Chapter VIII

Assessment & Prognosis
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Realizing its multifarious of tourism vis-à-vis its growth potential, more and more countries are no 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 tourism which is aptly evidently from the importance being given to this smokeless industry in the country’s overall planning.

To quote the preamble of National Tourism policy (1997): In the context of economic liberalization and globalization being pursued by the country, the development policies of no sector can remain static. It is particularly so in the case of tourism which involves the activities of human being traveling to and staying in places outside their usual environment for the purpose of education, experience, enrichment and enjoyment. In addition, the emergence of tourism as an important instrument for sustainable human development including poverty alleviation, employment generation, environmental regeneration and advancement of women and other disadvantaged groups in the country apart from promoting social integration and international understanding also necessitated the emancipation of a new pragmatic tourism policy. Further, travel has become an important social phenomenon of the modern society entailing demand on various facilities and services including transport accommodation, restaurant, entertainment facilities shopping outlets and sites of tourism attractions and thereby activating a process of accelerated economic production and distribution. The enterprises/ establishment engaged in such a wide-ranging diverse activities to meet the tourist demand constitute the tourism industry which to be recognized and developed by providing the required policy support.
Domestic tourism, especially in the form of pilgrimages has been a glorious heritage of India. One can find frequent mentions in the Epics and the scriptures. Thanks to the technological advancements that, it has tremendously increased over the years, despite economic and other constraints.

Though, no authentic data are available in this context, conservative estimates reveal that annually over 430 million people travel from one part to the other parts of the country under different pretexts of tourism. Obviously, pilgrimage had and continues to have the lion’s share in domestic tourism in India.

The pace of growth in domestic tourism is evident from the fact that the number of tourists has dramatically increased from 67.7 million in 1991 to 382.1 in 2005 indicating over 5.5 growth in the span of merely fourteen years. Average per annum growth of over 18 % during the 13 years in question, has nevertheless been remarkable. Statistics available for 2005 reveals that Andhra Pradesh and Uttar Pradesh, each receiving over 24 % of the total domestic tourist continued to retain their position as the leading states followed by Tamilnadu (11.3 %), Karnataka (6.5 %) and Rajasthan (4.9 %) in that order. Uttarakhand, Maharashtra, West Bengal, Bihar, and Gujarat were the other states occupying top ten ranking in this context, though standing way behind Uttar Pradesh and Andhra Pradesh, in terms of the share in total domestic tourist traffic.

<table>
<thead>
<tr>
<th>States/ UTs</th>
<th>% Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andhra Pradesh</td>
<td>24.5</td>
</tr>
<tr>
<td>Uttar Pradesh</td>
<td>24.3</td>
</tr>
<tr>
<td>Tamil Nadu</td>
<td>11.3</td>
</tr>
<tr>
<td>Karnataka</td>
<td>6.5</td>
</tr>
<tr>
<td>Rajasthan</td>
<td>4.9</td>
</tr>
<tr>
<td>Uttarakhand</td>
<td>3.7</td>
</tr>
<tr>
<td>Maharashtra</td>
<td>3.7</td>
</tr>
<tr>
<td>West Bengal</td>
<td>3.6</td>
</tr>
<tr>
<td>Bihar</td>
<td>2.3</td>
</tr>
<tr>
<td>Gujarat</td>
<td>2.2</td>
</tr>
<tr>
<td>Other</td>
<td>13.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Table 8.2**

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**Figure 8.2**
slower growth India’s Rs 2661.77 crore in 1990 to 25172 Crore in 2005, thus witnessing almost ten times growth in a matter of just fifteen years. Naturally, tourism stands as one of the major foreign exchange earner for the country. Traditionally, west Europe followed by North America, South Asia, and Southeast Asia. West Asia and East Asia in that order are the major tourism markets of India, which is a very positive sign as barring south Asia; all are affluent and fast growing markets.

Yet another remarkable trend in favor of India is that the average length of stay per tourist (around 31 days) is one of the highest in the world. Moreover, according to conservative estimates, tourism presently is providing employment opportunities to more than 8 million people in its direct sector. It becomes all the more important, since the employment multiplier in tourism sector comes to be about 2.36, i.e direct employment to one person in tourism industry creates employment for 1.36 person in other sector of the economy (Kandari, 1984) Not only this, the labour – capital ratio (at 1985-86 prices) is far higher in tourism sector (at 4.75) compared to manufacturing at 12.7 agriculture 44.7 and transport and other sector at 13.8 % (International Tourism Report –1996).

