CHAPTER-9

OUTCOME AND CONCLUSION

Tourism industry has maximum impact on natural, social and cultural environment; it is a major driver of development and economic growth in world. By the burgeoning Indian middle class, increase in high spending foreign tourist, infrastructure development and coordinated effort of government or private sector to promote Incredible India campaign give India’s tourism industry strong growth and boost. It is create new path of modern growth (maintaining balance of payment, foreign exchange earnings, developing backward areas, employment generation etc) through structural transformation of the economy in India.

India is multi-faceted and the most sought-after tourist destination of the world. ‘The World Travel and Tourism Council has identified India as one of the foremost tourism growth centers in the world, in the coming decade.’ A marvelous combination of tradition and modernity in its effervescent colours is very enchanting. A tour to any part of India is a treat to the senses. The history of India can be experienced by a visit to the monuments, forts, palaces; explore the busy and modern towns and cities; enjoy the marvel of spiritual enlightenment can be marveled by a visit to villages, fairs and festivals; God’s blessings can be felt in its landscapes combined with a variety of sumptuous cuisine.

The primary aim for the development of tourism should be that it should be so developed, managed and promoted that it should provide all the visitors with a fulfilling, enjoyable and an educating experience.
Although the Government has started making a lot of improvements lately but a lot needs to be done to be able to capitalize Allahabad has a unique identity with a mix of beautiful, exotic, colourful traditions and centuries of history from various periods and interesting solid travel destination. The Kumbh Mela is a part of history, too. The key attractions that make Allahabad distinctive and an important city where history, culture and religion make a “confluence” like the two rivers, historic Kumbh Mela held every 12 years, Anand Bhawan (ancestral property of Nehru-Gandhi family), Allahabad Fort,(about Allahabad) their humanness and a place worth a visit.

People who visit Allahabad are attracted by its panoramic view of (about Allahabad), this view makes it much more interesting. Allahabad is a city of many dimensions. It is a city with diverse population with common unified spirit of religious and spiritual imagination. Allahabad is regarded as one of the important tourist attractions. It is easily reachable via air, rail and road from all the main Indian cities and states. The lodging and the hotel facilities offer services as per the requirement of the tourists such as dining, recreation and relaxation, guides who have a pulse of the place and cab and other requirements.

The purpose of the study was to identify the development and potential of the tourism in Allahabad district. The analysis of the research was facilitated by the researcher’s own experience and views about the tourism of Allahabad district. Earlier there is no significant study done for identification of tourism scenario of the Allahabad district. From this study it has been emphasized that the identification of tourist characteristics, need, an investigation of the necessary infrastructure and facilities for development and increasing tourism potential. It would help
tourism authorities and planners to have a better understanding of destination to formulate best strategy and planning for future development.

From a methodological perspective, the Allahabad district was selected as a research area because the Allahabad, is one of the most important holy city of India. It has huge potential for tourism development and it can become a worldwide famous cultural and historical tourism destination. Survey was conducted in Allahabad from June 2010 to February 2011. The questionnaire consisted of the perception of destination attributes and tourist demographic and travel behaviour characteristics. A total of 500 tourists were surveyed in the research areas.

Based upon the result of this study several recommendations can be given to develop and increase tourism potential of Allahabad district. The result of the study revealed that even if four factors (maintenance and conservation of cultural and historical heritage, infrastructure development, effective promotion strategies, and the most important of all is the local participation of people both at the level of public and private) can play a significant role for development of tourism and increasing their potential also in Allahabad district. No strategy can become successful if the local participation of people is involved. Local participation can add a new dimension of the prevailing strategies. In addition tourism authorities and planner should provide quality services such as tour package, food, accommodation, safe and easy accessibility, information centres and safe and hygienic atmosphere.

This study revealed that there were differences in the overall satisfaction of tourists in terms of age, gender, education, occupation, purpose of visit
and stay duration etc. it is hoped that the results of the study will provide some insights that may help tourism authorities to develop specific promotional strategies. For example the study revealed most of tourist how coming in Allahabad they are below age of 45 years only 28.4 percent tourist are above 45 years. Therefore tourism authority should keep this in mind while planning there should be some special facilities and services as per the need of senior citizen.

It was observed that 60 percent tourist come to Allahabad for the pilgrimage because of its historical importance. Allahabad is one of the holy place where tourist from all over the world want to visit, tourism authority should take all measures to provide would clean, affordable and hygienic facilities for tourist.

The study also revealed that about 75 percent of respondents yearly income is between 100001- 300000. In accordance with above fact tourism authority should provide the facilities to tourist at affordable price. So that tourist could motivate to revisit destination.

The tourism industry gives a significant contribution towards the economic development of tourist destination but also create challenges and criticism related to the associated adverse environmental and social impacts. Tourism is a resource dependent industry, it is necessary that tourism government authorities and planner recognise their responsibility towards the natural and socio-cultural environment and consider their impacts in order to remain viable in the future generation. Because of that it is necessary to promote sustainable tourism development.

The existing tourism policy of Uttar Pradesh is focused exclusively at tourism growth for economic development of the state, with little
consideration for the environment (natural and socio-cultural) and the need of local people. Even though present tourism policy of the state mostly focused on mega and big projects for tourism development but during planning and implementation of these projects ignored environmental issues and local welfare. The tourism industry of India and Allahabad both are growing and have huge future potential, but its long term viability and sustainability is questionable. That’s way it is very necessary to adopting sustainable tourism development it is the right way for future development and increasing tourism potential of Allahabad tourism industry.

Sustainable tourism development need effective tourism planning, it is totally dependent meaning full public participation. Tourism industry is deal with different sectors and department including accommodation, transportation, energy, communication, food and beverage art and culture and many others service provider. Thus a plan, strong and systematic collaboration among all the concerned department and authorities is a must when formulating and implementing policy for a balanced and sustainable tourism development and increasing tourism potential in Allahabad. For sustainable tourism development in Allahabad, to develop co-operation between central, state and local level government should be develop a clear policy and strategies to achieve the collective goal.

Policy should be developed in such a way that it will embody and compliment policies existing at the national level as well as is compliant with international standard such as eco and sustainable tourism. Government should take initiative for long term future based and eco-friendly development.
LIMITATIONS

Implications drawn here also were subject to several limitations. First, the attributes chosen as independent variables could be a limitation because other attributes, which were not used in this study, could impact tourists’ satisfaction. Second, the population sample obtained by the survey instrument presented some challenges due to insufficient information. This limitation resulted from a one-time measurement for data collection, a limited questionnaire, and the timing of the survey. Third, the study did not obtain longitudinal data (data collected at different points in time) but relied on a cross sectional data (data collected at one point in time). The other limitation of the study lies in the area of differentiation between expectation and satisfaction in the minds of respondents. Since the study did not conduct pre and post evaluation of the attributes, respondents may have provided answer in a very similar way to both expectation and satisfaction, thus making the distinction less possible.

Nevertheless, it is hoped that such limitations could suggest and encourage additional directions and guidelines for future study.