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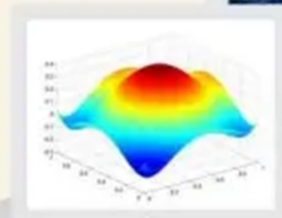
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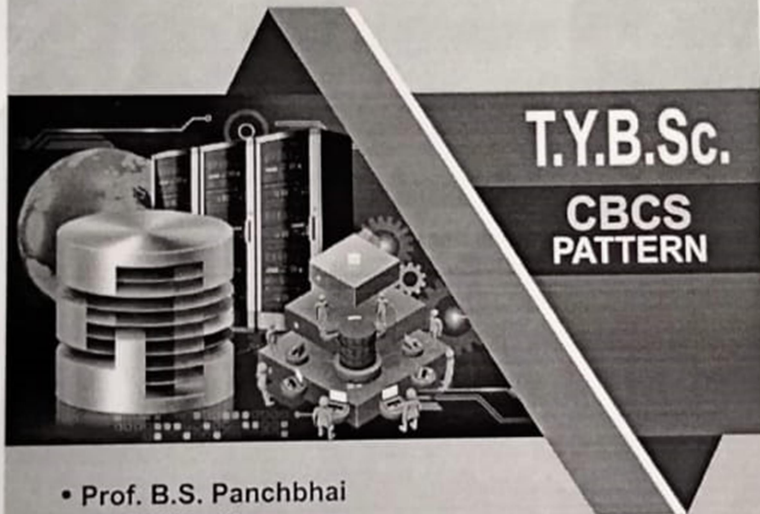
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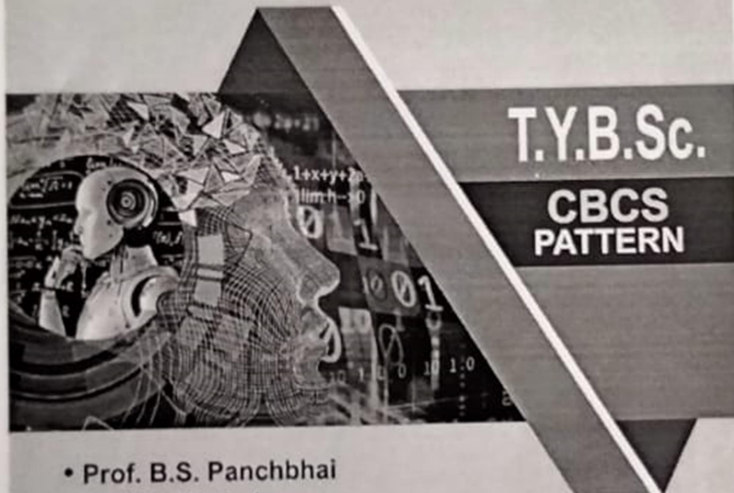
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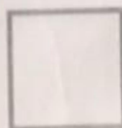
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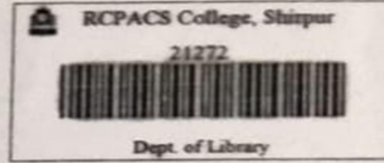
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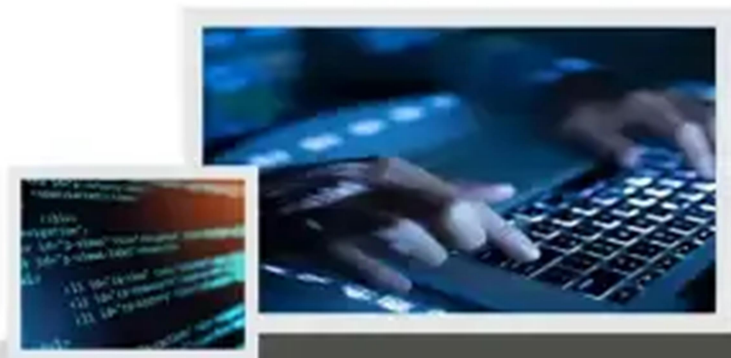
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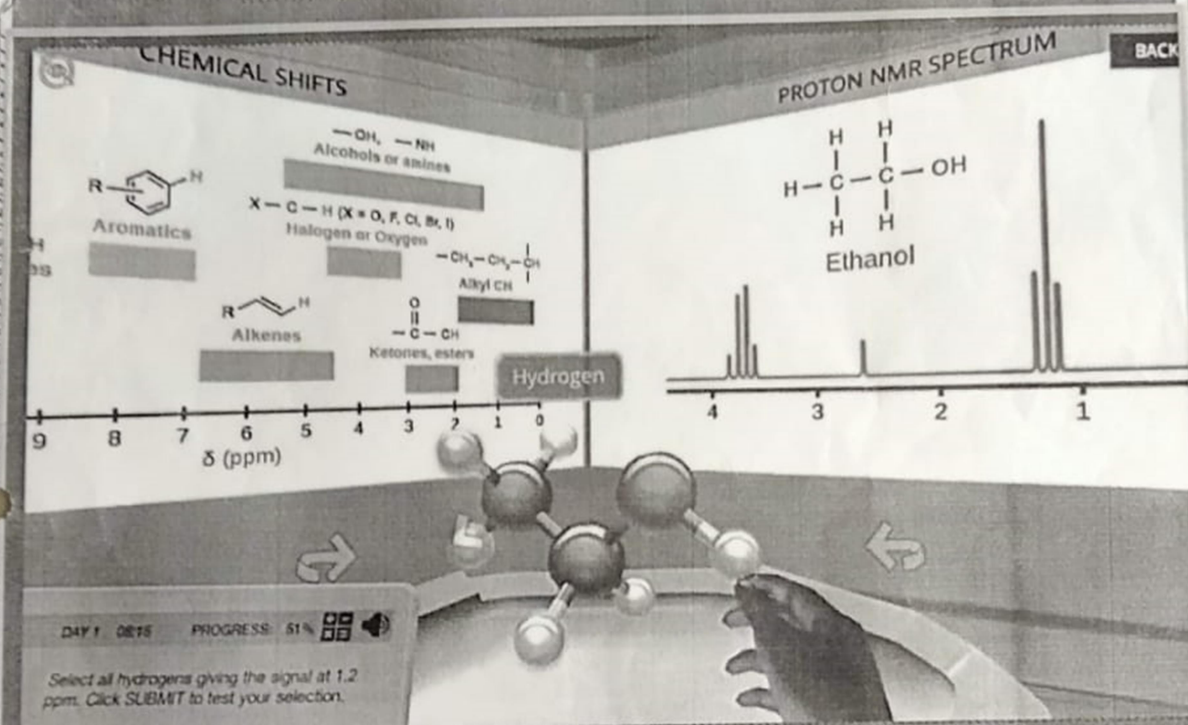
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Change Detection of Land-use and Land-cover of Shirpur Tehsil: A Spatio-Temporal Analysis

