



COMPETITIVE ANALYSIS FOR TRAVEL TOURISM INDUSTRY

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ABSTRACT

According to World Travel and Tourism Council, India will be a tourism hot-spot from 2009 to 2018 having the highest 10-year growth potential. The Travel & Tourism Competitiveness Report 2007 ranked tourism in India sixth in terms of price competitiveness and 39th in terms of safety and security. Despite short- and medium-term setbacks, such as shortage of hotel rooms, tourism revenues are expected to surge by 42% from 2007 to 2017. India's rich history and its cultural and geographical diversity make its international tourism appeal large and diverse. It presents heritage and cultural tourism along with medical, business and sports tourism. India has one of the largest and fastest growing medical tourism sectors.

Introduction:

Tourism in India is the largest service industry, with a contribution of 6.23% to the national GDP and 8.78% of the total employment in India. In 2010, total Foreign Tourist Arrivals (FTA) in India were 5.78 million and India generated about 200 billion US dollars in 2008 and that is expected to increase to US\$375.5 billion by 2018 at a 9.4% annual growth rate. The majority of foreign tourists come from USA and UK. Kerala, Tamil Nadu, Delhi, Uttar Pradesh and Rajasthan are the top five states to receive inbound tourists. Domestic tourism in the same year was 740 million. Andhra Pradesh, Uttar Pradesh, Tamil Nadu and Maharashtra received the big share of these visitors. Ministry of Tourism is the nodal agency to formulate national policies and programmes for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/agencies, the state governments and union territories and the representatives of the private sector. Concerted efforts are being made to promote new forms of tourism such as rural, cruise, medical and eco-tourism. The Ministry of Tourism also maintains the Incredible India campaign.

Govt. Initiation:



The organisations involved in the development of tourism at the Centre are Ministry of Tourism, Indian Institute of Tourism and Travel Management, National Council for Hotel Management and Catering Technology, India Tourism Development Corporation Limited, Indian Institute of Skiing and Mountaineering and National Institute of Water Sports.

The Ministry of Tourism is responsible for formulation and implementation of policies and programmes for the development of tourism within the country and for attracting foreign tourists to India by way of developing tourism infrastructure, publicity and promotion, dissemination of information, co-ordination and supervision of activities of various segments of industry such as hotels, travel agencies, tour operators, etc.

There are 20 field offices of the Ministry of Tourism in India and 13 in other countries to undertake both developmental and promotional activities. While the overseas offices are in constant contact with tourists, travel intermediaries and media to promote tourism in India, the field offices in India provide facilitation services to tourists and co-ordinate with the State Governments on tourism infrastructural development. The main objectives of the overseas tourist offices are to position India in the tourism generating markets as a preferred tourism destination, to promote various Indian tourism products vis-a-vis competition faced from various destinations and to increase India's share of the global tourism market. These objectives are met through an integrated marketing strategy and synergized promotional activities undertaken in association with the Travel Trade and State Governments.

India Tourism Development Corporation Development Limited

India Tourism Development Corporation (ITDC) came into existence in October 1966 with the objective of developing and expanding tourism infrastructure in the country and thereby promoting India as a tourist destination. Working on the philosophy of public sector, ITDC succeeded in achieving its objectives by promoting the largest hotel chain in India and providing all tourist services, i.e. accommodation, catering, transport, in-house travel agency, duty free shopping, entertainment, publicity, consultancy, etc., under a single window. It also offers consultancy services from concept to commissioning in the tourism field both for private as well as public sector.

In pursuance of the disinvestment policy of the Government, 18 hotels have been disinvested. Keeping in view the changed scenario, the Corporation has suitably been restructured so that it continues to fulfill its original mandate for tourism development in the country. Besides consolidating and expanding its existing business areas, ITDC has made diversification into new avenues/innovative services like full-fledged money changer services and Western Union Money Transfer, Training Consultancy in hospitality sector, event management and consultancy and execution of tourism and engineering projects.



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ITDC has been a pioneering tourism organisation which provides all the tourist services/facilities under one roof. ITDC's present network consists of 8 Ashok Group Hotels, 7 Joint Venture Hotels including one under construction, two Restaurants (including one Airport Restaurant), 13 Transport Units, 1 Tourist Service Station, 37 Duty Free Shops at International as well as Domestic Custom Airports, 1 Tax Free outlet, 1 Sound & Light Show and 4 Catering Outlets. Besides, ITDC is also managing a Hotel at Bharatpur and a Tourist Complex at Kosi and a SEL show at Sabarmati, Ahmedabad owned by the Department of Tourism.

