CHAPTER 9

SUMMARY

The concept of tourism as a phenomenon involves the movement of people within their own country or across the national borders. The anatomy of the phenomenon reveals that it is basically composed of three elements, namely, man. (The human element as the author of the act of tourism space the temporal is necessarily covered by the act itself), and time (the temporal element which is consumed by the trip itself and the stay at the destination. In a general way tourism can be defined as the temporary movement of people to destinations away from their usual or normal habitat, the activities entered upon during their stay in those destinations and the facilities developed to provide for their requirements/needs.

Tourism is a composite phenomenon which embraces the incidence of a mobile population of travelers who are strangers to the places they visit. It is essentially a pleasure activity in which money earned in one’s normal domicile is spent in the place visited. The increasing importance of the quantitative aspects of tourism for marketing decisions has led to various attempts by experts in the field to arrive at an internationally accepted definition of the terms tourism as the basis unit of measurement for tourism statistics.

Blessed with diverse tourism options, India is successful in attracting high volume of tourists from the global markets. India is also trying to lower down the traveling and accommodation costs to attract more and more tourists. It is a common conception that India has high prices destinations as compared to the destinations of South and South-East Asia. Therefore, the costs of transportation and accommodations are made viable to ensure Cheap India travel and attract them in higher counting. Seeing the price a limiting factor.
in future growth of India travel tours, it is looking for revival now. So, government and private players in the industry are looking for collaboration to accelerate the pace of growth. They can work in collaboration to boost tourism. The archeological survey of India is renovating the ruined historical sites and private players are promoting the attractions to draw the attractions of tourists. A striking feature of Indian tourism is the average stay of foreign tourists which is estimated as 31 days which is extraordinary when compared to international average. This is an indication of the character of the average foreign visitor a serious mind and exploratory indicating the fact that India has vast variety to offer to the tourists.

Both government organization like IRCTC and private players are providing India travel tourism packages at genuine prices to let the tourists explore the popular attractions of India. Palace on Wheels is a luxury train that let the tourists explore popular attractions of Rajasthan, Delhi and Agra. This is very innovative initiative of government to promote tourism.

The developments in technology and transport infrastructure, such as Jumbo jets and low-cost airlines, have made many types of tourism more affordable. There have also been changes in lifestyle, such as retiree-age people who sustain year-round tourism. This is facilitated by internet purchasing of tourism products. Some sites have now started to offer dynamic packaging, in which an inclusive price is quoted for a tailor-made package requested by the customer upon impulse.

The terms tourism and travel are sometimes used interchangeably. In this context travel has a similar definition to tourism, but implies a more purposeful journey. The terms tourism and tourist are sometimes used pejoratively, to imply a shallow interest in the cultures or locations visited by tourists.

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Apparently the government of India also took note of the new phenomenon of tourism and its economic implications. In order to associate the state government, the national carriers and the travel industry with the development of tourism an apex body called the Tourism Development Council was set up in 1958.

Many tourists from various states of India and also from abroad visit Punjab on account of a number of reasons. The natural landscape looks breathtaking with lush mustard fields. The rustic charm of the place and celebratory spirit of the Punjabis are sure to make for a memorable travel experience.

Punjab Government has established a separate Department for promotion of tourism in the state, it is known as Punjab Tourism. The basic functions of this department are to attract tourists from India and abroad and to make their visit and stay comfortable and peaceful. However, from preliminary observations, it seems that though there is a lot of potential for tourism but the state has not so far taken any serious steps to optimally utilize the same and also to suggest an effective Tourism marketing for Punjab.

The present study was undertaken to bring out the levels of satisfaction, on the various aspects and components of tourism, of the tourists visiting Punjab, to know the important components of tourism and the level of satisfaction of the tourists with regard to these components, to know the role of tourism intermediaries, to know the level of agreement of the tourism policy makers and these intermediaries on the issues of tourism, to suggest the left out or lacking areas where the state needs to take some serious steps for promotion and development of tourism.

Tourism marketing activities are systematic and co-coordinated efforts extended by national tourist organizations and or tourist enterprises or international, national and local levels to optimize the satisfaction of tourist groups and individuals in view of sustained tourism growth.
Punjab, located in the north west of India, is one of the smallest and the most prosperous states of India. The five rivers Sutlej, Beas, Ravi, Chenab and Jhelum gave it its name 'punjab' or the 'land of five waters'. These five rivers divide the state into three regions: Majha, Doaba and Malwa. Punjab is certainly a primarily agricultural state and enjoys the natural benefits of fertile soils and abundant waters.

