CONCLUSION

Tourism is a rapidly growing industry and main activity in many of countries and especially in south asian countries like; China, Thailand, Macau and Singapore. It is expected to remain the main contributor to the world economy due to its’ significant contribution as foreign exchange earning sector. Internationally, tourism accounts for 30% of trade in services, which is about 12% of world GDP. The 350 billion dollar world tourism Industry employs 11% of the global work force. One direct job creates 11 indirect jobs leading to tremendous jobs in the world. With so many jobs created in the tourism, a significant emphasis has been on the qualitative needs to harness unlimited potential in this field. Quality could be introduced by communication and zero defect approach. Therefore, technology has emerged as a vital component of this industry. Few areas like aviation, marketing, customer relations management, management of information systems, reservations etc. are now re-invented as a more powerful technology supported systems in tourism.

Although tourism includes variety of activities, the two most important of these are hospitality and travel trade. The need for trained personnel in both the sectors at executive and managerial level is being felt by the entire world. Hence, the tourism industry will find it necessary to rethink about its attitudes towards investment in information technology. Liberalisation has thrown up many challenges and opportunities especially to the tourism field. There is ‘service standard’ on one side and mammoth need to offer services of international tourism on other side. This imbalance faced today is attributed to the failure of automation in the past. In fact there is total lack of clear strategies in this regard. The response has been taken care of to immediate needs. Shortage of ‘ubiquitous network’ with high level of Wireless Application Protocol (WAP) penetration is strongly felt in the fast changing technological environment in the tourism industry.

India has wide variety of culture, heritage, artifacts and there are huge possibilities towards tourism development in the country hence a passionate urge for the development and growth of tourism building because tourism generate lots of jobs, helpful to boost up economy, contributed to community development and represents the image in front of
other states and countries as well. So we all knew that any kind of development and growth is purely based on sound planning.

Planning plays a vital role in every outcome whatever would be achieved in future. Planning should be unique and authentic in each and every step; coordination with other aliens in public and private sector is also very important part of sound proof planning. Flexibility is another very important part in planning because future is uncertain so we need to think every small kinds of element which makes our planning very useful for the future development and growth.

Heritage somewhere related to our cultural values and knowledge based study. What is the wisdom of our ancestors and how intellectuals they were and what we can learn from them, this is all about considered in heritage what one can observe thorough naked eyes. Heritage is an important and integral part of the culture and cultural growth of the society as well. When it comes to heritage tourism promotion then obviously promotion is to be understood as a systemic tool of provocation of heritage (tangible and intangible) among the common masses which may creates new type of merchandising mechanism called as tourism destination, where do people can came across from the rest of the world and widespread the popularity of the heritage on the very much commercial notion, called up as Heritage Promotion.

Heritage linkup with tourism is commonly acceptable thing because tourism and heritage relations are very ancient and holy as well. Heritage being as an intregral part of society as well as so called cultural tourism surely it was suppose to be a long-term process which is passing on generation to generation. Thirthatan, Deshnatan, Paryatan are the ancient concepts as mentioned in the holy scripture of the Sanskrit. Travelling one place to other place in the ancient past was for the urge of the travel for food, travel for livelihood, travel for religious purpose and travel for joy , all such derivates are equal to cultural based tourism which is now a days moves onto the basis of so called intangible heritage from generation to generation. Although UNWTO had derived the definition about tourism few years ago but it seems as an ancient phenomenon in the world. Heritage tourism identified past life of the community, social cultural environment, monuments, architecture, techniques of water conservation and many more things.
Promotion of heritage based tourism phenomenon is an important aspect because, it gives a lot of knowledge of past, undoubtedly this can be apply in present for future growth. Essence of culture and heritage provides an opportunity to the visitor community to be having a stress free life. Currently many of the schools going students visits heritage sites and gained practical knowledge of heritage and culture. Culture is part of our lifestyle we have to promote it very confidently. Heritage Tourism is one of the medium which can represent brand image of the particular nation like Taj Mahal in India, Wall of China in China, and Eiffel Tower in France etc.

Promotion of heritage tourism plays a very important role towards regional, community development, upliftment of the masses and to educate them for the tourism centric awareness that may improve the overall visitor’s experience and economical upgradation of the society through the revenue generation for the society by selling the experience of such vivid heritage available in surroundings.

