

Chapter-7

Suggestions

On the basis of findings of my research as listed in the previous chapter I am providing suggestions:

Accommodation-

1. As per the Global code of ethics for tourism, every hotel should have sufficient accommodation for all categories of tourists. The hotels should provide lift facility for aged person, children and especially persons with disability at reasonable cost.
2. Accommodation facilities should be available for all tourist spots in Purba Medinipur. Government should take initiative for establishing such accommodation and also encourage private sector to establish this. Home stay facilities may be encouraged to start at rural areas, which have done in North Bengal. If required, minimum training can be given to rural people so that they can cater to urban tourist easily.
3. Lodging hotels and restaurants should be available for e-payment system as that is convenient for tourists nowadays.

Food-

4. Restaurants should provide vegetarian food for tourist who are vegetarian.

Transport-

5. Rail connectivity should be developing with all parts of India and frequency of trains from Howrah should increase. Emphasis should be given to develop rail connection with other parts of West Bengal especially from New Jalpaiguri in North Bengal. Presently the single line should be converted to double line for smooth and speedy functioning of trains.
6. Road connectivity- quality of road should be good and road should be connected from different tourist destinations to nearest city or metro city. Amenities should be available to on the way of road such as healthy food joints and clean wash room/ toilet.
7. Air connectivity like airport infrastructure should be established in Digha and Haldia to connect various Indian cities across India.
8. Toy train or ropeway facility should be started from Digha to Mondermoni parallel to beach.
9. Availability of meter taxi with reasonable rate should be available. There should be availability of commercial vehicles and public transportation system for all time.
10. Government or travel agents should make arrangement of local tourist spot visit facilities at a reasonable cost.
11. Requirements is there establishing of a proper private bus and taxi stand. Parking place is required to increase and proper way for both public and private transport. Facilities should be made for persons with special ability.

Market-

12. A market should be made at all tourist spots where quality products and local made products will be available.

Entertainment-

13. Entertainment facilities should be arranged at all spots for all season.
14. Water sports facilities should be arranged on beaches with required safety measures.
15. Establishment of a beach for foreign tourists is necessary like Goa, Lakshadweep and even Puri.
16. There is limited hotel providing library facility for their tourists; it should be increased for recreation. Beach library or Beach Mobile Library should be introduced in coastal region tourist spot.

Civic facilities-

17. Tourist conveniences should be good, free walking path with connectivity of the tourist spot, sewerage and drainage system should be good, garbage disposal system should be maintain in the proper place, prohibiting use of plastic materials.
18. 24 hours electricity should be available in all tourist spots.
19. Tourists need dressing room for changing their dress after bathing at sea so sufficient number of dressing room should be built up on beaches.

Safety-

20. 100% hotel should have CCTV coverage for security purposes.

21. Coastal side require availability of 24 hrs helpline facilities, emergency rescue facility, water safety facilities, medical treatment facility, availability of tourist security personnel.

Finance-

22. Investor of tourism sector can be increased if sufficient bank is available. In the absence of bank investor has to depend on local market where interest is very high so sufficient number of banks should be made to offer loan to the investors of tourism industries at lower interest.

Information-

23. A tourism information point/bureau is required at the entry point where tourist can get information about availability of hotel, cost of hotel, tourist spot, accessibility, food, transport facility etc.

24. Different tourist information is available through different information channels which are identified. All these information channels should be integrated through one information gateway so that tourist can access required information easily.

25. Requirements of Preparation of update tourist map for all tourist spots which includes various type of hotel, restaurant, Private/Government bus and taxi stand, tourist attractions etc. is there.

26. In west Bengal, also in Purba Medinipur a Tourism Institute or University may start which will concentrate on tourism research.

27. The theme of the World Tourism Day of the year 2018 was “Tourism and the Digital Transformation”. The combination of digital platforms is important on for connection and exchanging information between people and businesses. A digitally advanced tourism sector can improve tourism management. It includes local community development, empowerment of local people, efficient resource management, etc.
28. Tourism policies should be implemented to raise the standard of living of the population of the tourist region. Marketing strategy should be designed according to different age group to promote tourism.

Limitation of Study:

Tourism is a vast area. I have conducted my research work only in twenty three (23) tourist spots of Purba Medinipur districts of West Bengal, India. Every Community Development Block has historical places and old temples which could not be included in my research work. I tried to reach all categories of tourists and every tourist spots that are depicted in the table. Vast areas remain unexplored, I have not studied advertisement channel in depth. There is further scope to study these areas. I have studied only those people visited the places but not taken into account those people who have not visited the place.