Summary

This research study aims to give a framework of tourism information system with special emphasis to Purba Medinipur. This study mainly analyses the tourism overview in Purba Medinipur district, West Bengal- the factors responsible for promoting the tourism sector and the present state of tourism and also the condition of service providers in this area. The analysis of the study is made on the basis of primary and secondary data. The study area consists 23 tourist spots of Purba Medinipur district covered five coastal region tourist spots, four rajbari tourist spots, five spots on river side, nine temples and other historical places. The study of my research work is presented in nine chapters. The first chapter titled 'Introduction of the study' contains general introduction, concept, definition, types and forms of tourism, travel business-India, tourism information system and its Characteristics, relevance of the study, statement of the problems, scope of the study, general information of Purba Medinipur, objectives of the study, research methodology and chapterisation.

The second chapter titled 'Review of existing literature and Research gap' which gives areas of tourism related information. This enabled to identify the important variables which determine the tourism development system in a more meaningful way and also providing research gap.

The third chapter titled 'Tourism in India Especially in West Bengal' described about overall tourist information in India i.e. International status, Indian share in world tourism, comparison of foreign tourist visits different states/UT in the country, tourism agencies like ITDC, WBTDC, DSDA and HDA.

The fourth chapter titled Present state of tourism in Purba Medinipur district regarding Infrastructure, Financing, Marketing and Dissemination of Information. Tourism Infrastructure comprises accommodation, food, entertainment, historical coverage, sports, shopping corners, transportation, public safety, sanitation and drainage systems, telecommunication systems, health services, education system etc. are given recommendation of the Global code of ethics which was produced by UNWTO. This chapter also described present situation of infrastructure in Purba Medinipur i.e. electricity, transport, accommodation and security.

Financing means providing money for investment in tourism sectors and required two capitals that is working capital and fixed capital. Working capital is required for day to day operation i.e. engaging tourist guide, payment of hotel staff, maintenance charges etc. where fixed capital required for construction of hotels, car purchase, and other developmental works. So in this respect here is required more sources finance. This chapter is provided outlays and expenditure of 12th five years plan (2012-17) in west Bengal and different types of bank availability in Purba Medinipur.

Marketing is the crucial factor in any organization for success. Marketing is the expectation and involvement of work for satisfying the human demands and needs. Service provider must reach for buyers, identify their demands, design the products, promote them, store and deliver these products, and set appropriate prices for them. Successes of such activities are depends upon product development, research, communication, distribution, pricing, and service etc. This chapter also discussed about the tourism marketing strategy in digital era and scope of development to the different tourist spot of Purba Medinipur.

Dissemination of information is to supplying and highlighting each users or a group of users with references of place or spot relating to tourism information in the areas of interest. So here is required to Domestic campaign i.e. social awareness campaign, TV campaign, FM Radio station campaign, Advertisement in newspapers, world tourism day celebration, events and exhibition, multilingual 24×7 toll free tourist helpline etc. UNWTO is provided recommendation for disseminating information through tourism literature in internationally acceptable language and symbol.

The fifth chapter titled 'Purba Medinipur Tourism Survey and Data Analysis' deals with the primary data collected and analysed. Data are collected from different tourist spot of Purba Medinipur. Total number of respondent is 560. Tourist data are collected from coastal region 200, from rajbari 80, from river side 100, from temples and others 180. Total number of male respondent is 386 and female respondent is 174. Tourists are coming from different area i.e. rural and urban. Tourists are by profession i.e. service persons, business persons, students, retired person and other persons. Tourists are by different age group i.e. below 25-, age group 26 to 50, age group 50 and above, no comments. Tables also given in this chapter that is tourist respondent by person accompany, tourist by purpose of visit, tourist respondent by mode of transport, tourist respondent by place of stay, tourist respondent by duration of stay in, tourist get by source of information about this spot, tourist by got information about the spot in coastal region, tourist by got information about the spot (excluding coastal region), Hotel booking type by tourist in coastal region, tourist by requirements of dressing room for day visit respondents in coastal region, tourist by basic requirements of respondents stay one or more days in coastal region, tourist by most attraction place in coastal region,

stakeholders engaged in tourism in Purba Medinipur, Stakeholders own website, Service provided by hoteliers, stakeholders changing the design of services, Stakeholders used media for promotion of services in Purba Medinipur.

The sixth chapter titled 'Findings' of my research study. This chapter depicted the specific findings and general findings which are observed from analysis of both primary and secondary data.

The seventh chapter titled 'Suggestions' of my research study. This chapter provided suggestions for development of the tourism in Purba Medinipur.

The eighth chapter titled Designing a Tourism Information System with emphasis to Purba Medinipur draw a design with flow chart how the tourist will get overall information about different spot in Purba Medinipur. As tourists need different types of information. Those are listed as metadata elements of TIS (tourism information system). This different information is scattered in different information sources some of which are listed at the end. Flowchart is designed showing the information flow of different variety of information from source to users and back. This flowchart is considered as a model for TIS.