Enriched with a distinct blend of rural and urban flavours, Punjab has a lot to offer to a tourist eye. It has a unique religious legacy with a host of Gurudwaras, the largest and the most prominent being The Golden Temple at Amritsar. Every year, thousands of tourists from around the world visit this holy shrine. The dome of the temple covered with pure gold presents a fascinating sight as its reflection falls in the holy waters of the sarovar. Other gurudwaras worth visiting are Sri Anandpur Sahib (the birthplace of Khalsa), Damdama Sahib and Goindwal sahib.

The best times to visit Punjab are the autumn and the spring seasons. The natural landscape looks breathtaking with lush mustard fields. The rustic charm of the place and celebratory spirit of the Punjabis are sure to make for a memorable.

Punjab travel helps the tourists to unravel the cultural diversity of the state which is also known as the 'Land of Five Rivers'. It is at this site that the first war between the Aryans and the non-Aryans took place. The region saw the emergence of many kingdoms such as the Mauryan Empire, Mughal Empire and the British Raj. Besides, the archaeological evidences of Ropar, Dholbaha, Kiratpur, Ghuram and Rohira add to the historical importance of Punjab.

Punjab fulfils the dream of a perfect traveller. This north Indian state is a perfect destination for pilgrimage tour in the country. The world's largest gurudwara – the Golden Temple is here which attracts millions of devotees from across the whole world to see its inimitable architecture. Apart from gurudwaras, the land is also studded with
historical monuments, temples, churches, mosques and a number of other holy shrines that remain unexplored.

Tourism in Punjab is principally suited for the tourist interested in culture, ancient civilization, and spirituality and epic history. Punjab has a rich history incorporating Sikhism and Hinduism. Along with the celebrated Punjabi culture, it has many royal Punjabi palaces, historic battles, shrines, temples and examples of Sikh Architecture.

Getting around in Punjab is not difficult, but one should know the possible means of transportation before going to Punjab. Punjab is easy to reach by road, train, or airplane. From New Delhi, Chandigarh, the capital of Punjab, is 246 kilometres. Amritsar, the holiest city for the Sikhs, is 446 kilometres.

Recently Punjab Government has realised that promotion of tourism is beneficial in a number of ways and it up-lifts the economy by generating direct and indirect employment besides promotion of other industries and earning of foreign exchange. In tune with this objective, the Government has initiated many projects for tourism promotion in the state.

Tourism in Punjab has become a part of its socio economic development. Keeping in view the importance of tourism, Punjab has set up a separate department of Tourism besides the Punjab State Tourism Corporation. This is expected to result into increased promotion and development of tourism in the state.

In the recent past, Punjab Government has undertaken many initiatives for promotion of its tourism sector. The various projects initiated/ completed are: Ropeway for joy rides All the transit tourists can be encouraged for an extra stop-over to enjoy the ropeway ride, Sound and Light Shows to make archeological sites of historical importance more attractive for the tourists, Water sports activities to attract fun loving tourist, Meena bazaars for leisure tourists, special interest tourists and foreigners, Restaurants (with or
without bars) and cafeterias or locals and all kinds of tourists visiting the destinations, Five star hotels for attracting more tourists to the destination and also extend their stay at the destination, Amusement parks which will have prominent positive impact on the tourists, Lake complex the target market for this project will also be NRI’s and a segment of foreign tourists. Besides these, there are many other steps being undertaken for tourism promotion.

The rapid development of tourism has contributed to the increasing domain of tour operators. In this competitive arena, tour operators are seen both as influential sources of information and as distribution channels, that affect tourist images and decisions. The tourism value chain starts with the customer order. Customer or tourists have some alternative when they purchase the tourism product.

A Tour operator’s aim is to create customer loyalty to them rather than to any of the destinations they are selling. However, destinations are able to sell their products to many distributors and therefore are not compelled to be able to be loyal to any tour operator. Conversely, tour operators act as a catalyst of demand in the sense of understanding market needs and directing them to destinations.

Planning for tourism is not only concerned with the physical planning of tourist facilities at a particular place. Successful tourism planning depends on how the natural and cultural resources are presented to the tourists. Thus the formulation of any tourism plan must be largely determined by natural and manmade tourist attractions, keeping in view the religious, social and cultural traditions and the level of its economic development.

The tourism intermediaries are very important for the development and promotion of tourism at any place. They play a significant role.

In case of the two parameters, ‘Food’ and ‘Cleanliness’ that both - the policy making executives as well as the tour and travel agents placed them in the highest ranked factors.
In case of the remaining four highest ranked factors, there is a conflict amongst the these two important tourism groups as the opinions of the tourism executives and the tour operators and the travel agents about these remaining four high rank parameters are different from each other.

