CHAPTER 8

CONCLUSION

AND

RECOMMENDATIONS
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8.1 Conclusion

The study reveals some broad conclusions as follows: number of tourists, travel companies and tour organising agents is quite significant and ever growing. Most of the travel agents are members of some professional body or the other. Tour operators frequently organise planned tours. Selling of tours of Maharashtra is easy for travel agents. Most popular regions in Maharashtra for tourists and travel agents are western Maharashtra and Konkan. However, there are problems in selling tours. About half the travel agents perceive Maharashtra tourism as a seasonal business. Traditional media sources are being used by the stakeholders of the tourism industry.

Tourism development of Maharashtra is not on the priority list of the Government of Maharashtra. Transportation and road conditions in Maharashtra are far from being satisfactory which hinder the development of tourism in Maharashtra.

From the findings, it is understood that Maharashtra tourism has not explored and marketed its product to the best of its capacity. Also secondary data reveals that appropriately planned marketing strategies and conscious efforts adopted by the tourism stakeholders, successfully helps smaller states with comparative less diversity and resources to create a brand in the tourism industry e.g. Kerala, Goa and Gujarat.

There should be a serious thought given for promoting Maharashtra Tourism by advertisements through different media sources. Hence Maharashtra tourism needs innovative, impact full, heavy, co-operative and aggressive advertisement and promotional efforts. The stakeholders have not used the advance technology and concepts for marketing and promotion to enhance and create a brand value for Maharashtra Tourism as ‘Maharashtra Unlimited.’

Tourism promotion should use a good promotional mix such as personal selling, advertisements in print media, electronic media, television etc. People prefer less-travelled destinations; these products require accommodations, transportations and infrastructural facilities of an international standard. Distinctive advertising strategies help to promote tourists places as a brand. Painting a tourism product in a positive light always helps in attracting potential consumers, and consequently the product consumed is the very essence of
the advertising world. Among the three neighboring States of Gujarat, Karnataka and Madhya Pradesh, Maharashtra state is lacking the desired impact in branding and promotion.

The poor communication, co-ordination and co-operation between the stakeholders of Maharashtra tourism industry harms the growth of the industry, which result in the failure of strategies made by them.

Benefits of Information and Communication Technology (ICT) has not been used by the Maharashtra tourism to its optimum potential for creating better advertising, promotion and branding of the tourist places of Maharashtra.

Maharashtra tourism has yet to make a concrete, long term, priorities and segmented planning for the promotion and exploration of the tourist destinations. In short, the vast scope in Maharashtra tourism is untapped and not marketed well to benefit the stakeholders of tourism industry in Maharashtra.

8.2 Recommendations

• Government and the private sector should initiate to develop skilled employment opportunities in empowering the tourism & hospitality sector.

• For effective growth of Tourism in the state, the government should involve in hiring team builders for seminars & outdoor training for the government employees of every region of Maharashtra. This will ensure a standardized procedure and quality output from the tourism stakeholders which will change the outlook of the Industry and in turn facilitate the tourist inflow.

• New tourism schemes should be formulated for promoting hotels and resorts of MTDC.

• To promote wild tourism more efficient facilities should be introduced for forest safaris at National parks in Maharashtra (Tadoba, Chikahaldara, Nagpur-Vidharba and Sanjay Gandhi Nationals Park etc). Also Conservation of forest and sanctuaries should be one of the agendas on the tourism stakeholders list.

• Maharashtra has a large number of forts which are valued not only for their historical significance but also for their architectural excellence. The Government of Maharashtra in coordination with ASI (Archeological Survey of India) and State Archeology should develop and conserve these forts for realizing their tourism potential.
• Locals from the villages of the Tourism destination should be involved so that the information is first hand, genuine and authentic and by doing so the tourism will develop further.

• Government of Maharashtra should exempt stamp duty for tourism projects under the Tourism Policy, there should be an exemption on electricity duty for tourism projects and also exempt entertainment duty for projects under the tourism policy.

• State government should form a committee involving the Department of Tourism, MTDC, and other related departments to play a coordinating role. This committee would also identify developmental needs like infrastructure, site facilities, security at various destinations.

• The Tourism Department should formulate the guidelines for the overall safety of tourists in the state.

• Essential amenities should be installed near all the various tourist destinations like, ATM centers, Wifi zones should be there, international standard toilets, appropriate sinages should be put up wherever necessary, even on the highway, every vendor in and around the tourist spot should be a (hygiene) certified one.

• While leaving India from Mumbai airport the tourist should be requested to fill-up a feedback form about Maharashtra as a tourist destination.

• Government should make it compulsory for the taxi drivers to attend workshops on behavioral attitude, basic hospitality rendered to tourist and to enhance knowledge of city attractions.

• It is very important to have various signboards on national highways stating the nearest tourist attractions and various service providers such as hotels and resorts, tour operators and information with history of location. For such promotion, local tourism bodies should be formed who are able to handle the growth in the business. To print regional tourism brochures along with presence of private hotels and local transport, guides, restaurants etc, information. All these information should be readily available at various centers.

• Infrastructure facility such as clean toilets, shower facilities at beaches, garbage collection centre, wide road and parking facilities should be on top priority.
• Tourism can also create employment for locals wherein the services of locals can be utilized for tourists via souvenir shops, restaurants, fast food corners etc. This will encourage local entrepreneurs to start business related to tourism.

### 8.3 Areas for further research

The researcher has worked hard on this topic under study for not less than a 4 years period. Though she has studied almost all the stakeholders in tourism industry, at a stage, she realised that even a single stakeholder could have been an independent topic for a Ph.D. thesis. She could develop a number of themes on which the young researchers can choose those as a topic for their prospective research work. Some of such themes are:

- Role of Travel Agencies in Development of Tourism in…
- Hospitality Industry: A Pillar in the Development of Tourism in …
- Importance of Cuisine in the Tourism Industry - A Study
- The Study of Importance of Maharashtra Cuisine in Global Market.