Chapter – VII
Summary, Conclusion and Suggestions
The basic theme of this chapter is to summarize, conclude and make suggestions to HPTDC. The present chapter has been divided into two parts. The first part comprised of the summary and conclusions of various components of tourism marketing, facilities provided to the tourists and the efficacy of marketing mix in designing marketing strategies of HPTDC. The second part of the present research work is confined to make relevant suggestions to tourism industry in general and HPTDC in particular. A detailed discussion has been made as under:

It is revealed that test marketing helps the Tourism industry to know the consumer's reaction. Test marketing is very helpful in providing the information regarding competitor's reaction. Furthermore, it is helpful to formulate marketing strategies of HPTDC. Moreover, with the help of test marketing, demand can be estimated which is helpful to decide the future course of action.

Competition is one of the factor for developing a strategy to add new services. It helps to generate new ideas which are certainly helpful for the overall development of the Tourism Industry in general and HPTDC in particular. It is exhausted that profit increase is a factor for developing strategy to add new services which is further considered while formulating marketing strategies for HPTDC. The market demand is also one of the main reasons for developing a marketing strategy for the Tourism Industry in general and HPTDC in particular. In addition to it, to add new services in the Tourism Industry, can be useful component to develop marketing strategies of HPTDC.
It is revealed that government policies play a significant role as a part of their marketing strategy and also to develop new strategies for the Tourism Industry as a whole. The marketing strategies more or less are the part of government policies as far as HPTDC is concerned. It is mentioned that outdated services are one of the reason for dropping the service as a part of their marketing strategy of HPTDC. The quality of the service is one of the important parameter which are considered while formulating marketing strategy of HPTDC. The marketing strategy of tourism industry is effected by the various types of services. Furthermore, it can be revealed that types of service should be kept in the mind while formulating marketing strategy of HPTDC. Research and development do influences the formulation of marketing strategy of tourism industry. The creation of quality image encourages and helps to build brand image of products in terms of services. Repeat purchase in terms of revisits is the acceptance of certain products or services in the market and also a reason for accepting brand name as a part of developing marketing strategy of HPTDC. Brand names are very much useful for the introduction of new services under the same brand name and it plays a vital role in the formulation of marketing strategies of Tourism Industry in general and HPTDC in particular. Branding is very helpful in making the purchasing convenient for the customers and can be useful in formulating marketing strategies of Tourism department in general and HPTDC in particular. It is also observed that customer's loyalty is a reason for a brand name. Further, it plays a significant role in formulating marketing strategy of Tourism Industry in general and HPTDC in particular. Therefore, better quality parameters
should be kept in mind while formulating pricing strategy of HPTDC.

Competition is the reason for making brand name as a part of marketing strategy of Tourism industry in general and HPTDC in particular. Therefore, it should be considered while formulating marketing strategies of HPTDC. The image of the firm should also be kept in mind while formulating marketing strategy of HPTDC.

The satisfaction of consumer’s needs and wants are the key elements while formulating marketing strategies of HPTDC. It is further revealed that credit facilities to the consumers play an important role in deciding marketing strategy. However, it is not relevant more as for as the interests of tourism industries are concerned. The debtors stands very less and the debtor turnover ratio is also very minimal as revealed by the respondents while collecting data from them.

The study revealed that goodwill of the firm helps to formulate the pricing strategies of Tourism department in general and HPTDC in particular. Advertising budget also play a significant role in formulating advertising strategy as a part of marketing strategies of HPTDC. The competitors media choice is the major factor which play a significant role while selecting a advertising strategy. The HPTDC or policy makers should care about the media strategies of their competitors while deciding their own strategy.

The cost factor should also be kept in mind while formulating advertising strategy of HPTDC. Coverage of media is alone a relevant factor in formulating advertising
strategy. Therefore, it should be kept in mind while formulating advertising strategy of HPTDC. The advertising objective play an important in role in the strategy formulation. Therefore, the HPTDC or policy makers must care about all these factors. It is for the policy makers to take utmost care in this respect as to compete in the present era.

