

Chapter-6

Findings

This chapter deals with the findings which are based on data analysis of previous chapters. Findings as found from the survey are proper investigation of research work.

General Findings:

1. Total international tourist arrivals in 2017 were 1323 million. Highest numbers of International tourists are from Spain in that year i.e. 81.8 (6.18%). France, USA and UK's data are not available. So these countries are not above rank position. In previous year 2016 France was in the 1st rank position. But total number of international tourist arrivals in India was only 15.5 (1.17%) in 2017 and 26th in international ranking.
2. Compared to other states of India, West Bengal is between 5th and 6th position for several years (2013-17) in respect to foreign tourists (table numbers 3.11 and 3.12).
3. In respect to domestic tourists West Bengal's position is 7th or 8th during 2014-17 among other states (table numbers 3.13 and 3.14).
4. The table number 3.18 shows that tourism expenditure is very small in West Bengal with comparison to total expenditure. Total expenditure was INR 159573.68 crores where tourism development expenditure is only 295 crores (.18%) in budget estimate of the year 2016-17.

5. From Table 3.20 it is clear that West Bengal is a large state than Goa, Sikkim, Kerala, Rajasthan even Karnataka as per population. But the Governments like Goa, Sikkim, Kerala, Rajasthan and Karnataka are earning much from tourism industry than West Bengal. If tourism industry is developed in Purba Medinipur then West Bengal can earn much from tourism industry as there is a possibility to develop tourism industry in Purba Medinipur due to long coastal line. Expansion of tourism industry lead to high employment opportunities.

Following points deal with findings about infrastructure of the tourist spots of Purba Medinipur:

Accommodation-

6. In tourist places of Purba Medinipur specially the beaches on sea side faces large number of unexpected tourists in during holiday time. Problems crop up to get hotel. There is no way to get exact information about vacant hotels, as the information about each hotel is not consolidated through one information channel.
7. Information about facilities offered by the lodges is not easily available in detail at one place. Except sea side and river side no information could be found about staying facilities for the tourists.
8. As per the Global code of ethics for tourism, every hotel should have sufficient accommodation for all categories of tourists. But large numbers of hotels do not have lift facility. As a result aged person, children and person with disability feel uncomfortable to stay in such hotels.

Transport-

9. All types of passenger vehicles, including buses and coaches, taxis, trains, commuter ferries and cruise ships are not designed to allow safe and comfortable transport for people with aged and especially abled persons or reduced mobility.
10. Transport system in Purba Medinipur district is not good because, linking roads with rural areas mainly villages areas and even in urban areas are not, in most cases, 'pucca' or pitched or remain un-repaired for a long time. In the rural areas another problem is that in rainy season the roads become inaccessible. Very few buses ply in the village areas, only carts, rickshaw vans, machine van, toto, cycles are the common vehicles used for transport purposes. During rainy season these also cannot be used because of road condition. Another problem is that in the late evening no communication is available.
11. In Purba Medinipur district rail connection is there from Howrah to Mecheda, Panskura, Haldia, Digha. Though the state has an excellent railway network, it is not that good in this district. So tourists are more dependent on the bus service. Train information is available from IRCTC website.
12. There is no airport in Purba Medinipur District and nearest international airport is at Kolkata (Netaji Subhas Chandra Bose International airport). Once in a week on Saturday Helicopter services is available from Kolkata (Behala) to Digha, which started from 14.10.2016.

Electricity-

13. The major parts of Purba Medinipur district is having electric connection but problem arises during month of May–June, in rainy season when voltage remains low and gap occurs in power supply for long time in a day. Due to lack of electricity tourists and stakeholders suffer from many problems. Stakeholders have to depend on generator or emergency light which is more expensive and many stakeholders can not avail these services for financial problems. It is not always environment friendly also. During the break off power supply tourists do not air condition facility in their hotel so they feel uncomfortable.

Entertainment-

14. Entertainment facilities are not sufficiently available in Purba Medinipur. During beach festival, some kind of entertainment is available.

Market-

15. Local handicraft products are available in coastal region of Digha but these are not available in other tourist spots of Purba Medinipur.

Information Technology and Communication-

16. As per UNWTO recommendation telephones and other public communication systems (internet, fax) shall be designed and made available for public use so that they can be used for everyone. That is not followed in Purba Medinipur tourist spots. Nowadays hotels are providing internet facilities to its customers.

Safety-

17. Special coastal securities are arranged nowadays. Watch towers are made on beaches and coastal police stations are made.

Finance-

18. The outlay and expenditure steadily increased under the 12th Five-Year plan (2012-2017) in West Bengal (Table 4.3).

19. There are shortages of commercial bank in this district (table 4.4). Availability of total number of rural and central co-operative banks is very poor. In the absence of bank, investor has to depend on local market where interest is very high. This is a hindrance for the industry to develop.

