

## A Detailed Study on Bottlenecks associated with Tourism in M.P.

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### ABSTRACT

Tourism is not just an activity it is an enriching and energizing activity. Tourism is an important industry and is regarded as multi segmented industry because it involves varied activities like developing infrastructure, marketing activities, providing safety and security and training and employing talented pool. Madhya Pradesh is an area with great tourism's potential and provides immense business opportunities. The state is bestowed with cultural heritage, wildlife sanctuaries & rich forests. Due to various bottlenecks or challenges in the state, the number of tourists has dwindled considerably over last two decades. The main objective of this paper is to identify the bottlenecks associated with tourism in M.P. and accordingly initiate development activities that will step towards growth in the entire state. Simple random sampling technique is used to identify bottlenecks from 292 respondents. Survey is conducted from January to May 2015. Respondents from various tourist spots of M.P. are contacted in this study and major bottlenecks before tourism in M.P. is identified on the basis of responses.

**KeyWords:** Bottlenecks, Infrastructure, Service Charges, Tourism potential

### INTRODUCTION

Madhya Pradesh is having finest forest reserves with the largest number of wildlife in the country, ranging from big tigers to rare and endangered birds. It is also the land of colorful fairs and festivals. M.P. is known for large number of tourist destinations, cultural heritage and tremendous diversity in cuisine.

Tourism sector of M.P. is continuously improving year after year. In the year 2011 its ranking was 8th which improved and changed to 7th in 2012, 6th in 2013 and its current ranking in 2014 is also 6th. Tourist arrivals of both Domestic and Foreign origin is continuously increasing year after year from 2011 to 2014. Although foreign tourist arrivals is less as compared to international tourists but rate of both is increasing.

As per the information obtained from Ministry of tourism 2014, there are 11 three star, 2 five star, 1 five star deluxe 1 heritage and 3 unclassified hotels which makes it a total of 18 approved hotels and 969 rooms available to cater inflow of both domestic and foreign tourists in M.P. Out of total 18 approved hotels, 7 three star and 1 heritage hotel is of M.P. Tourism.

Bus and train services cover most of Madhya Pradesh. The 99,043 km long road network of the state includes 20 national highways. A 4,948 km long rail network criss-crosses the state, with Jabalpur serving as headquarters for the West Central Railway Zone of the. The Central Railway and the Western Railway also cover parts of the state. Most of the western Madhya Pradesh comes under Ratlam Rail Division of Western Railways, including cities like Indore, Ujjain, Mandasaur, Khandwa, Neemuch and Bairagarh in Bhopal. The state has a total of 20 major railway junctions as well as 18 minor railway junctions. There are over 86 trains that connect the state with the rest of India. "Maharaja Express" is a luxury tourist train which passes through

the state connecting Gwalior, Khajuraho and Umariya (Bandhavgarh). The major are located in Bhopal, Indore, Gwalior and Jabalpur. More than 2000 buses are operated daily from these four cities. The intra-city transit systems mostly consist of buses, private autos and taxis.

There are total 5 operational air ports in Bhopal, Indore, Gwalior, Jabalpur and Khajuraho. Two non-operational air ports in Panna and Sagar and also there are 8 upcoming projects of opening air ports in Khandwa, Singroli, Burhanpur, Sidhi, Shahdol, Kanha Kisli, Bandhavgarh and Satna. All important cities of India are linked with direct trains to Madhya Pradesh. The Devi Ahilyabai Holkar Airport at Indore is the busiest airport in Madhya Pradesh. Raja Bhoj Airport in Bhopal, Jabalpur Airport, Gwalior Airport and Khajuraho Airport also has scheduled commercial passenger services. Besides these, minor airstrips are located at Ratlam, Ujjain, Khandwa, Rewa and Satna.

Every industry or organization faces certain problems or challenges and tourism department is also an industry which runs tourism activity. These problems are actually the bottlenecks which have big impact on tourism and if not curbed may decrease productivity. Hence all Stakeholders associated with tourism should take all possible steps to lessen the impact of bottlenecks.