The reputation of HPTDC is one of strength which enhance the performance of the tourism industry. It is further exhausted that sound financial base is a significant strength of HPTDC which further enhances the performance of Tourism Industry in general. It is observed that marketing strategies helped to increase the sales turnover of HPTDC. The marketing strategies do help to increase the profitability of HPTDC. Further more, it also plays a significant role to counter stiff competition.

It is further revealed that as far as rapid market penetration and launching of new services are concerned, the marketing strategies of HPTDC have less contribution. Therefore, it is for the policy markers to ensure it as a part of marketing strategies of HPTDC.

As far as pricing strategies are concerned, the variable pricing strategy, fixed price strategies and price discount policy may be useful pricing strategies on depicted by the experts.

It can be concluded on the basis of above discussion that while selecting channel strategy of HPTDC, the criterion of selection should be based up on nature of service, financial resources of HPTDC, products services lines, the sales strengths of HPTDC, the competitions channels,
transport facility and market coverage respectively. The above analysis leads to conclude that while selecting marketing strategies of HPTDC, the price factor should be given top priority. It is followed by market share, advertising and sales promotion, convenience, goodwill and other services. High creditability also play a significant role in the performance of tourism industry in general and HPTDC in particular. Furthermore, managerial skill is one of the strength which may enhance of performance of HPTDC.

The customer's loyalty plays a significant role in the enhancing the performance of the industry in general and HPTDC in particular. The brand Image of HPTDC is a major factor in Himachal Tourism Industry and plays an important role in its overall development. Further, it is revealed that market share also plays a significant role in enhancing the performance of the industry in general and HPTDC in particular.

Good reputation of the firm plays a significant role in enhancing the performance of the industry in general and HPTDC in particular. The technical competence of the Tourism industry is affected by the liberalization. Thus, while formulating the marketing strategies the technical competence must be considered on top priority basis. It is observed that the price charged for the transport services is high. While analyzing the views of the tourists regarding price charged for accommodation facilities, it is viewed that the price charged for accommodation facilities is quite high while price-charged for the food services are also quite high. Thus, it should be charged reasonably.
The tourists are charged higher prices for the shopping facilities. The majority of the respondents are of the opinion that they are been charged higher prices for the health services. Further more, it is noted also that majority of the respondents are of the opinion that they have been charged higher prices for the various facilities, like transport, accommodation, food, shopping and health services in the state. Therefore, it is suggested that proper mechanism required to be set up in the state for the price control, so that the tourists could not be cheated for these services. It will certainly be helpful to boost tourism activities and flow of tourists to Himachal Pradesh.

The tourists have rated public transport below than the average and majority of the respondents support the same opinion. Respondents of different background agree more strongly with the opinion that accommodation facilities are good in the state while the quality of food services is good and excellent. Majority respondents are of the opinion that parking facilities are not up to the mark. Therefore, time bond efforts are required to improve the parking facilities in the state. The parking facilities should be improved to the larger extent in Himachal Pradesh. It is a serious concern and need special focus of the policy makers. Maintenance of natural beauty is very important aspect and is to be maintained properly. Majority of the tourists opinion that the maintenance of tourist spots is required to be improved to the larger extent. The state government and the department of tourism should take appropriate steps for the maintenance of natural beauty.
Majority of the tourists are of the opinion that hosts are very helpful. Tourists agree more strongly with the opinion that language problem is faced by them during their visit to Himachal Pradesh. The above analysis leads to the conclusion that the tourists with different backgrounds are of the opinion that hosts are having very helping nature. They are co-operative and their behaviour is very good. It is also observed that people are business minded and tourists are facing language problem also.

