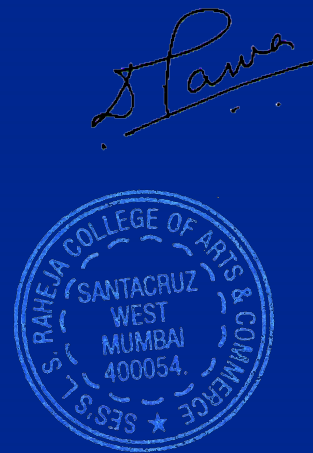


Volume 6, Issue 1 (XXXVI)
January - March 2019

ISSN 2394 - 7780



International Journal of
Advance and Innovative Research
(Special Issue)



Indian Academicians and Researchers Association
www.iaaedu.com

International Journal of Advance and Innovative Research

Volume 6, Issue 1 (XXXVI): January - March 2019

Editor- In-Chief

Dr. Tazyn Rahman

Members of Editorial Advisory Board

Mr. Nakibur Rahman

Ex. General Manager (Project)
Bongaigoan Refinery, IOC Ltd, Assam

Dr. Alka Agarwal

Director,
Mewar Institute of Management, Ghaziabad

Prof. (Dr.) Sudhansu Ranjan Mohapatra

Dean, Faculty of Law,
Sambalpur University, Sambalpur

Dr. P. Malyadri

Principal,
Government Degree College, Hyderabad

Prof.(Dr.) Shareef Hoque

Professor,
North South University, Bangladesh

Prof.(Dr.) Michael J. Riordan

Professor,
Sanda University, Jiashan, China

Prof.(Dr.) James Steve

Professor,
Fresno Pacific University, California, USA

Prof.(Dr.) Chris Wilson

Professor,
Curtin University, Singapore

Prof. (Dr.) Amer A. Taqa

Professor, DBS Department,
University of Mosul, Iraq

Dr. Nurul Fadly Habidin

Faculty of Management and Economics,
Universiti Pendidikan Sultan Idris, Malaysia

Dr. Neetu Singh

HOD, Department of Biotechnology,
Mewar Institute, Vasundhara, Ghaziabad

Dr. Mukesh Saxena

Pro Vice Chancellor,
University of Technology and Management, Shillong

Dr. Archana A. Ghatule

Director,
SKN Sinhgad Business School, Pandharpur

Prof. (Dr.) Monoj Kumar Chowdhury

Professor, Department of Business Administration,
Guahati University, Guwahati

Prof. (Dr.) Baljeet Singh Hothi

Professor,
Gitarattan International Business School, Delhi

Prof. (Dr.) Badiuddin Ahmed

Professor & Head, Department of Commerce,
Maulana Azad National Urdu University, Hyderabad

Dr. Anindita Sharma

Dean & Associate Professor,
Jaipuria School of Business, Indirapuram, Ghaziabad

Prof. (Dr.) Jose Vargas Hernandez

Research Professor,
University of Guadalajara, Jalisco, México

Prof. (Dr.) P. Madhu Sudana Rao

Professor,
Mekelle University, Mekelle, Ethiopia

Prof. (Dr.) Himanshu Pandey

Professor, Department of Mathematics and Statistics
Gorakhpur University, Gorakhpur

Prof. (Dr.) Agbo Johnson Madaki

Faculty, Faculty of Law,
Catholic University of Eastern Africa, Nairobi, Kenya

Prof. (Dr.) D. Durga Bhavani

Professor,
CVR College of Engineering, Hyderabad, Telangana





Journal - 63571

UGC Journal Details

Name of the Journal : International Journal of Advance & Innovative Research

ISSN Number :

