of places, traditions, art forms, celebrations and experiences that portray this nation and its people, reflecting the diversity and character of the India.

The Jantar Mantar is a collection of architectural astronomical instruments, built by Maharaja (King) Jai Singh II at his then new capital of Jaipur between 1727 and 1734. It is modeled after the one that he had built for him at the Mughal capital of Delhi. He had constructed a total of five such facilities at different locations, including the ones at Delhi and Jaipur. The Jaipur observatory is the largest and best preserved of these. It has been inscribed on the UNESCO World Heritage List as "an expression of the astronomical skills and cosmological concepts of the court of a scholarly prince at the end of the Mughal period". Early restoration work was undertaken under the supervision of Major Arthur Garrett, a keen amateur astronomer, during his appointment as Assistant State Engineer for the Jaipur District.

The observatory consists of fourteen major geometric devices for measuring time, predicting eclipses, tracking stars' location as the earth orbits around the sun, ascertaining the declinations of planets, and determining the celestial altitudes and related ephemerides. Each is a fixed and 'focused' tool. The Samrat Yantra, the largest instrument, is 90 feet (27 m) high, its shadow carefully plotted to tell the time of day. Its face is angled at 27 degrees, the latitude of Jaipur. The Hindu chhatri (small cupola) on top is used as a platform for announcing eclipses and the arrival of monsoons.

Built from local stone and marble, each instrument carries an astronomical scale, generally marked on the marble inner lining. Bronze tablets, all extraordinarily accurate, were also employed. Thoroughly restored in 1901, the Jantar Mantar was declared a national monument in 1948. An excursion through Jai Singh's Jantar is a unique experience of walking through solid geometry and encountering a collective astronomical system designed to probe the heavens.

The instruments are in most cases huge structures. The scale to which they have been built has been alleged to increase their accuracy. However, the penumbra of the sun can be as wide as 30 mm, making the 1mm increments of the Samrat Yantra sundial devoid of any practical significance. Additionally, the masons constructing the instruments had insufficient experience with construction of this scale, and subsidence of the foundations has subsequently misaligned them. The *samrat yantra*, for instance, which is a sundial, can be used to tell the time to an accuracy of about two seconds in Jaipur local time. The Giant Sundial, known as the Samrat Yantra (The Supreme Instrument) is the world's largest sundial, standing 27 meters tall. Its shadow moves visibly at 1 mm per second, or roughly a hand's breadth (6 cm) every minute, which can be a profound experience.

Today the observatory is a popular tourist attraction. However, local astronomers still use it to predict the weather for farmers, although their authority is becoming increasingly questionable. Students of astronomy and Vedic astrology are required to take some of their lessons at the observatory, and it can be said that the observatory is the single most representative work of Vedic thought that still survives, apart from the texts. Many of the smaller instruments display remarkable innovation in architectural design and its relation to function, for instance - the Ram Yantra.

TOURISM IN RAJASTHAN

India is a very vast country in its diversity and geographical area. Every state has tourism destinations of its kind. Under such changing and challenging environment, Rajasthan has to protect and maintain its heritage USP and at the same time, it has to market itself to foreign and domestic tourists so well that

the number of tourists should increase with the per capita spending by them. India is likely to generate about US \$ 275.5 billion in 2018 (expected annual growth rate is 10%).

Rajasthan is the largest state of the Republic of India by area. It encompasses most of the area of the large, inhospitable Great Indian Desert (Thar Desert). Rajasthan covers an area of 342,239 km², which is 10.41% of the total area of the country.

Tourism in Rajasthan is one of the most significant sector after agriculture and industry. Tourism alone contributes to almost 15% of the state domestic product. Rajasthan contributes almost 12% towards the foreign tourist arrival in the country.

LITERATURE REVIEW

Heath, E.; Wall, G. in their book "Marketing tourism destinations: a strategic planning approach", mentioned that Tourism is an economic, environmental and social force of global proportions. Successive changes in transport technology, including the steamboat, railway, automobile and plane, coupled with a myriad of socioeconomic transformations, have enabled growing numbers of people to travel internationally. Although a predominantly economic perspective is adopted, it is recognized that tourism is more than an economic phenomenon. Tourism is an essential component of high-quality lifestyles for many people; it is a dominant user of land and water in many parts of the world; and it also has profound implications for the lives and cultures of people living in destination areas. The book is written predominantly with regional and community scales in mind and from the perspective of an organization responsible for the coordination, planning, and marketing of tourism. It is directed at the strategic rather than the tactical level of planning and marketing. Thus, the emphasis is on broad approaches and general principles rather than specific analytical techniques or advertising and sale procedures.