The Himachal Pradesh Tourism Development Corporation Ltd. has its own transport wing with a view to provide tourists' with comfortable means of conveyance and also to enable them to travel more conventionally to the various places of tourists interest in Himachal Pradesh. They also run long distance services between Delhi-Manali, Delhi-Shimla, Shimla-Manali apart from sight-seeing tour in and around important tourist destinations like Shimla, Manali and Dharamshala. The transport services wing includes 11 AC coaches with comfortable push back seats, video and other facilities as to promote tourism in Himachal Pradesh.

It is noted that the tourism industry faces the problem of lack of demand. However, it may be seasonal factors which influence the demand. Therefore, efforts should be made by the policy makers to ensure and combat with this problem. Various packages can be offered in the off season as to attract more and more tourists to the state. The role of the policy makers is also very significant in this regard to offer such packages through HPTDC.

The majority of the respondents are of the opinion that the problem of working capital may alone be one hindrance
to the development of tourism industry. It is further suggested that the components of working capital has to be taken up seriously.

Majority of the respondent are of the opinion that non-availability of raw material affect the performance. Further, it can be concluded that proper raw material should be provided to ensure their better performance of HPTDC. They further viewed that tourism industry do face the problem of power shortage sometime. Further, appropriate steps should be taken to regulate the power supply. The problem of human resource is also faced by the HPTDC. It is a serious concern and should be sorted out at the government level for its permanent solution. It is only the human factor which always remain in the focus as far as the service in industry like tourism in concern.

HPTDC faces the problem of marketing. It may be pertaining to the services, pricing, availability and promotion. Therefore, the efficiency of marketing strategies regarding product, price, place and promotion must be cared for the development of the tourism industry in general and HPTDC in particular. They face the problems of management. Therefore, appropriate management training should be provided as to equip themselves with the principles and practices of tourism management. The role of academia and the practitioners may be more fruitful in this respect.

The change in technology affect the performance of the tourism industry in general and HPTDC in particular. Respondents are of the opinion that lack of creditability effect the performance of tourism industry. Therefore, the root cause of lacking with creditability factors should be
focused properly in HPTDC. The credibility factor itself responsible to decide about their revisit to the same venue. However, it also depends upon various facilities they received during their visit.

The competition factor should be taken as an challenges and should be converted into the opportunities on the basis of our strengths. It should also be not forgotten that economies of some countries are totally dependent on tourism industry which can also be repeated in India in general and in Himachal Pradesh in particular through its tourism department and HPTDC.

Licensing policy should be made more liberal as to facilitate tourism industry. The government or policy makers must study the international factor while granting such facilities to the industry. Corporate environment and culture should be focused at higher priority and should be maintained professionally as well as at international standard. Lack of brand loyalty affect the performance of tourism industry. The component of brand loyalty depends upon number of factors including specialized kinds of services. Therefore, it is for the policy maker to focus on it accordingly. It has a vast potential for tourism growth hence the various attraction and facilities are required to be increased as to attract more tourists to the state.

Most of the respondents agree with the opinion that activity based tourism has been developed in the state. They are not satisfied with the provision of adventure tourism and safety measures of international standard. Therefore, it is for the policy makers too, to take appropriate steps in these directions. Further more, they are not satisfied with the
provisions laid down in the tourism policy 2005. Majority of the respondents are not certain over the issue of preventing unfair practices related to tourism in Himachal Pradesh. The majority of tourists do not agree with the provisions made in the tourism policy regarding availability of the tourist information in Himachal Pradesh. The provisions for development of tourism activities in the remote as well as rural areas are still not up to the mark.

As far as the provisions relating to the entertainment facilities and wayside amenities are concerned, the majority of the tourists are not satisfied. Thus, the above analysis leads to overall conclusion that majority respondents are not satisfied with the various provisions made in the Tourism policy-2005 for the development of tourism activities in Himachal Pradesh.