The Ashok International Trade Division of ITDC offers world class duty free shopping facilities to international travelers at its 38 outlets, earning crucial foreign exchange for the country and showcasing Indian products to the world.

The Ashok Travels and Tours (ATT) handles work relating to Domestic/International ticketing, hotel booking and tour packages, car and coach rentals, money changing services, money transfer services, overseas insurance and organizing exhibitions.

The Ashok Reservation and Marketing Services (ARMS) Division of ITDC, which is mainly responsible for marketing of Ashok Group of Hotels, participated in national/international events like ITB Berlin to ensure direct interaction with Foreign Tour Operators to promote various services of ITDC.

The Ashok Institute of Hospitality & Tourism Management (AIH&TM) of ITDC has been associated with the pioneering efforts in human resource development for more than three



decades. Awarded the ISO-9001-2000 Certification, the institute conducts 18 months Craft/Certificate courses in the field of Culinary Skill Development, besides providing training to management trainees/apprentices and organising Executive Development programmes for the officials of ITDC. Under an MOU signed with the prestigious Kurukshetra University, the AIH&TM started 4-year Bachelor's Degree Course in International Hospitality Business Management from August 2004.

Hotel Management and Food Craft Institutes

The Ministry of Tourism has accorded high priority to the development of manpower to meet the growing needs of Hotels, Restaurants and other Hospitality-based Industries. For this purpose, 21 Institutes of Hotel Management and Catering Technology and 10 Food Craft Institutes (3 of these are now also State IHMS) have been set up in the country. In addition to the above, four more Institutes of Hotel Management are in the pipeline at Uttarakhand (Dehradun), Jharkhand (Jamshedpur), Chhattisgarh (Raipur) and Haryana (Kurukshetra). These Institutes conduct Degree courses in the field of Hotel Management, Catering Technology and Applied Nutrition and Craft Courses in Food and Beverage Services, Accommodation Operations, Dietetics and Hospital Food Service, Food Production and Patisserie, House Keeping, Front Office, etc. IHM's Mumbai, Bangalore and Pusa (New Delhi) have started 2 Years M.Sc Hospitality courses also. Food Craft Institutes conduct Craft Courses for duration ranging from six months to one year for operational staff. All these training Institutes are affiliated to the National Council for Hotel Management Catering Technology and Applied Nutrition (NCHMCT) at apex level which regulates academics for all these Institutes.

Capacity Building for Service Providers (CBSP)

In the year 2002, the Ministry launched a programme called CBSP to train the persons engaged in small hotels, dhabas, eating joints, restaurants, etc., and also handling tourists like Immigration staff, airport staff, security/Police personnel, guides, taxi operators, bus drivers, etc. The objective was to provide short term training to improve their etiquette, behaviour and attitude towards tourists.

The scope of this scheme has been further enlarged and the training programmes of 3/6 months duration have been added for skill development of existing as well as fresh service providers. Under this scheme, a new programme called 'Project Priyadarshini' was also launched in 2005 aimed at imparting training to women in taxi driving/operation, entrepreneurship like setting up souvenir kiosks, etc, to adopt tourism as their profession.

Hotel Accommodation



The hotel sector forms one of the most important segments of the tourism industry with high potential for employment generation and foreign exchange earnings. To give impetus to this sector, the government provides concessions under EXIM Policy and other incentives. The Industrial Policy has now placed hotels and tourism related activities as a priority industry. Foreign investment and collaborations are now facilitated under the new economic policy. Automatic approval is available for foreign direct investment upto 100 per cent in Hotel and Tourism sector.

Travel Trade

The Department of Tourism has a scheme of approving Travel Agents, Tour Operators, Adventure Tour Operators and Tourist Transport Operators. During 2005, keeping in view the spurt in Domestic Tourism, a new category for the recognition of Domestic Tour Operators has been introduced. The aims and objectives of this scheme are to encourage quality, standard and service in these categories so as to promote tourism in India. The Travel Trade Division also interacts with the travel trade associations like Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO), Indian Tourist Transport Operators Associations (ITTA), etc., and other agencies like India Convention Promotion Bureau, Pacific Asia Travel Association (PATA), etc.