Figure 8.1

Table 8.1

<table>
<thead>
<tr>
<th>Years</th>
<th>Number of Domestic Tourist Visits</th>
<th>%Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1991</td>
<td>66,7</td>
<td>--</td>
</tr>
<tr>
<td>1992</td>
<td>81,5</td>
<td>22.2</td>
</tr>
<tr>
<td>1993</td>
<td>103.8</td>
<td>29.8</td>
</tr>
<tr>
<td>1994</td>
<td>127.1</td>
<td>20.1</td>
</tr>
<tr>
<td>1995</td>
<td>136.6</td>
<td>7.5</td>
</tr>
<tr>
<td>1996</td>
<td>140.4</td>
<td>2.6</td>
</tr>
<tr>
<td>1997</td>
<td>159.0</td>
<td>14.1</td>
</tr>
<tr>
<td>1998</td>
<td>168.2</td>
<td>5.2</td>
</tr>
<tr>
<td>1999</td>
<td>190.7</td>
<td>13.4</td>
</tr>
<tr>
<td>2000</td>
<td>220.1</td>
<td>15.4</td>
</tr>
<tr>
<td>2001</td>
<td>236.5</td>
<td>7.5</td>
</tr>
<tr>
<td>2002</td>
<td>269.6</td>
<td>14.0</td>
</tr>
<tr>
<td>2003</td>
<td>306.0</td>
<td>14.6</td>
</tr>
<tr>
<td>2004</td>
<td>366.2</td>
<td>18.5</td>
</tr>
<tr>
<td>2005*</td>
<td>382.1</td>
<td>4.3</td>
</tr>
</tbody>
</table>
Evidently, the multifarious significance of tourism is comprehensively acknowledged and appreciated by the government of India. In fact, efforts to promote neo-tourism in the country date back to 1945 when a committee under Sir John sergeant was constituted to find ways and means to promote this industry, through no budget could be allocated to it in the First Five Year Plan, tourism became an important constituent of planning process, onwards the second five year plan. The strong desire of country’s policy maker to promote tourism is well reflected in the major steps taken by them, from time to time, like ‘creation of regional tourism offices in the country’; opening a series of foreign tourist offices (presently 19) setting – up of Jha committee and subsequently NCT; inception of institutions like ITDC; State Tourism Departments, State Tourism Development Corporation, IITTM, TFCI, and National Council of Hotel Management, Catering and Nutrition; putting tourism under Ministry of civil Aviation and Tourism which is now under full flagged Ministry of Tourism & Culture; Covering a Round Table conference on tourism by the then Prime Minster in 1967; Launching special operations schemes viz; Operation US and Operation UK; and Organizing India festival abroad to penetrate potential markets; awarding industry status to tourism; celebrating visit India year(s) and formulating a well defined comprehensive tourism policy. As a result of these efforts tourist arrival have steadily increases over the years, registering an average annual growth rate of about 10% during 1950-1990 period. In net terms, the tourism arrivals touched 4.49 million marks in 2006 as against 16829 arrivals in 1951. The upward trends of Indian tourism industry, however, slowed down in year 2001, mainly due to reasons like the Sept 11 Terrorist attack, Gulf war, insurgency in Kashmir, Communal Riots in different part of the country and natural calamities i.e, plague and earthquake etc. The decline has also been due to progressively decreasing tourist inflow from Pakistan due to worsening of relations with that country.

Obviously, the receipt trends were also affected during this period but to a comparatively lesser extent than the tourist traffic. As such despite, a relatively
verified, presence of few eminent pilgrim centers of the country (like, Pushkar and Ajmer), the Pink City, the prominent Hill destination (Mount Abu), several shrines of Jainism in the state and its strategic location being well connected to Capital city and being surrounded by affluent states like Haryana, Punjab, Gujarat and UP must be proving instrumental in maintaining the status of Rajasthan as one of the top ranking domestic tourist destination state of the country.

Against this background, it will be worthwhile to have a look at the Government of India Policy relating to tourism vis-à-vis its relevance to the state of Rajasthan. Government’s Policy Statements relating to the overall subject of tourism can be found primarily in the Five Year Plan documents. The other documents in this regard are 1982 National Tourism Policy Statement; 1988 Report of the National Committee on Tourism; 1992 National Action Plan, the 1997 Revised Draft National Tourism Policy and the most recent National Tourism Policy framed in the year 2002”.

