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RECOMMENDATIONS & CONCLUSION
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Based on the earlier mentioned findings, analysis (both quantitative and qualitative), and interpretation; the following recommendations can be formulated with a model being structured leading the way towards poverty alleviation for the poor local community of the ‘city of joy’: Kolkata. The recommendation in this research study is formulated so as to develop a marketing strategy for the tourism products viz. Local Cuisine and Local handicrafts, which are prepared and sold by the local community of handicrafts and local cuisine vendors. Thus the marketing strategy would in turn help in better revenue generation option for the poor resulting in poverty alleviation for them. Eventually this will bring the real joy of life to the poorer section of the people in the ‘city of joy’.

6.1. The recommendation is structured considering the 7ps’ of Marketing:-

6.1.1. PRODUCT

The product as described earlier is the Local cuisine and local handicrafts sold by the local vendors of the destination. To develop the product the recommendations are:
**Pro-Poor Tourism Concept:** Through creative approach of the process of ‘Pro-Poor’ Tourism Development Concept, the Tourism Product i.e. the roadside local cuisine and handicrafts, can be refined so as to make the product more attractive, useful and convenient for both domestic and international tourists. For example: Packaging of the product can be made convenient to carry, especially by the tourists using micro-polytechnic for sealing and thermocol packing facility given at extra cost.

**Working towards Sustainability:** The amalgamation of all culture and its product being sold to the customers as a whole would in itself sustain the product from further mutation. The unity of all culture in the metropolitan city like Kolkata would definitely show a prism of colors of all parts of India rather than giving rise to destructive culture mutation.

**Brand Image for the Product:** As far as marketing and branding is concerned for developing a brand image of these tourism products, ‘Ethnic Kolkata’ can be highlighted for Handicrafts and ‘Flavours of Kolkata’ for Local Road side cuisine.

### 6.1.2. PRICE

It is observed and analyzed that the price at which both the tourism products are offered to the tourists here in the city is really low than compared to any other state or nation, becoming one of the unique selling proposition for the same. The pricing strategy can be much refined if the product offered are in turn refined by
the local community leading to better revenue generation, which even the tourists are willing to shell out. Thus the recommendations for the same are:

(Console)

- **Waver of Fees or Rents for poor vendors**: In order to keep the price of the road side local cuisine low, the vendors should be devoid of payment of rents or fees to sit on the footpath.

- **Lowering Cost of Fringe Benefits**: Tourists need clean and hygienic food, thus lowering cost on other fringe benefits and with the help of government regulation tourists can be offered better quality of products with better packing facility or hygienic food by using proper packing material or say disposable utensils for serving of food.

- **Diversionary Pricing or Value based Pricing Technique**: Handicrafts of Bengal are priceless especially to the international tourist segment and are willing to pay the price for it, subject to the condition the quality offered to them are authentic and reliable. Same leading pricing technique can be implemented for offering the special local cuisine of Kolkata to the tourists.

6.1.3. PLACE

Encroachment of road is a major menace faced by both local pedestrians as well as tourists coming to visit the destination bringing back a negative impression of the destination. Removing these vendors would lead to increased poverty, corruption and social menace. Thus the recommendation should be on management of the place and not removing the vendors as a whole.
\* Pedestrian Zones: Like Thailand and Singapore Pedestrian zones can be created for developing Food court and handicraft retailers zones, after which Portable pure water, and waste discharge won't remain a problem anymore, and can supported with the same by developing proper infrastructure.

\* Time Zones: In order to avoid congestion on the footpath, a specific space, time limit and good system of waste disposal management can be introduced until a permanent settlement id offered to this community.

6.1.4. PROMOTION

Nothing in the world sells without promotion so is needed for these products as well, for which a definite communication mix can be developed as mentioned below:

a) Advertising: Since advertising involves paid messages in print and broadcast media, it should be very highly targeted and carefully evaluated as to its effectiveness. E.g. the entire product to be launched under an umbrella brand identity, and broadcasted as a webpage containing all the detailed information required on the website of WBTDC (West Bengal Tourism Development Corporation).

b) Public Relation: It involves communication and community/ industry relation aimed at fostering a profile, positive image and interest in a product or
Poverty Alleviation Through Sustainable Tourism in the city of Kolkata

area. A ‘Fam-tour’ inviting celebrities could also lead to better marketing and branding of the tourism products sold by the poor local community.

c) **Sales Promotion:** Activity designed to attract attentions and result in sales.

