CHAPTER – 7

SUMMARY: FINDINGS & SUGGESTIONS
Present study deals with the study of “Marketing of tourism” An in-depth study on Tourism Corporation of Gujarat Limited (TCGL) is a separate tourism department which was established in 1973 to identify and develop the tourism potential in Gujarat. The corporation is engaged in variety of activities such as creation of beautiful tourist spots along with lodging & boarding facilities for tourists and other aspects of tourists facilitation such as transportation, package tours, the national and state highways, arranging cultural festivals, organizing exhibitions and producing and distributing maps, posters, brochures and pamphlets.

The study is made to analyze the different activities of TCGL and comparative study is made between services provided by TCGL and MTDC. The study is not entirely formal or institutional in nature. It is also empirical and behavioral in its approach. Two hundred respondents have been taken for the study to achieve the accuracy of this research.
CHAPTER – 1: ORIGIN AND GROWTH OF TOURISM

In the first chapter, origin of tourism is detailed, which includes the introduction, concept, history, significance, features, types and marketing of tourism. Further, tourism in India, need to promote tourism & India tourism policy is covered to flash on the economic aspect of the country. Festivals, facts and figures of India and also pictorial India is covered to define the culture of India.

Afterwards the chapter covers the tourism in Gujarat with introduction, history, highlights and main attractions of tourism in Gujarat. The last part of this chapter covers the origin and growth of TCGL, objectives, Gujarat tourism policy 2003 – 2010 and organizational structure.

The attractions of TCGL are its fairs and wild-life sanctuary, royal charm of heritage, the royal orient train and special corporate package. By providing such hospitable environment to the tourist TCGL attracts Indian as well as foreign tourists.

CHAPTER – 2: TOURISTS DESTINATIONS OF TCGL

This chapter covers the destinations of TCGL. TCGL is divided into four circuits. First circuit is the tourism circuit by region which is distributed in four regions. 1) Kutch & Saurashtra region which includes Bhavnagar, Rajkot, Junagadh, Somnath, Sasan Gir forest & Sanctuary, Ahmedpur Mandvi, Jamnagar, Dwarka, Kutch-Bhuj and
Gandhidham. All these tourist destinations are the combination of beaches, historic monuments, forests and wild life sanctuary. 2) North Region which includes Modhera, Palanpur, Patan and Siddhpur. Tourist destinations in north region are famous for historic temples, known for its architecture and attract the tourists for pilgrimage centers of hindus, rivers, marvelous carvings, glass paintings and famous patola silk sarees. 3) Central – South east region which includes Ahmedabad, Vadodara, Gandhinagar. This region is known for great textiles, historical monuments, lacks, museums, picture gallery, mughal miniatures and valuable palm leaf manuscripts of Buddhist origins. The main attraction of this region is Akshardham, the most famous temple of Swaminarayan which is located in Gandhinagar, the capital of Gujarat. 4) Southern region which includes Surat and Saputara. It is known for its beaches and hill station.

Pilgrim tourism circuit is the second circuit of TCGL which covers hindu temples, Parsee pilgrimage, Swaminarayan trail and Jain – footsteps. Gujarat has always been an important pilgrimage centre for people of different religions.

The third circuit of TCGL is vintages and classic cars circuit. It is a collection of rolls royee cars that were coach built and customized for Maharajahs and Nawabs. It also includes historic steam engines and locomotives. Railway circuit is the fourth circuit of TCGL. The western railway has prepared as many as twenty four standard circular
journey tickets covering Gujarat. One can select a tour and buy a
ticket straight from the booking office.

Last part of this chapter covers the monuments which are famous for
its caves, forts, architecture, Lothal excavations of 20th century B.C.
Gandhiji's house, foundation stone of Kirti mandir, the mandir
consist of best elements of the constructional art of Hindu, Buddhist
and Jain temples. All these monuments are priceless and protect our
heritage.

CHAPTER – 3 : SERVICES OF TCGL

TCGL is brandedly known as toran group of units. It provides
comprehensive travel services to the tourists. This chapter covers the
different services provided by TCGL. As Gujarat is famous for its
splendid & evocative festivals and fairs, usually called as “Melas”,
there are many fairs where tribal people gather and enjoy. Different
fairs of TCGL are Tarnetar fair, Bhadra Purnima, Shamlaji melo,
Chitra-Vichitra fair, Bhavnath mahadev fair and Vautha mela. Also
unique cultural festivals are celebrated in Gujarat like international
kite festival known as “Uttrayan or Makar Sankranti”, Kutch
mahotsava, Sun temple modhera, Janmashtmi at Dwarka, the dang
darbar and Navaratri.