The national policy on tourism highlighting the importance of the sector and the objectives of tourism development in the country was presented in the Parliament in 1982. The policy was formulated in an environment of a closed economy with rigid licensing procedures. The policy did not emphasize the role of private sector, and foreign investment was not envisaged. The policy also did not lay adequate emphasis on domestic tourism and the need for product development. In fact it was in 1990,s that tourism and hospitality industry attracted politico-bureaucratic attention, but that too on a trivial scale. Perhaps taking a clue from rest of the world the then Prime Minister of India Shri Atal Bihari Vajpaye stated in the Chief Minister’s Conference held on October 30, 2001:

"Tourism is a major engine of economic growth in most parts of the world. Several countries have transformed their economies using the tourism potential the fullest... Tourism has great capacity to create large scale employment of diverse kind – from the most specialised to the unskilled and all of us
know that generation of massive productive employment opportunities is what India needs the most".

This statement and a similar expression from the red fort by the same magnetic leader became the major force behind the National Tourism Policy (2002). As far as Rajasthan, in general, and the study area, in particular, is concerned, the following principles/ recommendations/ policy guidelines could prove to be instrumental for holistic growth of tourism in the region:

✓ The document suggested that special thrust should be imparted to rural tourism and tourism in small settlements, where sizeable assets of our cultural and natural wealth exist. Obviously, the study area matches both the attributes. A careful planning can most certainly result in rich dividends, in the form of grants and technical expertise, from the Central Government and, at the same time would be able to create more economic opportunities for the population of this otherwise underdeveloped belt.

✓ It has been recommended in the policy that due importance should be given to domestic tourism, particularly tourism connected with pilgrimage, and it should be so designed that the infrastructure created under it serves as a backbone of international tourism in times to come. Going by the resource inventory of the region; along with the statistics issued by Ministry of Tourism (Govt. of India) projecting Uttar Pradesh as one of the two most popular states amongst the domestic tourists; implementation of this particular point may change the tourism scenario in the years to come.

✓ The policy document takes into consideration seven key areas that will provide the thrust to tourism development. These are: Swagat (Welcome), Soochana (Information), Suvidha (Facilitation), Suraksha (Safety), Sahyog (Cooperation), Samrachana (Infrastructure Development), and Safai (Cleanliness). Quite interestingly, the study area, and majority of the state requires to take a U-turn on all these aspects.
Keeping in view that the study area falls in near proximity of, at least moderately developed, urban centres the researchers 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 tourism to rural areas not just in terms of volume but also in terms of length of stay and expenditure. For example, the total urban resident leisure and pilgrimage domestic market is estimated to increase from 22.5 million in 2001 to 50.5 million by 2012 and it would be a key objective to encourage these to visit the rural areas through appropriate strategies”.

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 three vital areas:

1) Innovative product planning,
2) Effective and aggressive marketing efforts and
3) Proper brand positioning

Tourism Policy of Rajasthan: An overview

In the year 2006, the Tourism Department had announced a New Hotel Policy of Rajasthan. This policy is proposed to be replaced by Rajasthan Tourism Unit Policy–2007, which acknowledges the fact that “Rajasthan is one of the leading Tourism States of India”. The Glorious Heritage and colorful culture of the state is a special attraction for Foreign Tourists. Heritage assets, found all over the state can be utilized for development of Tourism. During the last few years, there has been tremendous increase in the number of Tourists to the State. However the infrastructural facilities have not kept pace.

An assessment has been made on the existing vis-à-vis required hotel rooms, and it has been noted that presently there are 36,000 rooms available for Tourists and by year 2012 an additional 20,000 Hotel rooms would be required for Tourists in the State. With this
objective, the New Hotel Policy proposes several concessions. The concessions in the hotel Policy 2006 were to be extended to the Star category of Hotels only, whereas several other categories of hotels, heritage hotels and other tourism units such as camping sites, holiday resorts and restaurants etc. are also providing accommodation for tourists.

In this regard, Tourism unit as defined in rule 1AA of Rajasthan Land Revenue (Industrial Area Allotment) Rules, 1959, and Rule 2 (r) of Rajasthan Land Revenue (Conversion of Agricultural Land for Non-Agricultural purpose in Rural areas), Rule, 2007, includes all types of hotels, heritage hotel, holiday resorts etc. In view of the new definition of Tourism Unit, it has become essential for Tourism development not only to include classified hotels in the Hotel Policy but also to include all other category of hotels, heritage hotels and other tourism units in the New Policy.

