Chapter VI

Review & Strategic Recommendations
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The critical analysis of the prevailing demand-supply patterns with regard to hospitality services aptly illustrates that there exists considerable gap between the two perspectives in both qualitative and quantitative terms, which in turn seems to have played decisive cause and effect role in growth and development of tourism in Uttar Pradesh. Talking of quantitative terms, though still attracting far too meager no. of tourists vis-à-vis prevailing potential in the region have practically failed to create the requisite hotel related facilities, leave aside the matching qualitative supply. Taking the case of the three case models, i.e., Jhansi, Chitrakoot & Lalitpur, it imminently emerges that the supplies both in quantitative perspective as compared to the contemporary demand patterns has been comprehensively has been lagging. Evidently in case of Jhansi, as compared to the 145.13 % per annum annual growth in tourist traffic, the growth in no of hotels and Hotels room have been the 5.89% commencing from the year 1996. Taking the annual influx of the International and the foreign tourist in the year 2006, it becomes evident that 45,1054 of which approximately 4412 were foreign tourist were recorded, going by the conservative estimates of the per month and per day visit comes to at 37587.8 and 1252 as against 1209 rooms and 2562 bed capacity in that order, obviously, the guest influx is many fold more than that in the season, that affirms that there is wide gap between the demand and supply.

Going by the cumulative statistics of the three popular districts of the study area it becomes evident that, presently there is net per annum short-fall in terms of the Hotel rooms as compare to the 23.44 % annual growth in the demand. Making a simple prediction it appears that the shortfall is going to very high in the coming years.

In this context, perhaps Chitarkoot can be taken as the exception, predominantly a pilgrim destination, there is more demand for Dharamshalas and allied type of accommodations on
account of the religio-spiritual values, budgetary perspectives and the proximity factors as discussed in the forging, since the authentic information on the availability of the non-conventional accommodation is not available, the gap between the demand-supply can not be authentically be identified.

Qualitative Aspects
The general perception of the traveling public about the whole of Bundelkhand region has been summarized in tabular form below on various aspects, which are considered vital.

<table>
<thead>
<tr>
<th>Positive Aspects</th>
<th>Negative Aspects</th>
<th>Major Grey Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friendly &amp; Warm people</td>
<td>The Unpleasant climate</td>
<td>Poor sanitation</td>
</tr>
<tr>
<td>Scenic</td>
<td>Complicated travel formalities</td>
<td>Tiresome entry formalities</td>
</tr>
<tr>
<td>Comfortable accommodation</td>
<td>Uncomfortable travel (Bad roads etc.)</td>
<td>Unhelpful people/unethical traders</td>
</tr>
<tr>
<td>Good shopping</td>
<td>Lack of good accommodation</td>
<td>Touts &amp; cheats</td>
</tr>
<tr>
<td>Varied climate &amp; attractions</td>
<td>Lack of nightlife</td>
<td>Lack of Visitor Interpretation Centers</td>
</tr>
<tr>
<td>Historic &amp; Pilgrim place</td>
<td>Non-availability of authentic information</td>
<td>Guides</td>
</tr>
<tr>
<td>Low price and good value for money.</td>
<td>Paucity of desired cuisines &amp; drinks.</td>
<td>Non-availability of right type of food</td>
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<td></td>
<td>Shortage of Star/chain hotels</td>
<td>Poor quality of accommodation</td>
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Income group versus star hotels
Comparing the income of the respondents vis-à-vis the Star hotel establishments it reveals that there has been considerable dominance of upper middle-income group, i.e., Rs. 400000-600000 and Rs. 200000-400000 (Table 5.2; figure 5.4). Whereas there only 4 properties and 1 property in 3-star and 2-star category that too only at Jhansi.

Foreign tourist versus star hotels
The existing star category properties can cater to a very small segment as there are only 5 properties in 3 or 2 star category whereas the foreign tourist arrivals is significantly very high to the tune of 3854, 757, 415 and 648 visiting Jhansi, Lalitpur, Chitrakoot and
Deogarh. The above reveals that large number of rooms needs to be added especially in the star category so as to fulfill at least the minimum requirements of the travelers.

