



Chikitsak Samuha's
Sir Sitaram and Lady Shantabai Patkar College of Arts & Science, and V.
P. Varde College of Commerce & Economics.

(An Autonomous college affiliated to University of Mumbai)

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Weekend Chronical : Special Issue

TRAVEL GUIDE

INITIATED BY B.M.S DEPARTMENT

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Dr. Mala Kharkar

[Chief Executive Officer]

A MESSAGE FROM CHIEF EDUCATION OFFICER'S DESK

Dear Readers,

“Develop a passion for learning. If you do, you will never cease to grow.” We live today in a world that is so very different from the one we grew up in, the one we were educated in. The world today is moving at such an enhanced rate and we as educationalists need to cause and reflect on the entire system of education. On-line learning provides new age technology to widen the educational scope. It prepares students to succeed in an increasing technology driven global economy. Technology makes life much easier, most of all it saves time and energy. It is one of the fastest growing field right now and there is no sign of stopping anytime soon. It is indeed a great moment for all of us to bring forth this weekly E-Periodical “Weekend Chronicle”. We are sure this E-Periodical will help to acquire knowledge and skills, build character and enhance employability of our young talented students to become globally competent. There is something for everyone here, right from the fields of Business, Academics, Travel and Tourism, Science and technology, Media and lot more.

The variety and creativity of the articles in E-Periodical will surely add on to the knowledge of the readers. I am sure that the positive attitude, hard work, continued efforts and innovative ideas exhibited by our students will surely stir the mind of the readers and take them to the fantastic world of joy and pleasure.



Dr. Trisa Joseph Palathingal
[I/C PRINCIPAL]

A MESSAGE FROM PRINCIPAL'S DESK

Dear Readers,
Greetings!

“There is nothing more beautiful than learning because you can't stop learning.”

Our E-Periodical Weekend Chronicle thus plays an important role in providing a medium for students of our BMS Department to express their creativity.

The E-Periodical i.e., online magazine drives us through varied genres containing- News related to Global affairs under departments like Business, Advertisement, IT and Science & Nature to intellectual news articles under Academics, Media and Library Departments.

It also covers articles related to Food & Health care, Culture & Cuisine and Travel & Tourism which usually tops our “bucket lists” including article which address societal problems under Department of Social Issues. Finally, we offer words and vision of our talented students as budding poets, writers, and thinkers under Student's section Department.

In conclusion, constructing a digital publication by students will engage today's youth and the crafters of the youth (e.g., teachers) in their communities, which is necessary to adopt a modern perspective and overcome the challenges we face today.

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BUSINESS***"A GUIDE TO YOUR NEXT BUSINESS TRIP!"***

- **What is business travel?**

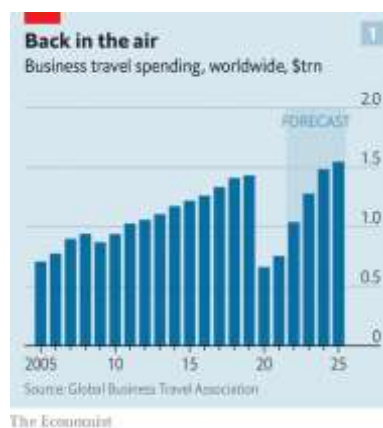
Research from Statista shows that business travel contributes almost \$1.3 trillion to the global economy in a single year, making it one of the world's largest economic industries. Further research highlights only upward trends in the amount that is spent on business travel as well.

This research reflects an increasingly intertwined global economy. With the speed at which businesses on opposite sides of the world can interact over the internet and travel to meet with each other, employees are operating in a space where location is fluid and business interests can converge across state, national, and continental lines.

Thus, business travel is a vital part of many companies' lifeblood's. In this article, we'll explore the four temporal components of a business trip and use them as a lens through which to discuss business travel.



Sharp attire and a purposeful stride. The left-hand turn on the plane away from the cheap seats. Skipping the in-flight film to refine a presentation. Over the past two pandemic years these obvious giveaways of the globetrotting executive became a rare sight. According to the Global Business Travel Association (gbta), a trade body, worldwide spending on flights, hotels, car hire, restaurants and other expensable services fell from \$1.4trn in 2019 to \$660bn in 2020 as a result of covid-19 lockdowns and tough limits on cross-border movement.