Rajasthan New Tourism Unit Policy – 2007 has been declared. The following concessions and facilities have been made applicable for all types of Tourism Units. The main highlights of the policy are :-

✓ In Rule 2(r)(d) of Rajasthan Land Revenue (Conversion of Agricultural Land for Non-Agricultural purposes in Rural areas), Rule, 2007, a restaurant having investment of Rs. 10.00 lacs or more, has been included. This investment has been increased to Rs. 1.00 crore.
✓ Health Spa or other medical health related activities such as Yoga etc. attached with Tourism Units, Golf Academy, Golf Course, other Sports related activities are to be included in the definition of Tourism Units in applicable rules.
✓ Jaipur Development Authority, UIT, Municipal Bodies, Gram Panchayat and District Collectors would identify suitable land and make them available for the establishment of Tourism units in which hotels are also included. Such land bank will be reserved for all categories of Hotels and Tourism Units such as:-
1. Budget Hotels (1,2 & 3 Stars)
2. 4 Star Hotels
3. 5 Star & 5 Star Deluxe Hotels
4. Other Tourism Units

✓ As per the new provisions of the policy, the maximum and minimum land area to be reserved for different categories of Hotels as well as other tourism units shall be as under:

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Category</th>
<th>Minimum Land Area</th>
<th>Maximum Land Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1)</td>
<td>Budget Hotels (1, 2 &amp; 3 Star)</td>
<td>Up to 1200 sq. mtrs.</td>
<td>Up to 4000 sq. mtrs.</td>
</tr>
<tr>
<td>(2)</td>
<td>4 Star Hotels</td>
<td>Up to 6000 sq. mtrs.</td>
<td>Up to 12000 sq. mtrs.</td>
</tr>
<tr>
<td>(3)</td>
<td>5 Star &amp; Deluxe Category</td>
<td>upto 18000 Sq. mtrs.</td>
<td>Up to 40,000 sq. mtrs.</td>
</tr>
<tr>
<td>(4)</td>
<td>Other tourism unit</td>
<td>-</td>
<td>as per requirement / availability</td>
</tr>
</tbody>
</table>

✓ All concessions available in Rajasthan Investment Policy Scheme 2003, shall also be available to all tourism units through the Nodal Department, and for infrastructural development of all tourism units, Tourism Department has been identified as the Nodal Department.

Based upon the discussions in the foregoing chapters and the assessment of the policy, plans and programms for growth and development of Tourism in the state the prognosis can be summarized as follows:

- **It is necessary to provide special facilities to the ‘religious’, ‘adventure’ and ‘monument based’ travelers.** Though the area is already popular as far as religious and monumental tourism is concerned more so amongst the domestic tourists, 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.

- **Thrust must be or improve 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.*

- **Emphasis to provide quality services to all domestic & international consumers and stake-holders.** 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.

- **To prepare and implement 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.

• *To improve, diversify and expand the tourism products of the state 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.

*In addition to the above, the following are vital inputs from the point of view of the present research:*

➢ More efforts for Restoration of ancient places, havelies, buildings and forts will be undertaken in the State.
➢ Establishment of a Hospitality Management Institute at Jaipur, Udaipur and other important locations.
➢ A special "Research Cell" needs to be set-up in the directorate of Tourism to facilitate collection of data, analytical research and better conduct of festivals.
➢ The policy must envisages strengthening of railway network and Aviation Services. Especially allowing more charters and an attempt be made to ensure that night landing facilities are available at the existing airport. Simultaneously, air taxi and helicopter services will be promoted in the private sector.
➢ Attempt to ensure construction of high quality roads for tourist. Wayside amenities would also be created with private investment through state capital subsidy.
➢ The Department of Tourism has introduced a land bank scheme with the objective of attracting investment in tourism sector, under which land would be made available at important places by the Tourism Department at appropriate rates to tourism units. Land will be earmarked with the assistance of the Travel Trade/Tourism entrepreneurs by the Collectors in identified circuits where
tourism units can be established and tourism industrial areas are to be established on the pattern of industrial estates. Such land will be allotted in consultation with the Tourism Department. Wherever an entrepreneur himself selects a site, the Tourism Department will take appropriate action to ensure that the land is made available as per rules through the concerned District Magistrates.

➢ The Tourism Department will operate a scheme for Yatri Niwas/ Dharmsalas on vacant land in religious places. Infrastructure facilities viz. approach road, electricity, water supply, toilets and sanitation facilities will be strengthened and expanded at the pilgrim centres of the state.

➢ Non-Resident Indians must be encouraged to invest in the tourism sector. Such investment would primarily be invited in infrastructural activities. Highest priority would be accorded to proposals received from NRI's and all facilities would be made available to them.

➢ More Incentives to the Private sector for development of Infrastructure Facilities

➢ Grant of Loans and Tax Holiday

➢ Simplification of Approvals: The number of approval required from the different departments for establishment of tourism units is very large, which puts the entrepreneurs to great inconvenience. A study needs to be undertaken to give recommendations to reduce their number so that the entrepreneurs can establish tourism units with ease.