e-ISSN Number : 23947780

Source: UNIV

Subject: Multidisciplinary

Publisher: Indian Academicians and Researchers Association

Country of Publication: India

Broad Subject Category: Multidisciplinary



CONTENTS

Research Papers

- TOURISM INDUSTRY IN MAHARASHTRA – AN UNTAPPED AREA** 1 – 4
Dr. Amita Koli- Patkar and Amrita Jadhav
- TRANSPORT INFRASTRUCTURE IN KANYAKUMARI DISTRICT AND ITS IMPACT ON TOURISM DEVELOPMENT** 5 – 9
Dr. A. Mahesh Kumar
- SUSTAINABLE TOURISM** 10 – 14
Jeevan Mangesh Ayare
- A STUDY ON ROLE OF TASTE TOURISM IN ATTRACTING TOURISTS IN SINDHUDURG DISTRICT** 15 – 19
Prof. Archana K. Prabhudesai
- FUNDAMENTALS OF TOURISM AND ITS BENEFITS** 20 – 22
Dr. Vijaylaxmi Pawar
- AN OVERVIEW OF THE NEW TRENDS IN THE TOURISM INDUSTRY WITH RESPECT TO TOURIST EXPERIENCE** 23 – 26
Prof. Shraddha Singh & Dhruvil Shah
- TOURISM AS A COMMERCIALY GROWING INDUSTRY** 27 – 32
Namrata Murugesan
- STUDY OF MOTIVES AND TOURISM BEHAVIOUR OF WORKING PERSONS IN MUMBAI** 33 – 37
Sachin Bhandarkar and Dr. Deelip Palsapure
- CAREER OPTIONS IN TOURISM INDUSTRY-A THRIVER OF ECONOMY** 38 – 42
Dr. Piyush G. Anam
- A STUDY ON TOURISM SCHEME WITH SPECIAL REFERENCE TO BED AND BREAKFAST SCHEME IN MAHARASHTRA** 43 – 45
Jyoti Nitin Pawar
- SUSTAINABLE TOURISM: A CASE STUDY OF ANDHRA PRADESH** 46 – 49
Dr. G. Vijayeshwari Rao
- A STUDY ON THE EFFECTS OF TERRORISM ON INDIAN HOSPITALITY AND TOURISM INDUSTRY** 50 – 55
Ramsagar Yadav



ASSESSMENT OF POTENTIAL OF AGRITOURISM DEVELOPMENT ALONG RIVER NIRA	56 – 61
Prof. Dr. Moushumi Datta and Vrushali Kadam	
PSYCHOLOGY OF TOURISM	62 – 64
Dr. Preeti Vaswani	
REDEFINING THE PARADIGMS FOR TOURISM PLANNING AND MANAGEMENT IN MUMBAI METROPOLITAN REGION - A DEMOGRAPHIC AND BEHAVIOURAL PERSPECTIVE FOR DOMESTIC TOURISM	65 – 72
Samruddhi V Chawan	
IMPACT OF TRAVEL AND TOURISM ON INDIAN ECONOMY	73 – 77
Shubhi Soral	
TOURISM DEVELOPMENT: A TOOL FOR WOMEN EMPOWERMENT	78 – 81
Manjusha Patwardhan	
INDIAN TOURISM INDUSTRY: A TECHNO ECONOMIC CORRIDOR OF INDIAN ECONOMY	82 – 86
Samita Sengupta	
A STUDY ON ‘RELIGIOUS TOURISM’ WITH REFERENCE TO ARBAEEN IN IRAQ	87 – 91
Nusrat Sayed	
A STUDY OF APPROACH OF THE YOUNG TOURISTS USING DIGITAL PLATFORMS AND ITS ROLE IN INDIAN TOURISM	92 – 95
Kunal Wade and CS Swapnil Shenvi	
RELIGIOUS TOURISM: ECONOMIC TOOL FOR INTERNAL GROWTH	96 – 98
Sanjeev Sharma	
AGRITOURISM- AN EDUCATION TOURISM FOR THE STUDENTS OF ENVIRONMENTAL STUDIES	99 – 102
Priya R. Parkar and Dr. Savitsmita V. Chawan	
NIHM -A CATALYST FOR DEVELOPING TOURISM EDUCATION AND EMPLOYABILITY FOR INDIA	103 – 109
Dr. Malathi Iyer	
CAREER OPTIONS IN TRAVEL AND TOURISM	110 – 115
Sanjay G Mishra and Simran P Vyas	
E-TICKETING THE NEW TREND IN TRAVEL & TOURISM PIRANI SOHIL ALTAFA RESEARCH STUDENT BAMU UNIVERSITY	116 – 120
Chawre Mohammed Najeeb	
GILBERT HILL: A NEGLECTED WORLD HERITAGE SITE IN MUMBAI SUBURBAN DISTRICT	121 – 125
Dr. Akshata Arun Kulkarni	



