CHAPTER – VIII

FINDINGS AND ANALYSIS

PART-A

Number of respondents ‘N’ = 10

Respondents → Managers/ Officers / Executives

8.1) GOVERNMENT OF INDIA DEPARTMENT OF TOURISM

1) What are the different publicity materials you produce to promote tourist destinations of India?

Figure 8.A.1

30% respondents responded for electronic media as better publicity material whereas 40% responded for newsletter, 10% responded for Electronic Media and 20% responded for brochures as a better publicity material. As survey revealed that maximum respondents i.e 40% were in favour of the newsletter as a best publicity material for tourism promotion.
2) Which media according to you is the most effective?

Figure 8.A.2

Maximum i.e 60% respondents responded for the print media for best effectiveness whereas 40% responded for TV. Thus survey revealed that majority was in favour that print media was the most effective media.

3) Do you also use any other promotional aids?

Figure 8.A.3

Maximum respondents i.e 40% responded for exhibition as other promotional aids whereas 30% for road show ,10% for cultural show and 20% responded for All. Hence survey revealed that majority responded for exhibition as an other promotional aids.
4) Which promotional media is more popular in India?

**Figure 8.A.4**

<table>
<thead>
<tr>
<th>Popular Promotional Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print Media</td>
</tr>
<tr>
<td>60%</td>
</tr>
</tbody>
</table>

As per survey conducted maximum respondents i.e 60% responded for print media whereas Word of month10% and 30% responded for TV. Thus survey revealed that majority was in favour of print media as a much more popular promotional media.

5) Which promotional media is more popular in foreign countries?

**Figure 8.A.5**

<table>
<thead>
<tr>
<th>Promotional media in foreign countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print Media</td>
</tr>
<tr>
<td>70%</td>
</tr>
</tbody>
</table>

According to survey maximum respondents i.e 70% responded for print media whereas 20% responded for TV and 10% responded for word of
mouth. Thus survey revealed that print media has been much popular since long.

6) How do you decide which state should be promoted in any particular year?

**Figure 8.A.6**

Promotional Media in Particular Year

- 50% Government Policy
- 30% Precaution by State Government
- 20% Your Choice
- 0% Any other reason

As survey revealed that 50% respondents responded (Government offices) to promote a state as per Government Policy, 30% as per precaution by State Government and 20% as per own choice it shows dependency on Government policy is more.

7) Why the promotional material on Maharashtra State Tourist Product is Minimal?

**Figure 8.A.7**

Reason of Maharashtra State Tourist Product Minimal

- Communication Gap between Dept. of Tourism Govt. of India
- Information by the state tourism corporation is minimal
- There is no persuasion by the MTDC to publish tourism material
- Because the State Govt. does not show interest

Beause the State Govt. does not show interest
As per survey maximum respondents i.e 50% responded that there was a large Communication gap between Dept. of tourism Govt. of India and MTDC where as 30% responded that there is no persuasions by MTDC to publish tourism material and 20% responded that information by the State tourism corporation is minimal. Hence majority responded that there was a big communication gap between Dept. of Tourism and MTDC.

8) Do you feel MTDC self is not doing much to promote its tourist product?

**Figure 8.A.8**

Survey revealed that 80% Govt. Tourism offices (Executives) responded that MTDC itself was not doing much to promote its tourist product and 20% responded that MTDC was doing much to promote its tourist product. Hence datas revealed that majority was in favour that MTDC having neglecting attitude towards its tourist product and not doing much to promote tourist product.
9) What steps would you suggest to Maharashtra Tourism Development Corporation to promote tourism in the state?

**Figure 8.A.9**

Survey revealed that 50% respondents responded that communication gap should be avoided between MTDC for better growth and 30% responded for employment of Trained manpower and 20% responded for enhancement of publicity materials. Hence majority responded to avoid communication gap between Dept of Tourism Govt. of India and MTDC.

10) Do you feel MTDC policy should be modernized?