**Demand Supply Analysis**

Going by the responses received from the questionnaire both from domestic and foreign tourist and averaging variables like availability of rooms, desired hotel, space etc it has been observed that Lalitpur has been rated high by maximum number of respondents followed by Jhansi and Chitrakoot, this may be accounted because of the fact that visitors to Lalitpur are mainly domestic business guests and are comparatively less demanding, but in case of Chitrakoot the non-availability of star and quality hotel establishments make it to be least rated by the respondents.

![Figure 6.1](image1.png) ![Figure 6.2](image2.png)

Talking of Beverage Services, when factors like availability of desired drinks, Unique drink, flavour etc were averaged for Jhansi, Lalitpur and Chitrakoot, it was established that tourist who responded with Moderate responses are 34.75, 30.75 and 23.75 respectively. The figure below indicates that Chitrakoot has comparatively less availability of new and desired brands in terms of drinks. Chitrakoot being the religious destination the tourist also does not expect many varieties of drink, but for Jhansi the availability of desired brands have been rated highest which appears to be natural because of Jhansi being an important township is also very well connected to all the important cities of the country. In terms of presentation, skillful service, overall ambience and similar factors all the three locations
Jhansi, Lalitpur and Chitrakoot have been responded with moderate responses by 37, 36.5 and 33.16 respondents, which indicates that travelers to a large extent are moderately satisfied with the Ambience and like variables. Similarly, comparing the three destinations in terms of the Beverages offering Value for money and the Price, the least number of respondents at Lalitpur have indicated moderate agreement of 27.5%, followed by Chitrakoot (32.5%) and Jhansi (33%).

The components like Reservations, acceptance of Credit cards, Currency-Exchange facilities Billing-setting, and provision of requisite Information, Reception facilities were clubbed together to obtain mean, it was revealed that Lalitpur, Jhansi and Chitrakoot have been rated moderate by 37.25, 35.25, and 31.75 in percentage terms respectively.

Similarly, the hygiene, quality of Lenin and interior décor components when taken together Chitrakoot was rated good by 29% respondents followed by Lalitpur and Jhansi accounting
27.75% and 20.25%. This can be attributed to the fact that the tourists visiting Chitrakoot is mainly pilgrims and budget class and the hotel establishments are able to meet to their expectations but that visiting Jhansi have high expectations and hence less number of people have rated Jhansi hotels having good overall ambience. In terms of safety, security, maintenance etc of the hotel units Jhansi and Lalitpur have been rated high by almost 39% for each of the cities, whereas Chitrakoot accommodation units have been rated less safe and having comparatively poor maintenance by most of the guests, only 27.5% respondents rated Chitrakoot as good.

The perception of the respondents on Training of Staff, Communication skills, Professional competence and Knowledge of the employees indicates that the hotel establishments at Jhansi were rated good by almost 22.5% respondents followed by that of Chitrakoot and Lalitpur which rated fairly good by 19.7 and 175.5% respondents, only.

The responses on the aspects of human behavior like personalized services, presentability, honesty, ethics and moral, mannerism, willingness, Job commitment and Commitment for the organization when clubbed together specify that the guest had fairly good perception about the staff employed in the hotel units of Chitrakoot (32%) followed by Jhansi (28.25%) and Lalitpur (24.5%).
The most constraint areas as indicated by most of the respondents are mainly in terms of availability of Hotel rooms, it has been derived from the feed back of the questionnaire that mostly the rooms can be easily reserved, except during the peak seasons where advance booking arrangements have to be made. But the product/hotels are comparatively offering inferior quality and specifically that of Lalitpur and Chitrakoot does not offer the expected facilities i.e., in terms of Star hotels, right professionals, variety of food and beverages etc. Availability of Desired Cuisines is also another important shortcoming of the destination, except in Jhansi unique or desired cuisines are not available in other parts of Bundelkhand. Presentation of Food and flavour has been marked as especially poor in Lalitpur. Similarly talking of Beverages it has been derived from the responses that Availability of Brands & unique drinks is very poor in Chitrakoot and is moderate in Jhansi and Lalitpur. Generally the Ambience of hotels in Chitrakoot and Lalitpur is moderate whereas that of Jhansi is slightly better than the two. Not many responded negatively about the health & hygiene conditions of the region, the same has been noted to be reasonably moderate. Either of the three places identified for obtaining reactions of the travelers does not offer many opportunities of recreation and the facilities for the same has been rated moderate, poor and very poor in case of Jhansi, Lalitpur and Chitrakoot in that order.