Prentice, R. in their book "Tourism and Heritage attractions", mentioned that Cultural and historical attractions are principal factors generating tourism trips and this has spurred the growth of a large heritage industry. However, the character and behaviour of heritage tourists and their social and economic impact on their destinations are as yet little understood. The book consists of a detailed analysis of heritage tourism which examines the way the benefits gained from visits to attractions are consumed. This exploration into the nature of the heritage 'product' calls into question the terminology used to define this aspect of the tourism industry, and it is argued that it is all too easily regarded as a homogenous industry when in fact it covers diverse attractions which serve different tourism and leisure markets. A more sensitive approach to such questions as the promotion of these attractions, their retailing role, their sustainability and their educational impact is needed within the industry. It is shown that the demands of tourists, their socioeconomic background and the decision-making processes involved all have implications for the management and marketing of tourism. The book analyses the benefits that tourists seek when visiting heritage attractions and measures their reactions to the presentation of such sites, asking how informed tourists are and what sort of promotion they respond to. By setting up a model of the heritage user, an attempt is made to identify key features which should influence tourist operators seeking to understand the behaviour of their tourist visitor and respond effectively.

Brian Garrod and Alan Fyall, in their research "Managing heritage tourism", investigated the major constraints and imperatives relating to the long-term management of built heritage attractions. Related issues discussed were: the fundamental mission of heritage attractions; the factors which impact upon decisions relating to charging for tourist entry; and the perceptions of heritage managers as to the respective roles of such attractions and public agencies in funding tourism management and heritage conservation programs.

Ranjan Bandyopadhyay, Duarte B. Morais and Garry Chick in their research "Religion and identity in India's heritage tourism" mentioned that the growing worth of heritage in the renegotiation and dissemination of identities has intensified conflicts over whose voice dominates heritage tourism representations. Researcher of the study compares the way India's heritage is represented by the Indian government, by the domestic tourism trade media and by the popular tourism media. The findings reveal that India is consistently represented as an ethnically diverse nation in which Hinduism preceded and prevailed over all other ethnicities/religions; a portrayal that consolidates the state's secular nationalist narrative. Furthermore, the trade and popular media emphasize nostalgic experiences of a sanitized colonial history while the government emphasizes accounts of resistance against colonial powers and of suffering due to Muslim atrocities.

Buhalis (2000) said that destination branding fails to address the unique needs and limitations of a destination as well as its particular geographical, environmental and socio-cultural characteristics. According to him, a destination can be seen as a perceptual concept that can be interpreted subjectively by tourists depending on their travel itinerary, culture, demographic factors, etc.

Chon (1992) suggested that marketers must focus on functional and symbolic attributes of the destination while promoting it. He said that the travelers have certain expectations about a destination and are based on word of mouth, previous experience, advertising, etc. He also suggested that there should be some congruity between the self image and image of the destination

OBJECTIVES OF THE STUDY

Aim of the study is to analyze whether Jantar Mantar acts as an USP for heritage tourism in Jaipur, Rajasthan and creates opportunities for further increase in foreign tourists or not.

Following Objectives have been shortlisted for the study :

- To find out why foreign tourist choose to visit Jantar Mantar.
- To find out the attributes which attract them the most.
- To find the level of promotions within and outside the country.
- To identify the areas having scope for betterment of Jantar Mantar as a tourist destination.

RESEARCH METHODOLOGY

An exploratory pilot testing was conducted on 100 foreign tourists to identify the factors which would be considered and used in structuring the final questionnaire. This questionnaire was used as a tool to collect data from 600 tourists for the final descriptive research. In order to test the authenticity of effectiveness of factors proving the objectives, a 'Chi Square Test' was run.

HYPOTHESIS

HYPOTHESIS I

H0 : There is no significant relationship between reasons to choose Jantar Mantar.

H1 : There is a significant relationship.

HYPOTHESIS II

H0 : There is no significant relationship between areas identified by the tourists and the scope for improvement to make it a better tourist destination.

H1 : There is a significant relationship.

