Chapter-VII

Conclusion
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Hotelering sector has now become an eminent economic force, globally. Last five decades in particular have witnessed tremendous 'qualitative and quantitative' growth in 'hospitality perspective' in general and 'hotel business' in particular. Obviously, the dramatic increase in the number of travellers, particularly 'the tourists' has been the predominant 'cause and effect' in this regard, which has not only led to sustained increase in the demand of 'hotels' but also guided extensive diversification in the 'types and standards of requisite amenities, facilities and services'. Since, the prognosis made by almost every futurologist indicate towards a big tourism boom in future, the hospitality sector is also thus expected to grow with same magnitude.

There is no dearth of evidences to conveniently prove that travel has been a nomadic urge in man ever-since the very birth of the humanity which in-turn paved way for the need and urgency of the requisite facilities enroute and at the destination in terms of means of travel, place to stay, and of course, food, drinks and, recreation and entertainment etc. The intricate inter-play between 'consistent enhancement in social awareness, discretionary income and democratization of leisure time' vis-à-vis 'revolution in modernization and sustained growth of urbanization and industrialization' has been steadily giving tremendous impetus to the phenomenon of travel, especially tourism which in turn led to extensive growth, diversification, and professionalism in hospitality sector with enthusiastic input of the latest technology. The dramatic pace of growth in international tourism, particularly after World War II is aptly evident from the fact that as against 14.4 million and 1.4 billion in 1948, the number of international tourist arrivals and tourism receipts were respectively recorded to be 831 million and 754 billion US$ in the year 2006. Adding-on the number of domestic tourists and
other travels undertaken by the people on various other pretexts, the statistics would obviously come to be mind-boggling and so would be the magnitude of demand for hospitality related services, facilities and amenities. Thanks to the remarkable intensification and escalation in travel trends that hospitality sector has now emerged forth as a mega industry with hotel and hoteliering being its eminent core. This industry is as much appreciated on account of its promising growth prospects as for its contribution in the growth of various micro and macro-economic sectors, as well as, the inherently rich income and employment multipliers.

Though the sojourn related facilities existed all through the ages and were consistently strengthened by the contemporary rulers, philanthropists and religious institutions of the yore, their nature, nomenclature, provision of service and facility inputs, magnitude of operations and quality and diversity perspectives kept on changing with prevailing socio-cultural, economic and ecological environment. Although there is no known reference to inns or other such establishments during pre – Greco-Roman Era, there must have been places with provision for rest stops, probably near or accessible to water, and these may well have been used for this purpose for generations.

One can conveniently derive from the available reference that initially the accommodation was too meager and of primitive type, providing bare shelter and the barest of sustenance, at times, operated with the help of slaves belonging to the temples or holy places. Gradually, the slaves were replaced by free men - mainly those from lower social strata. While the mention of hospitality related structures in the Scriptures and the Great Epics is an apt evidence that India has been the pioneer of the concept, the philosophy of Atithi Devo Bhav coined by our religio-spiritual ancestors speaks of the fact that they eagerly wanted to promote traveling as a social movement to ensure ever-better understanding and goodwill in the society. References of hospitality establishment in the Biblical Literature further reveal that
the concept has also not been new in the other part of the world, as well. The perception that readily comes from the olden writings is that, offering hospitality to strangers was considered necessary towards religious well-being, as part of religious dicta, or at times, on account of superstitious fears. Perhaps this was the reason that the well to class of the society, the kings and the nobles with religious inclination, always and in all parts of the world played lead role in creating stay provisions, particularly at and enroute religious sites since missionaries, priests, and pilgrims formed a very large part of the traveling public. In ancient Indian writings, we find that it was the duty of the priests and the holy men of the temples to arrange for accommodations and food for visitors. Even now, religious institutions continue to be significant players in creating accommodation for the pilgrims at the destination, and at times, also in transit. An explanation, perhaps more logical in terms of modern-day thinking in providing hospitality or creating relevant facilities, may also have been as part of “give and take” philosophy; i.e., if strangers are offered food and lodging the same may sometime be reciprocated. Of course, over time, zeal for socialization, interpersonal reasons, and off late, monetary gains have become the stronger factors contributing in qualitative and quantitative growth of the hospitality sector.

Knitting all these factors together, the Statement of the problem thus ‘conceived’ and found ‘ideal’ has been – “STATE OF HOTELS AND HOTELEIRING TRADE IN BUNDELKHAND REGION - EXISTING STATUS, CONSTRAINTS, SCOPE AND SUGGESTED STRATEGIES”.