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Abstract: The general land use of region is control by various factors i.e. physical, cultural, social, environmental etc. economic activities, agricultural practices and their development depend on land use and intensity of land use. The temporal changes in land use pattern of Shirpur tehsil have studied for the period of 1991 to 2011 to find out the trends of variation in general land use and to identify the reasons for the changes. Spatial variation in land use changes studied on circle level. Last three decades land satellite images have been used. These satellite images further processed and analyzed by GIS software. Total population density of Shirpur Tehsil was 405 in 1991 that increase up to 507 in 2011. The total area of Shirpur tehsil is 83307.61 hectares out of that 1000.72 hectares area under built up in 1991 that increases by 1152.22 hectares in 2011. The agricultural land was 540.33 hectares in 1991 that has been decline 298.72 hectares in 2011. Forest area also decline by 3196.27 hectares in last three decades. It is concluded that in Shirpur tehsil Barren land and forest area decline and built up area, agricultural land, area under water bodies has increasing because of increasing population demands.

Keywords: Land use, density, forest area, barren, population demands etc.

I. Introduction

The general land use of region is control by various factors i.e. physical, cultural, social, environmental etc. economic activities, agricultural practices and their development depend on land use and intensity of land use. The general land use of any region experiences the changes in given period of time according to changing population number and its demands is called as temporal variation. The temporal changes in land use pattern of Shirpur tehsil have studied for the period of 1991 to 2011 to find out the trends of variation in general land use and to identify the reasons of the changes. Remote Sensing (RS) has been used to classify and map land cover and land use changes with different techniques and data sets. Landsat images in particular have served a great deal in the classification of different landscape components at a larger scale (Ozesmi and Bauer, 2002). Last three decades land satellite images have been used for this study. These satellite images further processed and analyzed by GIS softwares.

Change analysis of features of Earth's surface is essential for better understanding of interactions and relationships between human activities and natural phenomena. This understanding is necessary for improved resource management and improved decision making (Lu et al., 2004; Seif and Mokarram, 2012). Changes in land use can be categorized by the complex interaction of structural and behavioral factors associated with technological capacity, demand, and social relations that affect both environmental capacity and the demand, along with the nature of the environment of interest (Verburg et al., 2004). Change detection involves applying multi-temporal Remote Sensing information to analyze the historical effects of an occurrence quantitatively and thus helps in determining the changes associated with land cover and land use properties with reference to the multi-temporal datasets (Ahmad, 2012; Seif and Mokarram, 2012; Zoran, 2006).