Overall, there is a conflict amongst the these two important tourism groups as the opinions of the tourism executives and the tour operators and the travel agents on a big majority of the factors considered important for the tourism.

In case of the parameters, ‘Language’, Accommodation’ and ‘Historical Places’ both of these groups have placed these parameters in the least ranked factors. In case of the other least ranked factors, there is a conflict/ disagreement among them.

The there are many factors about which the opinions the policy executives and travel and tour agents differ from each other and even in some of the factors they are rather diametrically opposite. The Government and PTDC need to appropriately understand the common factors and strict measures be taken to implement them by chalking appropriate marketing strategy for tourism promotion in the state.

There is no significant difference between the two types of tourists i.e. Packaged tour and non- packaged tour tourists on account of number of nights of stay.

In order to analyse the opportunities and challenges for tourism in Punjab, appropriate questions were put to the three respondent groups i.e. foreign tourists, domestic tourists and also to the tourism department executives and tour and travel agents. The responses were obtained on a five point scale and cross comparisons among the three groups were made to know the levels of differences of the opinions on these aspects.

On the basis of preliminary investigations, eight variables were selected for obtaining the responses on the opportunities and six variables for challenges for Punjab Tourism. The
eight variables were selected for investigating the opportunities were: Ample tourism spots, Lot of Scenic Beauty, Good network of tourism Intermediaries, Adequate infrastructure and safety measures, Existence of many attractive tourism games and picnic parks; Cultural and heritage tourism, Existence of Many historical monuments and Good Physical Environment

The six variables selected for investigating the challenges were: Lack of transport facilities for reaching destination, Lack of recreational facilities in Punjab, Lack of economic accommodation facilities at many tourism destinations, Lack of guide facilities at most of tourism for all the important destinations, Lack of facilities for comprehensive tourism for visiting all important destinations and Lack of hygienic food facilities at most of the tourism destinations.

There are various variables which can be combined together and some common factors can be formed. Though again, there is a difference of opinion/ considerations among the foreign tourists and domestic tourists still it has been observed that in the case of the foreign tourists eight factors have emerged out of the 17 variables and in case of domestic tourists, these 17 variables can be clubbed into six meaningful factors. The following names can be given to the eight factors for foreign tourists and the six factors for the domestic tourists. As per the foreign tourists these components are: Pleasure, Education, Beauty, Relationships, Economy of Tour, Cultural Value, Recreational Value and Memorial Places. In case of the domestic tourists, the following names could be given to the six possible factors: Relationship, Leisure, Seasonal Care, Cultural Importance, Locational Advantage and Heritage Value.

The study has identified different kinds of variables that motivated or attracted tourists to visit Punjab. The study indicated significance difference in the over all satisfaction of respondents of foreign origin and domestic tourists. Safety and utility
comfort and frequency and availability were the first three important factors for the tourists. Though there were some issues on which both groups of tourists have responded almost the same way but it has been observed that there are many points/issues on which there was a significant difference of opinion of the respondents of these two tourist groups.

In case of the most attracting components and also the least attractive components also there were some issues on which the opinions of the two groups of the tourists i.e. Foreign Tourists and Domestic Tourists differed. It serves as a major input to know about what is needed most by any tourist to visit any destination in any part of the world to develop a strategy for destination marketers.

The foreign tourists visiting Punjab are maximally satisfied with regard to the variable ‘Cost’. The other variables on which the foreign tourists have stated a high satisfaction are ‘Entertainment’, ‘Historical Places’ and ‘Cultural Factors’. On the other hand these tourists are not satisfied on account of ‘Friends/Relatives’, ‘Cleanliness’, ‘food’, and ‘Language’. The tourism department and tour operators need to think about these issues and take up some measures so that the foreign tourists can be made more satisfactory on the se aspects and also as this may result into their repeat visits and also create good reputation of Punjab tourism by speaking high about it to their other tourists of their country.

Overall satisfaction level of the foreign tourists is quite satisfactory but Punjab Tourism can further be made more attractive for the foreign tourists if steps are taken to improve on the issues on which the satisfaction level of these tourists is low.

The domestic tourists visiting Punjab are maximally satisfied with regard to the variable ‘Safety’. The other variables on which the domestic tourists have stated a high satisfaction are ‘Food’, ‘Entertainment’ and ‘Cultural Factors’. On the other hand these tourists have stated to be unsatisfied on account of ‘Distance’, ‘Scenic Beauty’, ‘Location’, and
‘Season’. It is a point worth noting that on none of the variables the scores of the domestic tourists are very low. This indicates that Punjab is considered to be a good tourism location by the Indian Tourists. But still the tourism department and tour operators need to think about these issues and take up some measures so that more and more domestic tourists make it a point to visit Punjab and those once visited should like to revisit.