**Figure 8.A.10**

Majority of respondents i.e 90% responded for ‘YES’ whereas 10% responded for ‘NO’. Thus majority was in favour to modernise the policy for better marketing growth in Maharashtra.
PART-B

Number of respondents ‘N’ = 8

Respondents → Managers/ Officers / Executives

8.2) MAHARASHTRA TOURISM DEVELOPMENT CORPORATION

1) Historically MTDC was least concerned with marketing the tourist products of Maharashtra?

Figure 8.B.1

As per survey conducted majority of respondents i.e 62.5% were disagree whereas 25% respondents were strongly Disagree & 12.5% were Agree. Thus survey revealed that majority of respondents were in opinion that historically MTDC was very much concerned with marketing the tourists products of Maharashtra.
2) On paper the promotional strategy seems attractive but in reality it is only a Hoax?

**Figure 8.B.2**

As per survey conducted 50% respondents were Disagree, 37.5% were strongly disagree & 12.5% were Agree. As per survey datas revealed that majority was in opinion that the actual work was on growing stage rather than only on paper i.e. work was practically in progress.

3) What was the main promotional strategy of M.T.D.C. in the Past?

**Figure 8.B.3**

49% Respondents responded folders and Brochures were the main promotional strategy whereas 38% responded for print media and 13% responded for fam Tours for Travel agencies and tour operators. Hence survey revealed that majority was in opinion that folders and brochures were easily available and suited for promotional strategy in the past.
4) What is your present promotional strategy for promoting the tourist products of Maharashtra?

**Figure 8.B.4**

Maximum respondents i.e 62% responded for print media where as 25% for folders and Brochures and 13% responded for fam Tours. Survey conducted revealed that print media was the best present promotional strategy.

5) Do you think promotion of Tourist destination through organizing tourism festival is effective?

**Figure 8.B.5**

Survey revealed that 75% respondents responded for ‘NO’ i.e tourism festivals to promote tourism destination effectively was not fully effective and only 25% respondents replied in favour of organizing festival was effective. Thus opinion of majority was negative on the said question.
6) Do you feel that MTDC is organizing several festival in the state like Ellora and Ajanta festival, prime festival ,Elephanta festival, Bangaraga festival, Kala ghoda festival but they have proved ineffective as promotional strategy?

![Figure 8.B.6](image)

37% respondents responded strongly for effectiveness of said festival for promotional strategy and 63% denied. Survey result revealed that majority was in opinion that the said festivals as a promotional strategy were ineffective.

7) If no, do you feel the tourist arrival number has increased due to organization of Tourism Festival?

![Figure 8.B.7](image)

88% respondents replied that no. of tourists has increased and only 12% respondents responded that tourist’s numbers has not increased. Thus the opinion of majority was in favour of the said question i.e. Number of Tourist has increased by these festivals.
8) Do you feel is there huge lack of publicity of their festivals in both print and visual media?

**Figure 8.B.8**

70% respondents responded in favours of lack of publicity where as 30% respondents responded that there was no problem in publicity. Majority result showed that there was a huge lackness of publicity in both print and visual media.

9) Are you disseminating the printed publicity material of Maharashtra Tourist products to travel agents and tour operators?

**Figure 8.B.9**

Maximum Respondents i.e 100% responded that they were disseminating publicity material where as 0% respondents denied that they had not disseminated the publicity materials. Hence majority agreed for ‘YES’.
10) If yes, why there are very few packages of Maharashtra Tourist product compared to destination like Kerala, Goa, Rajasthan or even M.P.?

Figure 8.B.10

<table>
<thead>
<tr>
<th>Reason for few Packages of Maharashtra Tourism Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is due to poor publicity</td>
</tr>
<tr>
<td>It is that the Travel Agent/Tour operator not co-operating.</td>
</tr>
<tr>
<td>It is felt that the more popular Indian Tourist destination are more professional in market approach.</td>
</tr>
<tr>
<td>Publicity Strategy is Failure</td>
</tr>
</tbody>
</table>

62.5% respondents that due to poor publicity there were very few packages of Maharashtra tourist products as compared to destinations like Kerala, Goa, Rajasthan where as 37.5% responded for non co-operation of Travel Agencies /Tour Operators. Hence majority accepted the fact of poor publicity as a reason for very few packages of Maharashtra.

