CHAPTER VIII

FINDINGS, CONCLUSIONS, SUGGESTIONS AND RECOMMENDATIONS
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8.1) INTRODUCTION

This chapter will report the findings and results obtained on the analysis of data. Furthermore, answers and conclusions to the research questions will be provided in this chapter.

In depth study of scattered literature on tourism extensive survey of work of sensitive historic tourism sites, face to face interactions with tourists and with the tourism agencies to know their problems, collection of data through closed ended sampled questionnaires, exposition of strong and weak operational areas through case study method, research based exposure of an innovative tourism areas (Agri tourism, medical tourism, education tourism, and sports tourism) and analysis of data with the help of descriptive and exploratory research methodology have helped to identity the following core findings and correspondingly, the appropriate suggestions of policy potential have been made.

8.2) FINDINGS OF THE STUDY:

The findings of the study could be summarized as follows:

I. The result of testing the first hypothesis shows that the calculated Chi-square (3498.222) is greater than the table value and the calculated average
of the questions (4.32) is greater than the average number of the five choices in each question (3). So from these tests, the researcher infers that:

I.1) Administrative system of tourism companies (MTDC & TAAI) have a definite impact on the tourism industry especially quality of services offered by the company through supervises regularly and in a planned program on tourist companies’ activities and employing skilled and experienced forces.

I.2) Administrative system of tourism companies (MTDC & TAAI) have a definite impact on the tourism industry especially quality of services offered by the company through reviewing the laws regarding the tourist companies to attract more tourists easily.

I.3) Administrative system of tourism companies (MTDC & TAAI) have a definite impact on the tourism industry especially quality of services offered by the company through supporting the tourist companies by organizations and other ministries, and exploiting the domestic and foreign facilities.

I.4) Administrative system of tourism companies (MTDC & TAAI) have a definite impact on the tourism industry especially quality of services offered by the company through making policies and plans for short and long-term programs.

I.5) Administrative system of tourism companies (MTDC & TAAI) have a definite impact on the tourism industry especially quality of services offered by the company through attracting private sector contribution.
I.6) Administrative system of tourism companies (MTDC & TAAI) have a definite impact on the tourism industry especially quality of services offered by the company through doing professional services, researches, engineering studies, creating a research section.

I.7) Administrative system of tourism companies (MTDC & TAAI) have a definite impact on the tourism industry especially quality of services offered by the company through planning in infrastructure development such as construction of hotels, railroads, terminals and creating appropriate tourist places for pit stops.

I.8) Administrative system of tourism companies (MTDC & TAAI) have a definite impact on the tourism industry especially quality of services offered by the company through publication of books, magazines, inviting journalists, tourist brochures and launching sites and preparing the annual budget.

I.9) Administrative system of tourism companies (MTDC & TAAI) have a definite impact on the tourism industry especially quality of services offered by the company through communication with other organizations related to tourism.

I.10) Administrative system of tourism companies (MTDC & TAAI) have a definite impact on the tourism industry especially quality of services offered by the company through adopting financial and economical policies, the establishment of Cooperative Fund, and in connection with banks.
I.11) Administrative system of tourism companies (MTDC & TAAI) have a definite impact on the tourism industry especially quality of services offered by the company through establishing a database of worldwide tourism.

I.12) Administrative system of tourism companies (MTDC & TAAI) have a definite impact on the tourism industry especially quality of services offered by the company through Holds up periodical classes for training and promoting the professional level of company’s expert.

I.13) Administrative system of tourism companies (MTDC & TAAI) have a definite impact on the tourism industry especially quality of services offered by the company through Creates equal opportunities based on the staff’s ability and competence in using input, output, and specialized tours.

I.14) Administrative system of tourism companies (MTDC & TAAI) have a definite impact on the tourism industry especially quality of services offered by the company through positive impact on the marketing and tourism marketing strategy.

I.15) Administrative system of tourism companies (MTDC & TAAI) have a definite impact on the tourism industry especially quality of services offered by the company through offering various insurances to tourists and providing adequate health services.

