CHAPTER 6
FINDINGS, CONCLUSION AND SUGGESTIONS

The development of tourism may catalyse a vast array of impacts, social, cultural, socioeconomic, environmental or political. Tourism, as a global phenomenon, is confined to operating within the local context. Tourism development is a differential process of formal and informal sector development. Formal sector development is generally capital intensive and relatively highly organized. In contrast, the informal sector involves many small vendors and family or community run businesses. The sectoral dichotomy may also be applied, in a general sense, to the types of tourists utilizing accommodation and services provided by these two distinct sectors. As the balance between the two sectors changes over time and across space, there is a commensurate shift in the type and scale of impacts generated by tourism in host communities. Apart from economic impacts, there are socio-cultural and even socio-environmental impacts on host communities. As with socioeconomic impacts, socio-cultural impacts are also influenced by the differential development of the formal and informal sectors over time.

FINDINGS

The major findings of the study can be summerised as follows:

1. Tourism in India has evolved through different phases and has reached to its present position. From Sergeant Committee to the Incredible India, it has come of age and the development of tourism through different plan initiatives taken by the Government of India has carved for her in the tourist map of the world.

2. Destination image plays an important role for choice of destination among tourists. Image creates perception and when it becomes positive, tourists’ get motivated and eventually the destination succeed in attracting tourists.

3. Destination image is an intangible attribute of a destination which depends upon the quality of service provided to the visitor, the advertising and publicity...
campaigns made by the destination organizers in order to attract and the total product offerings available.

4. It has been hypothetically tested that there is a significant relationship between overall satisfaction of the tourist and the quality of service he is availing. As quality is directly proportional to value for money, it can increase the level of satisfaction among the tourists.

5. Tourism have immense impact on the development of a destination in terms of economic, social and cultural dimensions which in turn can effect (both positively and negatively) the local people. The success of a destination development and management depends on the involvement and active participation of the local community.

6. A destination can succeed when there is a strong partnership between the public and private sectors and their joint effort can enhance better facilities and product offerings. A strong relationship between the host and the guest not only improve the image of a destination but also help in proper management of the destination.

7. West Bengal and Rajasthan has got immense potentiality in terms of their unique product offerings. From endowed resources ranging from the inherited resources like culture, heritage to natural resources, created resources like events to supporting services, Rajasthan and West Bengal has a wide variety of product (both attractions and services) which offer unique experiences to the tourists. Both the destinations have enough potential in product offerings.

8. Some important and unique attributes of the destinations that has the potentiality in creating a special offering, can attract special interest tourists’.

9. The opinion of tourists on Rajasthan and West Bengal as a tourist destination has been obtained through a sample survey. It has been found that 71.8 % of the domestic tourists among the total respondents know about Rajasthan where as only 52.8 % respondents are aware about West Bengal. Among the International tourists, 87.9 % and 45.7 % are aware about Rajasthan and West Bengal respectively. From the findings we can say that among Rajasthan and West
Bengal, Rajasthan as a tourist destination comparably more known to both domestic and international tourists.

10. The level of satisfaction of the tourists again is more satisfactory with Rajasthan over West Bengal.

11. From the resource analysis it can be seen that Rajasthan’s rich heritage and strong cultural background is the key to its attractiveness. With desert being the unique natural product in India, it creates curiosity among the tourists. The planned aggressive marketing initiatives of the of the tourism department of the state rightly communicate the offerings of the destination to the tourists. Attractive web portals, banners, slogans and appropriate incentives provide a positive image for the destination. From the sample survey it is found that Rajasthan is giving quality services to the tourists through better facility, well maintained properties, proper and fast information and providing a environment suitable for tourism which satisfies the tourists visiting the place. The tourists in turn leave the destination with a complete experience with a promise to himself for a repeat visit and make positive publicity through word of mouth and on line travel blogs. This results in high demand for the destination which is reflected on the tourist arrivals of the state. Where as West Bengal in spite of having whole array of destination product offerings is lacking in attracting tourists which can be reflected from the tourist arrivals. The main reason for the low tourist demand is proper identification and maintenance of the existing offerings, improper unplanned marketing strategies and lack of adequate services (when service is available, its quality can be improved).
CONCLUSION

Tourism is one of the leading Global industries (11% of Global GDP) of the world. The world Tourism organization estimates that there will be 1.5 billion tourists in the world in 2020, representing 21% of world population. Strong population growth in developing regions set to attract almost 50% of International Tourist in 2020. The World Tourism organization notes that with in the next 5 – 10 years, range of product on offer to tourist seeking the rural experience is to increase significantly. There is a clear trend in growth of Rural Tourism with the increase in the number of tourists visiting these places. India's vast, rural diversity and heritage offer tremendous potential for tourism in rural areas. The high potential tourism sector would address the development issues such as poverty reduction, developing vibrant local economy, revival and regeneration of arts and crafts, preservation of culture and most important the gender equity. India has several forms of art and handcrafts. Contribution to national integration and the social transformation of the economic lives of people is an important feature of tourism.