The Travel Trade Division also deals with all matters pertaining to the regulation and training of tourist guides at Regional level and also co-ordinates with other Ministries such as Civil Aviation, Culture, Railways, Surface Transport, External Affairs and Home Affairs on various issues to improve the facilities for the tourists visiting various destinations in India.

Celebration of Various Tourism Events

A number of events and road shows have been organised during 2005-06 for spreading awareness about India Tourism in domestic and international tourism market to attract more tourists to India. The major events organised by the Ministry in collaboration with various State Tourism Departments are: Golf open tournament, Srinagar; Sindhu Darshan at Leh; Heritage Festival, New Delhi; All India Crafts Mela, Hyderabad; Heritage International Festival, Jaipur; India International Boat Show, Kochi; Paragliding Show and Tourism Conclave in Himachal Pradesh; Mega Folk Festival "Virasat" in Dehradun; Prithivi 05-Global Eco-Meet, Kochi; Domestic and International Photo Exhibition "A Confluence of Cultures" and Essay and Photographic competition on "What Tourism Means To Me" on World Tourism Day on 27 September (every year); India National Tourism Day on 17 March 2006; Designer's Night Bazar, Surajkund Crafts Mela, Haryana; 3 Global Interline Golf Championship, Photo Exhibition, Eco-Tourism Marketing Meet; Mussorie (Uttarakhand), WTTC, Himalayan Run and Trek and Photo Exhibition on Hindu, Buddhist and Islamic monuments of Kashmir.

The Ministry of Tourism also participated in various travel and tourism events, trade fairs and exhibitions in India and abroad. The important fairs and exhibitions are Tourism Travel Fair in New Delhi, Mumbai, Bangaluru, Chennai and SATTE (South Asia Tourism and Travel Expo), New Delhi. India Tourism offices located in 20 cities in India also participated at local important fairs. The Ministry of Tourism participated in several overseas travel and tourism trade fairs, notably World Travel Market, London; ITB (International Tourism Bourse), Berlin; Arabian Travel Market (ATM), Dubai; EIBTM, Spain; IMEX, Frankfurt; Pata Travel Mart, Malaysia; FITUR, Spain; and World Travel Fair, Shanghai. India Tourism offices located in 13 overseas cities also participated in various travel and tourism fairs.

National Tourism Policy 2002

A National Tourism Policy-2002 was announced by the Government with, inter-alia attempts to position India as a global brand to take advantage of the burgeoning global travel and trade and the vast untapped potential of India as a destination.

Tourism in 10th Five Year Plan

In order to further accelerate the development of tourism in the country, the thrusts during the 10th Five Year Plan has been to:

- Position tourism as a major engine of economic growth
- Harness the direct and multiplier effects of tourism for employment generation and economic development
- Provide impetus to rural tourist
- Provide a major thrust to domestic tourism which will act as a spring board for growth and expansion of international tourism
- Position India as a global brand to take advantage of the burgeoning global travel and trade and the vast untapped potential of India as a destination
- Acknowledge the critical role of private sector with government working as an active facilitator and catalyst
- Create and develop integrated tourism circuits based on India's unique civilisation, heritage and culture in partnership with states, private sector and other agencies
- Ensure that the tourist to India gets physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated and "feels India within him".

STUDY OBJECTIVE :

“The World Travel & Tourism Council” aims to measure the factors and policies that make it attractive to develop the T&T sector in different States in India. These categories are : a.

Safety & security b. Health & Hygiene c. Natural Resources d. Cultural Resources e. Tourism Infrastructure f. Easy Transportation/ communication g. Trained human Resources h. Price Competitiveness . According to the survey made by Indian govt. ; Andhra Pradesh (155.8 million) receives the highest share of the domestic tourists; where Uttar Pradesh (144.8 million) scores second, Tamil Nadu (111.6 million) scores third, Maharashtra (48.5 million) scores fourth, Karnataka (38.2 million) scores fifth as per as the share of the domestic tourists they receives in year of 2011; In this respect report also says that West Bengal stood 9th in this respect, this state receives 21.1 million domestic tourist in the year of 2011. Through this research researcher compares West Bengal with rest of the top 4 states regarding 8 factors which play an important to convert a state in to a Tourist hot spot.

Research Methodology:

1) Research design:

The research design which I have used is Descriptive research design because; This research deals with a competitive study between West Bengal & other top 4 states which attracts most no. of Domestic tourists; after this research it will be understood How West Bengal emerges as a top tourist Destination.