11) Is there any consistency of newspapers, articles, interviews, features, stories on tourist products of Maharashtra?

Figure 8.B.11

<table>
<thead>
<tr>
<th>Consistency of Printed Material</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
</tr>
</tbody>
</table>

229
Survey revealed that 60% respondents replied that there was no consistency of newspapers Articles, Interviews, Stories on tourist products of Maharashtra where as 40% replied that there was consistency of newspapers articles on tourist products of Maharashtra. Hence majority agreed with NO’ option. i.e. there is no consistency of printed material.

12) Does MTDC co-ordinate with service providers like Travel Agencies /Tour Operators continuously?

Figure 8.B.12

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>75%</td>
</tr>
<tr>
<td>No</td>
<td>25%</td>
</tr>
</tbody>
</table>

75% respondents responded for co-operation with service providers whereas 25% respondents responded negatively. Thus Survey revealed that majority was agree with ‘YES’ option i.e. MTDC co-ordinated with service providers.
13) Why MTDC representation in Travel Marts at international level is so poor?

**Figure 8.B.13**

As survey revealed that maximum respondents i.e 50% responded for lack of Budget whereas 37.5% responded no state govt support and 12.5% replied for no professional support. Thus majority of respondents were agree with lack of budget.

14) The J.B.I.C. has given sufficient funds to MTDC for marketing the tourist products. But as yet not much has been done to market the products.

**Figure 8.B.14**

Majority of respondents i.e 38% were strongly agree whereas 37% were strongly disagree and 25% were agree. Thus majority agreed that instead of sufficient fund of J.B.I.C., not much has been done to market the products.
PART – C

Number of respondents ‘N’ = 30

Respondents ➔ Hoteliers (Owners)/ Managers / Executives

8.3) HOTELS

1) In which part of the year the hotel occupancy is full?

Figure 8.C.1

66.66% hoteliers get maximum occupancy during winter season, 23.34% occupancy during monsoon followed by 10% opted for summer season. Maximum Respondents responded for maximum occupancy in winter in comparison of monsoon and summer.
2) Which is the peak season for tourists in most year of India?

**Figure 8.C.2**

According to 76.66% hoteliers, winter season was the peak season for tourists while 10% opted for monsoon and 13.34% opted for summer. Majority opinion of respondents was for winter season because of most suitability for the foreign tourists than any other season.

3) Do you thing the Maharashtra state attracts less number of tourist compared to state like Rajasthan, Goa, Kerala?

**Figure 8.C.3**

Maximum respondents i.e. 73% agreed that the state attracts less number of tourists as compared to states like Rajasthan, Goa and Kerala.
Only 27% respondents were not in favour of the same. Thus majority accepted the facts mentioned in the said question i.e. Maharashtra attracts less number of tourist.

4) Do you feel that MTDC is not disseminating information to travel agents / Tour operator who actually sell package?

**Figure 8.C.4**

![Dissemination of Information](image)

Maximum respondents i.e 77% agreed with ‘YES’ option whereas 23% respondents responded with ‘NO’ option. Majority was agree with non-dissemination of information by MTDC.

5) Do you publish publicity material of your own?

**Figure 8.C.5**

![Publicity material](image)

Maximum respondents i.e 67% responded with ‘YES’ option and 33% respondents responded with ‘NO’ option. Thus survey revealed that maximum respondents published their publicity material of their own.
6) Where do you distribute your promotional material?

**Figure 8.C.6**

26% Respondents distributed their promotional material to Travel Agencies, 33% respondents distributed promotional material to Tour Operators, 7% used Direct Mailing List for distribution of promotional material and 34% used other methods. Thus survey revealed that maximum respondents used any other method to distribute their promotional materials.

7) Do you have a website to promote your hotel?

**Figure 8.C.7**

Maximum respondents i.e 83.33% responded with ‘YES’ option whereas 16.67% respondents responded with ‘NO’ option. Thus survey resulted that maximum respondents were agreed that they had their own website to promote hotels.
8) Which media according to you is most beneficial for promoting and marketing hotel?