➢ Strengthening the Tourist Police

➢ Development of Adventure and Eco-Tourism:

Department of Tourism will facilitate permission of bungee jumping from the bridges and allotment of beaches for river rafting for a period of 5 years at a time, through Inter Departmental Committees.

In ecologically sensitive areas eco-friendly tourism activities will be initiated including Jungle Safari, Trekking facilities on forest pathways and National Park areas and rivers/water springs as a recreation activity.
✓ Cultural Tourism

In order to promote cultural tourism, Department of tourism is organizing many festivals with the help of Department of Culture. Besides, there are several traditional fairs and festivals organized in the State. In order to facilitate Tourists, Travel Trade/Tour Operators and also to help tourist's to make their programmes in advance, the calendar of fairs and festivals for the next 10 years will be published and circulated in advance.

✓ Craft Villages and Craft Markets

Crafts villages and Crafts Markets will be established as per need in tourist places. Priority will be given to the establishment of craft villages at Agra and Pushkar in this series.

✓ Development of Inter-State Circuits:

Inter State Tourism Circuits will be developed by linking the important tourist places of other State across the borders of Rajasthan with out circuits.

Constraints and Opportunities

There is no denying the fact that each and every destination region has some positive and negative aspects vis-à-vis developmental potential and Şrūṭy region is no exception. Where the region has some encouraging factors to support development of tourism and hospitality, there are some flip sides as well. Here is an account of both the constraints and opportunities that have, and might, affect the developmental potential of this lucrative industry:

- In majority of the cases, the tourist destination region 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 rail-heads, 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 RTDC, 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 becomes 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. Rajasthan 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 policies done above in this chapter is proof enough to highlight the slackness of the Directorate of Tourism, Government of Rajasthan and allied departments towards development of hospitality and tourism sector in the region. Politico-bureaucratic bottlenecks are the cause of further augmentation of this problem. The fact remains that the region requires a strong political will power backed by enthusiastic bureaucratic inputs to bring them share on National and International tourism map.

There is no denying the fact that any tourism product can attract the target segment and reap the desired dividends 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

- The surveys conducted by the researcher – both personally and through
  mail – reveal the fact that the study area is dotted with numerous highly
  potential unexplored virgin areas with abundance of resource richness;
  may it be cultural or natural or monumental; which till date have not
even been properly identified what to talk about utilization? One of the
suggestion/recommendations of this research work would be to prepare
a destinations’ inventory that can be used by future researchers, policy
makers and entrepreneurs effectively.

- Proximity to domestic Tourist Generating Regions can be, and should
  be, used as a preliminary launch strategy to receive appropriate influx of
tourists to the study area. In fact the rule of thumb for developing
sustainable and responsible tourism is to attract tourists who don’t have
much cultural differences from the host population to avoid situations
like cultural shock. Such a practice ensures steady development of
hospitality and tourism industry alongwith tourist-friendly matured host
community.

- The soul of hospitality products lies in their uniqueness. In this dynamic
industry Coca-Colaization is not the rule of the game. The different the
option is, the more is the attractiveness. So why not to concentrate on
developing touristic attractions which are not offered by the competitors
located in nearby places. To support this statement the researcher would
like to state WTO and WTTC projections and forecasts that there are
clear indications towards elevated growth in the number of nature-lovers
alongwith non-traditional tourists. In addition to these the region is quite
suitable to build up facilities for soft adventure sports. The major
advantage with this alternative is that the requirements pertaining to
infra and super structures are comparatively lesser for such ventures and
there are more prospects to involve indigenous community. The study area has plenty of opportunities to develop alternative products on these lines to tempt such willing off-beat tourists.

- Further there are immense possibilities to develop resorts in natural areas with facilities of yoga, meditation and nature therapies. The range of protected areas, water bodies and myriad green-cover provide ample prospects for nature-based tourism which would be more eco-friendly and societal an approach. In addition to this, the study area has abundance of religious places (Pushkar and Ajmer are examples) that can be developed on the lines of Kurukshetra in Haryana. The metamorphosis that Kurukshetra has undergone as a religious and involving destination is an example for the region to be followed.

Thus going by the policy and planning prospects vis-à-vis constraints and opportunities discussed herewith it can be easily derived that the study area has all the potential to emerge as a unique and extraordinary destination that can entice a whole generation of the tourists who are looking for novice avenues that can provide them different experience and at the same time elevate the socio-economic conditions of this rather, so-called, backward region.

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