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Jhansi

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SHRUTI AGARWAL
Preface

Services are widely used by people practically in all aspects of life. India stands out for the size and dynamism of its service sector. Some services have been particularly important for giving an impetus to the economic activity in India. Tourism- and travel-related services and transport services are one of the major components of Indian service sector.

Tourism is an important sector of the economy and contributes significantly in the country’s GDP as well as Foreign Exchange Earnings. With its backward and forward linkages with other sectors of the economy, like transport, construction, handicrafts, manufacturing, horticulture, agriculture, etc., tourism has the potential to not only be the economy driver, but also become an effective tool for poverty alleviation and ensuring growth with equity.

Tourism industry in India has out-performed the global tourism industry in terms of growth in the volume and revenue. It goes without saying that India’s ancient civilization, cultural diversity, unmatched heritage sites and other cultural manifestations have allured the tourists through ages and would continue to be its prime USP. Indian government had realised the potential of this Industry and the Ministry of Tourism and the state tourism corporations are developing their policies for attracting foreign and domestic tourists.

Bundelkhand Region - spread over southern Uttar Pradesh (UP) and northern Madhya Pradesh (MP), comprises 13 districts: Jhansi, Lalitpur, Jalaun, Hamirpur, Mahoba, Banda and Chitrakoot (all in UP), and Datia, Tikamgarh, Chhatarpur, Panna, Sagar and Damoh (all in MP). With its unique climate, geography and cultural heritage Bundelkhand stands out from the rest of the states. Bundelkhand lives in its forts, natural landscapes and the stories of valour and cooperation that awe the common visitor to this day. But still the tourism in Bundelkhand is unexplored and the tourism inflow is not as much as it should be.

The present study “A Study of Tourism Marketing in Bundelkhand Region” is an attempt made by the researcher to study the present status of the tourism marketing in
the region and to develop strategies to increase the foreign and domestic tourist inflow in Bundelkhand.

The study was planned in nine chapters. Chapter one is a brief introduction of the service sector and its marketing aspects and its importance in Indian economy. Chapter two focuses on conceptual overture of Tourism. The various aspects of tourism are discussed like, meaning, benefits, status of tourism in India, tourism marketing and the role of central and state government in promotion of tourism. Chapter three is related to the profile of Bundelkhand region and its tourism aspects. Chapter four is the review of literature, in which the researcher had reviewed both conceptual and research literature on various aspects of tourism in India and abroad, to gain insight on the promotion of tourism in the region. Chapter five deal with rationale, objectives and methodology of the study. The main objective of the research was to understand the various aspects of tourism services marketing being practised in Bundelkhand and thus develop strategies for the promotion of tourism in this region. Chapter six is concerned with analysis and interpretation of the collected data. Both primary and secondary data were collected from the reliable sources. The collected data was processed and analysed by using the various statistical tools. Chapter seven is related with concluding observations and presents analysis of main findings. Chapter eight contains suggestions and recommendation by the researcher to increase the tourist inflow in the region and thus contribute to the development of the region. Chapter nine is the conclusion of the research work.

The researcher is enthusiastic and optimistic that the insights developed in this study will increase the tourism and related activities in Bundelkhand and thus contribute to the development of the state.

SHRUTI AGARWAL