### REVIEW OF LITERATURE

**Nayak, Purusottam and Mishra Sudhanshu K. (2013)** have found that the state government of Meghalaya though has taken a number of steps to improve the tourism sector yet it is at the nascent stage and has a long way to develop. Air and road connectivity, infrastructural facilities at tourist sites in terms of accommodation, transport, banking including credit card use, drinking water, sanitation, health care, etc is either lacking or not developed or deplorable. Over and above of all these, tourists do not often find themselves at ease with the local public. The workforce in the transportation and hospitality sector are to be sensitized regarding professional ethos, decorum and visitor-friendly courtesy. **Basu Sukla (2013)** have identified that India needs to develop her resources to the fullest keeping in mind her huge human resource potential and has to raise her earnings through tourism considering her varied natural and socio-cultural aspects. Poverty which is the main barrier (rich-poor gap), the urban-rural divide, corruption and constraints in infra structural development and many other related issues require more stringent measures.

**Y. Chitra Rekha and Srinivas Saiprasad Reddy (2013)** have found that over the years, there has been a change in the demand and supply pattern of human resources for the travel industry, with the demand in favor of more educated and specialized personnel. However, the development of human resources in tourism is subject to a number of obstacles, and is severely lagging in terms of professionalism. There is no evidence of any kind of HRD approach being followed by the tour operators/travel agencies. Skill shortage within the industry is an outcome of short-term management and lack of investment in people. The tourism workforce appears to be "uneducated, unmotivated, untrained, unskilled and unproductive". Thus, there is a need to enhance the image of the industry personnel through standard human resource management and development practices, which require the cooperation of the people involved in the tourism business. **Mr. Nageswara Rao Iragaraju and Krishnamacharyulu C.S.G. (2013)** have found that India is substantially under-invested in healthcare with 17% of the world's population, but only 6% of the beds. All the developments in healthcare sector and increased tourist arrivals both of domestic and foreign are posing challenges to the corporate hospitals to maintain high standard in delivery of services to improve and retain image. They require operational excellence and marketing effectiveness, to attract patients, and satisfy them. They also have found that there is need for Hospital should have marketing orientation to succeed. Total quality management for improving and delivering quality services is important. Patient satisfaction and feedback should be major concerns. Equally important is employee satisfaction and feedback.

**Chavan Rajashri Ramesh and Sarang Shankar Bhola (2013)** have identified that Tourist Infrastructure, in Satara District like Condition of city roads', 'traffic management', 'public utilities at tourist attraction', 'parking facility at the tourist attraction', general cleanliness at tourist attraction and area around', 'quality of roads', 'condition of traffic and transport signage' and 'condition of signage within the tourist attraction' need to develop since tourist were strongly dissatisfied with those tourist amenities which are highly important to them. **R. Renuka (2010)** has found that hospitality industry is also facing many problems which must be considered very seriously. **Singh Vinay Kumar (2009)** have found that biggest threats arise from possible resistance from stakeholders, both within the country and abroad, due to its adverse impacts on local healthcare markets, and falling revenues for providers in the source countries, respectively. It will be necessary to ensure adequate supply of trained manpower by either expanding the capacity of training institutions, or by liberalizing immigration of skilled workers.

### **OBJECTIVES**

- To identify the bottlenecks responsible for decreasing tourism activity in M.P.
- To identify the difference in tourist opinion for their re-visit plan

### **RESEARCH METHODOLOGY**

**Research Type:** The study is Exploratory in nature based on Primary data.

**Duration of Study:** Survey is conducted from January to May 2015

**Area of Study:** Respondents from Pachmarhi, Orchha, Kanha, Jabalpur, Indore, Mandu, Ujjain, Maheshwar, Chitrakoot, Khajuraho, Bhopal, Sanchi and Omkareshwar are taken

**Sampling Technique:** Simple random sampling technique is adopted and 292 respondents (tourists of spots) constituted the sample for the survey.

**Tools for Data Collection:** The questionnaire consists of two parts, first part consists of questions related to bottlenecks on degree scales ranging from strongly disagree to strongly agree and second part consists of question to know re-visit plan of tourists. All the data were collected from tourists of different spots.

After the data has been collected, it was entered into Microsoft Excel and was prepared for analysis. For analysis SPSS Version 16 is used.

**Tools for Data Analysis:** Factor analysis and Anova is used to analyze data.

### **Hypothesis**

H<sub>01</sub>: There are no major bottlenecks which decrease growth of tourism activity in M.P.