Freelancer. Tanisha athawale

Reference link : <https://www.economist.com/business/2022/03/26/a-guide-to-your-next-business-trip>

ADVERTISEMENT

***NOW PILGRIMS CAN TAKE ROPEWAY TO SURKANDA DEVI
TEMPLE***



Pilgrims visiting or planning to visit the Surkanda Devi Temple in Uttarakhand are happy with redundancy. Dhanaulti, the recently inaugurated ropeway which has now made the two km trek to the hill-top temple, a tourist destination in the Garhwal Himalayas of Uttarakhand, is about 60km away by road from Mussoorie. About seven km from here is the much-revered Surkanda Devi Temple perched on a hill-top. According to local people it is a 'siddha peeth' dedicated to an incarnation of goddess Durga. The temple is also well-known for its architecture and as a viewpoint. Perched at 2,700 metres, it offers a panoramic view of the Himalayan snow peaks on a clear day and the surrounding forest. So long, cars would go till the village of Kaddu Khal from where visitors had to walk up to the temple. Recently, a ropeway has been constructed from Kaddu Khal till the top for the benefit of visitors. The almost two-hour trek has now been reduced to an almost 10-minute journey by the ropeway. The ticket is priced at Rs 177 per head to start with. According to media reports, the temple has already seen an increase in the number of visitors since the opening of the ropeway. However, nature lovers are worried that the short and scenic mountain trail might fall into disuse as more and more people take the ropeway. The ropeway was inaugurated on May 1 this year by Chief Minister of Uttarakhand, Pushkar Singh Dhami.

Sejal chavan
(freelance reporter)

References:

<https://www.outlookindia.com/outlooktraveller/travelnews/story/71992/now-pilgrims-can-take-rope-way-to-surkanda-devi-temple>

IT & TECHNOLOGY

HOW IS TECHNOLOGY USED IN TOURISM?



Technology is not strictly reserved for tourism marketing. It found various use cases transforming global tourism as we used to know it and even creating new opportunities such as sustainable tourism. Let's quickly go through the most common technology use cases in tourism aside from marketing.

Reservations

Two decades ago, almost 100% of reservations in the travel sector were handled via telephone calls. Fortunately, these inefficient systems are no longer with us. They caused too many errors due to the variety of reservations, often weeks and months in advance. Today tourists can make reservations in a few simple clicks. The hoteliers have access to reservations and even get notifications when a reservation is due. They can even track and record guests' information and use it to fuel future marketing initiatives.

Information

Instead of relying on printed brochures that are often outdated, tourists today have access to websites, forums, and social media. They can use blogs and Slideshare presentations to discover new attractions, learn more about specific destinations, and even interact with fellow travelers to seek advice and opinion.

The Information Communication Technologies (ICT) make it effortless for tourists to look up and compare tourism products on demand. AI also has a use case in information distribution, such as AI assistant. Given its versatility, AI has found use cases in other processes, including room mapping, dynamic price tracking, and analytics.

Experience

Technology is also bound to improve the experience tourists get from their arrangements. There are two main things tech can do to take the experience to the next level. First, it allows hoteliers, agents, and OTAs to personalize offers using the past interactions with travelers delighting them with destinations they find attractive. Second, AR and VR can make certain experiences available to everyone while taking individual and environmental risks out of the equation.

Communication

Finally, we have communication which is already a technology-based activity. With the modernization of telecommunication networks, expansion of the Internet, and new apps, communication has never been easier, both internal and external.

Here is why technology is so important in tourism marketing.

REF LINK: <https://www.hotelmize.com/blog/understanding-the-important-role-of-technology-in-tourism-marketing/>

SCIENCE & SPACE

SPACE TOURISM IN INDIA – GET READY! IT MIGHT BECOME A REALITY SOON



Space tourism in India is going to become a reality soon. And it all started when an American company Axiom Space sent three businessmen to the International Space Station (ISI). In Indian currency, each was charged around Rs 450 crore. India too is in the process of developing capabilities which will help in space tourism. In a written reply to a question in the Rajya Sabha, Union Minister Jitendra Singh said the Indian Space Research Organisation (ISRO) was in the process of developing indigenous capabilities for space tourism. Adding, this would be through the demonstration of human space flight capability to Low Earth Orbit (LEO). Towards this effort, the Indian National Space Promotion and Authorisation Centre (IN-SPACe) sought to promote active participation of the private sector in carrying out end-to-end space activities, and this includes space tourism.