**Figure 8.C.8**

<table>
<thead>
<tr>
<th>Media</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>60%</td>
</tr>
<tr>
<td>TV</td>
<td>10%</td>
</tr>
<tr>
<td>Internet</td>
<td>20%</td>
</tr>
<tr>
<td>Website</td>
<td>10%</td>
</tr>
</tbody>
</table>

Maximum respondents i.e 60% responded for print media whereas 20% respondents responded for internet, 10% respondents opted for TV and 10% for website. Thus survey revealed that maximum respondents preferred print media as the most beneficial promotional tool.

9) What should MTDC do to attract larger number of tourists arrival to the State?

**Figure 8.C.9**

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dissemination</td>
<td>36.68%</td>
</tr>
<tr>
<td>TV</td>
<td>13.33%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>33.33%</td>
</tr>
<tr>
<td>Tours</td>
<td>6.66%</td>
</tr>
<tr>
<td>Publishing</td>
<td>10%</td>
</tr>
</tbody>
</table>

Maximum Respondents i.e 36.68% responded to disseminate published material properly while 33.33% responded MTDC should publish more publicity material, 13.33% responded there should be advertisement in newspaper while 10% opted for TV adds and 6.66% said that MTDC should organize tours to increase tourist’s arrival to the State. Thus survey revealed that majority of respondents responded for dissemination of published material properly.
PART-D

Number of respondents ‘N’ = 30

Respondents ➞ Managers/ Officers / Executives

8.4) AIR LINES

1) Does Airline promote your service through media?

Figure 8.D.1

Maximum respondents i.e 96.67% responded with ‘YES’ option whereas 3.33% responded with ‘NO’ option. Thus survey revealed that majority was agree with ‘YES’ option which meant that Airlines promote services through media.
2) How would you rate the connectivity of Maharashtra specially Pune, Aurangabad, Nagpur, with other states of India?

**Figure 8.D.2**

50% Respondents responded excellent connectivity whereas 33% responded Very Good and 17% responded Average connectivity with the said cities. Thus as survey revealed that majority of respondents were agree for the excellent connectivity.

3) Among the following tourist hot spot of India which particular city would fetches maximum commercial benefits.

**Figure 8.D.3**

Maximum respondents i.e 60% responded for Mumbai as a maximum commercial benefit fetching city whereas 23% respondents responded for Jaipur and 17% responded for Chennai. Thus survey resulted that majority were in opinion that Mumbai as a maximum commercial benefit fetching city.
4) Except Mumbai in Maharashtra, why the other cities are not so popular?

**Figure 8.D.4**

Maximum respondents i.e 83% responded for lack of publicity whereas 17% respondents responded for little awareness amongst tourist. Thus survey revealed that majority was agree with lack of publicity.

5) Do you promote the tourist destination of India?

**Figure 8.D.5**

Maximum respondents i.e 100% responded with ‘YES’ option whereas ‘NIL’ respondents responded with ‘NO’ option. Thus survey revealed that respondents were promoting tourist destination in India.
6) Which steps do you take to promote India?

**Figure 8.D.6**

67% respondents responded for Brochures / Folders whereas 33% responded for print media. Thus majority was agree that brochures/folders were better option to promote India.

7) Which sector of India offer the highest commercial benefits?

**Figure 8.D.7**

57% respondent responded for North India for highest commercial benefit due to their aggressive marketing policy. Whereas 43% respondent responded less commercial benefit for South India. Thus as per survey majority agreed with North India.
8) Do you participate in promotional activities like Air trade show?

![Figure 8.D.8](image)

Maximum respondents i.e. 64% responded with ‘YES’ option whereas 36% responded with ‘NO’ option. Thus as per survey results majority of respondents agreed with participation in promotional activities.

9) What promotional activity offers the maximum response in foreign countries?

