CHAPTER SEVEN

CONCLUSIONS

&

RECOMMENDATIONS
7.1 CONCLUSION

Tourism has demonstrated its potential for creating jobs and encouraging income generating activities to benefit local communities in destination areas. The tourism sector provides various entry points for women's employment and opportunities for creating self-employment in small and medium sized income generating activities, thus creating paths towards the elimination of poverty of women and local communities in developing countries. However, there are a number of conditions under which this potential can be used more effectively. This requires collaboration of all stakeholders - governments and intergovernmental bodies, local government, industry, trade unions, local communities and their different member groups, NGOs, community based tourism initiatives, etc.

In the last few decades, the tourism industry has undergone a period of explosive growth, and as a labour intensive industry, there has consequently been a rapid rate of job creation and development.

Geographically Bundelkhand comprises of mountainous region of Vindhya Range and Satpura range is full of both natural and manmade attraction has lot of tourism potential. Jhansi, Gwalior, Jabalpur, Khajuraho Orchha, Chitrakoot, Baruasagar, Shivpuri, Datia, Sonagir, Deogarh, Mahoba, Kailinjar, Banda, Panna, Morena, Sagar Chanderi etc. are main Tourist centers of the region.

Bundeli and Hindi are main speaking languages of Bundelkhand. Diwari, Ravala, Badhaiya Badhaiya, Raai, Horse Dance, are main Folk Dances and in folk songs Faag, Alha, Dadre and Gari, Lamtera (Call of God), Khyal, Kaharwa. These dances and songs are mostly preformed in night are at some accusation. Folk dances and songs are main sources of entertainments for local people and tourist visiting the region.
Tourists, who visit the region, come from mixed socio-economic background, multicultural societies, all age groups and different educated classes. The region is rich in varied architectural and sculptural attractions, which include world heritage temples of Khajuraho, various Forts, Havelies, and Chhatries. Khajuraho Orchha, Chitrakoot, Jhansi, Gwalior, are the main tourist destinations of Bundelkhand region for foreign tourists and high profile Indian tourists. Baruasagar, Shivpuri, Datia, Sonagir, Deogarh, Mahoba, Kalinjar, Panna, Samthar, Morena, Jabalpur, Sagar Chanderi etc are unexplored tourist destinations which have lot of tourism potential.

Economic development for women has a lot to do with their ability or inability to participate in tourism industry and with the conditions of employment that the women who do manage to find work face. The managerial role in any organization today demands the managerial intellect, time, energy and skill. For a woman in a managerial position, there is the added demand on her of her social identity of managing the family and its demands without allowing the interests of these two dimensions to come into conflict with each other. Thus, expectation from men and women in management differ greatly, placing greater pressures on the latter. So women need to be more committed to their job on either front than men, because men do not have the added management of their households to take care of.

In the study region, women historically have a strong position in the society. They contribute to the economic activities of the society by participating in various agricultural activities like, plucking tendu leaves and other related agricultural activities. Women also take part in activities like Mining, Bidimaking and working in Dhabas, Small shops at tourist places especially on pilgrimages centers, etc. Such sources become the main source of earnings for those who belong to uneducated, poor and lower class. Women from the lower strata of the society in the region are generally belonging to the daily wage labourer class and are more into the unorganized sector than in the organized
sector of the economy. The reason for this is basically that the region is economically weak and backward.

Even in the Tourism sector like railways, airlines, travel agencies & hotels women are playing important role. In Bundelkhand region also women are directly and indirectly involved in the tourism industry.

In the study area the presence of women in the tourism industry can be felt more at the lower levels and in the unorganized sector than in the organized sector. Women in the region can be found in the positions of proprietors of small hotels and dhabas on one hand and as daily help viz. sweeper and cleaner on the other hand. In unorganized sectors of tourism industry women are playing important role as compared to organized sectors. They are selling souvenir, gift items, sweets, flowers, garlands, ladies item through her own shops are part of family business at places like Chitrakoot, Bheraghat, Datia, Sonagir, Orchha etc. In Chitrakoot only, there are thousands of women who are not only satisfying her basic and financial needs but also fulfilling the requirements of her family and dependents.

Duties of female employee in night shift are prohibited especially in hotels & restaurant in India. But we can see that women are selling, snacks, food items & toys, in trains in night. Research shows that jobs and career of female employees in tourism and hospitality industry is respectful, safe, secured, challengeable and full of growing opportunity as compared to other sectors. Negative impact of tourism on society like prostitution, sexual harassment etc., with local women, female employee etc has not been found to occur in the study region. Local people are favor of increasing tourism and hospitality in Bundelkhand region.

Human resource development is of vital importance in the service industry like tourism. People engaged in this trade deal with people and create their needs. They are the ones
who create experience, good or bad, and therefore, determine the quality of the ‘product offer’ to the tourist. We may spend crores of rupees on building infrastructure but it is they who create the ambience that lures or repels the tourist. A lot, therefore, depends on the right selection, training and development of the personnel engaged in tourist services. It also assumes importance because of its impact on the national economy. Being a service industry, it offers tremendous potential for employment to a vast cross-section of our youth without any caste and religious bias.

Social & cultural environment of the region is main barrier in the way of increasing participation of female employee in tourism and hospitality, jobs of girls in hotel is not unacceptable for middle class traditional family. Shortage of tourism and hospitality training institute in the region and unawareness of local people about the benefits of tourism is a barrier in the way of improving participation of women in the tourism industry.

The questions which rose in research work are answered and hypotheses are satisfied on the basis of the research and findings.

For the acceptance of first hypothesis Bundelkhand Region has a rich tourism potential for tourism and in answer to the first question "Which are the main tourist centers in terms of the various tourists' potential in Bundelkhand Region", we can say that Khajuraho Orchha, Chitrakoot, Jhansi, Gwalior, are the main tourist attractions of the region where foreign tourists are regular visitors. Most of foreign tourists visit these places in the region. Baruasagar, Shivpuri, Datia, Sonagir, Devgarh, Mahoba, Kalinjar, Panna, Samthar, Morena, Jabalpur, Sagar & Chanderi are the unexplored treasures of the region, they need to be given more coverage in the tourism marketing of the region and more packages can be planned so as to attract the foreign tourist. The region is very rustic and rudimentary and this can also be made as an attraction for the foreign tourist who wish to explore the original un polluted areas of India. The
contribution of these destinations in local tourism economy and domestic tourist arrivals both are important. Bundelkhand region has lot of cultural and natural tourism resources, due to lack of proper advertising management and marketing we fail to get optimum output. The following destinations have been identified as prominent tourist nodes in the Bundelkhand Region:

- Khajuraho
- Orchha
- Gwalior
- Shivpuri
- Chitrakoot
- Datia
- Deogarh
- Kalinjer
- Baruasagar
- Jabalpur
- Sonagiri
- Panna

The study reveals that the study area of Bundelkhand possesses excellent potential for tourism, most of which even today is virgin and unexplored. The major attractions being in terms of pleasure tourists & religious tourists. The area is filled with a historical heritage and attracts tourists who are interested in history, monuments and nature.

Second question is "What are the characteristics of tourists visiting the region in terms of socio economic, demographic characteristic as well as their gender wise distributions pattern"? In the answer of this question on the basis of research findings we can say state that the world heritage site of Khajuraho is the main tourism resource of the region for foreigners and domestic tourist. There are both high and budget class travelers visiting the region. They utilized the maximum tourism facilities like hotels,
airlines; bar etc. these types of tourist are major spenders visiting the region. But destinations like Chitrakoot, Datia, Sonagir, Devgarh, and Mahoba etc are visited mainly by domestic, mainly religious traveler. They are lower payer; stay in Dhramashalas or with their relatives. They visit all religious places and generally are visitors who travel with their families. We can also see a lot of the solo women traveler visiting the region, these women are generally foreigners.