GILBERT HILL: A NEGLECTED WORLD HERITAGE SITE IN MUMBAI SUBURBAN DISTRICT**Dr. Akshata Arun Kulkarni**

Associate Professor, L. S. Rheja College of Arts and Commerce, Santacruz (W), Mumbai

INTRODUCTION OF SUBURBAN MUMBAI AND LITERATURE REVIEW

Popularly known as the capital city of Maharashtra and the commercial capital of India, Greater Mumbai is a coastal city formed by the volcanic eruption of lava along the western coast of India having two separate administrative divisions and revenue districts: 1) Mumbai City District and 2) Mumbai Suburban District. Even though both the districts breathe together, the history and geography of both are different. Mumbai city District is growing for the last five hundred years is neither an ancient city nor a medieval city but was created during the British rule by reclaiming together the seven volcanic islands. (Jones & Bhagat, 2011). On the contrary, Mumbai Suburban District which lies towards the north of Mumbai City District on Salsette island (Salsette is known as "Sashti" in local Marathi language.) is formed recently as an Independent District with effect from 1st October 1990 vide notification No.REN2680/855/CR-448/M-10 Dt.1.10.1990 as a consequence of the bifurcation of the Greater Mumbai into two revenue districts.

The name changed from Bombay to Mumbai officially on 4th October 1995. The Mumbai Suburban District is having total geographical area of 386.56 sq. kms. and the area under forest is only 44.43 sq. kms. Area wise it is the second smallest district in Maharashtra state out of total 36 districts. But population wise it is securing First Rank in the state of Maharashtra. The current population as per 2011 census is 93.56 lakhs. The district headquarter is located at Bandra (East). Administratively it comes under Konkan Division. Mumbai Suburban District has 3 Talukas namely Andheri, Borivali and Kurla. The jurisdiction of Mumbai Suburban District is from Bandra to Dahisar, from Kurla (Chuna Bhatti) to Mulund and from Kurla upto Trombay Creek.

Table no.1 showing total area of 3 Talukas in Mumbai Suburban District

Sr.No.	Name	Total Villages	Total Area	Area under forest
1	Andheri	25	72.17 Sq. km	00.00 Sq. Kms.
2	Borivali	33	179.39	42.97 sq. kms.
3	Kurla	29	135.00 sq. Kms.	01.46 Sq. Kms.
Total		87	386.56 sq. kms.	44.43 Sq. Kms.

Source: Mumbai Suburban District profile, 2011.

Geology of Mumbai Suburban District: Mumbai Suburban District is located at the seismically active zone owing to the presence of 23 fault lines. The area is classified as a Seismic Zone III region which means an earthquake up to a magnitude of 6.5 on the Richter's scale may be expected in near future. The 66 million year old monolith rock structure in the form of Gilbert Hill is located in ANDHERI WEST.

CULTURAL HISTORY AND THE TOURIST PLACES IN SUBURBAN DISTRICT

Greater Mumbai is the amalgamation of a mixed cosmopolitan culture including both- the culture of the local native people and the culture of the migrants. This is very well reflected not only in the island city but also in the Suburban District. The Mumbai Island City District is quite old having a history of more than 500 years. But the formation of Suburban district took place recently 27 years ago on 1st October 1990. There are very well known places of tourist interest in the Mumbai City District but on the contrary the tourists places in Suburban Mumbai are not very well known. The list of tourist spots in suburban district includes the Religious Places, Beautiful Beaches, Amusement Parks and Gardens, Attractive Malls and Shopping complexes, the Essel world, the Kamala Raheja Garden having the Aeroplane for children, National Park, Kanheri caves, the hills, caves, mangrove areas, the Metro, the Monorail, the Chhatrapati Shivaji International Airport at Vile Parle, Bharat Ratna Sachin Tendulkar's Platinum Bat at Carter Road, Bandra; Snow world and Phoenix Market city at Kurla, The Golden Pagoda in Borivali, and the Gilbert Hill in Andheri (w).

