

## Chapter - V

### FINDINGS, CONCLUSION AND RECOMMENDATIONS

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#### 5.1 RESPONDENTS PROFILE

- The respondents were classified on the basis of gender and it is observed that 54.80% of respondents are female as compared to 45.20 % who are male respondents.
- The age of maximum respondents (206) 41.2% falls under the category 21-30 years and minimum 4.2% in the category below 20 years which shows that almost 75% of the total respondents are below 40 years.
- The marital status of the respondents revealed that 64.2% are married and 35.8% are unmarried.
- Educational qualification was grouped into five categories which revealed that maximum 43.2 % tourists are graduates nearly 25% of them hold a professional degree.
- The maximum respondents 186 are in the band of Rs. 40,000- Rs. 50,000 of monthly income followed by 127 in the band of Rs. 30,000- Rs. 40,000.
- The respondents profession data reveals that maximum 185 are self employed followed by 102 who are in private jobs.

#### Tourist's profile

- Type of tourist data shows that 50% are domestic tourists who belong to various locations across India and 50% are international tourists
- The frequency of visit to the destination was marked and it showed that out of 500, 76% of respondents visited the tourist place for first time and 24% already visited this tourist destination previously too.
- The frequency of previous visits **to this tourist destinations elected for the study was visited by the tourists was more than once**. It was found that maximum 60% respondents visited the tourist place for 1-2 time and 22.5% already visited this tourist destination 3-4 times previously. It shows the

popularity of the destination amongst the tourists and they were attracted to the destination

- The source of information regarding details of selected tourist destination was received from social media by maximum of tourists which may be recorded and it is thus clear that social media is the most important source of disseminating information to the target customers.
- Tourist mainly visited the destination with their spouse and some of them were solo travelers.
- The highest preferred mode of travel is by own car which facilitates them to explore nearby places and so they like to travel by car for ease and convenience having freedom of stay.
- The most interesting outcome was to know their reason of travel and the utmost important one was rest and relaxation and the next was to spot the rich cultural heritage of this region. Religious tourism is also high in this circuit and there are large prospects of medical tourism
- It was found that in case of domestic tourist maximum females are the visitors which was contrasting for international tourist where maximum are males
- In case of domestic as well as international tourist maximum belongs to 21-30 age group which shows that young people are more prone to explore tourist destinations

## **5.2 RESEARCH FINDINGS**

### **Objective 1: To explore the factors affecting regional tourism competitiveness**

A high KMO value of .894 depicted the suitability of applying exploratory factor analysis and the variables were reduced to tangible factors by applying factor analysis. The factor loadings are tabulated below followed by detailed description of the variables of each variable.

**Table 5.1:**

<b>Name of Factor</b>	<b>Statements</b>	<b>Factor Loading</b>	<b>Total Variance</b>
<b>Availability of Tourist Services</b>	Transportation And Logistics	.722	22.756
	Relaxation activity	.648	
	Health and medical Services	.671	
	Tourist Police and safety	.597	
	Tourist Information Centre	.961	
	Tourist Guide services	.649	
<b>Price of Tourist Services</b>	Food and Beverage	.784	10.210
	souvenir and gifts	.976	
	Stay and Accommodation	.929	
	recreational activity	.863	
	Local Transportation	.601	
<b>Tourism infrastructure</b>	I CT readiness	.612	6.715
	Roads and connectivity	.807	
	Boarding and lodging	.540	
	Medical aid	.728	
	Law and order	.881	
<b>Promotion of local tourism</b>	Advertisements	.854	6.676
	Recognition by rating firms	.776	
<b>Behaviour of local people</b>	Readiness to communicate	.596	6.09
	Cooperation of local people	.508	
<b>Tourist interest</b>	Fairs and festivals	.664	5.576

	Exhibitions	.812	
	Geographical proximity	.879	
	Pilgrimage	.926	
	Medical Tourism	.880	
<b>Tourist attractions</b>	Lakes and natural beauty	.555	5.132
	Heritage monuments	.568	
	Local cuisine	.859	
	Regional costumes and culture	.707	
	Adventure Sports and Safari	.612	

### **Factor Description**

#### **Availability of Tourist Services**

This factor is named as Availability of Tourist Services which is commonly reflecting six statement related to availability of various types of services for the tourists like transportation and logistics within the tourist region, health and medical services and tourist police services. Tourist information services and availability of guide for dissemination of proper information to the tourists also is an important criteria affecting competitiveness of a particular tourist region. The factor have a total variance of 22.756 and it is reflecting all the different types of mandatory tourist services expected by the tourists in place and it also determines a comparative competitive identity of the tourist regions.

#### **Price of Tourist Services**

The effectiveness of tourist competitiveness is explained by the prices of the products and services which a tourist has to pay while his stay. He is concerned about the price of food, hotel and stay, tickets of various spots and relaxation activities. Price have always been a competitive factor to gain advantage and this definitely makes a place more competitive if the price incurred by the tourist contribute in enhancement of satisfaction and a proper receipt of expectations. The second factor includes five statements related with price of

tourist services including transportation and souvenir and gifts which tourists tend to buy as a memento or memory.

### **Tourism infrastructure**

The regional competitiveness of tourism has an extended support from the infrastructural facilities in terms of ICT readiness, internet connectivity inter and intra roads connectivity, boarding and lodging Medical aid Law and order. The factor have a total variance of 6.715 and it is reflecting all the different types of mandatory infrastructural requirements related to tourist services and expected by the tourists in place for comfortable visit and travel and it also determines a comparative view in selection of the tourist regions by the tourists.