There are many tools available towards wider promotions of the tangible and intangible heritage available in and around as under

1. Advertising Through:
   Print media  
   Electronic Media  
   Social media  
   Through Posters  
   Through Hoardings
2. Press or Public Relation
3. Sales Promotion- Through Tour Packages
4. Word of Mouth- Verbal Promotion
5. Destination based heritage promotion through MICE (Meeting, Incentive, Conference, Exhibition) Tourism
6. E-Marketing – web displays, official web pages of the govt. organizations, Blogs, Social Networking Sites, Radio Promotion etc.
7. Pamphlets
8. Brochures
9. Leaflets
10. Through Virtual Tours
11. Through Documentary Film
12. Through Heritage Photography
13. Shows on Television like Doordarshan, BBC, Fox Travel, Travel HD, Food Food & FM Radio Channels like etc.
14. Organize Promotional Events
15. Car rallies, Bike Rallies etc
16. Heritage Walk etc.

The above mention list shows tools or mode of promotion but there is an immense need for mass education and making people aware about the importance of heritage promotion. There is a great need to train manpower which can play significant role promoted city as a tourist friendly city in the country. Efficient utility of the available resources and to convert this utility as a medium of successful tourism promotion is lies on the appropriate planning and trained human resource.

As far as heritage tourism planning for promotion of tourism potential of Gwalior is concerned has never been an easy task for developing Gwalior as Heritage tourism city which may be promoted as Heritage tourism destination further. Actually Planning for the promotion of tourism destination is such a complex phenomenon and it is challenging at every step of its implementation as well. It is very complicated process but where the challenge there are the opportunities as well so keeping this thing in mind the study was come in the shape. Since Gwalior city and its history belong to substantial amount of tangible and intangible cultural heritage. The historical significant of the Gwalior is remarkable. This was the land of Gurjar Pratihara and in last ruling power of this land is the (Marathas) known Scindia’s (before independence).

This contented study focused on the areas of heritage tourism, and planning aspect in to the context of tourism promotion for this Gwalior region’s great heritage over there lots of people want to explore city heritage but it is not fully explored yet. There are numbers of challenges and hurdles identified in the study after shorting them out the possibility of getting more tourist footprints may be ensured and this will also increase our image as destination.
Tangible and intangible heritage of both form of heritage available are existing in the City Gwalior, hence there are enough opportunities for the development of the tourism potential in this city. I have observed during my study that Gwalior heritage sites are not well protected as well as suffering from the making very use of its heritage potential in a good manner; hence there is great a need to apply conservation and preservation techniques to ensure protected rich heritage. Many of the destinations are very unique it tells great cultural stories of the past. We have to focused on ‘development’ it is main issue arise as a hurdle in front of us, which is demoralized of the tourists.

Transport is other related issues in Gwalior, (tourist’s arrival in the city) maximum tourist arrived here through train transport, than they prefer road transport but air transport is very less in numbers. Government of India had launched UDAAN scheme which good initiative to increase air transport in the country but Gwalior not benefitted through this scheme, only two or three flights available here. This is another cause of less tourists touched Gwalior city.

Safety and security are few other important issues at the heritage sites in the Gwalior. It has been found that in our study many of the people who is moving towards heritage places at Gwalior but notified that many criminal minded peoples, those are creating vandalism in this city as well as tourist places and visitor’s experience may also be degraded so as the tourism business in this city. Off course the Image of the city has also gets down because of these issues.

The planning policies and regulations are not adequate for Gwalior that is why it still cannot be seen as a more famous tourism center in presently its seems like excursion site only. For being such a brand it is essential to make best use of cultural heritage and became Gwalior tourism friendly city as well. Until the governmental policies and planning, creative teams and education of the community does not exist within a destination there will never be a better assessment of opportunities. The Authorities and agencies of the responsible departments needs to be more vigilant and proactive towards implementation and execution of the policies towards getting desired results of being a very good destination, these bodies should be used as a medium of the conservation and recovery are including some steps of establishing education centers, offering informative meetings, application of encouragement and promoting some values such as heritage.
cuisine, handicrafts, old paintings and rich cultural heritage. It is also felt to focus on living heritage of Gwalior and surrounding as well. The important stages like *Tansen Samaharoh, Gwalior Trade Fair, Chakri Fair*; needs to be maintained as a brand of glory of city Gwalior. In order to develop a region, preserving cultural heritage it is important but there is one more important reality which emphasizes the impacts of a special event in a destination.