Tourism policy of the state comprises most of those aspects, which are essential for the development of economic, social, cultural and environmental point of views. The tourism policy must be developed in accordance with national objectives of tourism and should be consistent with the role that tourism is assigned to play in the national development. The role is required to be defined and recognized clearly as such. The critical evaluation of tourism policy may be helpful to the state for providing the critical aspect of the policy. It requires to pay more attention on the basic aspects as to make the tourism policy more practical and beneficial. Keeping in view the vast potential of tourism in Himachal Pradesh, there is an urgent need for a successful implementation of an ambitions program of promoting tourism. An ambitious plan especially pilgrim and adventure tourism has been drawn for the development of
tourism in Himachal Pradesh but much efforts are yet to be made to tap the great potential. An evaluation of tourism policy of government can help in identifying the pit falls and prospects of tourism in Himachal Pradesh. This can provide impetus to the ongoing promotional activities thereby making Himachal Pradesh a tourist paradise. Finally, if all these factors are considered and government takes precautions, it is possible to make the existing tourism policy of the state, a success in a big way.

Marketing Strategies : Suggestions

In order to bring Himachal Pradesh on to the international tourist map and to increase the inflow of the tourists. The following steps may be taken up as a part of suggestions for strengthening the marketing strategies in the tourism department.

- The creation of 'Destination Himachal Funds' may be a welcome step. It may be a joint effort of Tourism Development Board, the major Temple Trusts and the private sector. The creation of Destination Himachal fund shall be helpful for offering of and attracting tourist by developing various tourist sites and providing various facilities to the tourist.

- Up-gradation of Information Centers. These centers may not only be providing information's but also provide booking facilities HPTDC & Private Hotels -reservation of accommodation transportation, cloakroom etc

- Printing of new brochures, posters and other tourist literature. This may also be helpful for the promotion of
tourism activities and to acquaint the tourist of far flung areas with various attraction of tourists interest.

- Developing 10 minutes, 20 minutes tourism films in order to telecast in the electronic channels and also display during the tourism fairs/ marts. The tourist attraction may also be promoted by using the said channel of promotion.

- Installation of touch screen with full information about the State at important international airports/national airports & railway stations of the country. This step may further be helpful to promote and attract those tourists who come across the national boundaries.

- Participation in leading national and international tourism fairs. This the private sector may also be involved so put up a unified 'Destination Himachal campaign. The participation in the national and international fair may boost up the marketing activities and shall be helpful for the promotion of the tourism activities in the state.

- Organizing tourism events in the State particularly during the off season in order to attract the large number of tourists. The various tourism event eventually promote the all-round tourism activities in the state. It not only attracts the domestic tourist but may also be a point of attraction of international tourists.

- Providing information about the state through modern technologies may be a welcome step. The website, e-mail, around the clock tool free tourist assistance help
line etc. may be helpful to assist the tourists. The technologies and information should be updated on daily/hourly basis.

- Release of advertisements in electronic and print media may also be helpful to develop tourism in Himachal Pradesh. This may be assisting the tourists by providing online information to the tourists of their interest.

- Organizing familiarization tours of the leading tour operators of the country and overseas in the State. The tie up and collaborations with leading tour operators may be a welcome step for the promotion of tourism activities in the state.

- Conduct of buyer-seller meets. It is an essential requirement of the marketing. The government with the help of tourism department should take this endeavor by organize such events.

- Professional guides to be trained and encouraged. This requirement in the field of marketing is very significant. The guides must be promoted, encouraged and well paid. So as to promote tourist activities.

- Signages of the international class should be installed on the national state and at the important tourist highways and stations.

Himachal attracts several film makers for shooting of films, TV serials etc. It is because of its natural and scenic beauty. Presently, they have to seek permission for shooting from various departments. The government must ensure at
the development level and make tourism as the sole authority for granting all type of permissions related to film shootings to the needful. The fee or funds thus be collected by the tourism department must be utilized for the development and maintenance of tourism activities/destinations. In addition to this, the department should also encourage and invite investment from private parties for setting up of the film cities, studios and hiring of filming equipment etc if possible. The role of government may be significant acquiring the land and etc. The land could be provided on public private partnership (PPP) basis. Pro active action can also be helpful to attract film shooting parties to Himachal.