DESCRIPTION OF SUBURB ANDHERI

This suburb is the most important suburb in the western part of Mumbai Suburban district because it has the World heritage site in the form of 200 feet high and 66 million old Monolith volcanic rock in the form of Gilbert Hill. As this rock used to block the sun rays in the morning (in the west side) and in the evening, (in the east side) there would be darkness prevailing in the east and west part of this hill every day. That is the reason why this area is known as Andheri. (The Marathi meaning of Andhar means Kalokh or Darkness). Along with the western railway, central railway, BEST buses, this area is served by the Domestic and international airport located in Sahar village.). Sher-e-Punjab Housing Society is the single largest co-operative residential housing society in Mumbai with 1,251 members.

The Andheri railway as well as Metro stations are the busiest railway stations in the country and also on the Western Line of the Mumbai Suburban Railway and the expansion of the metro in the Versova-Andheri-Ghatkopar corridor is part of the government's master transportation plan. Every year lakhs of tourists come to visit variety of Tourists spot in this suburb. But very few people visit Gilbert hill. So to find out the reason why so less tourists visit Gilbert Hill, we did a survey and tried to find out the reasons.

AIM: To find out why the Gilbert Hill in Andheri (w) in Mumbai Suburban District having a history of 66million years is not a favorite tourist attraction in Mumbai Suburban District.

OBJECTIVE: The main objective of the study is to explore the problems and potentials of less popularity of Gilbert hill and make more people aware regarding this World Heritage Site which is lying in the heart of Suburban District of Mumbai.

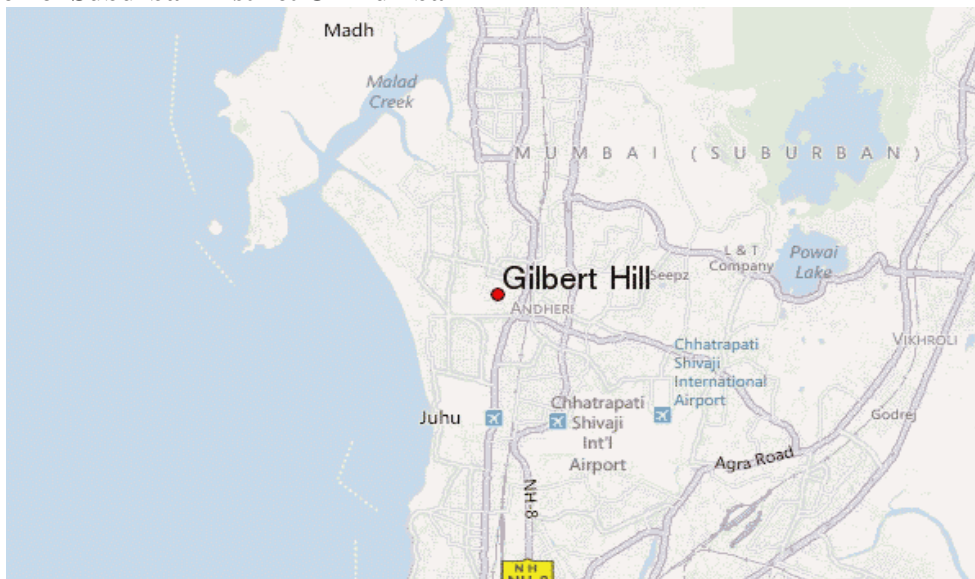
DATABASE AND METHODOLOGY

The study is based on primary and secondary data. Primary data is collected during three field visits of our nature club Nisarg since last 3 years. The questionnaire is prepared and a survey of total 200 people was conducted at 3 different times in 3 consecutive years and the overall findings obtained after analysis are put forward. Secondary data is obtained from the Wikipedia and Documentary available on the website. Based on all these, the drawbacks are found out and accordingly suggestions are given to make this world famous site more popular.

Writing this small research paper on this topic is my first step to this travel and Tourism Conference.

LOCATION AND HISTORY

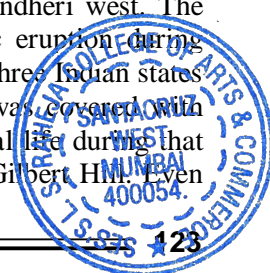
Map of location of Suburban District Of Mumbai





HISTORY OF GILBERT HILL

Gilbert Hill is a 200 feet monolith vertical column of black Basalt rock in 'K' ward of Andheri west. The Geographical History states that this igneous rock Basalt was formed by the volcanic eruption during the Mesozoic Era about 66 million years ago. During that era, molten lava had spread around three Indian states namely Maharashtra, Gujarat and Madhya Pradesh. Nearly 50,000 square kilometres area was covered with molten lava. The volcanic eruptions were also responsible for destruction of plant and animal life during that era. As this was discovered by an American Geologist Grove Karl Gilbert, it is known as Gilbert Hill. Even after independence this is known by the same name.