I.16) Administrative system of tourism companies (MTDC & TAAI) have a definite impact on the tourism industry especially quality of services offered
by the company through implementing policies to encourage and promote the staff of the tourist companies and hotels.

I.17) Administrative system of tourism companies (MTDC & TAAI) have a definite impact on the tourism industry especially quality of services offered by the company through creating conditions to facilitate joint investments, management contracts and conferment.

II. The result of testing the second hypothesis shows that the calculated Chi-square (4242.324) is greater than the table value and the calculated average of the questions (4.67) is greater than the average number of the five choices in each question (3). So from these tests, the researcher infers that:

II.1) Administrative system effects on the services qualitative dimension of tourism through accessing enough expertise guides for tourists.

II.2) Administrative system effects on the services qualitative dimension of tourism through introducing tourism sites, cultures, and civilization of India and Pune to the tourists.

II.3) Administrative system effects on the services qualitative dimension of tourism through Provide desired visiting of cultural, religious, historical and natural attraction to the tourists.
II.4) Administrative system effects on the services qualitative dimension of tourism through Reduce expenditures of tourists by methods presenting their services to tourists.

II.5) Administrative system effects on the services qualitative dimension of tourism through providing tourist services that lead to more tourist satisfactions and desire for re-travelling.

II.6) Administrative system effects on the services qualitative dimension of tourism through presenting transporting services to facilitate the usage of transportation system.

II.7) Administrative system effects on the services qualitative dimension of tourism through supporters of temporary services, receipting services options, self-receptive services, situational factors and forecasting services.

II.8) Administrative system effects on the services qualitative dimension of tourism through implementing of principles of relationship between guests and hosts and polite treatment of tourists.

II.9) Administrative system effects on the services qualitative dimension of tourism through coordination between service provider units and progressive in qualities of services to the tourists.

II.10) Administrative system effects on the services qualitative dimension of tourism through preparing security and self concentration of tourist and consideration of medical matters and preparing of medical protection.
II.11) Administrative system effects on the services qualitative dimension of tourism through accessible of maps, city guidance books, brochures, and magazines to the tourists and introducing all kind of hotels with various qualities and fees.

II.12) Administrative system effects on the services qualitative dimension of tourism through facilitation of issuing visas and tickets.

II.13) Administrative system effects on the services qualitative dimension of tourism through providing of post, telegraph, and telephone and cyber field with desirable speed and quality.

II.14) Administrative system effects on the services qualitative dimension of tourism through presenting of essential services such as food, medical, resting places in motels.

II.15) Administrative system effects on the services qualitative dimension of tourism through succeed to preparing and presenting promised services to tourists.

II.16) Administrative system effects on the services qualitative dimension of tourism through effective in running of annual showrooms for introducing goods and handicrafts of India to tourists.

III. The result of testing the third hypothesis shows that the calculated Chi-square (2127.106) is greater than the table value and the calculated average
of the questions (4.20) is greater than the average number of the five choices in each question (3). So from these tests, the researcher infers that:

III.1) There is a significant relationship between the price level and the tourist’s satisfaction.

III.2) The airplane transportation costs are fair considering the quality of the services in airports and aircrafts.

III.3) The transportation costs within the city (domestic train, bus, taxi) and suburbs are fair considering the quality of the vehicles.

III.4) Basic living necessities purchase prices, Tourism sites entrance fee and medical service are appropriate considering their quality.

III.5) The price level of in pit stops, restaurants and coffee shops, post & telegraph services, telephone, and internet, entrance fee to cinemas, amphitheaters, and other cultural and art places, entrance fee to museums, zoos, and entertainment parks are fair considering the quality and services.

III.6) The price level of souvenirs, handicrafts, and local products are fair considering their quality.

III.7) The price level of magazines, books, scientific products and services are fair considering the quality.

III.8) The price level of Custom’s fee is fair considering the good’s size.
III.9) The price level of intakes by tourist companies are fair considering the quality of the offered services.

III.10) The special discount of the welfare and accommodation managers is satisfying considering the quality.

IV. The first objective of research: whether the effect of price levels on attract of tourism in India specially Pune city? Yes

This objective through complete discussion in chapter two and through third hypothesis has been supported.