ANALYSIS AND INTERPRETATION

Researcher tested the Hypothesis to prove the objectives of the study:

Testing the first set of hypothesis, researcher identified that there is a significant relationship between the factors identified and decision to visit Jantar Mantar. Factors like JM as a heritage zone, JM as a pure instrumental for various predictions, JM as an economic preference, JM as a place offering tranquility, are significantly related to make the decision regarding visit to Jantar Mantar and tested running a chi-square test as shown below. Test rejects the null hypothesis claiming no significant relationship between the variables given.

HYPOTHESIS I

H0 : There is no significant relationship between reasons to choose Jantar Mantar.

H1 : There is a significant relationship.

Observed Frequencies				
	L	M	H	Total
A	110	130	300	540
B	70	130	355	555
C	150	125	250	525
D	180	200	140	520
E	70	110	350	530
Total	580	695	1395	2670
Expected Frequencies				
	L	M	H	Total
A	117.303	140.561	282.134	540
B	120.561	144.466	289.971	555
C	114.044	136.657	274.297	525
D	112.958	135.355	271.685	520
E	115.131	137.958	276.910	530
Total	580	695	1395	2670

Level of Significance – 5%

Degree of Freedom – 8

TEST RESULTS

Chi Square Value – 231.208

Critical value – 15.507

REJECT THE NULL HYPOTHESIS.

Further, testing the second set of hypothesis, researcher identified that there is a significant relationship between the factors identified and the scope for improvement to make Jantar Mantar a better heritage destination. Factors like accommodation, tourist operators, guide, cooperation from public, knowledge of foreign language, information centres, e-facility, security issues, accessibility and cleanliness are significantly related and tested running a chi-square test as shown below. Test rejects the null hypothesis claiming no significant relationship between the variables given.

HYPOTHESIS II

H0 : There is no significant relationship between the identified factors by the tourists and the scope to make it a better heritage destination for the tourists.

H1 : There is a significant relationship.

Observed Frequencies				
	L	M	H	Total
A	208	198	120	530
B	199	187	92	480
C	172	162	140	475
D	208	173	130	510
E	205	188	100	495
F	205	183	120	510
G	210	196	94	500
H	224	172	73	470
I	208	181	70	460
J	225	138	137	500
Total	2064	1778	1076	4930

Expected Frequencies				
	L	M	H	Total
A	221.890	191.144	115.675	530
B	200.957	173.111	104.762	480
C	198.864	171.308	103.671	475
D	213.517	183.931	111.310	510
E	207.237	178.521	108.036	495
F	213.517	183.931	111.310	510
G	209.330	180.324	109.127	500
H	196.770	169.505	102.580	470
I	192.584	165.898	100.397	460
J	209.330	180.324	109.127	500
Total	2064	1778	1076	4930

Level of Significance – 5%

Degree of Freedom – 18

TEST RESULTS

Chi Square Value – 72.743

Critical value – 28.869

REJECT THE NULL HYPOTHESIS.

Further, researcher also identified that tourists visit Jantar Mantar as it has its significant contribution in city heritage. Almost all the foreign visitors gather information about the place through UNESCO World Heritage List which is working as Unique Selling Proposition for Jantar Mantar. To add, promotions for Jantar Mantar as a city heritage tourist destination is very low and tourists generally come to know about the place via their friends and relatives or from the people they are in touch with. Moreover, likeliness towards the place is high (almost 80%) and they would love to visit the place again.

Additionally, on the basis of percentage analysis, researcher also identified the following points:

- Knowledge of Guide and Tour Operators about the place is one of the most significant factor.
- Street Beggars bother them a lot and sometimes they bothered with the people running transport too.
- Promotion is highly desirable to plot the place in First World countries.
- Tour operators have a very less role in promoting the place.
- Cleanliness too to make it worth visiting.
- Language is the main problem communicating with the foreign visitors which needs to be improved.
- Cheating through general public is one of the factors which is quite disturbing and which needs attention a lot.
- Also, they require a place like cafeteria of international standard where they can sit for a while and relax.

CONCLUSION AND SUGGESTIONS

The study disclosed many facts. Heritage happens to be the most important factor to attract foreign travelers. Foreign tourists visit Jantar Mantar, to see the collection of architectural astronomical instruments which plays a major role in heritage tourism in Jaipur - Rajasthan, India. The study also reveals the fact that there is no significant promotion of city heritage places within and outside the country except being on UNESCO world heritage list which is a Unique Selling Proposition for Jantar Mantar. Foreign tourists have also suggested that if the place improves on points like cleanliness, behavior of operators, adequate and accurate information, promotion with foreign tour operators, etc., then it can attract a lot more people.

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With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator