Chapter-VII

Suggestions, Recommendation & Conclusion
7.1 SUGGESTIONS

1. The hospitality and tourism industry is one of the rapidly expanding industries of India contributing more than 12% of the GDP depicting growth of 11.7 CAGR during 2011-12 to 2014-15 and expected to increase employment potential in the years to come. Considering the significant rise in the flow of tourists it is suggested to take up appropriate measures to promote Business Tourism from the viewpoint of revenue generation to the government.

2. The analysis of the responses to the secondary data revealed certain facts related to marketing, infrastructure, training, image building of city and tourists places and special consideration for foreign tourists. Each of the above refers to promotional aspect of the Business Tourism. Considering this the researcher would like to suggest the following promotional measures -

The promotional measures to be suggested should take into account following parameters

- a. Effective Marketing strategy- the effective marketing strategy to be designed and developed by combined efforts of government and stakeholders with an aim to create and spread awareness among the tourists.

- b. Availability of suitable infrastructure – the existing infrastructure should be reviewed so as to create an ambience at par with the international standards.

- c. Soft skill based training for service providers- the service providers should be trained at regular intervals on communication skills, etiquettes, and mannerism etc for providing efficient and effective services to the Business Tourists.
d. Projecting image of the city to attract tourists- the tourists’ friendly image of the city should be established, projected and canvassed as a part of the marketing strategy.

e. Development of the places of tourist’s attractions- As a part of added attraction and to encourage the flow of tourists, it is necessary to develop places of heritage and monument structures so as to enable Business Tourists to visit such places during their leisure time once the official purpose of visit is accomplished.

f. Offering Special considerations for foreign tourists and women Business Tourists- the special facilities and concessions would certainly help to enhance the flow foreigners and women Business Tourists.

g. Feedback mechanism-the feedback mechanism would enable the stakeholders to improve services presently offered.

3. Apart from promotional aspect revealed from the analysis of the survey it was also found that private companies could also contribute significantly while designing and developing strategies towards maintaining and promoting tourism. In this context researcher would like to suggest to initiate measures towards implementation of strategy appealing private companies to come forward to adopt areas so as to develop and beautify the city.

4. The tourism industry as a service sector is growing not only in India but all over the world. It means the tourism as a service is facing competition which is growing over the period. Hence sustainability aspect attracts prime importance for effective implementation and results of the promotional strategies. In view of this the researcher would like to suggest that stakeholders should update and keep themselves abreast with facilities provided to Business Tourists across the globe so as to make Business Tourism competitive there by meeting international standards.

5. In order to bring Business Tourism service offered in Pune at par with its competitors across the world and also from the view point of meeting international standards, It is suggested to bring uniformity in the services
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provided to the Business Tourists and also endeavor to offer specialized services to Business Tourists so as to differentiate them from the other class of tourists.

It is felt that the measures suggested above when implemented with specific recommendations based there on would go long way in augmenting the flow of Business Tourists and ultimately enhance the revenue generation at macro level.

7.2 RECOMMENDATIONS

The recommendations made are towards promotional marketing strategies, connectivity, infrastructure, soft skill based training for service providers, projecting Pune as a smart city and enhancing measures to attract travelers from all nations

1. Effective marketing strategies are the need of the hour and should be designed and developed on the basis of the following parameters.
   a. Culture and heritage-Awareness about Pune city’s culture and heritage needs to be increased. Cultural events, festivals and carnivals should be organized showcasing the rich culture, tradition and customs of the city.
   b. Innovative and theme based travel packages-Travel agencies should come up with special packages and exclusive itineraries to attract the business tourists.
   c. Special schemes for foreign nationals-In order to attract business tourists of other nationalities, the local government and stake holders should design tailor made packages catering to their requirement.
   d. Ladies special schemes-Female business tourists visiting the city is far too less as compared to their male counterparts. The reasons behind this should be studied and the city should be promoted as a women friendly destination as well.
   e. Projecting Pune as a Meeting, Incentive, Conference and Events destination- there is a consistent flow of individual Business Tourists into the city, however Pune is not a preferred Meeting, Incentive, Conference and Events destination. Thus, efforts must be taken to promote Pune as a conference, seminar and exhibition hub.
2. Improve Connectivity- Government and private Sectors should take measures to improve domestic and international connectivity by increasing number of mode of transport such as planes, trains, buses and their frequencies.

3. Infrastructure enhancement- It is recommended to review the existing infrastructure at regular intervals to ensure providing the facilities of digital technology and networking so as to reap the benefits of technological advancement.

4. Establish Pune as a Business Tourism friendly destination- Pune’s image as a business tourism friendly city should be established. Regular training sessions on grooming, spoken English, mannerisms and etiquettes must be held for locals, who interact with the Business Tourists frequently such as drivers, staff members of hotel and other facilities, guides, and tour operators.

5. Administer exit questionnaire- An effective mechanism must be devised to collect feedback from the tourists through exit questionnaire and the contents should be disseminated promptly to the responsible stake holders.

6. Taking advantage of the smart city title- With Pune gearing up to become a smart city, concrete steps should be taken towards addressing the above concerns regarding Business Tourism. This will help Pune get recognition as a business tourism destination on the global map.

7. Highlight Pune’s ‘safe city’ image- Pune has been ranked high on safety and personal security. The city must use this factor to its advantage and promote the city as a safe tourism destination to promote more women travelling here. The Pune city stakeholders such as government of tourism and hospitality industry should promote the female based conferences and also promote the schemes which can help attract more women for business meetings. Hotels must have some ladies special packages to make them comfortable with the stay.

8. Enhance measures to attract travelers from all nations- Most Business Tourist are from India followed by tourists from USA and then others. The travel industry and government should take steps to increase frequency of flights and cater to more destinations in order to attract Business Tourists from all over the world.

The recommendations made above when implemented would certainly enhance the image of Pune as one of the attractive Business Tourism Destinations in India. It would also ensure progressive rise in the flow of Business Tourists in the city.
7.3 SCOPE FOR THE FUTURE RESEARCH

The researcher has several suggestions based on the findings of current research study for the future researchers who wish to focus and study on the business tourism domain.

a. A gender based study would provide more insights on preferences of male and female business tourists and also it will help to understand which gender is having higher inclination towards preferred service.

b. The study can be conducted on business tourism against leisure tourism where the clear distinction can be made about the choices the tourist made for selecting the destination and use the synergies of each tourism to complement each other.

c. The study can used a customized instrument having more relevance to local vs. global business tourism perspectives.

d. A longitudinal study rather than cross-sectional study would help to determine and extend the findings further, as it will help to study the phenomena over the period of time where researchers can study that whether the preferences of business tourist change or remains the same.

e. A study can be performed between the tourist visiting for business agenda vis-à-vis for conference or trade or for exhibition, as it will help to requirement of these tourists in isolation and craft the strategy to attract them.

f. An industry sector wise business tourist’s comparative study will give insights into how the dynamics of the business tourism varies from one industry sector to other.

7.4 CONCLUSION

1. With the advent of globalization, the trade and non trade transactions are on a rise. The non-transactions are service based transactions amongst which Tourism service is one important service transaction.

2. There has been significant rise in the flow of tourists all over the world including India. Rather Tourism is considered one of the important sources of
revenue generation for the government. As far as India is concerned the Tourism Business has increased many folds off late. The Business Tourism segment of Tourism is one of the most lucrative sources of revenue generation. Against this background, if we compare Business Tourism with other types of Tourism its rate of growth is relatively slow as compared to other nations. (Table 1).

3. In India the growth of Business Tourism is found to have been concentrated in certain metro towns and is not spread evenly though every metro city has tremendous potential to attract Business Tourism e.g.- Pune (Table 7)

4. Pune has emerged as a growing hub for IT and manufacturing industries, it is ranked among the top ten technologically advanced cities with majority of the IT companies having their base here. It is also among the top automobile hubs of the country with many international brands headquartered in the city. This has resulted in the inflow of Business Tourists into the city. Still Business Tourism has not grown significantly in Pune, in other words Business Tourism segment heather to unexplored has a tremendous potential that needs to be tapped.

The Primary data analysis revealed certain parameters like Tourists satisfaction on the basis of Accommodation, transportation, recreational activities; infrastructure and services provided etc which provide basis for exploring untapped potential.

The research undertaken focuses on each of the above parameters and the researcher has identified certain gaps noticed between the expectations of the Business Tourists and the services provided. Interestingly the analysis brought to focus that the expectations are considerably mated out. However, Business Tourism in Pune has not picked up to an extent so as to have its impact felt from the view point of generating revenue and bringing Pune on power with the top Business Tourism destinations. The paradox observed that there are sincere efforts made towards fulfillment of expectations of Business Tourism even then significant growth in the flow of Business Tourism is not seen was further probed to conclude that for making rapid strides in Business Tourism industry in Pune, the promotional measures is the need of the hour and such promotional measures can only be implemented with the help of extensive marketing.
strategies which is totally lacking affecting the growth of Business Tourism. This will provide a possible solution to the paradox observed.

5. After scientific and systematic examination of the research problem, the researcher came to conclusion that effective marketing strategy is one of the key factors for the growth of Business Tourism in Pune and bringing it at par with the other metro cities and thereby contributing to revenue generation. Moreover, analysis of the data available on Business Tourism is found to have been merged with leisure and other types of tourism and therefore, systematic maintenance of data exclusively for Business Tourism will throw more light on exploring promotional aspects and more focused marketing strategies. The joint efforts on the part of Government and Private sectors towards developing strategies of marketing will go a long way in promoting Business Tourism in Pune.

6. In this context it is felt that more consolidated efforts on the part of the Government should be taken in projecting Pune as a top Business Tourism Destination. The prospects of exclusively focusing on Business Tourism should be considered by giving it the status of an independent segment and not merging it with the leisure tourism.

Hence more laudable efforts in form of promotional measures would bring significant impact in the growth of Business Tourism in Pune there by bringing it at power with other metros.