![Figure 8.D.9](image)

Majority of respondents i.e 80% responded with trade show/ travel mart whereas 20% responded for cultural show. Thus as per survey results majority agreed with trade show/Travel Mart for maximum response in foreign country.
10) Do you organize fam tours to promote a tourist destination of India?

**Figure 8.D.10**

Tourist destination of India

![Pie chart showing 83% 'No' and 17% 'Yes' responses.]

Maximum respondents i.e 83% responded with ‘NO’ option whereas 17% responded with ‘YES’. Thus survey revealed that majority of respondents did not organize fam tours.

11) If yes which tourist destination have you promoted through fam tours.

**Figure 8.D.11**

Promotion of Destination through fam tours

![Pie chart showing 67% Rajasthan, 33% Kerala, 0% other destinations.]

67% respondents responded for Rajasthan whereas 33% responded for Kerala. Thus survey revealed that majority of respondents were in favour of Rajasthan which had been promoted through fam tours.
12) Which tourist destination is most popular among tour operators and travel agents?

**Figure 8.D.12**

Maximum respondents i.e 50% responded for Kerala whereas 33% responded for Rajasthan and 17% responded for GOA. Thus majority responded for Kerala as the most popular destination among tour operators and travel agents.

13) How would you rank the following tourist destination in terms of population amongst the tourists?

**Figure 8.D.13**

Maximum respondent i.e 67% responded for Rajasthan as top position whereas 33% responded for Kerala as top position. Thus as per survey majority agreed for Rajasthan as top ranking in terms of population amongst the tourists.
PART –E

Number of respondents ‘N’ =30

Respondents → Travel Agents/ Tours Operators/ Officials

8.5) TRAVEL AGENCIES /TOUR OPERATORS

1) Which Indian package is very popular with domestic tourists?

Figure 8.E.1

67% respondents responded for Shimla and Kulu Manali whereas 33% responded for GOA as popular package. Thus survey revealed that majority was agree with Shimla and Kulu Manali as the most popular package for domestic tourists.
2) Why do you think Maharashtra Tourist Product lack of popularity?

**Figure 8.E.2**

![Pie Chart](chart.png)

Maximum respondents i.e. 66% responded for very little information disseminated by MTDC whereas 34% responded for the tourist sites were not well developed. Thus survey revealed that majority agreed with very little information dissemination by MTDC.

3) Do other states organize fame tours for Travel Agencies /Tour Operators?

**Figure 8.E.3**

![Pie Chart](chart2.png)

Maximum respondents i.e 56% responded with ‘YES’ option whereas 44% responded with ‘NO’ option. Thus as survey revealed that majority of respondents were agree that other states used to organize fam tours for travel agents/Tour operators.
4) Which states according to you is the most aggressive in promoting their tourism.

**Figure 8.E.4**

<table>
<thead>
<tr>
<th>Most aggressive State in Tourism promotion of India</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rajasthan</td>
</tr>
<tr>
<td>AP</td>
</tr>
<tr>
<td>40%</td>
</tr>
</tbody>
</table>

As per survey 40% respondents responded for Rajasthan whereas 33% responded for GOA and 27% responded for Kerala. Thus survey resulted that majority was in opinion of Rajasthan as an aggressive state in tourism promotion.

5) Has the MTDC organized fam tours for Travel Agencies/Tour Operators.

**Figure 8.E.5**

<table>
<thead>
<tr>
<th>MTDC fam tours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>36%</td>
</tr>
</tbody>
</table>

As per survey 64% respondents responded with ‘NO’ option whereas 36% responded with ‘YES’ option. Thus survey revealed that majority of respondents was in favour that MTDC had not organized fam tours for travel agents and Tour operators.
6) If yes, then why there is no effort by Travel Agencies/Tour Operators to promote tourism of Maharashtra attraction.

**Figure 8.E.6**

<table>
<thead>
<tr>
<th>Efforts by Travels Agencies &amp; Tour Operators</th>
</tr>
</thead>
<tbody>
<tr>
<td>67% respondents responded with less economic benefit whereas 33% responded with lack of connectivity. Thus survey revealed that majority respondents were in opinion of less economic benefits. Therefore they were not in position to put maximum efforts to promote tourism in Maharashtra.</td>
</tr>
</tbody>
</table>

7) Do you feel there is a strong northern lobby that discourages Travel Agencies/Tour Operators from selling Maharashtra tourist products?