The land use or land cover pattern of a region is an outcome of natural and socio – economic factors and their utilization by man in time and space. Land is becoming a scarce resource due to immense agricultural and demographic pressure. Hence, information on land use / land cover and possibilities for their optimal use is essential for the selection, planning and implementation of land use schemes to meet the increasing demands for basic human needs and welfare (G. Sreenivasulu et al. 2013). Accurate LULC maps can be effective tools in aiding soil erosion control efforts. Such maps can play an important role in watershed management as a whole and help in deciding what sort of lands are capable of sustaining agriculture and which are not (Cihlar, 2000; Renschler and Harbor, 2002).

**Study of Tribal and Non-Tribal Population Distribution and Sex Ratio in Nandurbar
District (Maharashtra)**

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INDIA.

Introduction-

There are a number of tribal groups in India, they known by different names such as the Adiwasis-the original inhabitants, Vanya jati (live in the forest), AdimJati-primitive people, etc. Tribal community is very primitive and backward in India. The largest concentration of scheduled tribe is confined to central India, particularly in Madhya Pradesh and in its adjoining states like Maharashtra, Gujrat, Rajasthan, Andhra Pradesh, Jharkhand, Orissa and Bihar. In Maharashtra, according to 1991 census, the concentration of tribal population is mostly confined to north-eastern and north western parts. In the northwestern part of the state, particularly Thane, Nashik, Dhule and Nandurbar districts where more 43 percent (43.09) and in the eastern part (Wardha, Nagpur, Bhandara, Chandrapur and Gadchiroli districts), 21.69%, concentration of tribal population to the total tribal population of the state. In Maharashtra the schedule tribe population was 73.18 lakhs (1991), which constituted 9.27 percent of the total population of the state. It has now increased to 85.77 lakhs in 2001 but the proportion has reduced to 8.85 % and 9.35 percent in 2011 (105.10 lakhs). (S. K. Pawar, K. C. Ramotra 2017).

No less impressive is the pattern of their spatial distribution, it has been commonly observed that the tribes reveal strong tendencies of clustering and concentration in the hilly, forested and the geographically inaccessible tracts of the country (Ahmad, 1999). This is the main cause for their backwardness. The growth of the tribal population would be necessary for Understanding the cause of illiteracy, poverty and discrimination.

The tribal people distinct by their own cultures, traditions and occupation and scattered all over the world. The scheduled tribes from the most socially and economically backward sections of Indian society, illiterate, underdeveloped, primitive and predominantly concentrated

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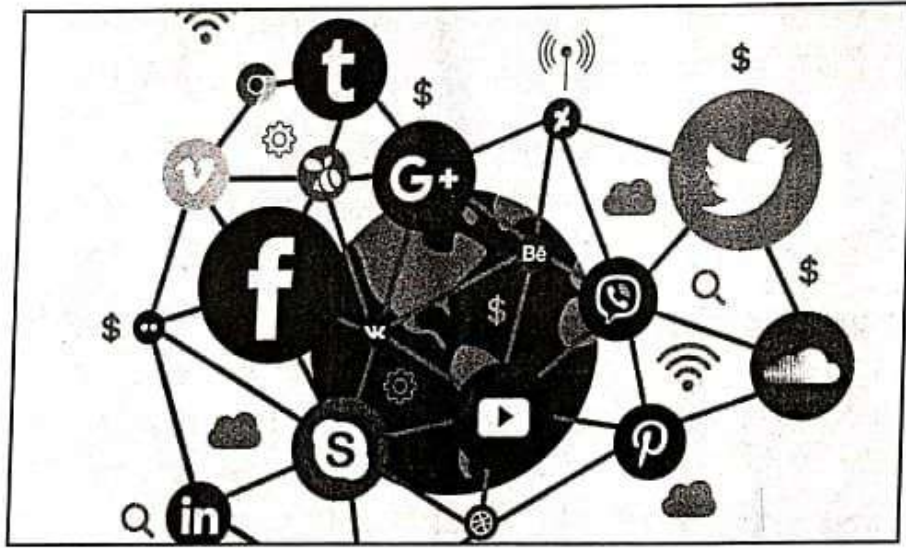
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A Study on Impact of Social Media in Tourism Business Development

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Abstract:

