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Investigative and Impact analysis of tourism in the state of Madhya Pradesh

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ABSTRACT

The intend of this study is to be acquainted with existing trends unambiguous to the Madhya Pradesh tourism sector and recommend prospective means of enhancement. This study focuses on an inter-county assessment of tourism flows within Madhya Pradesh. As a consequence an investigation was undertaken covering factors together with the number of tourism spot. There is a immense possibility for tourism in Madhya Pradesh. Hence, there is a necessity for the added development of suitable promotion and information sharing strategies anticipated at both middle and lower earnings customers. The intention was to examine restricted economic development initiated partnership and keep going services for promising tourism entrepreneurs in the Madhya Pradesh with the purpose to set up the impact of the tourism sector in contributing to the achievements of limited financial progress objectives.

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Introduction

Madhya Pradesh has a lot of locations for heritage tourism, the most renowned ones are Khajuraho and Sanchi. It also has nine wildlife sanctuaries. Panchmarhi is the lone hill station in Madhya Pradesh. Madhya Pradesh suffers from weak connectivity, no straight links to many tourist locations and a road network which is in need of urgent improvement. The short stay and regular visits to tourist spots by local tourists should be compared to the much longer stay of overseas tourists from Europe (14 days) or the USA (7 days). One issue that underpins this model is the existence of differential opening conditions for nationals from different countries (Cassim and Jackson, 2003). Dissimilarity between different types of international tourists is made here in the perspective of amplified research interest and growth of "intra-regional" tourism in the developing world (Ghimire, 1997, 2001 a, 2001 b; Rogerson, 2004)

The state tourism suffers from the double problem of low awareness and low publicity as a tourist target and poor value of 'tourism product'. Weaker connectivity and weak infrastructure further magnify the situation. Although MP State Tourism Development Corporation (MPSTDC) has installed hotels and facilities at important (fourteen) tourist locations and the state has in position a forward looking tourism plan with Eco-adventure tourism as its USP, the growth of tourism has been slow. Thoughtfulness of different factors covering the economic, environmental, social, cultural and political dimensions. Ritchie and Crouch (2003) and Dwyer and Kim (2003) manage to put together all of these factors, predicted on a holistic vision of the importance of creating and maintaining tourism competitiveness.

Research studies in the field of tourism are commonly planned to be used for the following purposes:

i. Creating consciousness about the size and distribution of tourism movement in the region/state and its economic role in terms of employment generation, value addition, backward area improvement, tax revenue, etc.;

ii. Acknowledging supply and demand gaps in tourism infrastructure and facilities, projecting tourism demand and infrastructure necessities and preparation for bridging the gaps accordingly, authors like d'Hartserre (2000), Hassan (2000) and Craigwell, Worrell and Smith (2006) have defined competitiveness as the ability of a destination to maintain its market position relative to its competitors. Buhalis (2000) and Crouch and Ritchie (1999) posit that a competitive position brings prosperity to the residents of the country.

iii. Assessing the profiles and demand characteristics of different segments of tourists, undertaking market segmentation study and formulating valuable marketing strategies.

iv. Facilitating investment decisions by providing details of act of available tourism establishments and different industry ratios in particular destinations; and

v. Providing the necessary details for micro-level planning for the improvement of particular areas and projects.

Approach & Methodology

A joint approach consisting of documentation of data on various undertaken during Tenth Plan, survey covering all the States/Union Territories, personal interaction with the officials of selected State Governments and analysis of present international practices has been adopted for the completion of the study. In another paper Dwyer, Forsyth and Rao (2001) extend their work to build tourism price competitiveness indices with purchasing parity price data to account for international divergences in the price data.

The details of the methodology, method of selection of projects and states for the study, etc were finalized in consultation with the Ministry of Tourism at the phase of Inception Report.

Design of Questionnaire for survey

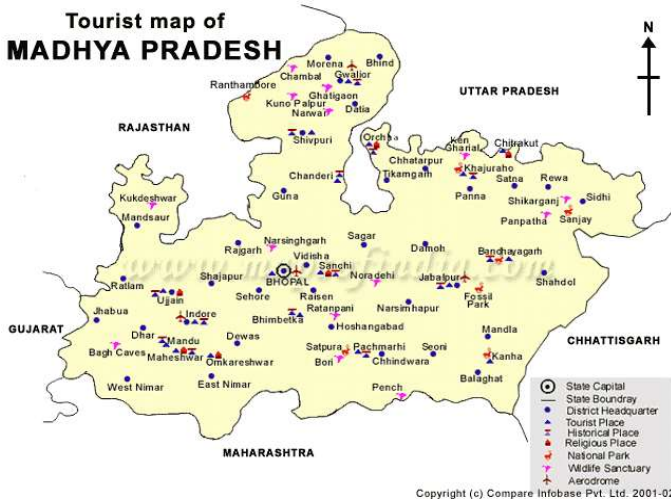
A complete questionnaire consisting of two parts has been made. Part A seeks perceptions of the State/Union Territory Governments about the scheme, its usefulness in general, the