E.g. the unit ion of the local vendors would result in sharing of the total cost of production which would enable them to provide more competitive price at a higher quality of product, which as a whole would attract tourist to buy their product.

d) **Direct selling opportunities for the artisans** so that they get their due worth. If given the opportunities to sell the handicrafts directly to the tourists without any middleman, the total lively hood of artisans can improve. It is also an important resource of our country.

6.1.5. **PHYSICAL EVIDENCE:**

Good promotion and marketing of any product needs proper packaging of the product or service itself or in other word the place or surrounding where the service is offered. Therefore the physical evidence of the same brings in quite an importance for developing a strong marketing strategy.

As it has been found in the findings and analysis that tourists tend to deter from buying the products of handicrafts and taste the local cuisine due unavailability of proper packaging facility and hygiene, if the two can resolute could lead to better sales of the same. Therefore the recommendations meant are:
To eliminate the fear of contamination and to build a sense of hygiene, the food vendors can be encouraged to use:

a) Disposable gloves by handing the food,

b) Disposable utensils while serving the food,

c) Prepared food, cut vegetables and other materials should be kept covered by lids,

d) The water used should be a treated one.

The handicrafts vendors can use:

a) Thermocols, packing boards, and air pressured poly sheets for packing of their handicrafts specially offering to tourists at an actual extra cost incurred for providing the same from the customers.

b) A central packing system for individual locality, installed by the sellers together for scientific product of fragile products offered specially to tourists, taking extra cost incurred directly from them.

6.1.6. PEOPLE:

Service Marketing gives most importance to people as no service can be provided without involvement of the people serving it. Therefore training and development of the poor local community who directly comes in contact with the tourists for selling the products is very much essential. Therefore the recommendations are:

Training & Development: The Vendors should be given adequate marketing and management training, so that they become organized and
self dependent in acquiring a better standard of living as a whole, especially in the area of product packaging and hygienic food preparation and serving.

† **Role of NGOs**: Many small scale industrial sectors have flourished with the aid of NGOs throughout the globe. Biggest example is the leather industry of Bengal, which was once declared a sick industry due to inferior production, is now having a global market share at par with the global quality output. The artisans of handicrafts and the local community involved with the industry of handicraft can be developed with a hand and support of the NGOs. Although for coordinating and controlling such a huge community sector, the NGOs involved should be of good repute and significant history of performance, which can handle the integration and pave its way towards successful brand image. With this goal in mind the NGOs should work in four different fields of action, namely:-

**a) Training the artisans and the involved local community**: To make optimum use of the raw materials with minimum wastage, and maximum quality production. Exchange of trained professionals and artisans at international level can benefit in training of better packaging system and other fringe activities related to the finished products.

**b) Towards better quality control**: The finished products can be tested and improvised by the NGOs who in turn can train the artisans
to come up with durable, authentic and reliable finished product that can be offered to the global market as well as tourists.

c) **Coordination:** The NGOs can coordinate on behalf of artisans, with the government, and international sponsors (for financial aid) as well as set up co-operatives or market zones with easy accessibility for tourists and potential buyers to buy the product at homeland and also tap the export market potential.

d) **Build self generating, independent entrepreneurs:** out of the artisans and the poor local community involved in the handicrafts industry of Bengal.

e) **Educating the artisans on ethnic and cultural importance:** of the products they are offering to the tourists, who in turn would develop the importance of the products offered to them on one side and inculcate a feeling of Alma matter and pride towards the cultural sustainability and its importance among the local community on the other. As a result these talents would be sustained from getting mutated in future days of globalization.