TCGL provides a paradise for wild life enthusiasts by sanctuaries and
national parks of Gujarat. Through TCGL visitors can now
experience the royal charm of hotels and palaces of Gujarat and enjoy the hospitality of these historic homes. Some of the heritage hotels and palaces of Gujarat are: Nilambag palace hotels, Bhavnagar palitana, Royal oasis and Residency, Wankaner, Garden palace, Balasinor lake palace & Santrampur. Further part of the chapter describes the royal orient of Gujarat tourism.

It is a service provided in joint venture of Gujarat tourism and Indian railways. It promises luxurious travel through the states of Rajasthan and Gujarat as well as the union territory of Dui. Last part of the chapter covers the package tours of TCGL like 5 days Saurashtra darshan tour, 5 days north Gujarat and Rajasthan tour, 5 days Kutch tour. TCGL provides amazing facilities during the tour.

CHAPTER – 4 : RESEARCH METHODOLOGY

Research methodology covers the type of research under taken and describes different tools used for the study. It includes problem identification, title of the problem, objectives of study hypothesis, scope of the study, period of the study, data collection and data analysis. Describing various statistical tools of analysis like frequency distribution with percentage, cross tables according to different characteristics, descriptive statistics, Chi – Square test, t – test with their P – values, relative risk, and comparative tables of TCGL and MTDC.
Last part of the chapter covers the outline of the chapter plan which consists of the summary of respective chapters of the study and lastly the limitations of the study are discussed in the chapter.

CHAPTER – 5 : DATA ANALYSIS AND INTERPRETATION

In this chapter the collected data is analyzed by using some statistical techniques. The important information is tabulated in form of frequency distribution and cross tables with corresponding percentages. The parameters used to analyze the data are age, gender, education, occupation, family income and places of tourist interest. Survey is done on opinion of tourists about different tourist spots of tourist relating to their family income, the level of satisfaction of respondents according to education, gender, occupation and age. Opinion of respondents regarding various services provided by TCGL and survey of tourist satisfaction with services at various tourist spots. The last part of the chapter covers the details of TCGL in last ten years like number of tourist centers developed, number of services introduced, amount of investments done and popular projects. All these parameters were analyzed to check the association between two attributes by using Chi – square statistical test with p – value and to compare one attribute with other. For some criterion relative risk is computed.
CHAPTER – 6: COMPARATIVE STUDY OF TCGL AND MTDC

This chapter covers the introduction to Maharashtra tourism, history, highlights and pictorial Maharashtra to give the clear picture of tourism in Maharashtra. Further MTDC is introduced. It is located in Mumbai. Mumbai is a bursting city, seems to have never ending capacity for dynamic equilibrium. It possess the endless sites of historic and social significance. Afterwards history, objectives, tourism policy, organizational structure and services of MTDC are detailed. MTDC attracts lot of tourist by its heritage monuments and sculptures like Ajanta – Ellora caves, festivals like Elephanta, Pune, Kalidas, Ellora and Banganga. Tourist destinations like tarkarli Matheran, Ganpatipule, Khekranala and Ramtek Khindsi. Also to wild life of MTDC is adventurous at chikhaldara and tadoba. Lastly the royal rail experience of Deccan, Odyssey is the main attraction of MTDC for tourists. The information given by TCGL and MTDC is described by tools of statistics like mean, standard deviation (S.D.) and standard error (S.E.), to compare these means of TCGL and MTDC student’s t – test is used with its p – value.
### List of null hypothesis tested in our study

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Hypothesis</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>There is no significant association between income of the family and satisfaction with services provided by TCGL.</td>
<td>Accept</td>
</tr>
<tr>
<td>2</td>
<td>There is no significant association between education of a person and satisfaction with services provided by TCGL.</td>
<td>Accept</td>
</tr>
<tr>
<td>3</td>
<td>There is no significant association between gender of a person and satisfaction with services provided by TCGL.</td>
<td>Accept</td>
</tr>
<tr>
<td>4</td>
<td>There is no significant association between occupation of a person and satisfaction with services provided by TCGL.</td>
<td>Accept</td>
</tr>
<tr>
<td>5</td>
<td>There is no significant association between age of a person and satisfaction with services provided by TCGL.</td>
<td>Accept</td>
</tr>
<tr>
<td>6</td>
<td>There is no significant difference in average tourist turnover between TCGL and MTDC.</td>
<td>Reject</td>
</tr>
</tbody>
</table>
FINDINGS