Over 176 million domestic tourists visit different parts of the country every year, return with a better understanding of the people living in other regions of the country and of the cultural diversity of India. Tourism also encourages preservation of monuments and heritage properties and helps the survival of art forms, crafts and culture.

Today tourism is not seen as an activity of visiting tourist spot, clicking a few photographs and preserving them for posterity, instead, it is expected to play a larger role in the development of mankind. The stated objective of the nation is to distribute the benefit of tourism more widely, contribute to poverty reduction, sustainable development of gender equity and minimize adverse social impact. There is a strong case of rebuilding pride and respect for women, enthusiastic minorities, disabled, mentally challenged and
other disadvantaged groups of people. National tourism policy 2005 has identified village tourism as a primary tourism product to spread tourism and socio-economic benefits to rural and new geographical area.

Plan-process is a concept specifically developed since the seventies of the XX century where development, meaning actions and investment of financial resources, is put forward within a process of planning where plans are of utmost importance. Therefore, between the decision to invest and the action or investment itself, a tool exists that is a plan. This plan can be of different origins and typologies. In the seventies, the plans were basically static aiming at certain point in time, considering that starting conditions would be maintained throughout time.

In fact the conditions of the territory, economy and tourist development were estimated as rather stable. The petrol crash in 1973, for example, as well as wars a revolutions are major disruptions on the planned systems. Nowadays, the static plan is no longer used but other types of plans such as strategic ones, albeit their problems keep being in use. They are important tools to foster development. As such, the importance of plan processes revived again in the nineties of the XX century in Europe and always kept in the most organized and development territories such as in the Netherlands and United Kingdom.

The existence of a plan-process in a *continuum* allows for feedback of the system. In this way, the desires and values of the community would be listened and environment could be developed in a more sustainable way. Likewise, it is possible to evaluate the plans, the possible alternatives, to incorporate the gaps and uncertainties in the system. The plans are then made more effective because they are monitored.

According to Ruschmann in Monica (1996:46):

“One of the biggest problems of the tourism development plans derives on the lack of integration with other social, economic and physical programs of territories. Thus, they are made in rather isolated way; therefore they end up not attaining the propped objectives”.

212
Therefore, it is essential to bring together physical and economical planning on the agenda. In fact, in the appropriate land-use tools these two facets of planning have been more and more looked for. This fact derives from the complexity of the decision-making process taking into account their social, economic, political and environmental relevance as well as their territorial specificities. As an example, some countries develop a spatial strategic national programme as well as regional or development. These tools have a key effect in comprehensive planning incorporating land-use as well as economic and social policies.

‘Atithi Deva Bhava’ being the primary motto, India is known for its hospitality to all visitors, no matter where they come from. Its visitor-friendly traditions, varied life styles and cultural heritage and colourful fairs and festivals held abiding attractions for the tourists. The other attractions include beautiful beaches, forests and wild life and landscapes for eco-tourism, snow, river and mountain peaks for adventure tourism, technological parks and science museums for science tourism; centres of pilgrimage for spiritual tourism; heritage trains and hotels for heritage tourism. Yoga, ayurveda and natural health resorts also attract tourists. The Indian handicrafts particularly, jewellery, carpets, leather goods, ivory and brass work are the main shopping items of foreign tourists. Tourism of India has come of age. Since independence tourism has been developed by the Government along with initiatives by private sectors participation.

The major constraint in the expansion of international tourist traffic to India is non-availability of adequate infrastructure including adequate air seat capacity, accessibility to tourist destinations, accommodation and trained manpower in sufficient number. Poor visitor experience, particularly, due to inadequate infrastructural facilities, poor hygienic conditions and incidents of touting and harassment of tourists in some places are factors that contribute to poor visitor experience.