2) Data Collection Methods

i) Secondary data:

Journals
Articles
Books
Internet

ii) Primary data :

- a) Population: Individual tourists & Travel agencies; though individual tourists are divided in to 5 sub segments; like: A. People with less time for leisure are likely to take more frequent but shorter trips B. The experienced traveler wants authentic off the beaten track vacation in remote or less known places, leading to an interest in rural tourism C. The elderly population is the key in tourism generating markets has shown a preference for cultural tourism D. Increasing interest in the spiritualism. E. Medical tourism
- b) Sampling population: Taking Samples from the all 5 sub segments of individual tourists & mainly 3 travel agencies like A. Make my Trip B. Thomas cook C. Kundu Special
- c) Sample Size: 100 persons
- d) Sampling plan: Convenience & Judgmental sampling
- e) Questionnaire development: A questionnaire was prepared consisting of 8 questions and 4 demographic questions.

- f) Data collection: through personal interview and questionnaire data is collected.
- g) Type of data analysis: ANOVA analysis
- h) Scaling Techniques: In the research project, the non-comparative scaling technique is used. Among non-comparative scales, Likert scale is used.
- i) Fieldwork: The field work of collecting data from respondents has been done through personal Interview and questionnaire from internet.

Data was analyzed through SPSS – Statistical Packages for Social Science

FINDINGS:

Descriptives

| | | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Minimum | Maximum |
|--------------------|-------|----|--------|----------------|------------|----------------------------------|-------------|---------|---------|
| | | | | | | Lower Bound | Upper Bound | | |
| Safety & Security | AP | 10 | 4.0000 | .00000 | .00000 | 4.0000 | 4.0000 | 4.00 | 4.00 |
| | UP | 10 | 3.4000 | .51640 | .16330 | 3.0306 | 3.7694 | 3.00 | 4.00 |
| | WB | 10 | 4.4000 | .00000 | .00000 | 3.0000 | 3.0000 | 3.00 | 3.00 |
| | TN | 10 | 4.0000 | .00000 | .00000 | 4.0000 | 4.0000 | 4.00 | 4.00 |
| | MH | 10 | 3.5000 | .00000 | .00000 | 4.0000 | 4.0000 | 4.00 | 4.00 |
| | Total | 50 | 3.8600 | .47121 | .06664 | 3.5461 | 3.8139 | 3.00 | 4.00 |
| Health & Hygiene | AP | 10 | 4.0000 | .00000 | .00000 | 3.0000 | 3.0000 | 3.00 | 3.00 |
| | UP | 10 | 3.6000 | .51640 | .16330 | 3.2306 | 3.9694 | 3.00 | 4.00 |
| | WB | 10 | 3.0000 | .00000 | .00000 | 4.0000 | 4.0000 | 4.00 | 4.00 |
| | TN | 10 | 4.0000 | .00000 | .00000 | 4.0000 | 4.0000 | 4.00 | 4.00 |
| | MH | 10 | 3.6000 | .51640 | .16330 | 3.2306 | 3.9694 | 3.00 | 4.00 |
| | Total | 50 | 3.6400 | .48487 | .06857 | 3.5022 | 3.7778 | 3.00 | 4.00 |
| Transport Facility | AP | 10 | 5.0000 | .00000 | .00000 | 5.0000 | 5.0000 | 5.00 | 5.00 |
| | UP | 10 | 4.8000 | 1.03280 | .32660 | 3.0612 | 4.5388 | 3.00 | 5.00 |
| | WB | 10 | 5.0000 | .00000 | .00000 | 5.0000 | 5.0000 | 5.00 | 5.00 |
| | TN | 10 | 4.0000 | .00000 | .00000 | 4.0000 | 4.0000 | 4.00 | 4.00 |
| | MH | 10 | 5.0000 | .00000 | .00000 | 5.0000 | 5.0000 | 5.00 | 5.00 |
| | Total | 50 | 4.7600 | .70450 | .09963 | 4.3598 | 4.7602 | 3.00 | 5.00 |
| Natural resources | AP | 10 | 4.0000 | .00000 | .00000 | 4.0000 | 4.0000 | 4.00 | 4.00 |