H<sub>02</sub>: There is no significant difference in tourist opinion for their re-visit plan

H<sub>03</sub>: There is no significant difference among tourist who responded Yes and No for their re-visit plan

H<sub>04</sub>: There is no significant difference among tourist who responded No and Neutral for their re-visit plan

H<sub>05</sub>: There is no significant difference among tourist who responded Yes and Neutral for their re-visit plan

### **RESULT AND FINDINGS**

#### **1. Bottlenecks associated with Tourism**

Table 1

S.No.	Bottlenecks	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
1	Exploitation by Service providers	10	20	192	56	14	292
		(3.42%)	(6.84%)	(65.75%)	(19.17%)	(4.79%)	(100)
2	Improper Infrastructure	14	33	172	66	7	
		(4.79%)	(11.30%)	(59.90%)	(22.60%)	(2.39%)	(100)
3	Improper Safety Measures	9	10	182	61	30	
		(3.08%)	(3.42%)	(62.33%)	(20.90%)	(10.27%)	(100)
4	Lack of determination to explore tourism potential	8	22	33	208	21	
		(2.73%)	(7.53%)	(11.30%)	(71.24%)	(7.20%)	(100)
5	Interdepartmental Non-coordination	19	26	52	148	47	
		(6.50%)	(8.90%)	(17.80%)	(50.70%)	(16.1%)	(100)
6	Improper publicity of tourism potential	27	70	124	43	28	
		(9.24%)	(23.97%)	(42.46%)	(14.73%)	(9.60%)	(100)
7	High Service Charges	16	46	26	177	27	
		(5.47%)	(15.8%)	(8.90%)	(60.61%)	(9.22%)	(100)
8	Improper Hygienic Condition	15	9	17	241	10	
		(5.13%)	(3.08%)	(5.82%)	(82.54%)	(3.43%)	(100)
9	Insufficient funds for Marketing	27	22	85	94	64	
		(9.24%)	(7.53%)	(29.10%)	(32.20%)	(21.93%)	(100)
10	Less numbers of National and International Events	38	72	167	8	7	
		(13.01%)	(24.66%)	(57.20%)	(2.73%)	(2.40%)	(100)

Source: Field Survey

### Hypothesis Testing

#### 1. Major bottlenecks responsible for decreasing tourism activity in M.P.

$H_{01}$ : There are no major bottlenecks responsible for decreasing tourism activity in M.P.

**Table 2 : Factor Analysis (Rotated Factor Matrix for Service Level Analysis)**

<b>Variables</b>	<b>F1</b> Improper Service Facility	<b>F2</b> Improper Promotion	<b>F3</b> Service Charge	<b>F4</b> Improper Utilization	<b>F5</b> Exploitation
VI. Exploitation by service providers					0.809
V2. Improper Infrastructure	0.714				
V3. Improper Security Measures	0.309				
V4. Lack of determination to explore tourism potential				0.800	
V5. Inter-departmental non-coordination				0.493	
V6. Improper publicity of tourism potential		0.726			
V7. High Service charges			0.785		
V8. Improper Hygienic condition	0.680				
V9. Insufficient Funds for Marketing		0.485			
V10. Less numbers of National/ International Events		0.579			
Eigen value	1.491	1.383	1.146	1.109	1.020
Cumulative variance	14.909	28.737	40.198	51.284	61.482

Note: F1, F2, F3 and F4 are four derived factors (Source: SPSS Analysis)

**Table 3 : Factors of Bottleneck Severity Analysis**

<b>SL No.</b>	<b>Factor</b>	<b>Item</b>	<b>Item</b>	<b>Item</b>
1	Improper Service facility	Improper Infrastructure (3.15)	Improper Security (3.06)	Improper Hygienic Condition (3.31)
2	Improper Promotion	Improper publicity of tourism potential (3.72)	Less National and International events (3.60)	Insufficient funds for marketing (2.91)
3	Cost of Service	High Service charges (3.52)		
4	Lack of Determination	Lack of determination to explore tourism potential (3.76)	Inter-departmental non-coordination (3.5)	
5	Exploitation	Exploitation by service providers (2.6)		