Objective of the Study

As aptly evident from the statement of the problem itself, the ultimate objective of this study is to evaluate the existing status of hotels and hoteliering trade in Bundelkhand Region of Uttar Pradesh and suggest viable strategies for its healthy development. In order to maintain conceptual clarity and, accordingly pursue the
study systematically, the objective has been further divided into following sub-objectives:

- understand the geographic, economic socio-cultural and ecological personality of the study area
- perceive the prevailing tourism development potential in the study area which is the determining factor with regard to the growth and development of hoteliering sector
- survey the hotel capacity in Study Area, in terms of number of hotels/hotel rooms and their distribution/concentration at major destinations
- assessment of the range of amenities, facilities and services provided by the existing hotels
- qualitative analysis of the available services
- examine the Existing Human Resource Perspective
- evaluation of the effective demand for hotel services in qualitative and quantitative terms
- identification of the existing gap between demand and supply in both qualitative and quantitative view-points
- perceive the factor responsible for the existing gap between demand and supply
- observe the prevailing planning and policy framework with regard to tourism in general and hoteliering sector in particular
- examine the efforts made by various public & private sector institutions towards improvement in the Hoteliering services in the region
- broad prognosis on the future demand vis a vis requirement of hotel services
- suggest viable strategies towards the healthy growth of hoteliering business in the study area keeping in view the inherent constraints
Hypothesis

The research study is aimed at testing the following hypotheses:

- **Hotel and Hoteliering Sector in Bundelkhand Region is adequately developed**
- **Hotel and Hoteliering Sector in the Study Area does not face any constraints and,**
- **There is not much scope for further development of Hotel and Hoteliering Sector in the Study Area**

Obviously, on testing the hypotheses the results may strongly support, partially support or, completely disagree with one or each of the above statements thereby guiding on the ‘scope’ and accordingly paving way for strategic suggestions.

Modus Operandi

The study shall be based on the cross examination and interpretation of the data and facts on various relevant perspective, collected through available secondary information after due authentication, modification, elaboration and exploration (what-ever and where-ever required) through primary research. Thus,

- **Geographic, economic, socio-cultural and environmental perspectives play decisive role in the prosperity of any economic activity, and more so, in case of tourism and hospitality industry. Therefore due care has been taken to collect detailed information to this effect. Available facts in the form of text, empirical data, maps and graphics were collected from all possible sources of secondary information including books, seminar/conference/workshop proceedings, journals, magazines, newspapers, published and unpublished reports of the concerned departments, and even at times, from the experiences of the relevant persons. In view of the vast span of the study area, it was not possible to go for extensive primary research, but efforts have been made to authenticate the available information by cross-examining the facts collected from diverse sources of information.**
- **Tourist represents the pre-dominant market of Hotel and Hoteliering services. Putting it in other terms, the ultimate success of the latter vitally depends on the tourist demand, which in turn is guided by tourism resource potential at the given**
destination/destination region. Incidentally, there is still considerable paucity of references on the tourism resource potential of the study area. Since, it was not possible to physically collect information to this effect in totality, the primary survey was restricted to places like Jhansi, Banda, Chitrakoot, Khalinzer, Lalitpur and Deogarh etc owing to easy accessibility vis a vis prevailing tourism resource potential. Views of the tourists and tourism practitioner were collected through structured questionnaires to further ascertain the tourism potential.

- Information on available hotels and hoteliering capacity/services in Study Area, in terms of number of hotels/hotel rooms and their distribution/concentration at major destinations was collected from the reports/records of State Tourism Department and physically verified in case of Jhansi, Chitrakoot and Lalitpur, the three destinations ultimately used as reference points in the study.

- With regard to ‘assessment of the range of amenities, facilities and services provided by the existing hotels vis a vis qualitative analysis of the available services, feedback from the users/tourists received through questionnaire has been made the sole reference for further analysis and interpretation

- For examine the Existing Human Resource Perspective vis a vis Hoteliering business in the region, the information has been collected through on-the-spot surveys conducted in the various properties located in Lalitpur, Jhansi and Chitrakoot.

- Assessment of ‘effective demand for hotel services in qualitative and quantitative terms’ and subsequently ‘identification of the existing gap between demand and supply in qualitative and quantitative perspectives’ have been done on the basis of the ‘user responses’ through structured questionnaires.

- Perception on ‘the factor responsible for the existing gap between demand and supply’ through the responses received from the hoteliering practitioners through structured questionnaires’ and cross-examination of the results in the light of policy perspectives.