To sum up, Indian tourism has vast potential for generating employment and earning large sums of foreign exchange besides giving a fillip to the country’s overall economic and social development. Much has been achieved by way of increasing air seat capacity,
increasing trains and railway connectivity to important tourist destinations, four-laning of roads connecting important tourist centres and increasing availability of accommodation by adding heritage hotels to the hotel industry and encouraging paying guest accommodation. But much more remains to be done. Since tourism is a multi-dimensional activity, and basically a service industry, it would be necessary that all wings of the Central and State governments, private sector and voluntary organizations become active partners in the endeavor to attain sustainable growth in tourism if India is to become a world player in the tourist industry.

A destination that has a tourism vision, shares the vision among all the stakeholders, has management which develops an appropriate marketing strategy and a government which supports tourism industry with an efficient tourism policy, may be more competitive than one that has never asked what role tourism is to play in its economy (Crouch and Ritchie 1999). Destination comparativeness appears to be linked to the destination’s ability to deliver goods and services that perform better than other destinations.

Attractiveness of a destination depends on the available resources it offers to the tourists. These resources generally forms the supply continuum of a destination and can be catagorised as Inherited resources (Natural, cultural, etc), Created resources (manmade for tourists purpose), supporting factor (facilities and services) and Situational conditions (location advantages). The demand continuum consists of the demand conditions which are both understood through the number of tourists visiting a particular destination.

While comparing the tourism scenario of Rajasthan and West Bengal, it has been found that the tourism sector has got recognition and industry status much earlier in Rajasthan that in West Bengal. These create a major differentiation on the approach Governments attitude towards tourism in the state. Being a late starter, development of tourism needs a better understanding of the product offerings and the demand in the international markets. Whereas, Rajasthan has aptly adapted itself through its prolonged experience and hence, tries to offer attractions according to international market demands.
The study of the tourism resources of Rajasthan and West Bengal give us a clear understanding of the fact that Rajasthan has given equal importance to tourism industry and tries to provide supporting resources for the benefits of both the hosts and the guests. West Bengal on the other hand has ample supporting resources which has been developed not as apart of tourism only but as part of the overall development of the state. It can be seen that the facilities for the residents of the state fall under the overall development of the state and has been developed and maintained very well.

Further the study of the tourist attractions of Rajasthan and West Bengal reveals that both the states have got their unique attractions which ranges from culture, heritage, natural, events to circuits, security measures and service facilities. Due to the locational differences the individual attractions are very different and unique to each other.

On comparing the initiatives of the tourism departments of the respective destinations, it can be observed that the tourism of Rajasthan benefits largely due to the Government’s attitude towards tourism in the state. The tourism department of the state thinks a step ahead and tries to upgrade its offerings so that every time a tourist visits the place (even for repeat visit) he/she experiences a new attraction. On the changing demand of the modern tourists, the department develops the offerings accordingly.

Interestingly West Bengal being late in recognizing the potential of tourism industry, is making sincere efforts to raise the level of tourism in the state. The department of tourism trying to update its offerings according to the tourists’ demand, but the time taken to recognize and develop them is too long. As a result by the end of completion of one project, demand of the market changes, hence a lacking in meeting the tourists’ need remains.

The study of the tourism policy of the two destinations help us to understand the attitude of the department towards the development of tourism including the development of the existing resources, creating new resources, marketing offerings, maintaining support services, developing human resource, adopting proper regulations and providing appropriate incentives. The analysis of the policy initiatives of Rajasthan and West Bengal leaves with the following impression:
For Rajasthan, the initiatives are futuristic in nature, it attempts tourism to be practiced ‘by the people’ and ‘for the people’ with a clear understanding of sustainable development, it suggests on the complete exploration (optimum) of the existing products to increase destination attractiveness, the initiatives leave with an impression of going at par with the rising demands of the modern tourists.

For West Bengal, the policy initiatives of the state seem to still seek opportunities in spite of such varied rich resources, the policy initiatives makes an impression that the state is lacking behind the demand of the modern tourists as it fails to cope up with the changing market needs, there is no mention of sustainable development and people participation in the field and it does not talk about the process to attract tourists. Rather, points out the work that is to be done in general.

While analyzing the marketing initiatives it has been found that the key to Rajasthan’s marketing policy is aggressive marketing with greater emphasis on publicity & print literature, seminar & conferences and heavy advertising. Keeping in mind the modern technology savvy tourists ‘on line’ campaigns and web marketing has been given the topmost priority. Road shows and like events are given maximum stress in order to attract tourists.