The third question of research work is "What is the magnitude of current women participation rates at destination"? and fourth question "What is the scope of activities for women participation, poverty alleviation"? In the favor of these two questions answered on the basis of research finding that participation of women as a tourist on tourism destination is same as man. Participation of women as a work force of tourism sector in Bundelkhand region is low. In organized sector very few women are working at the lowest level of the hierarchy as paid help in the form of, sweepers, pot cleaner etc. In same places they are also to be found working as Receptionists. Participation of female in unorganized sector of tourism industry are same as organized sector. They worked with their family business. Very few women are operating own shops in the absence of their male partner.

The third hypothesis of Research The magnitude of current women participation in the tourism sector, directly and indirectly is very low at present also satisfied on finding of research data. The out of total 109 employer/owner/manager we found that only 39 women were working. The majority of women owners/employers/managers were working in the unorganized sector. They have own small shops on the tourist places. They are selling sweets, flowers, toys, gift items etc. Conditions of women in other sectors are same in case of organized sector too. There was only one woman, owner of the hotel in the study region in Jabalpur. Maximum up to 10 women have own organized shops in whole region most of them part of their family business. In managerial position of women in hotel organization only one woman is working as a house keeping manager.
in Gwalior and one in Jabalpur. In front office department of hotel participation of women is better than in other departments.

In the answer of questions of what is the extent of "women participation in decision making in travel and tourism related areas"? And second hypothesis it is men, rather than women tourists who are instrumental in taking decision related to travel plans etc.
As a traveler some women replied that they are playing important role in design of destination selection, most agreed that parents, husbands, and children have important role in the choice of destination, and as employer very few women are playing some role.

Five year old young girl and 65-75 years old lady both are selling flowers, garlands, sweets, deep, Charan - Paduka, on the bank of Ram Ganga in Chitrakoot, conditions are same in other destinations like Bheraghat in Jabalpur, Raja Ram temple in Orchha etc. educated and uneducated, ladies both have lot of opportunity for their empowerment with help of directly or indirectly tourism industry. This is the justification of next and fifth questions "What can be the various avenues for women empowerment through participation in the tourism sector"? Of research work and hypothesis four there is scope for more job opportunities for women in the tourism sector. Development of Handicraft sector in the region will automatically enhance the job opportunities for women in the region. This will enable the women to earn a regular source of income and dilute the seasonal nature of tourism’s role in terms of income generation being restricted only to a particular period.

Bundelkhand region is meeting point of north - south & east - west corridor, this region is also beginning place of the Uttar Pradesh Government’s proposed 8 Lane Lalitpur to Kushinagar state highway. With such strategic positioning of the region it is high time that the Government takes advantage of the rich tourism potential of the region and starts focusing on the unexplored tourist destinations of the region. Plan for development of Chanderi as a tourist village is also becoming a major land mark in the progress of
tourism industry of Bundelkhand. Destination like Sonagir, Devgarh etc, have lot of opportunities and potential for rural tourism development.
7.2 RECOMMENDATIONS

After a long drought season the government has realized that Tourism can play a role in diversifying the economy of Bundelkhand region. As one of the fastest growing industries in India and the world, it cannot be ignored as a generator of economic activity.

The region has significant tourism resources, and some promotional effort is already made. However, there are opportunities for broader development of resources and attractions, particularly those related to culture, history, and outdoor recreation. The tourism infrastructure has not been developed to its fullest potential, including the development and interpretation of products and the marketing and branding of those products. An additional goal should be to get tourists "out of their cars and onto the streets" to both enjoy the region and to create economic benefits.

The destination marketing strategy involves coordinated advertising campaigns, promotion at regional and global tourism exhibitions, development of destination brochures, posters and other media, and working with international travel providers to offer promotional discounts on travel to Bundelkhand.

The sustainable tourism development planning initiative seeks to promote better private sector/government partnerships to ensure that adventure tourism develops in Bundelkhand in a manner that is well planned, sustainable, and beneficial to both the regional economy and local communities and especially women.

1. Call for a New Tourism Institution for Agenda and Awareness.

Successful execution of a tourism agenda, however, requires a permanent political infrastructure. It requires state’s endorsement and facilitation through the multitude of ministries and government agencies, which have influence over an agenda’s deliverables.
In the past setting up Garhwal Mandal Vikash Nigam (GMVN) and Darjeeling Gorkha Hill Council (DGHC) has boosted tourism promotion in the respective regions. This time-tested model can also be adopted for tourism development in Bundelkhand.