• The study reveals that the tourism industry contributes a lot to the economy of the country.
• The royal heritage and diversified culture attracts more and more tourists to visit the various destinations of TCGL.
• TCGL facilitates the beautiful tourist spots by lodging, boarding, transportation and creates interests by organizing exhibitions.
• Tourism policy 2003 – 2010 gives a special thrust for infrastructure, development, innovative marketing and promotional tools, event based tourism and sustenance of rich heritage of art and craft.
• TCGL is divided into four circuits tourism, pilgrim, vintage, classic cars and railway circuit. Each circuit balances the entire organization and provide novel ways of entertainment to tourists.
• The monuments famous for its architecture are renovated from time to time and maintained to protect our heritage.
• In Gujarat pilgrim centers are very important for people of different religions. So pilgrim circuit owes special attention in TCGL.
• Gujarat is known for its beaches, heritage hotels & palaces, lakes, museums, rivers and glass paintings. TCGL creates awareness about all these by providing brochures and pamphlets.
• Gujarat is a paradise for bird watchers and wild life enthusiasts and TCGL provides visit to such sanctuaries and national parks of Gujarat.

• TCGL have packaged tours for different destinations like Saurashtra darshan, North Gujarat and Kutch tours which attracts tourists internationally.

• From the survey of two hundred respondents considering their age, gender, occupation and family income. There is a variation in their opinion about the services of TCGL.

• Majority (84.0%) of the respondents in our study are of age more than 30 years.

• Almost (91%) of the respondents are graduates or have higher education.

• There are 66% of respondents who are servicemen and 19% are businessmen. Others are professionals or students.

• About 55% of the respondents are belonging to middle – class families whose family income (yearly) is about one to two lakhs.

• Mountains, fairs & festivals, pilgrims and hill stations are very popular tourist areas.

• About 40% of tourists said that the places visited by them are excellent, 50% said it is good and rest of the tourists haven’t given clear opinion about the places. It indicates that there is mix opinion about the visited places.
• In our study only 61% of tourists said that they are satisfied with the services provided by the TCGL whereas the rest are not satisfied.

• There is a vast difference about the level of satisfaction of the respondents about the different spots.

• Respondents are dissatisfied with the cleanliness at the spots, hygienic good, accommodation by the services of TCGL.

• There is no significant association between income of the family and satisfaction with services provided by TCGL.

• There is no significant association between education of a person and satisfaction with services provided by TCGL.

• There is no significant association between gender of a person and satisfaction with services provided by TCGL.

• There is no significant association between occupation of a person and satisfaction with services provided by TCGL.

• There is no significant association between age of a person and satisfaction with services provided by TCGL.

• Comparison of TCGL and MTDC is made to check the significance difference between its services.

• The tourist turnover ratio of MTDC is lower than TCGL.

• TCGL have its services like fair and festivals, wild life, royal orient and heritage hotels and palaces also MTDC has introduced the similar services, though the marketing activities differ to a great extent.
Summary: Findings and Suggestions

- TCGL motivates its tourists by offering packages at reasonable rates whereas MTDC motivates by offering innovative packages both very according to the state and organizations policies.

SUGGESTIONS

- The Gujarat tourism department must have an independent research, development and analysis wing to research tourist demand and tourism structure in Gujarat so as to develop the prospects of tourism in the state.
- In order to increase the profitability, TCGL should adopt innovative marketing activities.
- The management of TCGL should pay personal attention to its tourists and provide with proper guides.
- TCGL should implement the policy 2003 – 2010 and work according to its vision, scope and objectives.
- The government of Gujarat must also develop an institute of hotel management and tourism guidance in the state to have better equipped units like tourist bungalows, hotels, midways, night resorts etc.
- The government of Gujarat must open a large tourist information complex in New Delhi to motivate guide both foreign and domestic tourists to visit the state of Gujarat.
• Measures should be taken by TCGL to satisfy the tourists by providing good services, maintaining cleanliness, providing hygienic food and proper accommodation to the tourists.

• The projects which are not profitable like Tithal, steps should be taken to improve such places.

• To improve the services of TCGL, survey should be done frequently amongst the tourists visiting the particular spot.

• The pre-service and in-service training programs should be started for better results.

• Advertisements and publicity should be done to create awareness amongst the tourists regarding TCGL.

• Government should review the structure of TCGL services, marketing activities periodically to promote the growth of TCGL.

• TCGL should privatize certain units which are loss making.

• TCGL should look forward to create permanent exhibition of tourist activities.

• MTDC should do the renovation of certain old resorts to attract more and more tourists.

• Government should give exemption in luxury rate, electricity rate and entertainment tax.

• MTDC should do a survey on number of satisfied tourists, visiting the particular spot to find out the reasons of lower level attraction at particular spots.