Due to the global COVID-19 pandemic, the Indian Space Research Organization's (ISRO) first human spaceflight launch with the Gaganyaan mission, with an uncrewed launch, has been pushed to next year.

Space Tourism Globally & India

The concept of Space Tourism or fun ride has taken the fancy of those who can afford it. Several big private aerospace companies have entered the race, while the government space agencies are trying to catch up.

Sir Richard Branson's Virgin Galactic's Space Plane or SpaceX founded by Elon Musk is leading in the space tourism market and is taking tourists in its Dragon capsule (which was lifted by the Falcon 9 rocket) on flights in zero gravity.

At present, companies like Axiom Space and SpaceX are engaged in making markets in this sector in collaboration with the American space agency NASA.

Another player in the market is Jeff Bezos's Blue Origin with the New Shepard spacecraft. Launched from West Texas for 10 minutes rides, the passengers got a view of Earth from outside.

Freelancer: - Manshi Gupta

Ref Link: - <https://www.financialexpress.com/lifestyle/science/space-tourism-in-india-get-ready-it-might-become-reality-soon/2605862/>

NATURE

A FLOATING SAUNA IN THE MIDST OF NATURE



Have you ever seen a floating sauna? Head to the Nimmo Bay Wilderness Resort in the south of Great Bear Rainforest for a unique sauna experience. A great place to relax and rejuvenate, the floating sauna is a cabin that is made of cedar. Surrounded by nature, the sauna experience is as fantastic as the resort itself. You can access the resort only by air or water, and the beautiful private cabins provide a much-needed respite from the mechanical world. But, of course, everyone is so obsessed with the idea of a floating sauna, and why not?

The sauna is part of the resort's facilities, and is housed inside a small cabin atop a wooden dock. Besides getting a nice treatment in the sauna, you can simply sit on the dock and enjoy a time of quietude. An immersive experience, the resort in British Columbia is definitely worth a try, especially for those who would like to get away from the clamour.

Reaching the sauna is equally interesting, as you can have a mini adventure while doing it. Guests have the option to use a kayak, a boat, or even a paddleboard in order to reach the sauna. As mentioned before, the dock too is a great attraction as you have chairs set up here. In fact, you can have a bonfire on the dock, and have a picnic. Or even take a yoga class in the open. A wholesome mind and body rejuvenation, now you know why the sauna is the highlight of this place.

The resort has reduced greenhouse gas emissions too, making it a perfect place for all things good and fine. You can visit from May through October, and pick one of its private cabins for a private stay. Other than the sauna adventure, you have the opportunity to explore the fantastic outdoors here in British Columbia. So hiking, fishing, and touring the local sites are on the cards.

Freelancer: Rutwik Jawharkar

Reference Link: <https://timesofindia.indiatimes.com/travel/destinations/a-floating-sauna-in-the-midst-of-nature/articleshow/77389048.cms>

ACADEMICS

JULIA O'ROURKE TAKES ON TOUR GUIDE PROGRAM AMIDST FAHEY'S LEAVE

GUIDING US ALONG MEMORY LANE: Justin Fahey, whose last day is today, enthusiastically greets the camera. He reflects on his time as associate dean of admissions and head of the tour guide program.



Associate Dean of Admissions Justin Fahey will be leaving the tour guide program this week, wrapping up five years of work at the College. Approximately two years of his time were spent heading the program, a role that Assistant Dean of Admissions Julia O'Rourke '19 will enthusiastically take on.

While O'Rourke hasn't officially led a tour guide program before, she has led tours and held interviews during her time at Bowdoin. She looks forward to mentoring students and working intimately with the College community. Prior to her work at Bowdoin, O'Rourke worked as a college advisor for the College Advising Corps in the Boston Public School system and as a Fulbright English Teaching Assistant in South Korea "In my previous jobs, I spent the vast majority of my days engaging with students and getting to know them throughout the year," O'Rourke wrote in an email to the Orient. "I absolutely loved that aspect of those jobs. So, I'm thrilled to have a chance to make meaningful connections with students at Bowdoin, too."