- To understand ‘the prevailing planning and policy framework with regard to tourism in general and hoteliering sector in particular’ in the context of the study area in particular, the reports/records/policy documents of the Central and State Tourism Departments were thoroughly referred and interpreted. Viewpoints of the ‘industry practitioners’ and ‘Officials of Department of Tourism’ proved pivotal in deriving the right conclusions in this regard.
To examine the efforts made by various public and private sector institutions towards improvement in the Hoteliering services in the region, the facts were derived from the 'policy and planning concerned record/documents of the central state tourism departments, as well as, 'the perception the concerned players from travel trade and hospitality related people, in general.

The 'prognosis on the future demand vis a vis requirement of hotel services' has been made on the basis of interpretation of the data available on the growth of the demand patterns over the year vis a vis the gap expressed by the effective market in terms of the quantitative and qualitative demands' has been made on the basis of the responses received from the effective market.

Viable strategies towards the healthy growth of hoteliering business in the study area have been recommended after thorough analysis and interpretation of the data received on all the above perspectives.

In view of the 'extreme diversity in the nature of data' and 'the resulting complexities in cross-interpretations of the facts' it was found pertinent to analyse the facts on 'simple percentage and percentile basis' instead of using the advanced analytical tools.

Significance of the Study
The present peace of research is likely to unfold the reasons responsible for the rather sluggish growth of the hoteliering business and provide generic model approach towards the sustained growth of the same in the context of the present study area in particular and the various analogous destination regions in general.

The study is also likely to provide an effective platform for the futuristic researches in generic perspective of the healthy growth and development in hospitality sector in general and hotel and hoteliering trade in particular. The study especially highlights the psychological interpretation of the 'demand dynamics' with regard to hotel services which may enable the prospective 'researchers' and 'marketing Gurus' to realistically understand the generic demand of the market in terms of the qualitative and quantitative perspective of the 'hospitality related services' over the time and space. The work would prove
to be a path breaking study for the effective and prospective hoteliers and hotel professionals in guiding them to realistically perceive the ‘market demand’ and accordingly ‘match the supply’. The brief interpretation on ‘tourism resource potential’ and ‘tourism development potential’ may also add to the perception of ‘the tourism planners and policy makers’ who ultimately matter in guiding the ‘course’ and ‘magnitude of tourism development’ in the region which ultimately shall have vital bearing on the ‘prospects of the growth of hotel and hotelerieing business’.

**Bibliographic Search**

Tourism today is universally recognized as the fastest growing global industry after Information Technology (IT). However it becomes much more significant compared to the IT industry owing to its multifarious and far reaching socio-economic, cultural and environmental implications. Hoteliering Sector, being one of the core components of the burgeoning tourism industry has thus become a subject of keen interest for extensive study and research. Since, unlike the other component sectors of tourism, hoteliering is more ‘investment intensive industry’ with little if any ‘flexibility for location change in operations’ it obviously demands for careful assessment of its planning and marketing aspects. However, though a good deal of literature on different perspectives of tourism and hospitality is now available, it may still take considerable time and efforts to establish this promising sector into a well defined ‘disciplinary frame-work’ mainly due to the facts that, (i) tourism and hospitality are still up-coming disciplines on account of their youthfulness, and (ii) almost every aspect of these two multi-disciplinary subjects transcends the boundaries of many disciplines thereby making them rather highly complex subjects for study, (iii) both the sectors are highly sensitive to changes in socio-economic, cultural and ecological environments and, (iv) either of the two are subject to the dynamic interplay of the