West Bengal tourism department seems to be not keen in aggressive marketing though the marketing initiatives emphasizes on advertising and publicity, there in mention for online marketing and web promotion. With a kaleidoscope of fairs and festivals, it surprisingly fails to recognize them individually and suggest a generalized approach towards folk art forms.

The comparative analysis of tourism development of Rajasthan and West Bengal leaves with a clear impression of Rajasthan recognizing tourism and its fruits and is working aggressively towards attaining it. Whereas, West Bengal is still seeking its resources and trying to upgrade itself. The tourism development of Rajasthan is fast paced and can actually act as a model for destination West Bengal. By changing the attitude of the Government towards tourism (in a more positive way), with the rich resource bank of
West Bengal, it has the full potential to become the forerunner of tourism development in the country.

The present literature review gives an understanding of the tourism and tourist destination. Through the review of the literatures it may be concluded that tourism is dichotomy by nature as it is seen both as a social activity and as an industry. While technically, tourism can be viewed through the types and activities of tourists, conceptually it is seen in the perspective of anthropology i.e., motivation, function and impact. After a detailed study one can sum up that tourism is an activity that involves travel to a different place (other than where he resides) by strangers commonly known as tourists for a particular time, temporarily, in order to gain experiences on his or her interest.

Destination on the other hand can be viewed in two aspects, the demand side and supply side. The demand aspect involves the attraction that the destination holds and the supply aspect include the experiences of the tourists. Destination is better viewed as a package of demand and supply dimensions i.e., attractions and activities along with the experiences that a tourists undergo while his stay in a particular place.

While researchers have different opinions on the destination image determinants, they unanimously agree to the fact that image of a destination corresponds an overall impression of the destination globally. The determining components vary from one researcher to the other giving rise to at least two determining components for destination image namely a) Cognitive and b) Evaluative.

Static and Dynamic approaches to image formation process of destinations are widely debated. A widely accepted fact that has come out firmly from the reviews of related literature is that destination image influences destination choice of the tourists and appropriate positioning can lead to increase in tourist demand and subsequent tourist satisfaction. As images create perception, the intangibility character of destination/tourism product makes it more difficult to market them.
Researchers have thrown light on the aspects of destination marketing as it plays a crucial role in communicating the intangible experiences offered by the destinations. According to the reviews destination marketing not only help to develop and retain popularity of the place but also help the stake holders to gain their respective interests. Creating a destination image, positioning it properly and doing a positive publicity of the destination are all different ways of marketing destinations.

The study of destination marketing and destination image will be incomplete without a clear understanding of destination attractiveness and tourism product. Different views have been gathered that gives a wider perspective of understanding of attractiveness. Attraction or tourism product is best seen in the lights of supply and demand perspectives. From the demand perspective attractiveness can be seen as:

1. Primary Element that appeals
2. Key Motivators
3. Fundamental reasons for visit
4. Pull factors
5. Range of activities

It can be further grouped as Cultural, Natural, events, Recreation, Entertainment and so on. Tourism products are the bundle of experiences and services that a tourist avails at a destination. From the supply angle tourism products can be tourist oriented (tourists’ needs), Host Oriented (residents’ need) and Background element (core attractions). The rate of attractiveness can be influenced by the destinations’ a) External Factors b) Internal factors. These factors can be further expanded as economic, sociocultural, natural, created, political etc.

In the context of tourism system, the components of tourism system framework have been discussed by researchers with different insights. They can be comprehensively compiled as

a) Origin or Tourists demand
b) Destination attraction or Tourism supply
c) Tourism linkages or the services like transport, infrastructure, publicity etc.

Hence it can be seen that tourism system comprises of demand and supply perspective. It is widely accepted that through well maintained tourism supplies and creating a favourable image, the demand of a destination can be influenced.

The literature review has brought forward four groups of thoughts for the system understanding of tourism namely the early explicit model, origin destination mode, structural model and evolutionary model. Apart from the groups Lea’s theory of tourism system study though arises a lot of debate and disagreement, stands as a well established fact that most of the tourists movement happens from the developed to the developing nations.

The conceptual framework of tourism and development look into the four paradigms of development and discusses them with the relevance of tourism. In can be seen that experience, enjoyment, regional development, industry perspectives, and sustainable development are the main focuses which are extremely important in the field of tourism. Linkages of tourism and development discipline is incomplete without the clear understanding of the impact, both positively and may be negatively, that tourism have on the economy, society, culture and environment of the destination.