Overall satisfaction level of the domestic tourists with regard to Punjab Tourism is quite satisfactory but it is lower that the foreign tourists. It shows that the domestic tourists are not very highly satisfied with many of the tourism components offered by Punjab but they have a reasonable level of satisfaction with regard to most of the tourism components offered by Punjab Tourism. Punjab Tourism can further be made more attractive for the foreign tourists if steps are taken to improve on the issues on which the satisfaction level of these tourists is low.

Another point which is noteworthy is that both Foreign as well as domestic tourists have given a high rank to the variable ‘Cultural Factors’. This shows that Punjab Tourism has a lot to offer to both these types of tourists by way of its attractive Cultural factors and values. Therefore the tourism Department of Punjab and also the various other related groups should take care to highlight this factor while promoting Punjab Tourism.

In order to analyse the opportunities and challenges for tourism in Punjab, appropriate questions were put to the three respondent groups i.e. foreign tourists, domestic tourists and also to the tourism department executives and tour and travel agents. The responses were obtained on a five point scale and cross comparisons among the three groups were made to know the levels of differences of the opinions on these aspects.

To explore the relationship of future prospects with opportunities and challenges for tourism in Punjab the five areas of opportunities and four areas of challenges were taken as nine independent variables in this study. Future prospects as perceived and rated by the
respondents were taken as a dependent variable. The five areas of opportunities included here are those opportunities for which the null hypotheses were accepted for all the three groups i.e. there was no controversy in any combination of groups of respondents. These five components of are: ‘Ample tourism spots’, ‘Good network of tourism Intermediaries’, ‘Cultural and heritage tourism’, ‘Existence of Many historical monuments’, ‘Good Physical Environment’. The various challenges included for the analysis the four areas of challenges are those about which there was no controversy among any combination of the groups. These components of challenges are: ‘Lack of transport facilities for reaching destination’, Lack of economic accommodation facilities at many tourism destinations’, Lack of guide facilities at most of tourism for all the important destinations’, Lack of hygienic food facilities at most of the tourism destinations’.

From the above findings of the investigation it emerges out that these empirical findings of the research have practical implications for all concerned with promotion of tourism in Punjab. The tourism sector of Punjab has undoubtedly the potential for a lot of growth and to become a good source of employment and help the state in improving its economic condition but since there are number of challenges being faced by this budding sector of Punjab Economy, the same can be met through the coordinated efforts on the part of government and the various tourism intermediaries like tour and travel agents.

While the government is creating a favorable environment that would facilitate the growth of tourism in the state, the efficiency and effectiveness of the government initiatives in this regard need improvement in line with the findings of this chapter.

The term marketing strategy is a component of the overall business strategy of a firm, which addresses the way a business will compete within its industry. However the
marketing strategy adopted by the business for its various offerings depends upon the nature of competition for it and its strengths and weaknesses and also the opportunities provided and threats imposed by the business environment.

There is significant relationship between future prospects and opportunities available for Tourism sector in Punjab, between future prospects and challenges faced by this sector. There is significant effect of opportunities and challenges on future prospects of Tourism sector in Punjab.

The findings of this research have practical implications for all concerned with promotion of tourism in Punjab. The tourism sector of Punjab has undoubtedly the potential for a lot of growth and to become a good source of employment and help the state in improving its economic condition but since there are number of challenges being faced by this budding sector of Punjab Economy, the same can be met through the coordinated efforts on the part of government and the various tourism intermediaries like tour and travel agents.

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Marketing is a total system of interacting business activities designed to plan, price, promote and distribute want satisfying products to target markets to achieve organizational objectives. This definition is system oriented which has several implications.

In order to meet the most important objective of the study i.e. to suggest some appropriate marketing strategies for promotion of tourism in Punjab, inferences were from the findings of the various issues discussed in the various chapters and the findings thereof. Effective strategies should be chalked out for aggressive tourism promotion in the state. This can be done by taking care of the issues on which there is an agreement that
they are considered most important by the various tourists for making their tourism
decision and also the solutions to do away the shortcomings/ difficulties and problems
faced by them. In this chapter, appropriate tourism marketing strategies for Punjab have
been discussed on the basis of the findings of the study.

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more attractive for the foreign tourists if steps are taken to improve on the issues on
which the satisfaction level of these tourists is low.

Overall, it is expected that if the above findings of the study are given due
consideration, it will result into making an effective Marketing Strategy for tourism in
Punjab.