FREELANCER:-Koli Tanishka Vivek

References:<https://bowdoinorient.com/2022/09/16/julia-orourke-takes-on-tour-guide-program-amidst-faheys-leave/>

MEDIA

***KASHMIR TOURISM:
A LAND OF UNIMAGINABLE BEAUTY FOR NATURE &
ADVENTURE LOVERS THROUGH MEDIA!***



About Kashmir Tourism

With apple orchards, saffron fields, glittering lakes & breathtaking meadows, Kashmir, in the union territory of Jammu & Kashmir, draws the attention of tourists from across the globe. With tranquil settings, magnificent views, and pristine nature, Kashmir is a perfect holiday destination that should be visited once in a lifetime.

Kashmir is an ideal destination to plan a family tour and honeymoon holiday in India. The picturesque Gulmarg, Srinagar, Pahalgam or Sonmarg, make a holiday with family, or honeymoon in Kashmir a wonderful experience. Kashmir is even home to the popular Amarnath Cave which calls the ardent devotees Lord Shiva from across the world.

While the beautiful Dal and Nigeen lakes in Srinagar offer an opportunity to relish a stay at the houseboat and enjoy a Shikara Ride; the alpine lakes like Tarsar Marsar, Vishnasar, Gadsar Lakes call out the adventure lovers for the best trekking experience. For more adrenaline-pumping adventure, nothing can beat the experience of skiing in Gulmarg during the winter season.

Kashmir has its own airport which connects well with the major states & cities of India. Travellers who wish to travel by bus can avail the bus service of Jammu and Kashmir State Road Transport Corporation or several other private buses that operate from Srinagar and other places in Kashmir. Here is detailed information how you can reach Kashmir by air and road.

In our Kashmir Travel Guide, we render the best information on the must-visit places, things to do, where to stay, the best time to visit, affordable Kashmir tour packages, and other aspects of Kashmir Tourism. With us, your days in Kashmir will be a memorable one.

Reference link:

https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.tourmyindia.com/states/jammu-kashmir/kashmir.html&ved=2ahUKEwj0uaXN2Z36AhXqRmwGHRbhAVgQFnoECBcQAQ&usg=AOvVaw1Gyp-DkrQY_RU_HXPWKNsI

Freelancer: Sayed hasan mehdi

ARTS

SHIMLA TRAVEL GUIDE

Snow-capped Himalayan peaks and green pastures surround Shimla, the capital of Himachal Pradesh. Its spectacular hills are dotted with old buildings from the colonial era and the town's bazaars bustle with local life and quaint little shops. Bor...Expand

Nearest Airport: Chandigarh Airport

Best Time to Visit Shimla: October-June

Currency: Indian Rupee

Languages: Hindi, English

Festivals: Shimla Summer Festival, SHIMLA

FEATURED GUIDES (11)

24 hours in Shimla

24 hours in Shimla

Snow-capped Himalayan peaks, green pastures and dense cedar forests surround Shimla, the capital of Himachal Pradesh. Colonial-era buildings, bustling bazaars, vibrant local life and quaint little sho...More



Places near Shimla that are perfect for weekend getaways

The classic Shimla shopping list

Day tripping from Shimla

Shimla for backpackers

10 attractions you must visit in Shimla

Mouth-watering street food in Shimla

Restaurants in Shimla you must eat at

Hotels in Shimla for the budget traveller

Shimla's best mid-range stays

Luxury living in Shimla

Freelance: shravani Nagvekar

Reference link:

<https://timesofindia.indiatimes.com/travel/guides>

HISTORY

WHO INVENTED TOUR?



Thomas Cook, (born November 22, 1808, Melbourne, Derbyshire, England—died July 18, 1892, Leicester, Leicestershire), English innovator of the conducted tour and founder of Thomas Cook and Son, a worldwide travel agency. Cook can be said to have invented modern tourism.

Cook left school at the age of 10 and worked at various jobs until 1828, when he became a Baptist missionary. In 1841 he persuaded the Midland Counties Railway Company to run a special train between Leicester and Loughborough for a temperance meeting on July 5. It was believed to have been the first publicly advertised excursion train in England. Three years later the railway agreed to make the arrangement permanent if Cook would provide passengers for the excursion trains. During the Paris Exposition of 1855, Cook conducted excursions from Leicester to Calais, France. The next year he led his first Grand Tour of Europe.