future necessities of studies/surveys and particular actions for which the elected study/survey reports have been used and part B seeks information about particular projects/schemes undertaken for the State. The questionnaire aims at collecting information on trustworthiness of data, use of the study report, adequacy and implements capability of the recommendations, etc. The questionnaire also aims at assessing the worth of various surveys undertaken during Tenth Plan and for identifying particular necessities of State /Union Territory Governments for the Eleventh Plan. The questionnaire was sent to each of the State/Union Territory Governments for obtaining responses from them. They were followed up by written and telephonic reminders. The questionnaires appropriately accomplished were returned by nine State Governments and four others provided details orally at the time of field visits.

Various segments of Tourism Industry

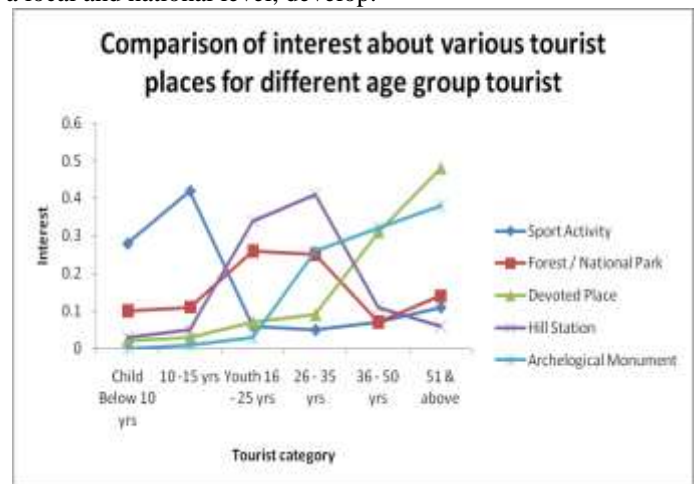
- Hotel Industry
- Resort
- Travel Agency
- Trekking Agency
- Rafting Agency
- Restaurants and Bar
- Adventurous/ Entertaining Tourism Services (Skiing, Gliding, Cable Car Complex, Hot Air Ballooning, Gulf Course, Polo, Horse Riding)
- Tourism related Human Resource Development Centres

Tourists are not all the similar; they have diverse pictures of their ideal holidays. Tourists are heterogeneous. Market segmentation is the planned tool to account for heterogeneity amongst tourists by combining them into market segments which comprise members similar to each other and different to members of other segments. Both tourism researchers and tourism industry utilize market segmentation broadly to study opportunities for aggressive benefit in the marketplace. Entertainment businesses present a show for us to watch such as a movie or live theatre, and concerts. Attractions are places of unusual attention to visit such as natural scenery, museums, zoos, and historical sites. Viewer sports are sport that we watch others play such as foot ball games, baseball games, or the Olympics. Participatory sports or events are sports or events in which we take part in ourselves such as sports, yoga retreats, or cooking schools etc. The main purpose of the tourism is to promote people to travel. When people travel they exploit hospitality services and when people spend money on hospitality, the trades in that industry and the industries that support that business grow. Tourism helps many economies, on a local and national level, develop.



Tourist map of M.P.(Market Research Division Department of Tourism Government of India, 2003)

Investigation of prior tourism development initiatives



A set of questionnaire were given to the 648 tourist of different places and their interest and consent were recorded ,tabulated and plotted in the form of graph. It was observed that different age group have different interest such as senior citizen or aged people were interested in going to visit temple, holy places and devoted places whereas small age group and middle age group tourist have shown little interest at such places. A small age group tourist or children have shown their interest to visit a place where there is lot of fun, sport items like see-saw, Mary go round, slider, children train like crescent park, kanha children park etc. The middle age group tourist have shown interest to visit the tourist spot where there is beauty, greenery, beautiful landscape, monuments etc. The young married people were interested in isolated place where excellent suit are there for stay, and excellent atmosphere.

Conclusion:

MP though immensely rich in tourism products, does or does not attract large number of tourists. There is lack of professional management in the tourism industry of MP and this calls for the adoption of new management strategy, an attempt is made on the need for adopting a new strategic management in the tourism industry. Tourism sector – A thrust area for intervention in the M. P. Tourism packages could be theme based such as wild life, adventure, eco, heritage etc. Cites to identify intercity circuits for relaxing rap/pap regime. State to develop tourism related infrastructure with support from ministry of tourism.

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