Naturally, in the context of present study too, which in itself is not only multi-disciplinary but also specific to one of the less explored geographic entity, extreme paucity of literature has been witnessed. The scholar not only had to consult references on concepts, philosophies, impacts and trends in Indian and international contexts but also to refer literature on historical, religious and cultural aspects. In this context, while the works of Holloway (1983), Witt and Moutinho (1989), Mill (1990), Smith (1989), Pearce (1981), Burkhart and Medlik (1981), Bouyden (1978), Robinson (1976), Burkhart (1976), Lundberg (1974), Holloway and Plant (1990) and McIntosh (1986) have been very useful with regard to conceptual and philosophical abstraction on tourism, the successive reports of WTO, WTTC, PATA and Department of Tourism (Government of India), Department of Tourism (Government of U.P.) provided vital information on tourist traffic trends in Indian and international context. Likewise, the study of Bhatia (1991), Seth (1985), Kaul (1985), Negi (1982), Singh (1976), Anand (1976), Usha Bala (1990), Selevam (1989), and Kandari (1998) and, Bhardawaj (1999) proved considerably useful in understanding the structure, as well as, the performance of Indian tourism, on which rests the success of the hospitality industry. The researcher has been guided by many published works of the eminent researchers, viz. Kaur (1985), Ferario (1978), Clawson and Kentch (1967), Reid and Barlow (1978), Gunn (1978), Linton (1968), Kimmelman (1989), Meinung (1989), and Rechie and Zins (1978), in interpretation of the term tourist resource potential. Further, the scholarly contributions of Ferrario (1989), Anand (1991), Brooke and Buckley (1991), Seth (1985), Parsad (1967), Kaur (1985), and Meinung (1989), proved to be decisive for the researcher in understanding the micro-aspects of infrastructural needs of any destination. While perceiving the relative significance of the various effective and potential
destinations, the scholar had to taken some notes from Vedic, Puranic and Samriti literature along with Buddhists, and Jains work. History of Bundelkhand and historical significance of the various monuments and sites have been largely derived on the basis of Phadke (1990), Parui (1996) and Suraj Bahan (1972). The information thus derived has also been authenticated with the available archaeological references, as far as possible. Cunningham (1970), B.B.Lal (1950-52), Buddha Parkash (1968), Yadav (1968), Anand (1974), Parihar (1984), Punia (1976), Silk Ram (1972), Mittal (1986), Phogat (1978) have specially been useful, not only in terms of authenticating the historical accounts but providing clues in case of the otherwise missing historical links. Of course, there has been no specific study on tourism resources of India in general and that of Bundelkhand in particular, but the doctoral studies of Anand (1976) on ‘Tourism and Hotel Industry in India’, Kaur (1985), ‘Himalayan : Pilgrimages and the New Tourism’, Bagri (1987)- ‘Buddhist Tourism in India’ and Kandari (1985)‘Wildlife of Garhwal Himalaya: A Recreational Resource for Tourism Development’, though related to different geographic regions and themes, have been considerably helpful in evolving a the systematic framework of the present study. Punia (1992), Singh (1995) and Bansal (1994) have proved to be quite useful in perceiving the Levels of Expectations and satisfaction of Tourists with particular reference to the available hotel units in the region. Evidently this work is also aimed at studying the demand - supply gap with relation to the hotels situated in different locations, on which has subsequent prognosis been made with regard to the performance the hotel industry in present and future perspectives. Likewise, Singh’s (1995) study on ‘Organizational Health’ in relation to commitment, Job Satisfaction and some Allied Attributes in the context of Haryana Tourism has been quite useful in perceiving the HR perspective with regard to hotel industry of the study area.

Apart from the above sources, the research papers contributed in the Tourism Journals like Annals of Tourism Research, Tourism Management and Particularly
Tourism Recreation Research, have been very useful. Indarama, Swagat, Destination India, Tourism and Wild life, Trav Talk, Travel Trends Travel Mail and the like popular tourism magazines, too, have been quite helpful at times, obviously, the scholar has to extensively depend on the research papers and popular articles of a number of authors on fairs, festivals, folk dances, art, craft, jewelry, folk traditions, folk theatre and the like themes with relation to Bundelkhand region, published in books, journals and magazines. Doctoral studies of Chaudhary Reena (2001) ‘Study on Expectation and Satisfaction Level of Foreign Tourist visiting India’; Singh Akhilesh (2002) ‘Strategies for Promoting Tourism in Bhutan’; Das (2001) ‘Economic-Socio-Cultural and Environmental Impacts of Tourism- Study on Golden Triangle of Orrissa’; Vij (2003) ‘Role of Advertising in Destination Promotion on selected destinations of India’; and Chandra Ashish (2004) ‘Customer Relationship Management in Hospitality sector, with special reference to Five star Hotels in India’ proved considerably useful in relevant perspectives of the present study.

Limitations
Research is a process with never ending scope. Study on tourism and hospitality perspective becomes all the more complex owing to multi-disciplinary and often non-quantifiable nature of the facts owing to the extremely dynamic interplay of a variety of factors. Not only the prevailing economic, socio-cultural, political and environmental in the market, enroute and at the destination has vital bearing on the performance of tourism and hospitality sector, but the individual psyche, situation, immediate need and the most recent experience too play decisive role in customer expectation, experience and satisfaction. While working on the present research problem, the researcher, besides facing the above mentioned problems, also had to come across the crisis of extreme paucity of the data and facts on the study area as the latter has largely remained as one of the lesser studied part of the country from almost every aspect. Obviously, it was not possible for a single
scholar, that too with limited resources, to collect first hand information or authenticate the available data. Getting realistic feedback from the respondents (i.e., effective and potential customers/tourists) has always been and would continue to remain as a grey area, more so if it is to be dealt solitarily. Thus, there have been a series of constraints in carrying-out the present study though the researcher has put all his sincerest.