In the early 1860s he ceased to conduct personal tours and became an agent for the sale of domestic and overseas travel tickets. His firm took on military transport and postal services for England and Egypt during the 1880s. On his death the business passed to his only son, John Mason Cook (1834–99), who had been his father's partner since 1864. The company passed to Cook's grandsons in 1899 and remained in the family until 1928. In 1972 the company was renamed Thomas Cook, and in 2001 it was wholly owned by Thomas Cook AG, one of the largest travel groups in the world.

REF LINK: <https://www.britannica.com/biography/Thomas-Cook>

LIBRARY

HARVARD CONFIRMS CENTURY-OLD BOOK IS COVERED IN HUMAN SKIN



Harvard owns a book that's bound in human skin. It's sure of it, too. One of its curators announced today that tests on a book titled *Des destinées de l'ame* (*Destinies of The Soul*), which was published sometime in the 1880s, have confirmed with 99.9 percent confidence that it's been bound in human skin. The book has been sitting in Harvard's Houghton Library since the 1930s and has had a note inside it from the donor, who explains that he had the book bound in human skin. In French, translated by Harvard, he wrote:

"This book is bound in human skin parchment on which no ornament has been stamped to preserve its elegance. By looking carefully, you easily distinguish the pores of the skin. A book about the human soul deserved to have a human covering: I had kept this piece of human skin taken from the back of a woman. It is interesting to see the different aspects that change this skin according to the method of preparation to which it is subjected. Compare for example with the small volume I have in my library, *Sever. Pinaeus de Virginitatis notis* which is also bound in human skin but tanned with sumac."

The practice of binding books in human skin wasn't actually all that uncommon in the past and dates back to at least the 15th century, according to Harvard's curators. Known as anthropodermic bibliopeggy, people apparently used to have it done to memorialize the dead, among other reasons. The owner of *Des destinées de l'ame* is said to have gotten the skin from the back of a female mental patient whose body was unclaimed after dying from a stroke. The other book he mentions, *Séverin Pineau's De integritatis & corruptionis virginum notis*, is in the Wellcome Library's collection.

Harvard has known about the supposed origin of the book's binding long before today, but it's only now confirming it. To investigate the binding's origin, Harvard researchers analyzed peptides within a sample of it to identify proteins. That allowed them to rule out just about everything but certain primates. Samples were then analyzed further to see how the peptides were constructed, and that allowed the researchers to rule out pretty much everything but a human origin for the binding. "The analytical data, taken together with the provenance of *Des destinées de l'ame*, make it very unlikely that the source could be other than human," Bill Lane, director of the university's Mass Spectrometry and Proteomics Resource Laboratory, tells Harvard's library.

For better or worse, *Des destinées de l'ame* is now the only book known to be bound in human skin throughout all Harvard libraries. Two other books were previously believed to be bound in human skin as well, but both have now been confirmed to actually be bound in sheepskin.

Department Editor: Riddhi Tanavde

Reference Link: <https://www.theverge.com/2014/6/4/5780644/harvard-book-is-bound-in-human-skin-tests-confirm>

FOOD & HEALTHCARE

HOW FOOD PLAYS AN IMPORTANT ROLE FOR TOURIST



People have found more and more creative ways to travel safely during the coronavirus pandemic, and with more and more people getting vaccinated, you might be ready to hit the road for a long-awaited vacation or visit with family or friends.

Whatever your reasons for traveling, eating right when you're on the road can be a challenge. Whether you go by plane, train or car, you don't have to let bad food choices bust your diet when you're on the go.

The Best Travel Snacks for Eating on the Road

A peanut butter sandwich on whole grain bread.

Single-serving packets of nuts such as almonds or cashews.

Baby carrots, celery sticks, sliced bell peppers or snap peas.

100% whole-grain wrap with avocado, shredded carrots, and hummus.

Tip: Trail mix can be a great choice. Choose mixes with nuts, seeds and dried fruit. Dark chocolate chips are great in cool weather. Try to limit mixes with M&M's or candy.

"If you have time, a good bet is to make your own," says Dr. Sukol. Measure out ¼-cup portions and fill small baggies for the ride.

By plane or by train

You can find real food, even in the airport and train terminals sandwiched between the pretzel, cinnamon roll and fast food joints. But if you choose, you can also pack healthy travel snacks to save time during layovers.