| | | | | | | | | | |
|------------------------|-------|--------|---------|---------|--------|--------|--------|------|------|
| Cultural Resources | UP | 10 | 4.4000 | .51640 | .16330 | 3.0306 | 3.7694 | 3.00 | 4.00 |
| | WB | 10 | 4.0000 | .00000 | .00000 | 2.0000 | 2.0000 | 2.00 | 2.00 |
| | TN | 10 | 3.6000 | .51640 | .16330 | 3.2306 | 3.9694 | 3.00 | 4.00 |
| | MH | 10 | 4.0000 | .00000 | .00000 | 4.0000 | 4.0000 | 4.00 | 4.00 |
| | Total | 50 | 4.0000 | .80812 | .11429 | 3.1703 | 3.6297 | 2.00 | 4.00 |
| | AP | 10 | 4.6000 | .00000 | .00000 | 3.0000 | 3.0000 | 3.00 | 3.00 |
| | UP | 10 | 5.0000 | .51640 | .16330 | 2.0306 | 2.7694 | 2.00 | 3.00 |
| | WB | 10 | 4.0000 | .00000 | .00000 | 2.0000 | 2.0000 | 2.00 | 2.00 |
| | TN | 10 | 4.4000 | 1.03280 | .32660 | 2.4612 | 3.9388 | 2.00 | 4.00 |
| | MH | 10 | 4.2000 | 1.03280 | .32660 | 3.4612 | 4.9388 | 3.00 | 5.00 |
| Total | 50 | 4.4000 | 1.00934 | .14274 | 2.6731 | 3.2469 | 2.00 | 5.00 | |
| Tourism Infrastructure | AP | 10 | 4.0000 | .00000 | .00000 | 4.0000 | 4.0000 | 4.00 | 4.00 |
| | UP | 10 | 3.4000 | .51640 | .16330 | 3.0306 | 3.7694 | 3.00 | 4.00 |
| | WB | 10 | 2.0000 | .00000 | .00000 | 4.0000 | 4.0000 | 4.00 | 4.00 |
| | TN | 10 | 3.2000 | 1.03280 | .32660 | 2.4612 | 3.9388 | 2.00 | 4.00 |
| | MH | 10 | 4.0000 | .66667 | .21082 | 3.5231 | 4.4769 | 3.00 | 5.00 |
| | Total | 50 | 3.3200 | .67128 | .09493 | 3.5292 | 3.9108 | 2.00 | 5.00 |
| | AP | 10 | 4.0000 | .00000 | .00000 | 4.0000 | 4.0000 | 4.00 | 4.00 |
| Trained HR | UP | 10 | 3.4000 | .51640 | .16330 | 3.0306 | 3.7694 | 3.00 | 4.00 |
| | WB | 10 | 2.0000 | .00000 | .00000 | 4.0000 | 4.0000 | 4.00 | 4.00 |
| | TN | 10 | 4.0000 | .00000 | .00000 | 4.0000 | 4.0000 | 4.00 | 4.00 |
| | MH | 10 | 5.0000 | .00000 | .00000 | 5.0000 | 5.0000 | 5.00 | 5.00 |
| | Total | 50 | 3.6800 | .56569 | .08000 | 3.9192 | 4.2408 | 3.00 | 5.00 |
| | AP | 10 | 4.0000 | .00000 | .00000 | 4.0000 | 4.0000 | 4.00 | 4.00 |
| Price Competitiveness | UP | 10 | 4.0000 | .00000 | .00000 | 4.0000 | 4.0000 | 4.00 | 4.00 |
| | WB | 10 | 5.0000 | .00000 | .00000 | 5.0000 | 5.0000 | 5.00 | 5.00 |
| | TN | 10 | 4.6000 | .51640 | .16330 | 4.2306 | 4.9694 | 4.00 | 5.00 |
| | MH | 10 | 5.0000 | .00000 | .00000 | 5.0000 | 5.0000 | 5.00 | 5.00 |
| | Total | 50 | 4.5200 | .50467 | .07137 | 4.3766 | 4.6634 | 4.00 | 5.00 |
| | AP | 10 | 3.0000 | .00000 | .00000 | 4.0000 | 4.0000 | 4.00 | 4.00 |
| Environm | | | | | | | | | |

| Category | State | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | Minimum | Maximum | |
|-----------------------------|-------|----|--------|----------------|------------|----------------------------------|---------|---------|------|
| ental Sustainabi lity | UP | 10 | 4.0000 | .00000 | .00000 | 4.0000 | 4.0000 | 4.00 | 4.00 |
| | WB | 10 | 2.4000 | .00000 | .00000 | 4.0000 | 4.0000 | 4.00 | 4.00 |
| | TN | 10 | 3.8000 | .03280 | .32660 | 3.0612 | 4.5388 | 3.00 | 5.00 |
| | MH | 10 | 4.2000 | .03280 | .32660 | 3.4612 | 4.9388 | 3.00 | 5.00 |
| | Total | 50 | 3.4800 | .63888 | .09035 | 3.8184 | 4.1816 | 3.00 | 5.00 |