**Improving Connectivity**

Connectivity whether by road, rail or air is as essence to promote tourism industry. Presently, the State has three existing airports at Jubbar Hatti, Bhuntar and at Gaggal. These airports are being upgraded for landing of a larger capacity aircrafts. The airport at Pathankot is also being opened for the use of civilians where Boeing will land. This will give a big boost to tourism to the State especially to Kangra and Chamba regions. The Government should also take up the matter regarding setting up of an International airport on some where in the desired location. The existing airports should also be upgraded to land bigger aircraft along with facility to land 24 hrs.

Operating more affordable flights to Himachal will be helpful to promote travel tourism and also to make viability for the aviation companies to start heli-taxies services in the State. The helicopter taxi services should extend the reach of higher end tourists to soak in the delights of culturally and
geographically rich hinterland of Himachal. The State has 55 helipads available for the services. The government should also take efforts to make it convenient and affordable to the tourists. The Government should make efforts for the introducing of more special trains from various destinations in the country upto Kalka and Pathankot. This will not only be helpful for the promotion of tourism in the state but it will be making Himachal Pradesh tourism hub.

The network of national and state highways is also being strengthened for all tourist destinations. The state government should ensure to provide safe, economical and reliable transport within the state as well as across state boarders. The government should evolve and promote a mechanism to simplify the collection of taxes and levies so as to facilitate the unhindered movement of tourist in the state. The international standard of the road network will itself be an attraction to the tourist to come across the world countries.

Test marketing helps the Tourism industry to know the consumer’s reaction which is further helpful to formulate marketing strategies. Test marketing is very helpful in providing the information regarding competitor’s reaction. It is further be helpful to formulate marketing strategies of HPTDC. With the help of test marketing demand can be estimated in HPTDC which is further helpful to fore cent the future course of action. The necessary facilities should be provided as to strengthen the above mentioned facts of marketing strategies. Competition is one of the factors for developing a strategy to add new services. It further helps to generate new ideas which are certainly helpful for the overall
development of the Tourism Industry in general and HPTDC in particular.

GENERAL SUGGESTIONS:

   On the basis of the summary and conclusions drawn, the following general suggestions may be given in order to make the tourism a success in the state.

   The Government should emphasis more to promote all parts of Himachal Pradesh as the tourist destinations. The government should lay emphasis on scenic-beauty, pilgrimage and historical monuments which are the main tourist attractions they should be developed at international standard and maintained properly.

   The private sector investment should be encouraged in such a way that there remains a close co-ordination between private and public investment.

   The infrastructural facilities should be developed adequately so that the flow of tourists could be increased in the state. The transport wing of the HPTDC should be strengthen. The buses and cars of the corporation should be equipped with the modern technology, comfortable material, so that tourist could be attracted to travel in theses coaches. Efforts should be made to modify and maintain accommodation facilities up to the international standard.

   The package tours require special attention and should be encouraged. The various concessions should also be given to further boost the tourist traffic in Himachal Pradesh. There are many beautiful places and temples in the state, but it is not possible to the tourists to visit these places due to
lack of road network. Therefore, the government should build roads to all such places so that tourists could visit these places.

The study indicates that tourists are not satisfied with certain facilities. Therefore, it is suggested to provide proper training to the concerned staff to improve these facilities and there should be a monitoring cell to monitor these facilities. In order to maintain and preserve the age-old traditional structure and characteristics outlook of the state, it is important to check its decrement and destruction and keep it away from harmful effects of modernization.