Granted, you can't take a cooler through airport security — but with some simple planning, you can pack healthy food options. Dr. Sukol suggests the following.

Put nourishing snacks into clear baggies to get through security.

Healthy options include:

Homemade trail mix, such as this recipe.

Air-popped or bagged popcorn (with minimal ingredients, corn, oil and salt).

Baby carrots, sliced bell peppers, celery sticks, dried cranberries or other easy-to-eat veggies and fruit that will stay fresh. Consider:

Low-fat Greek yogurt.

Hummus with veggies.

Fruit cups made with fresh fruit.

Pre-cut veggies.

Turkey or salmon jerky (but watch the sodium content on these if you have salt-sensitive hypertension).

Stop by a cafe and swap healthier foods for your go-to choices.

Department editor-Mayuri Redkar

<https://www.google.com/amp/s/health.clevelandclinic.org/the-best-travel-snacks-for-eating-on-the-road/amp/>

CULTURE & CUISINE***THE RELATION OF CUISINE & TOURISM***

"Mastership of great culinary skills enriches the wholeness of a fine dining experience "



Culture is playing an increasingly important role in tourism, and food is one of the key elements of culture. Tourists enjoy indigenous food, particularly items of local or ethnic nature. Furthermore, knowledge of the local, regional, and national cuisine has become an interest for tourists. The concept of consuming local food or drink is considered first-hand cultural experience, and it is on top of the tourist attraction list. In India, the promotion of food as a component of its destination attractiveness is in the budding phase. The context of this contribution is to underpin such linkages between tourism and food that can add to the cultural value of the destinations. The present empirical research is aimed to explore the role of food, culture, and tourism in sustaining the tourism of India. The current study will also attempt to address the role of regional food in promoting the cultural tourism of a particular destination. Further, the study will explore how the local food helps the tourist to recall the cultural heritage of a tourist's destination.

Culinary or food tourism is the pursuit of unique and memorable eating and drinking experiences, both near and far. Culinary tourism differs from agritourism in that culinary tourism is considered a subset of cultural tourism (cuisine is a manifestation of culture) whereas agritourism is considered a subset of rural tourism, but culinary tourism and agritourism are inextricably linked, as the seeds of cuisine can be found in agriculture. Culinary/food tourism is not limited to gourmet food. Food tourism can be considered a subcategory of experiential travel. [citation needed]. While many cities, regions, or countries are known for their food, culinary tourism is not limited by food culture. Every tourist eats about three times a day, making food one of the fundamental economic drivers of tourism. Countries like Ireland, Peru, and Canada are making a significant investment in culinary tourism development and are seeing results with visitor spending and overnight stays rising as a result of food tourism promotion and product development. Food tourism includes activities such as taking cooking classes; going on food or drink tours; attending food and beverage festivals participating in specialty dining experiences; shopping at specialty retail spaces and visiting farms, markets, and producers.

Freelancer : SHAIKH OVEZ.

REF. LINK :

<https://www.researchgate.net/publication/342459730> **Regional Food as the Catalyst for Cultural Tourism in India**

TRAVEL & TOURISM

TOUR GUIDE

A **tour guide** (U.S.) or a **tourist guide** (European) is a person who provides assistance, information on cultural, historical and contemporary heritage to people on organized sightseeing and individual clients at educational establishments, religious and historical sites such as; museums, and at various venues of tourist attraction resorts. Tour guides also take clients on outdoor guided trips. These trips include hiking, white-water rafting, mountaineering, alpine climbing, rock climbing, ski and snowboarding in the backcountry, fishing, and biking.

In Japan

In Japan, tour guides are required to pass a certification exam by the Commissioner of the Japan Tourism Agency and register with the relevant prefectures. Non-licensed guides caught performing guide-interpreter activities can face a fine up to 500,000 Yen



Japan is indeed one of the most beautiful countries in the world, filled with a mix of everything. From the hustle and bustle of Tokyo down to the laid-back Okinawa, it's a timeless country respecting the past while leading the way with advanced technology.

While you may find Japan exceedingly modern, you will find vast opportunities to connect with their fascinating traditional culture. From exploring Japan's rich culinary scene to wandering through the majestic temples, you will never run out of things to do when visiting the beautiful country

In Europe



From beautiful Paris to smoke-filled coffee shops in Amsterdam, Oktoberfest to La Tomatina, Europe is a massive, diverse continent with an unlimited assortment of things to see and do. You won't have any problem filling your time, whether you're backpacking Europe for a few months on a budget or just spending a few weeks there on a well-earned vacation.