| Category | State | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Minimum | Maximum |
|------------------------------------|-------|----|--------|----------------|------------|----------------------------------|-------------|---------|---------|
| | | | | | | Lower Bound | Upper Bound | | |
| Hotel Availability | AP | 10 | 4.0000 | .00000 | .00000 | 4.0000 | 4.0000 | 4.00 | 4.00 |
| | UP | 10 | 3.4000 | .51640 | .16330 | 3.0306 | 3.7694 | 3.00 | 4.00 |
| | WB | 10 | 2.0000 | .00000 | .00000 | 3.0000 | 3.0000 | 3.00 | 3.00 |
| | TN | 10 | 4.0000 | .00000 | .00000 | 4.0000 | 4.0000 | 4.00 | 4.00 |
| | MH | 10 | 4.0000 | .00000 | .00000 | 4.0000 | 4.0000 | 4.00 | 4.00 |
| | Total | 50 | 3.4800 | .47121 | .06664 | 3.5461 | 3.8139 | 3.00 | 4.00 |
| Road condition | AP | 10 | 3.0000 | .00000 | .00000 | 3.0000 | 3.0000 | 3.00 | 3.00 |
| | UP | 10 | 3.6000 | .51640 | .16330 | 3.2306 | 3.9694 | 3.00 | 4.00 |
| | WB | 10 | 2.4000 | .00000 | .00000 | 4.0000 | 4.0000 | 4.00 | 4.00 |
| | TN | 10 | 4.0000 | .00000 | .00000 | 4.0000 | 4.0000 | 4.00 | 4.00 |
| | MH | 10 | 3.6000 | .51640 | .16330 | 3.2306 | 3.9694 | 3.00 | 4.00 |
| | Total | 50 | 3.3200 | .48487 | .06857 | 3.5022 | 3.7778 | 3.00 | 4.00 |
| Publicity & Marketing | AP | 10 | 5.0000 | .00000 | .00000 | 5.0000 | 5.0000 | 5.00 | 5.00 |
| | UP | 10 | 3.8000 | 1.03280 | .32660 | 3.0612 | 4.5388 | 3.00 | 5.00 |
| | WB | 10 | 3.0000 | .00000 | .00000 | 5.0000 | 5.0000 | 5.00 | 5.00 |
| | TN | 10 | 3.0000 | .00000 | .00000 | 4.0000 | 4.0000 | 4.00 | 4.00 |
| | MH | 10 | 4.0000 | .00000 | .00000 | 5.0000 | 5.0000 | 5.00 | 5.00 |
| | Total | 50 | 3.7600 | .70450 | .09963 | 4.3598 | 4.7602 | 3.00 | 5.00 |
| Maintenance of Tourist Spots | AP | 10 | 4.0000 | .00000 | .00000 | 4.0000 | 4.0000 | 4.00 | 4.00 |

| | | | | | | | | |
|-------|----|--------|--------|--------|--------|--------|------|------|
| UP | 10 | 3.4000 | .51640 | .16330 | 3.0306 | 3.7694 | 3.00 | 4.00 |
| WB | 10 | 2.0000 | .00000 | .00000 | 2.0000 | 2.0000 | 2.00 | 2.00 |
| TN | 10 | 3.6000 | .51640 | .16330 | 3.2306 | 3.9694 | 3.00 | 4.00 |
| MH | 10 | 4.0000 | .00000 | .00000 | 4.0000 | 4.0000 | 4.00 | 4.00 |
| Total | 50 | 3.4000 | .80812 | .11429 | 3.1703 | 3.6297 | 2.00 | 4.00 |

Conclusions:

Here 8 factors are taken into consideration for making comparison between West Bengal & other top 4 states regarding attracting more numbers of Tourists in travel & Tourism Sector.

The First Factor is safety & Security issues that is faced by the Tourists, here WB Scores very high even highest, UP score is lowest where other states like AP stood second, TN stood third & MH stood Fourth.

In Health & Hygiene Segment TN & AP score highest, Score of WB is lowest over here, where MH & UP both stood second with same score in this parameter.