V. The second objective of research: whether the role of promotion policies to attract of tourism in India specially Pune city? Yes

This objective through complete discussion in chapter two and through third hypothesis has been supported.

VI. The third objective of research: whether the effect of quantity and quality of services on attract of tourism in India specially Pune city? Yes

This objective through complete discussion in chapter two and through first and second hypotheses has been supported.

VII. The sixth objective of research: whether this study has supported the review of management system of tourism business in India? Yes

This objective through complete discussion in chapter two has been supported.
8.3) CONCLUSION

Pune potential for tourism development is far greater than achievement. However short-sighted micro approach will not be enough the quantitative as well as quantitative developments are necessary. Service facilities, like toilet, telephone hooking, guidance, consultancies, promotional advertising, preservation, provision of finance for infrastructure like road, transport, equipment, airlines, railways, hotels, motels, beach etc. are required.

Tourist center should not be reduced to tourist sums. There should not be premium on rotten food, water, lack of hygiene and primitiveness.

Once we have accepted the fact that we must increase the efficiency and international competitiveness of the tourism industry, and then the barriers against interracial involvement must fall. After all, as the tourism industry never fails, to repeat over and over again, tourism thrives when barriers fall.

The results achieved from the first hypothesis test which presented briefly in the chapter five depict the Administrative system of tourism companies has a definite impact on the quality of services offered by the company. The results achieved from the second hypothesis test which presented briefly in the chapter five depict the services qualitative dimension of tourism is influence by the administrative system. The results achieved from the third hypothesis test which presented briefly in the chapter five depict There is a significant relationship between the price level and the tourist’s satisfaction.
8.4) SUGGESTIONS

For tourism companies:

1. The tourism companies in Pune city should try to attract more and more foreign customer in order to develop the business.

2. They should publish booklet and time led in foreign languages so that the customer from different countries will be able to understand the services provided by these companies.

3. The service of the tourist guides should be made more efficient so that the tourist customer will get proper information regarding the various tourist spots.

4. The tourism company in Pune city should be establishing more linkage (relations) with various hotels in Pune city.

5. Tourism companies should make effective advertisement in order to rich more and more customers for this purpose they should make use of various media advertising like TV-newspaper-generals -magazines and etc.

6. The tourism company should try to prompt services for tourist.

7. The tourism company should undertake varies trading programs to train the guides.

8. They should increase the tourist spots and find out different places.
9. The tourism company should also provide varies document services like preparation of passport and visa.

FOR HOTELS

1. The hotels should provide different kind of foods to different kind of tourist as per the liking requirement.
2. The hotels must be preparing security for tourism.
3. The tourism company must specialize their arias of tourism like agriculture tourism meditation tourism medical adventure tourism and etc.
4. The hotels must provide self-cooking facilities to prepare their food according to their liking and requirement.

FOR MTDC & TAAI:

1. Promotional activity by MTDC will help to create awareness about tourism.
2. To determinate more regulations by MTDC and TAAI.
3. More advertising and introducing Pune by MTDC and TAAI for attract more tourists.
4. Insert provided better quality services for tourists by hotels and tourism agencies.
5. To more control and assessment on hotels and tourism agencies.
8.5) RECOMMENDATIONS FOR FUTURE STUDY:

During my uniting research study, I had vexed thoughts about the research areas in tourism. In the process of screening my research thought, I have identified some of the vital areas of research in the field of tourism and tourism suppliers.

The research scholars may innovates new emerging areas of research in future.

1. A study of emerging potential and prospects of medical tourism in Maharashtra.
2. A study of core areas of tourism in Pune.
4. A study of historical and religious tourism in Pune.
5. A study of impact of growing tourism on hospitality sector in Pune.
6. The study can be done in the other cities or more cities.
7. The research can be done in a longer period, such as 10 years.
8. The study of role of MTDC and TAAI in tourism permanent development.
9. The study of role of MTDC and TAAI in attract of tourism for entrepreneurship growth.
10. The study of role of MTDC and TAAI in attract of tourism for economic development.