Source: SPSS Analysis

**Interpretation:** Table 5 and 6 displays and categorize all the items into five factors. They are:

1. **Improper Service Facility:** It represents specific and overall analysis of available facilities which is lacking in Madhya Pradesh and thus serves as a bottleneck for tourism in M.P. It is measured by items 2,3 and 8 as identified in table 6. These items are “Improper Infrastructure”, “Improper Security” and “Improper Hygienic Condition”. **Table 5 display that Variable 2 (Improper Infrastructure) is strongest and explains 14.909 per cent variance and has total factor load of 0.714.**
2. **Improper Promotion:** It represents specific and overall analysis of promotion related activities taken up to market tourism activity in M.P. It is measured by items 6,9 and 10 as identified in table 6. These items are “Improper publicity of tourism potential”, “Insufficient funds for marketing” and “Less National and International Events”. **Table 5 display that Variable 6 (Improper publicity of tourism potential) is strongest and explains 28.737 per cent variance and has total factor load of 0.726.**
3. **Cost of Service:** It represents specific and overall analysis of Service charges. It is measured by item 7 as identified in table 6. This item is “High Service Charges”. **Table 5 displays that Variable 7 (High Service Charges) is strongest and explains 40.198 per cent variance and has total factor load of 0.785.**
4. **Lack of Determination:** It represents specific and overall analysis of task which management people are performing. It is measured by items 4 and 5 as identified in table 3. These items are “Improper utilization of tourism potential” and “Interdepartmental Non-coordination”. **Table 5 displays that Variable 4 (Lack of determination to explore tourism potential) is strongest and explains 51.284 per cent variance and has total factor load of 0.800.**
5. **Exploitation:** It represents specific and overall analysis of tourist whether being exploited in M.P. It is measured by item 1 as identified in table 3. These items are “Exploitation by Service Providers”. **Table 5 displays that Variable 1 (Exploitation by Service Providers) is strongest and explains 61.482 per cent variance and has total factor load of 0.809.**

**Bottlenecks (Variables) which needs due consideration**

- **Variable 2-**Improper Infrastructure
- **Variable 6-** Improper publicity of tourism potential
- **Variable 7-**High Service Charges
- **Variable 4-** Lack of determination to explore tourism potential
- **Variable 1-** Exploitation by Service Providers

Hence **Null hypothesis is rejected** as there are many major bottlenecks which decrease growth of tourism activity and hence needs due consideration

**2. To identify the difference in tourist opinion for their re-visit plan**

**H<sub>02</sub>:** There is no significant difference in tourist opinion for their re-visit plan

**H<sub>03</sub>:** There is no significant difference among tourist who responded Yes and No for their re-visit plan

**H<sub>04</sub>:** There is no significant difference among tourist who responded No and Neutral for their re-visit plan

**H<sub>05</sub>:** There is no significant difference among tourist who responded Yes and Neutral for their re-visit plan

Re-visit Plan

**Table 4 : Descriptive\***

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
					Yes	98		
No	110	3.3809	.31346	.02989	3.3217	3.4401	2.60	4.10
Cannot Say	84	3.3333	.27652	.03017	3.2733	3.3933	2.70	3.80
Total	292	3.3137	.29698	.01738	3.2795	3.3479	2.50	4.10

Source: SPSS Analysis

Re-visit Plan

**Table 5 : ANOVA**

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.364	2	.682	8.108	.000
Within Groups	24.302	289	.084		
Total	25.665	291			

Source: SPSS Analysis

**Table 6 : Multiple Comparisons (Re-visit Plan Tukey HSD)**

(I)	(J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Yes	No	-.15948*	.04028	.000	-.2544	-.0646
	Neutral	-.11190*	.04312	.027	-.2135	-.0103
No	Yes	.15948*	.04028	.000	.0646	.2544
	Neutral	.04758	.04202	.495	-.0514	.1466
Neutral	Yes	.11190*	.04312	.027	.0103	.2135
	No	-.04758	.04202	.495	-.1466	.0514