Majority of tourists reported that there are lots of problems, like, water, electricity and sanitary system. So the State Government, HPTDC, Tourism Department and private agencies should take notice of this fact and provide all these facilities to the tourists visiting the state. The adventure sports activities like ballooning, para gliding, trekking, hand gliding etc. must be promoted through proper planning. The entertainment facilities should be increased so that the satisfaction level of the tourists and to ensure longer stay in the state.

The state government should make efforts to develop infrastructure for providing various facilities to the tourists. While developing these facilities, the need of the target group should be taken into account, so that tourists could fully enjoy their holidays and get maximum satisfaction for their money.

The negative impact of tourism is a serious matter. It is observed from the personal visit and talks with experts and
tourists that tourism development is responsible for the increase in alcoholism and drug abuse. It has increased prostitution, pollution level and the prices of essential commodities in the state. Therefore, all the concerned agencies including state government should make efforts to minimize all these negative aspects of tourism development. The state government should take appropriate measures to overcome the problem of over crowding and congestion in the state.

To attract more tourists from abroad, an extensive publicity campaign is required to be launched in abroad. Selected group of journalists and travel agents may be invited to the state on familiarization trip, so that they may observe the product first hand and in turn recommend it to prospective visitors. Publicity can be made through journals, news papers, radio and television etc.

It is observed that majority of the tourists face lot of problems due to information gap during their visit to this state. So the information should also be made available to them whenever they enter the various parts of the state at the proper places like railway stations, airports and bus stations etc. There should be proper sign boards indicating the distance and way to the nearest tourist offices on all the main roads in Himachal Pradesh.

In Himachal Pradesh, tourism is going to be an important wheel of economic development. The government of Himachal Pradesh should prepare appropriate policy with regard to the class of tourists to be encouraged and motivated to visit the state to attain the objective of economic development. The tourism policy must incorporate changes.
Shopping facilities, local art and craft, fairs and festivals and cultural heritage must be developed or promoted in an integrated way so as to create a synergistic impact towards an adequate tourism environment in the state and the role of Himachal Pradesh Tourism Development Corporation and Tourism Department in this regard is most important.

There should be periodical review of tourism policies, so that essential modifications could be incorporated due to the changing scenario of the tourism industry.

The tourist priorities and preferences are changing regularly in respect of attractions and facilities. Thus, the department of tourism and Himachal Pradesh Tourism Development Corporation should follow the system of conducting regular surveys on tourist behaviour to fulfil their requirements up to their satisfaction level. It will certainly be helpful to survive and compete at national and international level.

It may also be suggested that far from polluting the ecology, any tourism related activity would attempt to present a cleaner and safer ecology so that the tourists do not hesitate to visit that place again and again.

In an attempt to develop and improve human resource effective, tourism industry should use the modern tools and techniques in order to provide effective training and instilling the culture of development among the employees to ensure high profitability, generation of surplus resources and providing better opportunities to the employees for their advancement and growth. At the same time, there is need for
changing approach to deal with matters related to the industrial relations. Organized efforts must be made to arrest the tendency of brain-drain from other sectors to the tourism sector. It is also felt that the philosophy of workers participation in management must be promoted. If we want to develop human resources, which will ultimately raise productivity, we must motivate people to work. This however, needs an all round development in work environment.

It is hoped that institutions engaged in imparting management and tourism education shall take initiative and Government shall also lend its support to develop and improve human resources effectively in all the sectors of the economy in general and the tourism sector in particular.

Gradual efforts must be made to get rid of bureaucratic administrators on the one hand and organized efforts must be made to induct professional managers on higher positions for adequate performance in tourism industry.

There is an urgent need to promote strategy to deal with matters related to industrial relations in tourism industry thereby contributing industrial peace, high productivity and economic development.

Lastly, if all these suggestions and changed plans on this basis are introduced by the government, it is possible to ensure best tourism potential and performance of the tourism industry in the state which will help in accelerating the overall development of the state in general and Tourism Department as well as HPTDC in particular.