The media are playing in the variety of feature of life is becoming progressively more greater day by day, mainly in subject like social interaction, and cultural and educational feature of our life. The significance of social media is upward in the area of the tourism industry. To a greater extent researchers are undertaking studies in the areas of the impact of social media on the tourism industry. Aspire of this study is to recognize this upward importance media in the tourism business and to appreciate the impact of media in the tourism. The rationale is to understand the future role of media in the years to come on the tourism business so that it benefits the tourism business and the tourists internationally. The leveraging of media to the tourism products has show to be a good strategy in improving not only the quality of the trade but also the revenues of the tourism business at large. In this world of steady technological development, tourists are varying their behaviour patterns seem to be for more "tourist-friendly" resources of information. Thus this research paper focuses on the collision of media in promoting tourism business globally.

Keywords : Social Media, Tourism, Business, GDP, Development.

Introduction :

UNWTO defines tourism as "a social, cultural and economic phenomenon, which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes" The tourism business is one of the fastest increasing sectors in the world. In reference to Pforr and Hosie (2009), the tourism business is the major in the world with a significant annual growth rate of approximately 25 percent. In this look upon, Alsos, Eide and Madsen (2014) study that the growth rate of the tourism business in Organization for Economic Co-Operation and Development (OECD) nation has go over the enlargement rate of their GDP.

Social media pass on to the resources of communications among community in which they share, make, or swap over information and thoughts in virtual group of people and association. In today's times social media plays an extremely significant role in almost every section. Platforms such as Facebook, Whatsapp, Twitter, Instagram etc. have become vital both from individual and trade point of view. Social media has made a massive impact on the tourism business. Tourist engages with social sites in order to make up to date decisions regarding their travels and share their own experiences which they had at a particular hotel, restaurant or airline. The tourism business is in position to take benefit of social media channel, as the business has long relied for the most part

on target reput, tourist opinion, spread of information, and positive word-of-mouth publicity. In many examples, for example the case of the 'Bharat Darshan' campaign and 'Incredible India' campaign, incorporation of social media into the marketing approach of Indian Tourism has shown incredible, considerable outcome in greater than before rates of visits as well as visitor happiness. As a outcome, a variety of states around the nation are appropriate more dependent on social media as a cost-efficient and successful tool for visiting the attractions promotion for their particular state.

Need for the Study :

Global and domestic tourism business contributes more to India's GDP. Foreign exchange earnings from tourism stood at \$16.757 billion between January and July 2019, as against \$17.059 billion in the corresponding period last year, posting a -1.8% growth vis-à-vis a 12.1% surge last year, according to data from the ministry. In this competitive world media plays a vital role in all business. There is main purpose that this study will take in hand to the extent that the role of social media in the tourism business is concerned. To start with, the study will assess how both existing and probable tourists use social media stage to make travel decisions. In this study will seek to understand how tourists utilize diverse types of social media to research and plan their travel behavior.



2002	2.38	2011	6.31
2003	2.73	2012	6.58
2004	3.46	2013	6.97
2005	3.92	2014	7.68
2006	4.45	2015	8.03
2007	5.08	2016	8.80
2008	5.28	2017	10.04
2009	5.17	2018	10.56(P)

(P) Provisional, Figures updated as in August, 2019 R: Revised,
Source: Bureau of Immigration, Govt. of India

Table 2 showing the growth of tourism in India on 2018

Sr.No.	Particular	Result
1	No. of Foreign Tourist Arrivals in India	10.56 Million (P)
	Annual Growth Rate	5.2%
2	No. of Indian Nationals Departures from India	26.30 Million (P)
	Annual Growth Rate	9.8%
3	No. of Domestic Tourist Visits to all States/UTs	1854.9 Million (R)
	Annual Growth Rate	11.9%
4	Estimated Foreign Exchange Earnings from Tourism In INR terms	1,94,892 Crore
	Annual Growth Rate	9.6%
5	Share of India in International Tourist Arrivals	1.24%
6	India's rank in World Tourist Arrivals	25 th
7	India's rank in World Tourism Receipts	13 th

(P) Provisional, Figures updated as in August, 2019 R: Revised,
Source: Bureau of Immigration, Govt. of India

The role of social media in tourism has been progressively more prominent and investigates as a rising subject. Over the years Social media have contributed towards significant tourism into a responsible business. Social media plays a progressively more vital role in many features of tourism, particularly in information investigate and decision-making behaviours and tourism advertising spotlight on most excellent apply for cooperate with tourist via social media channels. A social media to market tourism products has proved to be an admirable policy. Many nations observe social media as a vital means to encourage for their tourism business.