Talking of the demand for hotel services in Bundelkhand Region in general and the present study area in particular, so far the demand has remained rather moderate in both ‘qualitative and quantitative viewpoints’, for simple reasons that (i) the biggest market of the hotel industry, i.e., ‘tourism’, is yet not developed nowhere closer to the prevailing potential in the region and, (ii) there is not also much movement of business travellers as of yet, who otherwise account for a ‘sizeable demand’ for hotel industry, globally and, (iii) the diversity in demand is yet not prevalent as majority tourists, both domestic and foreign, do not generally belong to high spending group. Unfortunately, even at this juncture when the demand for hotel services is rather limited, the existing supply does not match it as much in terms of ‘availability’, as in view of ‘quality level’ and ‘diversity’.

Incidentally, for want of requisite tourist statistics, even simple quantification of the demand vis-à-vis hoteliering trade remains as an extremely constraint area. The State Department of Tourism, responsible to collect and systematically document the tourist statistics, is largely maintaining the data for Jhansi, Lalitpur and Chitrakoot, though till the year 2002. 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.

Realizing multifarious benefits of hospitality industry vis-à-vis its growth potential, more and more countries are now putting their best efforts to promote tourism, in a big way. India, too, is consistently vying to make its rightful place on the international map of hospitality and tourism which is aptly evident from the importance being given to this smokeless industry in country’s overall planning.

Keeping in view that the study area falls in near proximity of, at least moderately developed urban centers the researcher entirely agrees with the recommendation of the Central Government that “in future planning, the focus should be to substantially increase the proportion of the urban resident leisure and pilgrimage related travel to rural areas not just in terms of volume but also in terms of length of stay and expenditure”.

Perceptibly, as per the scholar, to achieve the desired goals the state will have to evolve and apply efficient and implementable policies for the following vital areas:

1) Innovative product planning,
2) Quality of services,
3) Professional training of the employees,
4) Effective and aggressive marketing efforts and
5) Proper brand positioning
Further, the scholar; through his experiences; would like to propose the following points for immediate attention of the planners and practitioners as well:

◆ **Provision special facilities to the ‘religious’, ‘adventure’ and ‘monument based’ travelers.** Though the area is already popular amongst the domestic tourists as far as religious and monumental tourism is concerned, yet keeping the topographical features and the rich diversity of unexplored natural recourses of the area under consideration it can safely be projected that adventure will certainly add not only a new, but more rewarding, dimension to the touristic panorama of the study area if applied in a cautious manner.

◆ **Improvement in the efficiency of the industry, for enhanced socio-economic benefits, including increased employment generation.** Obviously the ultimate objective of tourism development is to strengthen socio-economic web of the destination region, but it is possible only when tourism is practiced in a professional, participative and sustainable manner. The tremendous employment generation impact of tourism will certainly ensure opportunities to skilled, semi-skilled and unskilled population of the study area in addition to providing them an alternative to the ever-squeezing marginal land farming that too in this draught-stricken belt.

◆ **Ensure quality services to all the domestic & international consumers and stakeholders.** The ultimate success of any tourist destination lies in the consistency of quality of services, products and facilities. There was an urgent need to focus on this point, because the whole of the study area; and majority of the tourist destinations of the state; are severely marred by ordinary to poor quality of services and facilities (as has been discussed in
previous chapters as well). An interesting fact to reveal out here is that Jhansi, despite of being an important place—both historically and location-wise—does not have any luxury hotel and, more surprisingly, even the so-called three star hotels of the city don’t have professionally trained staff.

**Preparation and implementation of Master Plans for integrated development of identified circuits.** Going by the profile of the tourists, it becomes quite evident that the tourists—whether domestic or foreigners—look for value for money. And this is possible when they have options of packages comprising of complementary attractions offered in the form of inter-state packages. The important point here is that these master plans would need to be forked-out into effective mutually integrated micro plans for the convenience of monitoring and efficient implementation. A close coordination and cooperation between different states will need to be ensured.