**Suggestions**

- Establish a permanent Tourism Development Authority for Bundelkhand with representations from each of the relevant Ministries having impact on tourism to facilitate the development and implementation of tourism policy and programs.
- Establish a Foreign Advisory Committee to identify priority markets and advise the Administration on Tourism.

2. Develop and Expand the Tourism Market Opportunities.

There are strong historical themes related to several centuries in the past, industrial heritage, and religious and folk traditions of the region that should be developed into marketing themes or branding concepts to interpret the rich heritage of the region. The region should preserve and develop historic sites, artifacts, and cultural resources. Farm tours, industrial culture and history, and the rural culture should all be promoted on a regional basis.

**Suggestions**

- Endorse the current efforts of the economic business institutions and local universities to create a non government Cultural and Historical organization. Whose work closely with entities that are "packaging" tours and events for the region to include heritage and cultural sites and venues.
- Identify, analyze, and prioritize current sites, their needs and their benefit to the overall program. Sites related to cultural and natural heritage may take priority.
• Create a marketing and promotion strategy for individual sites and for a regional campaign. "Packaging" sites will continue to be critical to success.

3. Increase community participation

Tourism kills tourism is another truth about tourism industry. In case of Bankbook, Thailand, etc tourism killed local culture, dressing style life style of local people and moral values. Draw back or negative impact of tourism also high as compare to benefits. Without participation of local community we can’t preserve our Bundli culture. For sharing the benefits of tourism to the uneducated, lower level members of society both male or female needs to be aware of the benefits of tourism industry, without participation of local community at village level it is impossible to promote, preserve, and popularize the tourism resources of region and awareness.

Suggestions

• Involve village level administration in development of tourism and hospitality related policies in region.
• Develop Self Help Groups (SHGs) at the tourist destination for promotion and development of interest of women in tourism and hospitality industry.
• Prepare an institution with the help of members of hotels origination, travel agencies, and tourism institutions for check the illegal activities.

4. To Improve Accessibility and Amenities

Now, India has been keenly focused on such major infrastructure development projects as ports, high-speed rail, highways and airports. Bundelkhand too had its share in projects like National Highway Development Project (NHDP). While these projects are critical to Bundelkhand economic development, the emergence of Bundelkhand as a viable
international travel destination requires the needs of the international tourist be more specifically addressed. The following categories are all critical, tourism related areas, which should be embraced as a national development priority:

**Suggestions**

- Road infrastructure of Bundelkhand is now satisfactory. But to fulfill the demand of modern international tourism industry we need world level road Infrastructure.
- Tourist Trains like Palace on Wheels can be started in Bundelkhand region. For promotion of destination and cultural heritage of Bundelkhand with jungle safari Shivpuri and bird sanctuary of Panna.

5. Utilize the Robust Air Transportation Environment

Any tourism agenda cannot succeed without the support of a healthy, viable, air transportation sector. Not only must the environment sustain incumbent operators, but also it must be conducive to the stimulation of new capacity. This requisite environment is currently absent.

**Suggestions**

- It is recommended that that the region should be connected by air, so as to facilitate both foreign and domestic tourist to visit the region even within their limited time schedule
- Developed flight and passenger facilities on existing airport an international standard.
6. Increasing Length of Stay

As such the average number of days a tourist spends in India is high. But our aim should be to keep the female tourists engaged in different activities and itinerary so has to increase her length of stay. The solo female tourist hesitates to stay long duration in any destination due to lack of safety provision.

*Suggestions*

- Varied itineraries like ecotourism, culture tourism, adventure tourism, tribal tourism, pilgrimage, rural tourism need to be promoted.
- We need to expand international marketing, for this context utilization of internet resources comes in to an action. Branding, advertising and promote tourism products of Bundelkhand region on internet.
- Set up a special law informant agencies such as “Tourism Police, for Women” in the region.

7. Invest In Human Resource

Education and training presents major opportunities and challenges for rapidly expanding travel and tourism sector in India.