Smart city project which is launched by honorable prime minister of India very useful concept for branding of city and though this project many other special event launched by them recently in month of November 2017 one heritage walk event organized by *Danik Bhasker Group* with contribution of every people of the society is such an event which is going to stimulate the development and improvement of Gwalior. There are going to be so many investments which are going to urge the emergence of trade, tourism, diversity, wealth and achievement of being a brand with a broader vision for the future. With the cooperation of government body, society, community, education centers, private sector, and nonprofit organizations is becoming more and more important in order to make Gwalior a center an identity.

In Gwalior there is wide variety of heritage tourism like as Gwalior fort it was also called "the pearl in the necklace of castles of Hind" by the Mughal Emperors Babur in its own called Babur- nama. During the study it is being found that many of the issues and challenges in the city which may cause harm for growth of tourism in this city. The sustainability and promotion of the heritage places of Gwalior and surrounding Gwalior region sector is a call for the MPSTDC and other stakeholders to address the discussed challenges such as poor infrastructure, environmental pollution, revenue leakage, conservation, preservation and restoration, cleanliness and others. The honorable prime minister of India started *swach bharat abhiyan* (clean India campaign) which would be helpful initiative for growth of tourism. There is NDA Government launched smart city plan in India Gwalior is one of them among the 100 smart city project, this is the very good step for development of the city. In last I want to say that if we present Gwalior as tourism friendly city and promoted as well in good manner it will become tool of economic generation and host population earn benefit through this.
Recommendations

Based on the above conclusions, the following recommendations are made for “A study of Planning for Promotion Heritage Tourism in Gwalior”:

- Identify new service areas in heritage tourism.
- Determine steps to create sense of trust in international visitors.
- Distinct your international reputation (Touristic image of Gwalior).
- Tourism or Heritage Tourism promotion through the website for heritage tourism promotion.
- Advertise on selected portals and use strategic locations and timings.
- Ensure that information is updated, authentic and to the point and useful for international travelers.
- Use multilingual platform.
- Build database for referrals.
- Bifurcate data on present and future customer wish to get customized services.
- Link with other search engines to provide competitive prices.
- Plan to convert hotel into centre for holiday attraction. In view of the same following needs to be ensured

I. Increase customer loyalty: Traveller is now more aware about the available information on the Internet. Vacations or tour is also associated with conveniences.

II. Stakeholders role is also very important to promotion of heritage tourism in the city. All stakeholders would be planned for monthly meeting for growth of tourism in the city.
III. Local authority and government should develop the tourism infrastructure in the heritage sites like:

- Drinking water facilities
- Sign boards
- Cafeteria
- Selfie point
- Wellness services etc.

IV. Small and Medium Enterprises (SME) should capture the advantage of communication technology to harness long-term relationship with the customer. Therefore, following measures should be initiated:

- SMEs may highlight the fact, which is most important for customer due to the advantage of one-to-one communication.

- Customer should be given prior information about upcoming business promotion schemes.

- Long term relationship could be maintained by economical communication technology like: E-mail.

- SMEs could demonstrate world class image by providing international news.

- There should be heritage marketing, and advertising strategy. After promotion, regular updation of website helps to provide right information at the right time and place.

- The most crucial part of an online business is transaction facilities. A good website must have on-line booking and money transaction facilities.

- Continuous relations should be maintained with customer. A website helps to collect data about customer and create customer profile. It also helps to analyze behaviour of customer. CRM solutions could be used to satisfy customer in better way.
V. Travel Companies or Travel agents must develop alternate revenue base structure.
So, SMEs are advised to consider the following:-

- Realize your customer value for money.
- Change pricing policy and make your customers realize that your experience could give better travel solutions.
- Offer on-line and off-line solutions.
- Analyze the customers ready to pay service charges.
- Build integrated on-line and off-line solutions. Show regular online accounts statements to your clients.

VI. Tour operators business is less transparent in the eyes of tourists. Technology could help to create a sense of trust. Travel Companies or Tour Operators can use ICT as a medium to effectively link with supplies, tourists, etc. TAs should chart out Information Technology business strategy as follows:

- Decide strategic plans to invest in heritage promotion.
- Identify various innovative applications.
- Analyse possibility to establish the company on the net.
- Define company’s specialization in accordance with the upcoming trend.
- Define the key areas of operation.

VII. Travel Agents are suggested to develop aggressive advertising campaign to sustain in the industry. They are required to execute step-by-step guidelines to implement e-business strategy regarding Heritage Promotion. It is defined in three phases:

- Moving towards heritage marketing and heritage promotion.
- Adapting technological infrastructure
- Making product development more flexible.
The implementation process is further elaborated into different steps:

- Use of right marketing mix with technology.
- Transition to interactive marketing from brochures.
- Transition from paper content or digital content similarly.
- Managing technological solutions.
- Integrating with reservation system.
- Innovative product customizations.
- Customer service solutions.