According to geologists this rare phenomenon was the remnants of a ridge and had clusters of vertical columns in nearby Jogeshwari which were quarried off two decades ago. These vertical columns are similar to the Devils Tower National Monument in Wyoming, and the Devils Postpile National Monument in eastern California, USA.

Gilbert Hill was declared a National Park in 1952 by the Central Government under the Forest Act. in 2007. Because of the efforts of geologists, the hill was declared a Grade II heritage structure by the Municipal Corporation of Greater Mumbai (MCGM). It resulted in prohibiting and stopping all quarrying and other activities around the monument. As it comes under the spell of Monsoons every year, Gilbert Hill has faced severe erosion problems too.

On the rock column, there are two Hindu temples: 1) The Hanuman temple and 2) the Gaodevi or Durgamata temple surrounded by a very small garden. There are 184 steps accessed by a steep staircase carved into the rock. The hill offers a panoramic view of suburban Mumbai.

Efforts are being made to convert Gilbert Hill into a tourist attraction and include it as a stop on a tour of Mumbai by Maharashtra Tourism Development Corporation. But still it has not yet been done by the Govt .of Maharashtra because of lack of publicity and non-awareness.

DISCUSSION AND RESULT OF THE SURVEY UNDERTAKEN

Besides various popular tourists places in the Mumbai City District, there are few tourist interesting places in Mumbai Suburban District. They are either already existed or created by the residents in the last three decades. They include the following as shown in table no. 2.

Table 2: Tourist places in various wards in Suburban District of Mumbai

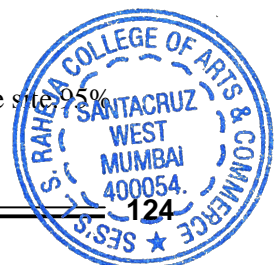
Ward	Tourist place
H/W	Bandra Bharat ratna Sachin Tendulkar’s bat of platinum, Jogger’s park, Linking ROAD, Shopper’s stop, sky walks, Fly overs’, Equal s street on sundays
	sundays on S.V.RD & linking road, Bandra- Worli sea link
K/W	Andheri Juhu BEACH, Mahakali & Jogeshwari caves, world site –Gilbert HILL, Hare rama hare Krishna temple., Juhu beach
P/N	Infinity mall, Malad aarey colony , Mahanand dairy, Film city,
R/ C	Borivali national park, Kanheri caves,
R/N	Biggest slum Ganapat Patil nagar, 193 open spaces of various sizes
R/S	Shivaji talao, Powai lake, IIT Campus, Asia’s biggest water filtration tank, Vihar & Tulsi lake,
H/E	University of Mumbai, B.K.C. Diamond bourse, MMRDA Complex, Business Hub on par with Hongkong , Santacruz – Chembur Link road
N	GHATKOPAR- Metro Station,
T	S.G.N.P., Borivali, Kanheri and Magathane Caves
P/S	Malad, Aarey colony.
L	Kurla ; Industrial workshop , Monorail

(Source: Compiled through information of NGO Praja, newspaper articles, MMRDA website

DISCUSSION, FINDINGS AND CONCLUSION

Following is the result of the findings of a survey of 200 people done by our students about the tourist spot - Gilbert Hill

1. There are people who have not heard the name of Gilbert Hill - 99%.
2. Majority of the people have heard this name for the First time - 99%
3. Previously knowing the name of Gilbert Hill, but did not visit - 1 %
4. No awareness about this cheapest world heritage site-80%
5. Majority of people are not aware that there is no visiting fee to visit this world famous heritage site-95%
6. Following are the reasons for not visiting this world famous site.