The continent boasts wonderful beaches, historical architecture, amazing wine, and tons of world-class festivals. Every country is incredibly different from the next too, providing limitless variety in what you do during your trip. I first backpacked Europe in 2006 and was hooked immediately. I've been visiting every year since, have run tours around the continent, and even wrote a book on traveling in Europe. It's a destination I love and never get tired of exploring.

REF LINK: https://en.wikipedia.org/wiki/Tour_guide

SPORTS

BASED ON THE THEME OF TRAVEL GUIDE



We all know that TV, daily newspaper or radio won't work for your travel or tourism, city or travel guide business the way a well prepared and well taken care of website can do.

Therefore, we have compiled a roundup of the best city guide WordPress themes for tour operators and travel agencies, city and tour advisors and guide, itinerary and recommendation, online roadmap and conductor, hotel and vacation, hostel and venue related websites, travel bloggers and other interested candidates.

Who says that there are no memorable adventures you can have and amazing destinations you can be anymore. There are thousands of hidden treasures in the world you have not visited yet and wonders you have not experienced yet.

Moreover, there are hundreds of hotels and traveling advisor portals and guide websites you can check when planning your next vacation or adventurous trip and be sure you are going to enjoy your time without spending more than you have intended to spend for it.

Laitmawsiang, Meghalaya



A trip to Meghalaya usually results in you charting out an itinerary with the most famous places to visit. However, while you're on your journey, try to stop by at Laitmawsiang, a quaint little village in East Khasi Hills, to check out the enchanting garden of Caves. Visit Meghalaya's Laitmawsiang and feel like you've been transported to a fantasy world as the place has the most beautiful small waterfalls, ponds, water works, all nestled on nature's lap. It is a perfect setting for those who seek to be away from the noise of the city.

Freelancer editor: Vishal Tambe

<https://www.sktthemes.org> Blog

6 City Guide WordPress Themes for Tour Travel Guides Advisors Itinerary

SOCIAL ISSUE

IMPACT OF SOCIAL MEDIA INFLUENCERS ON TOURISTS



Social media influencers (e.g. beauty bloggers, video game vloggers, toy unboxers, instafamous) are extremely popular among minors. Influencers seem to play an important role in minors' lives, first, because minors spend a large part of their time watching, viewing, liking, forwarding, and commenting on influencers' content. As such, the level of involvement with influencer content seems high. Second, minors turn to these influencers not only for entertainment, but also for information, advice, company and comfort. However, scientifically-grounded insights on the role of social media influencers in the lives of children and adolescents are still scarce.

First, influencers are assumed to be so appealing because they are similar to their audiences. They are often perceived as 'the boy or girl next door' with whom identification is easy. However, there are probably more reasons for the attraction of influencers. Research is needed to unravel the underlying psychological mechanisms that explain the appeal of social media influencers.

Second, the impact of social media influencers on minors may have both desirable and undesirable consequences. Influencers may inspire minors to behave pro-socially or healthier, but they may also show bad examples of smoking, drinking, or even criminal behavior. In addition, influencer content may also affect minors' psychological well-being, materialism, and body satisfaction.

Third, because social media influencers are assumed to have an impact on their audiences, they are also used by third parties for commercial purposes. For example, brands pay influencers to promote products in content that influencers create. Similarly, governments or NGOs turn to influencers to promote healthy, social, or environmentally friendly behavior among minors. Despite the popularity of so-called influencer marketing, theoretical or empirical insights into whether and why influencers are persuasive among minors and which (psychological) mechanisms underlie this, are limited.

Fourth, some social media influencers are minors themselves. With major brands signing up for paid partnerships, a growing number of child and adolescent influencers (and their parents) are striving to make a profit, which leads to important legal, ethical and philosophical questions.

NEWSCASTER – AAYUSH SINHA

Ref - <http://surl.li/akuwy>

STUDENTS'S SECTION

PUZZLES



CAN YOU FIND THE HIDDEN PANDA?

Can You Find the Missing Number?

6	2	?	9
8	4	5	8
12	6	8	6
8	2	9	7

Share if you could solve it!!!

Find the missing number.
Ans: 6

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