Conclusion :

Based on research study and the literature review, it can be conclude that, the social media phenomenon represents an ongoing trend. The social media plays an important role in Tourism business. From information investigate to decision making behaviors social media plays a vital role in many characteristic of tourism business. Social media also plays a significant role in tourism advertising and facilitates the tourism service suppliers in spotlight on best practices during the response they obtain from tourists and community via

social media. Social Media has been commonly acknowledged as a resource of advance tourism goal and products by popular target promotion organizations. As a result of the studies on the subject of social media it is expanding tool for the upgrading the tourism business and also for the benefits of the country's GDP.

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Objectives :

1. To know the understanding of social media approach in tourism business.
2. To observe the role and impact of social media promotion approach in tourism business.
3. To understand the increase in revenues of the tourism business.

Research Methodology :

To enter at research result that strictly answer the research questions and as a result, meet the objectives of the study, there is a need to make use of a precise methodology. Speaking from this viewpoint, the study first explores the past research and study findings on how social media has been used in the past in tourism promotion. Likewise, the research use primary data to either affirm or dispute the secondary research findings. In this study will carry out an observation and discussion to collect primary data. This data will be prearranged and analyzed using different statistical tools to conclude whether it supports or be against the secondary research findings.

Review of Literature :

Tourism business plays an incredibly vital role in economic growth and structural revolution of the world. Indian tourism is based on the concept of 'Atithi Devo Bhav' and 'Vasudev Kutumbakam'. It means the guests will be treated as equal as god and it also means that welcome tourist friendly and send back a friend.

The literature on different aspect of blow of tourism on financial system a brief review of existing literature on diverse aspects of tourism will be made in this section. Sethi A S, B P Singhal (2016) in a research paper entitled "Identification of factors affecting Tourism destination competitiveness: A Study in Uttarakhand" made an attempt to classify the factors that affect tourism destination competitiveness for the state of Uttarakhand. In the recent year's tourism as an business has developed many fold up in terms of employment prospect and income generation. Uttara Khand as a tourism destination has received its share of domestic and internationals guests but still a long way to go before suitable a priority tourism destination.

Zach F (2016) in a research paper "Collaboration for Innovation in Tourism Organizations" aimed to tackle the gap by examining the role and effect of key

Analysis of Study :

Table 1 showing the Foreign Tourist Arrivals in India

Year	Foreign Tourist Arrivals (in Millions)	Year	Foreign Tourist Arrivals (in Millions)
2001	2.54	2010	5.78

drivers of managerial surroundings for innovation (leadership support, innovation formality) and inter managerial relations (leadership support, communication) on association for innovation. The value added by the study was twofold: First, it has evaluated the organizational settings simultaneously and accounts for their interdependencies; and second, it has investigated the largest group of tourism organizations.

Sahin & Sengün (2015) did a study and investigated the importance of social media in tourism marketing. The study they did was based on a survey implemented on the students of Atılım University evaluating the effects of social media among young generation. Results of the survey showed that social media has a significant influence in tourism sector both in positive and negative ways. The results also showed that the the tourism decisions of young generation gets strongly affected by personal experiences and comments of other users on social media

Gupta D, Thind S (2014) in the research paper entitled "Changing Geographies of International Tourist Patterns" has converse regarding the distraction in tourist geographical area with change in income. Tourism has appeared as one of the strongest and the most responsive mechanism in the service business in the last two decades. New destinations have emerged on the map of the world whereas, old has been unable to keep hold of their position. The share of income generated by the tourism sector has changed not only temporally but spatially as well. Central Eastern Europe and North China has emerged as new destinations for global tourists while Northern Europe has lost its share of international tourists. Therefore, looking at the spatio-temporal changes in the share of international tourist arrivals the paper attempted to analyse the spatio-temporal variations in international tourist arrivals internationally and regionally.

(Hvass & Munar, 2012) Online promotion has developed in significance in the tourism business over the years. Social media allows companies to interact directly with tourist via various online platforms. It also allows companies to monitor and interact with tourist. But when we talk of Airlines, It is shown that there is a lack of strategic viewpoint of social media as it is being used with limited uniformity.

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for his / her participation in One Day Interdisciplinary National Conference on "Media and Society" sponsored by K.B.C. North Maharashtra University, Jalgaon and hosted by Pankaj Arts & Science College, Chopda on Sunday, 23rd Feb. 2020. He / ~~She~~ has also presented paper entitled A study on Impact of social media in Tourism Business Development. in the conference.

Prof. Arun D. More
Co-ordinator of the conference

Dr. Kishor Pathak
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डॉ. सुनील पाटिल



प्रवासी साहित्य में भारतीय संस्कृति