*Suggestions*

- Start hospitality and tourism training programme especially for women in the region
- Establish Hospitality and Tourism Training Centers, Colleges, Universities on the pattern of Banasthali Vidyapeeth (Deemed University) for women only.
• Training programmes on Tourism and hotel management added in school level Curriculum.

• Education programmes on at least equitable basis with other industries.

8. Reduce Red Tap

Suggestions

• Special provision for setup a new agency, Hospitality Unit's, Training, Institutes, Transport service providers for women entrepreneurs with less or any formalities.

• Single window and easy clearance of tourism related projects.

9. Tax Intelligently

Indian destinations are ranked among the most highly taxed in the world. Future revenue flows will depend on the competitiveness of travel and tourism, which implies equitable treatment relative to other industries and to competing destinations. Travellers and travel companies should not be taxed in a discriminatory way. An increasing number of user fees are being applied to travel and tourism—for air tickets, security, airport construction, highways and the like

Suggestions

• Future revenue flows will depend on the competitiveness of travel and tourism, which implies equitable treatment relative to other industries and to competing destinations

• For promotion of women entrepreneurships in Bundelkhand region Provide special tax relaxation on their proposal.
• Banks should provide interest free or low rate of interest financial facilities for women.
• Fee relaxation in land purchasing, shops purchasing etc. must be required for increasing women participation in tourism business in region.
• Establish increased number of duty free shops for women on railway stations, & tourism destinations.

10. Funding

Funding sources could include hotel/motel tax, local sharing, grants, and the budget allocation. Some efforts will not require direct funding. Programs can be enriched by in-kind services, mentoring or advocacy.

Suggestion

• Encourage to establish new venture with foreign investment, which need small part of investment at local level.
• Encourage tourism development projects, which collaborate with international funding agencies like World Bank, UN, Etc.

How to Increase Gender Participation in Tourism in the Region

The following recommendations are suggested to strengthen the gender participation in the tourism sector in the Bundelkhand Region:

- Development of the handicraft industry should form an important part of a comprehensive strategic planning for community participation in tourism, especially involving the participation of women. This will enable the women to earn a regular source of income and dilute the seasonal nature of tourism’s role in terms of income generation being restricted only to a particular period.
- Different member groups of the local communities e.g. women, may need specific measures of capacity building for participation. Local Governments, private sectors and other NGO’s should take such measures e.g. working with women’s groups’ separately in the beginning, in order to enable them to articulate and follow up their interests.

- Employers should set up programmes and schemes encouraging women to move into non traditional occupations, invest in women’s training, appoint them in managerial positions, and re appoint them after years of less involvement due to family responsibilities.

- Employers should set targets for the percentage of women in key management positions, with proper facilities for a working mother, like opening of crèche, education for children etc.

- To overcome disadvantages for gaining entry into the workforce because of low levels of education in the short term, entry for the local population can be improved by lowering standards for entry and then providing on the job training to compensate for this.

- An effort should be made to channel a growing tourist interest in community development activities involving mostly women for designing and implementing innovative popular destination areas.

- The tourism industry should engage in educating tourists about women’s rights and how to properly respect them in an inter cultural context.

- Gender awareness training; assistance with administrative arrangements; scientific assistance in feasibility studies using participatory and action research methods; improve the links between groups.

- Progress regarding the advancement of women employees needs to be strengthened and spread widely.

- Employers should set targets for the percentage of women in key management positions. Tourism associations should promote this.
- Employers should review their standards and criteria of employing women and men, and their policies to protect women from sexual objectification and sexual harassment by customers. Employers have a major role to play in applying appropriate and equitable criteria and providing effective protection. Industry associations have a key role to play in promoting standards.

- Supporting women to become self-employed through tourism-related activities should be linked with micro-credit programmes. Loans to women's initiatives should be included as a means of creating opportunities for the industry to buy & source locally, thus maximizing the benefits for local communities.

- Development of the handicraft industry should form an important part of strategic planning for community participation in tourism, especially the participation of women.

- Governments, through the curricula in their educational institutions, should encourage girls and boys to move into non-traditional occupations.

- Government regulation should create effective incentives for employers to take measures towards the advancement of women.