\* The mean difference is significant at the 0.05 level. Source: SPSS Analysis

**INTERPRETATION**

- Table 8 depicts that tourists opinion for their re-visit plan significantly differ in their mean values (F= 8.108 and  $p < 0.05$ ). Hence, null Hypothesis H02 is rejected at 5% significance level.
- Table 7 depicts that mean value of respondents who said "No" is 3.38 which is more as compared to those who said "Yes" with a mean value of 3.22 for their re-visit plan. It implies that due to bottlenecks tourists who are not interested for re-visit are more as compared to those who are interested to re-visit.
- In order to find out significant difference between groups i.e. tourist said "Yes and No"; Yes and Neutral; No and Neutral; Tukey test was applied as indicated in Table 9. It represents that p value in groups 1 and 3 is 0.000, and 0.027 and this means that there is significant difference between tourist who responded "Yes and No" and "Yes and Neutral" for their re-visit plan. Hence null hypothesis H03 and H05 is rejected at 5% significance level.
- While p value in group 2 is 0.495 and this means that null hypothesis H04 is not rejected at 5% significance level and it can be inferred that there is no significant difference among tourist who responded "No and Neutral" for their re-visit plan.

## FINDINGS

- It can be seen that out of the sample size of total 292 respondents selected for survey, 83% are domestic and remaining 17% belong to foreign origin. This shows that percentage of foreign tourist arrivals is very less and steps needed to be taken in this direction to increase inflow of foreign tourists.
- Around 58% are Male and 42% are Female; as far education is concerned 36% are graduates and 34% are post-graduate. Remaining 14%, 8% and 8% respondents have qualification less than 10th, 1012th and are diploma holders. Majority of respondents are qualified enough to understand and provide better information. Hence information obtained from them can be relied upon.
- About 24% of the respondents agreed with the Exploitation by Service providers as a major bottleneck while 66% remained neutral and only 10% of them are disagree. As far as Improper Infrastructure is concerned, 25% of the respondents agreed to the fact, 59% remained neutral while 16% disagree. 32% respondents agreed with improper safety measures as a major bottleneck, 62% remain neutral and 6% disagree. About 78% of respondents agreed with the statement that there is lack of determination to explore tourism potential in M.R This shows that there is huge potential in M.P. but people and stakeholders are not determined to explore it.
- As far as interdepartmental non-coordination is concerned, about 67% agreed with the statement, 18% remain neutral while 15% disagree. 24% of respondents agree with the statement that improper publicity of tourism potential is a major bottleneck, 33% disagree and 43% remain neutral. For High Service charges, 70% respondents agreed with the statement, 21% disagree and 9% remained neutral. This shows that high service charge is a major bottleneck for the growth of tourism in M.R
- As far as improper hygienic condition is concerned, 86% of respondents agree with the statement, 8% disagree and 6% remain neutral. This shows that improper hygienic condition is a major bottleneck in growth of tourism potential in M.P. For insufficient funds for marketing, 54% respondents agree with the statement, 17% disagree and 29% remain neutral. When talked about less numbers of national and international events being taken place only 5% of the respondents agree with the statement, 38% disagree and 57% remain neutral.
- There are many bottlenecks which are responsible for impacting tourism activity and their re-visit plan. Due to these bottlenecks like Improper Infrastructure, Improper publicity of tourism potential, High service charges, Improper management of tourism potential and Exploitation by service providers .tourist are not interested to re-visit spots of M.P.
- Also number of tourists who responded “No” is more as compared to those who responded “Yes” for their re-visit plan. Majority of the respondents either said No or are neutral for their revisit plan. This is mainly due to the bottlenecks due to which tourists are not satisfied after their visit to tourist spots of M.P.

## CONCLUSION

It can be concluded that there are various bottlenecks which hampers the growth of tourism activity in M.P. Proper management in terms of coping up with the bottlenecks play important role in satisfying tourists. Most of the tourists visit the spot with the intension to reduce their tension and to get change from their routine work. If they don't get it, they may return dissatisfied. So management should do their best to lessen the impact of bottlenecks for smooth functioning of tourism industry. This study also shows that re-visit plan of tourists are dependent on bottlenecks which tourism industry is facing. As there are various bottlenecks associated with tourism in M.P. so tourist are less interested to re-visit the spot. If necessary and concrete steps are taken in this direction certainly tourist inflow can be increased which ultimately increase productivity. Though, satisfaction is self generated feeling but curbing with bottlenecks and improving services is the medium through which it can be achieved.



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