**Figure 8.E.7**

<table>
<thead>
<tr>
<th>Northern Lobby</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum respondents i.e. 68% responded with ‘YES’ option whereas 32% responded for ‘NO’ option. Thus survey revealed that majority of respondents was in opinion that there was a strong northern lobby that discourages Travel agents and Tour operators from selling Maharashtra Tourist products.</td>
</tr>
</tbody>
</table>
8) What according to you is the most used method by tourists for finding information about Maharashtra?

**Figure 8.E.8**

![Most used method by tourist for finding information about Maharashtra](image)

Maximum respondents i.e. 91% responded for print media, whereas 9% responded for travel guides / publications for finding information about Maharashtra. Thus study revealed that majority of respondents responded for print media as a most used method by tourists for finding information about Maharashtra.

9) Destination relates travel motivations differ widely what according to you are basic motivations for travel to Maharashtra?

**Figure 8.E.9**

![Basic motivations for travels to Maharashtra](image)
Maximum respondents i.e 90% responded for Social/Religious whereas only 10% respondents responded for Arts (Music, Dance, Fairs & Festivals, Conference). Thus survey resulted that majority responded for Social/Religious as Maharashtra had been a religious place for the tourists since long time.

10) Will the growth oriented planning provided loads of opportunities for the Travel agents and tour operators in Maharashtra?

**Figure 8.E.10**

58% respondents felt that there might be loads of opportunities for the industry stakeholders. 42% respondent felt that those might not be loads of opportunities for the industry stakeholders. Thus study revealed that majority were in opinion that there might be loads of opportunities by the growth oriented planning especially on tour operators in Maharashtra.
11) Has repaid technological advancement increased penetration and use of internet forced the travel to rethink on their business models and strategy? 

**Figure 8.E.12**

As survey revealed that 87% respondents responded with ‘YES’ option whereas 13% respondents responded with ‘No’ option. Thus study expressed that majority of respondents were in favour that they should rethink on their business models and strategy as per technical advancement and internet.

12) Do you agree that with the increasing online travel series remodelating and innovating themselves as a ‘Travel Consultant’ with help small travel agents ?

**Figure 8.E.12**
Majority of respondents i.e. 78% responded for ‘YES’ option whereas 22% responded for ‘NO’ option. Thus majority was agree with the increasing online Travel serves as a ‘Travel consultant’ would help small travel agents.

13) What are the segments of tourists that you cater to?

**Figure 8.E.13**

<table>
<thead>
<tr>
<th>Segments of Tourists</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic</td>
<td>92%</td>
</tr>
<tr>
<td>International</td>
<td>8%</td>
</tr>
<tr>
<td>Both</td>
<td>0%</td>
</tr>
</tbody>
</table>

92% respondents responded for ‘Both’ whereas 8% responded for ‘Domestic’ Thus study revealed that Majority was agree with both i.e. domestic and International.
14) What are the services you provide?

**Figure 8.E.14**

Maximum respondents i.e. 72% responded for customized tours whereas 8% responded for Hotel Reservation 13% responded for Air Ticketing and 6% responded for Railway reservation and 1% responded for local transportation. Thus study revealed that majority provided customized tour services.
15) What should be the strategic objectives for tourism sector in Maharashtra?
   a) To position tourism as a national priority.
   b) To Enhance Maharashtra Competitiveness as a tourism destination.
   c) To improve and expand product development.
   d) To create world class infrastructure.
   e) To draw up effective marketing plans and programmes.
   f) All of the above

**Figure 8.E.15**

Maximum Respondents i.e. 69% responded for effective marketing plans and programmes where as 29% felt to improve and expand product development and 2% responded for all of the above. Thus survey revealed that majority was in opinion to draw up effective marketing plans and programmes for better impact on tourism promotional activities.