Human face plays key role in the hotel hiring business; hence it was felt that necessary feed back from the hotel guest on this aspect too needs to be studied. On an in depth assessment of the responses it was revealed that the hotel staff on an average in Jhansi can be rated
comparatively high as compared to Lalitpur and Chitrakoot, which can be perhaps accounted because Jhansi University offers various study & training programmes in Tourism & Hotel management, thereby improving the quality manpower resources. The communication, commitment and competence levels of the employees in Chitrakoot and Lalitpur needs to be improved and the possible option is to train and re-train the employees on their Job.

The **Major Strengths** of this region which came forth from the response are mainly like, Quality of Food, which seems to be reasonably good in Jhansi & Lalitpur, the overall ambience of hotels in Jhansi has been rated relatively high by most of the respondents, the low price and appropriate value for money too had been cited is a major strength in most of the feedback. Mostly the hotel guests were satisfied with the level of personalized services that were offered by the hotels.

Critically analyzing the answers of the respondents to the open ended question the major constraints can be identified as inferior quality of hotel rooms, lack of Star or chain hotel property, paucity of professionals, poor variety of food and beverages, lack of availability of Desired Cuisines, poor presentation & serving of food. Similarly talking of Beverages it has been resultant from the responses that Availability of Brands & unique drinks is very poor, inferior ambience of hotels, substandard health & hygiene conditions, few opportunities of recreation, as well the communication, commitment and competence levels of the employees too had been noted as a grey area which needs to be addressed for strengthening the hoteliring business in this area.

Cross-examining the above with responses of the respondents with the open ended questions with the analysis of the feedback from the travelers and the general survey it comes to the fore that improvement is must in terms of quality and quantity of hotel accommodation in the Bundelkhand region, the recreational facilities too needs to be addressed. Attention must be given to training of employees of hotel establishments, more
number of hotels in star category needs to be added, the hotel rooms and bed capacity has to be enhanced.

To realistically perceive the above problems vis-à-vis the reasons responsible for the same the on the spot interviews of the Hoteliers, professional and the dept of Tourism were cross-examined with the responses of the guests.

Accordingly, it becomes evident that lack of available rooms, poor quality of services, lack of recreational facilities, manpower training, strengthening of infrastructure, systematic marketing and integrated approach for destination development had been the major areas that were historically identified by the respondents in their the interviews but according to them the same cannot be matched because of certain obvious and few incomprehensible reasons common to the trade including seasonality, lack of professionalism, lack of policy support, very limited number of effective and potential guests etc.

According to the responses efforts are on to progress the infrastructure, improve accessibility, foster better health and hygiene conditions, aggressively market the destinations of Bundelkhand, highlight the unique culture and cuisines of the area and analogous problems are being addressed and possibly solved in near future.

The Seasonality factor, shortage of professionals, lack of policy support, poor visitations, shortage of recreational facilities, paucity of chain or star category hotels etc are few constraints that are widely known but cannot be solved in near future, perhaps the same shall require not only systematic planning but also the policy at central and state level must incorporate fiscal and no-fiscal incentives for the region.

On account of the unmatched components, allied goods and services (guiding/escorting/Travel Agencies/Tour Operators/ Tourist Transporters) the road, rail networking, national and overseas marketing, promotional strategies, assessment of tourism magnetism of destinations, analysis of positive and negative socio-economic impacts
and so on so forth problems remain unattended and separate studies in near future needs to be undertaken on various aspects so as to prepare strategies for future.