**Improvement, diversification and expansion of tourism products in study area along with innovative marketing.** In tourism and hospitality sector the demand is highly elastic and, therefore, the products need periodic improvements or variations or renovations in order to be in synchronization with the requirements of the visiting tourists. This, associated with innovative marketing strategies on national and international levels, can do wonders in promotion of this yet lesser-known region.

**There is no denying the fact that each and every destination region has some positive and negative aspects vis-à-vis developmental potential and Bundelkhand region is no exception. Though on one hand the region has some encouraging factors to support development of hospitality and**
tourism, there are some flip sides as well. Based on the experiences of the scholar, discussed below are some of the important factors that have, and might in future, affect the developmental potential of this lucrative industry.

The study area needs to be *properly linked* to tourist generating and transit regions to be adequately benefited by uninterrupted inflow of tourists. Further these linkages need to be supported by an effective network of intra and inter-regional transport network. Unfortunately, the region is hampered by insufficient tourist transport network and derisory accessibility linkages. Many destinations are not even connected with railheads, what to talk about air links. This problem needs to be taken on priority if the region wants to have optimum advantage of the latent potential that it possesses.

The rule of thumb for success of any destination or region is to enhance its *visibility* and increase the *awareness* about the touristic options that it might offer to different gamut of the customers in the target market(s). In order to successfully achieve this one needs to plan effectual & aggressive marketing and promotional strategies and carry out the same in a time-bound and monitored manner so as to have a tab on the performance level periodically. Though UPSTDC, in their policy document, has mentioned *active participation in every International and National Tourism and Travel Fair to enhance business*. But non-availability of updated literature will wash out all their efforts at any level. The Government, Public and Private sectors together should look into this matter on an urgent basis.

When the *Need Hierarchy* as proposed by *Abraham Maslow* is applied with reference to tourists, the first and foremost need emerges as *Safety &*
Security followed by needs for Physiological requirements, Belongingness, Esteem and Self actualization respectively. The tourists prefer to go to places where they come across friendly communities. There are ample examples of this. In fact states like Goa, Rajasthan, Himachal Pradesh, Uttarakhand etc. are popular amongst tourists mainly because of their safe and secured image, though there are many other states offering all most the similar touristic options. Bundelkhand needs to improve upon this aspect as well. This is possible only through strategically designed community campaign aimed at increasing the awareness levels of the indigenous population about benefits & costs of hospitality industry and encouraging them to actively participate at the operational stage.

Infrastructure is highly relative a term and cannot be equi-applicable to all the destinations. A leisure destination would certainly require better infrastructural facilities, both qualitatively and quantitatively. Whereas for an adventure oriented destination or pilgrimage center the requirements are much low and that too without having side effects on the satisfaction level of the tourists. But a minimum level of infrastructure is most certainly required to be provided to the visiting tribe to maintain a positive image and improve attraction. The region lacks it seriously. More so, the hygienic state is also a point of concern that needs to be worked upon with immediate effect.

Quality of services is another prerequisite that needs to be constantly consistent and can become one of the major strengths for the destination in the existing competitive scenario. Even a casual analysis of the available facilities and amenities reveals the fact that a lot requires to be done in this direction. Very closely linked to this factor is the inclination of the entrepreneurs to use the services of professionally trained human resource,
which is thoroughly lacking in the whole of the study area, as discussed earlier. To ensure quality the minimum requirement is to hire at least skilled manpower in respective areas.

- The crux from the analysis of the services and supplies is proof enough to highlight the slackness of the Directorate of Tourism, Government of Uttar Pradesh and allied departments towards development of hospitality sector in Bundelkhand region. POLITICO-bureaucratic bottlenecks are the cause of further intensification of this problem. The fact remains that the region requires a strong political will power backed by enthusiastic bureaucratic inputs to bring Bundelkhand on National and International tourism map.

- The study further reveals that Bundelkhand region can attract genuine target segment and reap the desired outcomes if the planning is objective-oriented and product development is innovative and at the same time the market is strategically identified. The study area has many plus points which can certainly escalate its chances of being known at national and international level. Discussed below are some of the significant ones which if implemented can prove to be vital for holistic improvement of the region.

Thus, going by the available & potential attractions, amenities and products vis-à-vis constraints and opportunities discussed herewith it can easily be derived that the study area has all the probabilities to emerge as a unique and extraordinary destination that can entice a whole generation of the tourists who are looking for novice avenues and, most certainly, is able to provide them an exclusive and ever lasting experience, and at the same time can become an important tool to elevate the socio-economic conditions of this rather, so-called, backward region.