- a) Not knowing the exact location - 95 %
- b) Not knowing the exact road in Andheri (w) leading to Gilbert Hill-20%
- c) Not interested in visiting because there is only Hill and nothing else to see – 15%
- d) The area is having slope and the surroundings are very crowded – 35 %
- e) There are more steps (184) to climb to reach the top – 29%
- f) It is very dangerous to climb the Hill (It is a perception) – 38%
- g) When it will become attractive Tourist spot , then will visit – 48%
- h) Whether visit or not- yet to be confirmed - 52%
- i) Majority of people don't know the geographical meaning of the word Monolith and they don't understand the basic difference between a normal hill and an igneous Monolith Hill formed by lava flow.

From this, it may be stated that majority of people are not aware about this world famous site in Andheri west – K ward i.e. within the suburban district of Mumbai. So when the same people who were told the importance of this Monolithic Basalt Hill, then their reactions changed as follows.

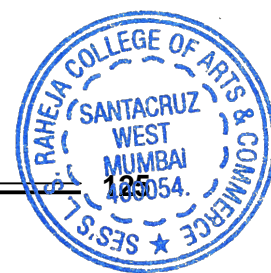
- 1) Will surely visit. - 28 %
- 2) First will visit and confirm the reality - 42 %
- 3) Will do mouth to mouth publicity - 28 %
- 4) Gave thanks to the team of surveyors for informing - 2%

Following are the Solutions to make Gilbert Hill more popular:

- 1) Every school, College in Mumbai should arrange one field visit to Gilbert Hill once a year as a geographical Tour
- 2) The M.T.D.C. should include this site as a must visit site for all the tourists coming to Mumbai Suburban District
- 3) It should be made mandatory for all the Tourist companies visiting places in Mumbai Darshan Package tour.
- 4) The govt. should try to popularize this world famous site by proper advertisements on social media, electronic media and print media as well.
- 5) People who have visited this site should do mouth to mouth publicity.
- 6) This is the place from top of it we get the entire Birds eye view of the surrounding area.
- 7) Two festivals namely Hanuman Jayanti and Makar Sankranti are celebrated atop Gilbert Hill. At that time , there is crowd. But this is also very less crowd in comparison with the other crowded tourist spots in Mumbai.

BIBLIOGRAPHY AND REFERENCES

- 1) Kulkarni, Akshata Arun: Ph.D. theses entitled “Geographical assessment of migrants in the suburban district of Mumbai, table no. 2.9 page no. 81.
- 2) Census of India, Handbook of Mumbai Suburban District-1991-2001
- 3) Bombay District Gazetteer: 2001
- 4) Bhagat, R.B. and Jones (2013) ARI working paper no. 201.
- 5) Photos by Pritesh Tambe.
- 6) Kulkarni, Akshata Arun: Nisargayan (a book of 51 articles published in the daily Tarun Bharat, Nagpur in Marathi), Gilbert Hill: Jagtik Darjache Durlakshit Paryatansthal, page 35.
- 7) Mumbai Suburban District Profile, 2011.





INDIAN ACADEMICIANS & RESEARCHERS ASSOCIATION

Major Objectives

- To encourage scholarly work in research
- To provide a forum for discussion of problems related to educational research
- To conduct workshops, seminars, conferences etc. on educational research
- To provide financial assistance to the research scholars
- To encourage Researcher to become involved in systematic research activities
- To foster the exchange of ideas and knowledge across the globe

Services Offered

- Free Membership with certificate
- Publication of Conference Proceeding
- Organize Joint Conference / FDP
- Outsource Survey for Research Project
- Outsource Journal Publication for Institute
- Information on job vacancies

Indian Academicians and Researchers Association

Shanti Path ,Opp. Darwin Campus II, Zoo Road Tiniali, Guwahati, Assam

Mobile : +919999817591, email : info@iaraedu.com www.iaraedu.com



EMPYREAL PUBLISHING HOUSE

- Assistant in Synopsis & Thesis writing
- Assistant in Research paper writing
- Publish Thesis into Book with ISBN
- Publish Edited Book with ISBN
- Outsource Journal Publication with ISSN for Institute and private universities.
- Publish Conference Proceeding with ISBN
- Booking of ISBN
- Outsource Survey for Research Project

Publish Your Thesis into Book with ISBN "Become An Author"

EMPYREAL PUBLISHING HOUSE

Zoo Road Tiniali, Guwahati, Assam

Mobile : +919999817591, email : info@editedbook.in, www.editedbook.in