Therefore, in view the above discussion the scholar has suggested the following strategic action to be taken:

- So far as Bundelkhand region is concerned, it was found during the research that Hotel & Hoteliering business is not doing well despite of the latent rich business potential which, has even not explored till now. To achieve optimum benefits the first and foremost step to be taken should be to ensure qualitative and quantitative improvement of the sector and, as discussed in previous chapters, this can be achieved if Government, Public and Private sectors join hands and go ahead with implementable policies in an effective manner.

- There is a pressing need to encourage the owners of old buildings with exclusive architectural features to get these converted into heritage hotels. This suggestion is especially being incorporated because during personal visits of the scholar it was found that many elegant havelis, forts and palaces are in a horrific shape due to either negligence or scarcity of funds with the present possessors of the properties. Such a step on one hand would rejuvenate these awe-inspiring structures, and at the same time will be helpful in creating a unique image of the region, which in turn, will increase the very tourism magnetism as well.

- Bundelkhand region of Uttar Pradesh is dotted with abundance of virgin areas with unexplored wealth of resource richness. There are natural & protected areas, places with potential for adventure activities, water bodies (which despite of their immense promises are being used by local residents for picnicking only and lack even the essential facilities), villages & towns that can provide excellent spiritual experience; to quote a few; that can be converted into sought after resorts and destinations for tourists with varied motivational spectrums. If an action is taken in this direction there would be unlimited opportunities, and
those too for the local people, to establish their own small and medium sized hospitality oriented units (may be eateries or lodging enterprises). This will also increase the inclination of the youth towards professional courses in the sector and the consequential dimension would be that the region will have a good number of professional qualified human resources.

- Another fact closely related to the previous suggestion is that such an initiative will work as a blessing in disguise to improve the existing poor infrastructure and would be helpful in creation of an effective network of intra and inter-regional transport network properly linked to tourist generating and transit regions. In addition to this the region can reap rich dividends if it is developed in a manner that even in the summer months and monsoons tourists can be attracted to various destinations proving them with appropriate options with suitable facilities.

- It was observed during the initial stages of this research that the most difficult job is to collect secondary literature, and that too authentic, especially on hospitality and tourism related areas. Understandable is the fact that not many researchers might have approached the Government, Public and Private sector organizations and these sectors are not acquainted to the type of information to be provided for the research projects. The disappointing issue is that there is not even appropriate literature for the tourists, because the information provided to them is obsolete, many a times incorrect and the information providers incompetent, as well as unfamiliar to the destinations. Hence there is an imperative need for updating of the literature and refresher courses for the existing staff of all the sectors.

- The major pre-requisites for qualifying to be called tourists had been said to be disposable income, discretionary time and need or desire. It was in the year 1995 that tourism anthropologist Valene L. Smith added one more dimension to these, viz. Social Sanctions which is equi-applicable to both TGR and TDR. According to Smith the TGR society should be flexible enough to allow its
citizens to go to other places for touristic pursuits (and is evident from the top tourist generating countries), whereas the TDR society must be welcoming and tourist-friendly so as to receive the outsiders in a hassle-free environment. In Bundelkhand there is need to educate the community to be more affable towards the tourists, which is presently lacking. Infact promotion should be given to local craftsmen and folk artists and introduction of the concept of tourism cooperative societies can prove to be instrumental steps to motivate local people to be more positive and enjoy the benefits of tourism development in the region by being one of the stakeholders.

- It was found that presently there are inadequate Governmental initiatives, whether we take into consideration the allocation of budget or action taken in past, towards the wholesome amplification of the hospitality industry. In addition to this there are innumerable politico-bureaucratic bottlenecks that are reason enough to de-motivate the perspective investors in the region. Thus, it is suggested that Government should amend its policies and become more laissez-faire towards the interested entrepreneurs and at the same time should think about single window system to expedite the clearance of the submitted projects.

- Any efforts could yield desirable results if and only if these are supported with effective and well-targeted marketing and promotional strategies so as to ensure sufficient awareness in order to receive positive responses. There is no denying the fact that the recent Hotel Policy of the Government of Uttar Pradesh enforces many a constructive points, but the necessity is to execute those effectively and design implementable and result-oriented strategies to promote the region and hospitality products of Bundelkhand. It is further suggested that the Government should seek help of professional agencies/ organizations to obtain optimum results.