Specific findings:

1. Table number 5.1 shown the total respondents are 560 out of which most of them are male in coastal region. Female tourists are reluctant to share their experience about tourism in Purba Medinipur.
2. As per table 5.6, I observed that most of the tourists are coming from nearest districts of South Bengal to coastal region for short holiday tour. But the number of tourists from North Bengal and other states are very poor because they do not get proper information about these spots and it takes more days for them to travel, which they feel not worthy due to lack of proper promotional activities undertaken for the development of tourism.

3. Table number 5.7 shows that, the maximum tourists are coming from urban area i.e. 72%. Urban area people are economically affluent so they can spend more money for holiday enjoyment.
4. Table number 5.8 shows that in case of Rajbari the maximum tourists are coming from rural areas i.e. 66.25%, because they are interested to visit nearby tourist spots for enjoying their holiday, with their family, or friends. The cause of less number of urban tourists is that the places are unknown to them who are living at distance. There are no organized promotional activities for these places. Some information about these places are available through social media.
5. Table number 5.9 shows river side attracts urban people more i.e. 67%. Most of the rural people are interested to visit the river side. Those urban people are from economically high level of the society, they like to spend their leisure time in river side tourist spot for picnic purpose with their family and friends. As urban people live in very congested place, they want to spend some time at pollution free air zone, river side give them this type of satisfaction.
6. Table number 5.10 shows that the maximum tourists are coming from rural areas i.e. 80%, and the tourist coming from urban area is only 20%. Most of the rural females are interested to visit different mandir or temple, for religious satisfaction. 20% of the urban people are interested in temple because of their faith on this temple and also some are attracted to see the architectural style of construction or want to know the history of the temple and the myths associated with it.

7. Table number 5.11 to 5.14 shows that the relationship of tourists with their profession. The maximum tourist's profession is service, who is visiting coastal region and rajbari side. People in service or business are more interested to enjoy week-end at coastal region. Many of them visit same spot multiple times.
8. The table number 5.15 shows the age groups of tourists. The maximum tourists are in age group of 26-50 years i.e. young to middle aged persons are 50.18%. The 2nd age group is 50 and above is 29.82%.
9. The table number 5.16 shows the maximum tourists are accompanied by 3-4 person i.e. 48.50%, so it is concluded that people are more interested in short family tour or like to move with close friends.
10. The 5.17 table shows purpose of visit in different tourist spot of Purba Medinipur. The maximum tourists visit for entertainment purpose.

Accommodation-

11. The table number 5.20 shows that the maximum respondents are staying in Private hotel i.e. 59.50%. Private hotels are more attractive than Government hotels. Another reason is that only few government accommodations are available compared to private. Government accommodations are suffering from lack of maintenance and booking system is not so easy.
12. The table number 5.23 shows facility of services demanded by the respondents who are staying for one or more days in coastal region, want good hotels and cleanliness, fresh drinking water, 24 hours power supply, parking zone, drivers room, security, medical treatment, shopping facility of mainly local product,

different taste food (multi-cuisine restaurants) and rental car for nearby tourist spot visit, etc.

13. It is observed that permission is not given to tourists for staying in hotel who is single is a great unique problem though it is not declared by any lodge.

Food-

14. There is limited number of vegetarian hotel for tourists who are fully vegetarian.

Transport-

15. The table number 5.18 shows mode of transport of visiting tourist in coastal region of Purba Medinipur. The maximum tourists used bus i.e. 35%, because buses are coming from different parts of the state. The 2nd used mode of transport is rented car i.e. 32% because other tourist spots have no public transport facility except Digha, so people hire rented car to visit these places. The 3rd mode is own car i.e. 13%.

Information-

16. The table number 5.24 to 5.27 shows that tourists received information mostly from their acquaintances in case of coastal region i.e. 49%, for rajbari it is from literature i.e. 38.75%, in case of river side from web site i.e. 40%. Sources of information from government tourist offices are very poor. Some persons who are conversant in using internet become interested in those tourist spots which are highlighted in websites or any social media, travel groups. Some tourists collect information from travel agents. Literatures are the age old source of information

is another medium for tourist to collect information about existing and new tourist spots.

17. Table number 5.28 and 5.29 show that the respondents demand different types of information about the tourist spot of Purba Medinipur i.e. geographical location, history, accommodation, food and accessibility. However, minimum information is available for tourists of Sankarpur and Junput Sea Beach. Tourists are not getting Information about accommodation and available food facility of tourist spots situated at rural surrounding.
18. Government tourism information service point/bureau is unavailable at any of the identified tourist spots.

Information Technology and Communication-

19. The table number 5.35 shows the stakeholders adopting some new technologies such as CCTV, Wi-Fi, Web site, Online booking system etc.; Transport operators providing online booking facilities; Travel agents providing services of online system, package tour, personalized tour etc. 64.44% of stakeholders are using these services.

Promotional Media-

20. The table number 5.36 shows that the maximum stakeholders used promotional media through Local Agents and Brochures/Souvenirs that are printed brochure, local festival, magazine etc. Other promotional media used are travel magazine, newspaper, Website/Internet, television and posters.

The findings listed above are identified from the field survey results in tourist spots of Purba Medinipur and consulting statistical reports and census of India report. These findings will help me in designing a model tourism information system with emphasis to Purba Medinipur.