VIII. Strategy and Planning for heritage promotion should be undertaken which can be implemented through following steps:

- Awareness campaigns
- Publicity
- Connecting society with monuments
- Mobile friendly website development
- Integrating with Operational database
- Transaction/Customer Purchases: Online transaction between two entities e.g. company and customer or supplier is very important. A website must have the provision to transact financial payments.

IX. Tourist management is the most crucial part of business. Following steps can be adopted to build tourist traffic to the city:

- Building trust
- Promotion
- Building loyalty
- Listing on the search engine
- Banners
- Linking exchange programme
- Affiliation
- Referral
- Directory listing
- Latest technology
- Security Alerts
In addition, the following points are important keeping in mind the role of Heritage as a strategic tool for the development of the city.

- Gwalior has got good Heritage Tourism infrastructure, so it becomes easy to implement it in tourism industry also.
- The city will be progressive in terms of the growth of Tourism industry and its users as referred to in the Hitech City plan of local authorities of Gwalior.
- Use of I.T. is clearly visible by the steps taken by the industry i.e. Bus Route Finder, Online Pass, Internet Reservations, facilities etc.
- There is high demand for I.T. gadgets in hotels due to the increased traffic of I.T. professionals and business tourists.
- Gwalior has good literacy rate and Heritage aware population.
- E-mail is becoming most popular option for communication amongst tourists and functionaries.

X. New initiative of Heritage Planning and Promotion in future:

- Promotion needs product and our product is heritage so we have to need proper conservation and preservation of the heritage products of the Gwalior. We have to maintain its cultural and heritage value for future generation.
- Tourism is the authentic source of bringing foreign exchanges, and it is our responsibility to maintain this faith not only for growth of the city but also growth for the nation.
- Facilitate change in the procedures of social and financial coordination of all concerned tourism participation for delivering colossal push to save and preserve the basic qualities with no preference to the nearby assorted variety.
- Supporting logical and connected research with an ethnic interest and accentuation as an establishment for empowering imaginative and supportable social responsibility of tourism improvement and such an exploration is to center around request what’s more supply on nearby needs and visitor desire.
- Avoid the negative highlight of tourism through the improvement of touchy and responsive social tourism that perceives the needs of tourism...
every one of the locales. Needs of the employment must be resolved now and again at every one focuses in the tourism development and its growth.

- Developing training and research for tourism administration, translation and protection as establishment for suitable social tourism advancement and participation, including system programs, connection with the professional, experts in the fields and media partners.

- *Raja Mansigh and Mragnayni (Gujari)* love story promote like: *Dhola Maru* love story famous in Rajasthan.

- *Tansen Smahroh*: we can design drama series on that and present in theater till one month during *tansen samaroh*.

- Weekly (Saturday and Sunday) heritage *chopal* can be organised in the city. Where all year mythological play performed by professional and different people of the city.

- Heritage walk and city carnival should be planned by the government or non government organisation.

- Handicraft market also develops in good manner and which should be near about the tourist destination and accessible for the tourists.

- Heritage buildings convert into heritage hotel.

**Contribution of Research Study**

The piece of research work adds the tourism research of the study area

- Heritage Tourism Planning
- Heritage Tourism Promotion
- Development of Heritage Tourism

This piece of research work is the important weapon policy makers and administrative key heads for implementation static strategies study. The study is important for tourism professionals that how to explore heritage tourism (Diaspora Tourism). The present research work explores the relationship between planning promotion and development. The study balances the expectation and perception of tourists and stakeholders Heritage tourism is the identity of our indigenous culture. Heritage research preserve these identities in a scientific insights, therefore the scope of this part of research is unlimited in nature.
The research is actually the unending or endless process. Therefore this research leads to a new researcher or enhancement the research gap.

**Future Scope**

The research work has its own limitation this leads further research. The research study explores the various dimensions of heritage tourism. It is not possible to overcome all of these dimensions to reach the findings in every aspects of heritage tourism development. The study leads to research gap regarding stakeholder role in promoting heritage tourism and their relationship to tourists taste and preferences of expected expectations. It is recommended to explore the research gap oriented dimension of heritage tourism to further research of proper utilization of heritage tourism promotion and development in the study area.