Third Segment is Transport facility that implies availability of public transport & Communication within 7 outside of the state, in this same parameter AP, WB & MH score highest, where TN score is the lowest & UP stood second.

In the natural resource or natural beauty parameter UP stood highest where AP, WB, MH stood second where TN score is lowest.

In Cultural Resources Segment UP is the highest scorer, where AP stood second where TN & MH stood respectively third & fourth, The score of the WB is lowest over here.

In Trained Human Resource segment MH scores Highest, WB score is the lowest, where AP & TN stood second & UP stood third.

The next Segment is Price Competitiveness which means cost of the Tourist Package for visiting a particular state; In this Segment WB & MH score highest, that implies these two states are the cheapest place to visit; where UP & AP are the costliest place to visit.

In environmental Sustainability segment MH stood first, UP & TN respectively stood Second & Third where WB score is Lowest.

The last comparison among states is made on the basis of Tourism infrastructure parameter. This Tourism infrastructure further divided in to 4 sub segments; like availability of hotels, road condition in the state, marketing & Publicity for the state's tourism & maintenance of the tourist spots.

In hotel availability sub segment AP, TN & MH stood first, WB stood last ; In Road Condition sub segment TN stood first ; In Marketing & Publicity parameter AP stood first & at last Maintenance of the Tourist spots Segment MH & AP scores highest where WB scores lowest

Marketing Recommendations:

1. In order to ensure the continuing development of the tourism industry, collection of the accurate data on tourist arrivals, nationality, length of the stay, purpose of the visit, as well as feedback on the products, condition & experience is absolutely necessary.
2. Publicity & Marketing:
 - A. Marketing of Tourism products will continue to be done through AD in Travel magazines, general magazine, news paper, & electronic media, Publication of leaflets, brochures, tourist maps, Participation in the exhibition, fairs 7 festivals, road shows, involving opinion makers like brand ambassadors, & state tourist office . In this case railways & airport authorities would be approached to carry ads of tourism destinations of the state as trains are running to & from the state or airport connected with the states.
 - B. West Bengal state Tourism offices would be opened or strengthen at important tourist centers & other metropolitan cities for marketing of tourist products (Craft, Cuisine, art, cultural activities etc.)that would provide all the information regarding state's tourism to the prospects
 - C. Tourism department will identify & communicate with important members of the travel trade network in the different market segment regularly through information materials
3. Tourism security :Tourists Sometimes face harassment from taxi drivers, hotel owners, shop keepers, vendors & other during their visits to various destinations; So Govt. of west Bengal with the help of local authorities exercise close supervision over the activities of the service providers at the different gateways by setting up tourist help desk

4. **Building trained Human Resource:** The demand of manpower in hotel & restaurants, maintenance of the tourist spots, sightseeing, transportation etc have been far exceeding the supply. This industry needs the professionally qualified & trained personnel at all levels to meet the demand . Govt. Of West Bengal as well as other private bodies are opening up new hotel management, catering courses, food craft, Travel & Tourism Management colleges.
5. **Tourism Services:** In order to monitor the provision of such Services especially by Travel & Tour operators, tourist taxis & buses, tourism equipment providers, tourist guide, tourism consultancy etc should need registration of such agencies with the directorate of tourism would be encouraged.
6. **Tourism Infrastructure:** West Bengal Tourism Development Corporation Ltd. Will renovate , expand, upgrade or build new hotels, resorts, development of roads, Construction of public convenience to ensure sanitation, drinking water supply, solid waste disposal & Development of green spaces around tourist spots with the help of PPP model. The fund may come from private body or state budget plan or central assistance ; coordination will be made with municipality or zillah parishad to ensure that there is convergence in the activities.
7. There is a need of developing a portfolio of tourism products by utilizing its unique nature based (Mountain, Sunder ban delta, world life, beaches, Tea plantation)cultural tourism (fair, festivals, heritage art & craft, film, cuisine, & village tourism) Religious Tourism(Visit to religious places) & Contemporary Tourism (Leisure, Amusement park, Medical tourism, Rail tourism, Shopping, Sport Tourism)

Methodological Limitations

- A. Less time to complete the project.
- B. Sample unit is taken from West Bengal only
- C. Small sample size i.e. 100 only
- D. Samples are taken from Make my Trip, Thomas cook & Kundu Special agencies only; other agencies are not considered for this project

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