Developmental studies of destinations not only give a clear understanding of the dimensions of the destinations but also throw light on the planning and policy aspects of the destination both at micro and macro level. A developed destination is said to be more competitive. Competitiveness of a destination is determined by market share of tourism. Different schools of thought opine competitiveness differently. Some linked it with economies, marketing, price, quality or satisfaction or may be the experience it offers. Destination competitiveness can be developed through proper Government responsibilities, Private sector participation, Enhancing and maintaining the quality of the intangible factors and by maintaining bilateral issues like external economic and political factors. The key determinants of Comparativeness are the primary tourism supply while that of Competitiveness are the secondary tourism supply.
Comparativeness of a destination positively influence the image of a destination which results in increasing demand of the destinations and further results in better market share. The model of destination competitiveness of Dawyer gives an in-depth insight to the understanding of demand conditions as an important determinant of destination comparativeness. Resources have been categorized as two types namely endowed and created. Supporting resources are the enabling factors which provide assistance to the tourists. These factors increase the competitiveness of a destination and hence give the destination a comparative advantage.

SUGGESTIONS

Destination offerings, quality of service and destination image are the essential element of attractiveness and act as determinants of tourist demand. Lacking in any of the three factors can decrease the competitiveness of destinations when compared. In order to develop and manage a destination, a strong relationship between the host and the guest is absolutely essential. Tourism should not only satisfy the tourists’ motives but also should help the hosts in their overall economic development and foster socio-cultural understanding. Destination organizations therefore should put in complete effort to involve the host community in the destination management process and thereby bridge the gap between the guest and the host. No destination can survive with the single effort of any organization or business body. Active participation of the private and public sector enterprises should be practiced to encourage in developing destinations. India is a land of varied diversity. Though tourism in India started late as compared to European Nations, it has enhanced its standards and this is reflected in the achievements of tourism department. It seems scope of tourism in India is high and it can be further enhanced through niche marketing. In order to give a ‘whole some’ tourism experience, the tourist should leave the destination, fully satisfied. Satisfaction though is a relative term but where tourists are concerned, it directly
relates to the destination's product offerings, the image and the service quality it offers.

— Following suggestions can be recommended for destination Rajasthan:

- Developing alternative tourism opportunities for sustainable tourism development.
- Providing more opportunities to the indigenous people to showcase their art forms.
- Providing authentic experiences rather than giving a staged one.
- Taking appropriate measure for safety and security of the tourists.
- Fostering better understanding between host and guest.
- Encouraging more private public partnerships.
- Maintaining the current marketing initiatives as marketing is a continuous process.

— Following suggestions can be recommended for destination West Bengal:

- Providing better services and facilities to the tourists.
- Increasing accessibility to the places of touristic importance.
- Identifying proper segments and approaching accordingly through niche product offerings.
- In age of cut throat competition, ample marketing is suggested for West Bengal.
- Promotion through web portals is extremely important specially for the modern tech savvy tourists. Attractive web portals and regular update is recommended to attract and aware tourists.
- Actively and aggressively participate in ‘Incredible India’ brand campaign.
• Providing more opportunities to the indigenous people to showcase their art forms.

• Taking appropriate measures and regular monitoring for safety and security of the tourists.

• West Bengal, as we have seen in the study, has ample opportunities in heritage tourism. Proper restoration of heritage properties across the state and developing them for visitors is suggested taking examples from Rajasthan.

• Equal concentration is suggested for tourism development projects and marketing initiatives across the different places in the state including Kolkata.

• Fostering better understanding between host and guest through awareness among the host community about the benefits of tourism.

• Seeking and encouraging more private public partnerships for better development of tourism amenities and facilities in the state.

• Identifying special tourism areas like events (beach festivals), golf tourism, sports tourism, highway tourism, backyard tourism, farm tourism etc.

The comparative analysis of tourism development of Rajasthan and West Bengal provide a better understanding of Rajasthan’s destination resources and their effectiveness in optimum exploration for tourism development. They not only identify their markets but work aggressively towards branding it. While comparing the initiatives and marketing efforts, it can be seen that tourism development of Rajasthan is fast paced and futuristic in nature and can actually act as a model for destination West Bengal. By changing the attitude of the Government towards tourism (in a more positive way), with the rich resource bank of West Bengal, it has the full potential to become the forerunner of tourism development in the country.