- **Fresh Professional Approach:** West Bengal Tourism needs fresh trained Tourism professionals who would be understanding the necessity of Pro-poor Tourism development and would guide and help the vendors in organizing themselves.


4. **Curbing Unnecessary Political Interference:** Political Activities and unionism should be curbed by the government for proper operation of the Tourism department. Such strict rules should be implemented as far as working hours and results of sales are concerned with special boost to those showing proper performances.

6.1.7. **PLACE OF DISTRIBUTION:**

A well knitted place of distribution is needed for better marketability of the product offered. Therefore the recommendations are:

- **Setting of Government Co-Operative for direct export facilities for the artisans:** Giving license to the artisans to export their handicrafts in lieu of easy fees and procedures by the government would help them reach new heights to which India would also be a part. Government can also set up small Co-operatives where these artisans can be educated about the market trend and demands.

- **Organizing intra-state and inter-state Events and Fairs:** Milan 'Mela' Handicrafts fair, and other food festivals are organized by State Government and private sector initiatives but the occurrence of same is limited to one or two events annually. The frequency of such opportunities given to the poor artisans should increase in number as it takes place in "Delhi Haat". Different artisans and local food vendors assimilate and give stalls organized in a fair or festival to directly sell their products, where a large number of tourists also flock in.
Therefore on the basis of the above mentioned recommendations a model of poverty alleviation for the poor local community especially the local vendors selling local handicrafts and local cuisine is developed so as to sustain the art and culture of a metropolitan city like Kolkata.

Fig. 6.1. A model of poverty alleviation through sustainable tourism i.e. promoting tourism product made and sold by the poor local community.
6.2. Scope of Research

‘Poverty anywhere in the world is a threat to prosperity everywhere’

As quoted by the International Labour Organization, 1919 (Saxena, 2006)

Tourism is among the fastest growing industry in the world. Wide aspects of research are being taken up across vivid areas for development of the industry globally. ‘Pro-poor Tourism’ or Poverty Alleviation through tourism is a commendable way accepted and literally implemented in many a back ward community across the globe. Utilizing the same concept for development of an urban destination that too, for a metropolitan city, has not been carried out. This research identifies certain specific areas. They are:

- **Where? Kolkata:** A vivid example of metropolitan and cosmopolitan urban destination but with a rich multidimensional ethnic and historical background.

- **What? Poverty Alleviation:** Poverty Alleviation of the host community is main objective of the study through sustaining the culture of the destination as ethnicity itself is the unique selling proposition to the offered to the tourists.

- **Who? Local Handicrafts & Local Cuisine Sellers (Tourism Product):** The study identifies two main areas of research; I) local handicrafts sold by local retailers, viz. textile, handmade gold ornaments, and local artifacts. II) Road side local cuisine sold by the local poor community of the city.

- **Why? Direct Revenue Generation:** Poverty Alleviation through tourism of local community involves direct participation of the poor and indirect involvement through employment in components of Tourism Industry, like hotel, transport,
travel agents and tour operation. Moreover a lot of research is already done on the above mentioned components, but not concentrating on the community who are engaged in Handicrafts selling and local cuisine serving to the tourists. This segment of the community comes in direct contact with the tourists, and is serving as an important portion of tourism product. Therefore the research identifies the option of ‘direct revenue generation’ through the motto of “Of the Poor, by the poor, and for the poor”.

How? Model follows:

a) Research survey has been carried out to find both versions of i) tourists (both international and domestic) coming to the destination as well as ii) the local vendors and shop keepers.

b) Administrative hazards, needs, and innovative development that can be implemented, are identified and explored.

c) The basic problems faced by the entire infrastructural system and modest module of suggestion were recommended.

Thus the present research study was confined to the purview of its area, but leaves scope of further research study in similar fields, destinations, urban areas across Nations. However on the basis of the findings of the study an operational management can be developed in the city to ascertain the brand image of the tourism products of handicrafts and local cuisine offered to the global market, which in turn would help in revenue generation of the poor community and lead to poverty alleviation of the same, sustaining the resultant cultural and ethnic heritage of the place, inspite of its cosmopolitan fascia of development.