### **Promotion of local tourism**

**This factor incorporates two statements related to** Advertisements of the tourists place, its major attractions and promotion of the region to attract more tourists in the different seasons round the year. The mega festivals and other peculiarities about the region if promoted properly the information seekers will definitely perceive the place and will like to visit on specific occasions. The Recognition of the tourist place by rating firms at national and international level also motivates tourists to visit certain places which are highlighted by the firms which rate them on several basis and it provides an extra leverage for creation of tourist perception.

### **Behaviour of local people**

This factor depicts the behaviour of local people and it incorporates two statements related to how the local mass communicates with the tourists and their level of cooperation with the tourists. The factor have a total variance of 6.09 and it is reflecting all the ways which create a positive thought regarding help and cooperation by the locals and their readiness to cooperate for different requirements related to tourist services The locals of a tourist place play a major role in providing a congenial environment to the outsiders and their readiness to communicate and cooperate with them during adverse situations or in case of query resolution helps the tourists to familiarize with the tourist destination. it also motivates tourists to visit certain places which are hidden and only known to the local inhabitants which provides an extra leverage for creation of tourist perception and satisfaction.

### **Tourist interest**

This factor depicts the interest of tourists regarding the selection and visit to the destination of their choice and if tourist have a peculiar interest in fairs, festivals, holy pilgrimage and if they desire to be part of special event than it helps them to select a destination which can satisfy their peculiar needs can be one of the important factor of regional competitiveness. The factor have a total variance of 5.576 and it is reflecting all the ways which create a positive inclination regarding Fairs and festivals, Exhibitions, Geographical proximity, Pilgrimage, Lakes and natural beauty or a very pertinent variable of Medical Tourism. The regional importance and innovative attributes of a local place play a major role in providing a decisive factor to the outsiders and their interest could be raised in a region by providing such types of tourist amenities. The regional peculiarities of a tourist destination is significant in assuring competitiveness which provides an extra influence for creation of tourist preferred destination.

### **Tourist attractions**

This factor is named as Tourist attractions which is commonly reflecting six statements related to availability of various types of attraction for the tourists within the tourist region for entertainment. The factor have a total variance of 5.132 and it is reflecting all the different types of mandatory tourist charms services expected by the tourists in a tourist place and it also determines a comparative competitive identity of the tourist regions. These attractions may be the local cuisine, Regional costumes and culture, Adventure Sports and Safari or heritage sites and monuments which have a glorified ancient past and is a reflection of the rich history of the tourist region. This is one of the important factor that result in enhancing the competitive advantage to a particular tourist region.

### **Objective 2: To compare the perceptions of domestic and foreign tourists about the tourism competitiveness in the selected area of research**

The perception of domestic and foreign tourists about the tourism competitiveness in the selected area of research about the five selected parameters were recorded on a scale of excellent, good, satisfactory and poor. The selected parameters are

- **Quality of local Transportation**

The tourists perception about Quality of local Transportation in the study area was reflecting an improvement. Only 52 domestic tourists and 48 international tourists

have given excellent rating for the quality of local transportation system in the area of Rajasthan. And maximum 105 international and 59 domestic tourists have given poor rating to local transportation system which shows that this is a component which need to be addressed for increasing the competitiveness of this region

- **Quality of Accommodation**

The tourists perception about Quality of accommodation in the study area was very excellent. Maximum 110 domestic tourists and 154 international tourists have given excellent rating for the quality of accommodation in this region which shows that tourists are having various options to stay in this destination.

- **Availability of food and cuisine**

The tourists perception about Availability of food and cuisine in the area was highly promising. Most of the domestic as well as international tourists have given excellent rating for the food and cuisine of this region and even it is available easily. Availability of local food and cuisine can be an important factor to enhance the regional competitiveness of this destination as this can be one of the major reason and speciality of a place can attract the food lovers and others too as they are visiting the place to have a different taste of food and culture

- **Availability of fun and Entertainment**

The tourists perceive that fun and entertainment in the study area is satisfactory and it has more scope for improvement. This can be one of the significant factor to ensure proper tourist infrastructure and attract more domestic tourists

- **Price of tourist services**

The destination becomes competitive in the minds of tourists when it is compared on the basis of price. The perception of local and foreign tourists is totally different in this rating for the Price of tourist services in the area of Rajasthan. Numbers of domestic tourists who have given good and satisfactory rating are 85 and 65 respectively, whereas numbers of international tourists who have given good and satisfactory ratings are 49 and 38 respectively. Only 15 international and 38 domestic tourists have given poor rating to Price of tourist services

- **Tourist spots and places**

The respondents perception about Tourist spots and places in the study area was recorded on a scale of excellent, good, satisfactory and poor. Maximum 157 domestic tourists and 104 international tourists have given excellent rating for the Tourist spots and places in the area of Rajasthan. Numbers of domestic tourists who have given good and satisfactory rating are 52 and 31 respectively, whereas numbers of international tourists who have given good and satisfactory ratings are 76 and 35 respectively. 35 international and 10 domestic tourists have given poor rating to Tourist spots and places.

### **Tourism Services and Satisfaction of Tourists**

The satisfaction of domestic and international tourists was recorded on a scale of three i.e. 1=low, 2= moderate, 3= high. The variables of tourism services selected were Tourism infrastructure, Transportation & accommodation, Food and beverages, Security and safety, Tour guide and other services and Price

For each statement maximum domestic tourist 108 has rated moderate satisfaction while international tourist 122 have rated high satisfaction. Food and beverages have high score 27 and 42 by domestic and international tourist and a quite low score is given by both the type of tourist to security and safety which is a matter of concern Tourism infrastructure is also ranked low by international tourist.

The satisfaction of domestic and international tourists regarding the tourist destination selected for the study was cross tabulated with the age group of the tourists to analyse if there is any association between the two variables under study. It is revealed that out of 250 domestic tourists maximum 52 satisfied are falling in the age group 21-30 years and minimum in the age group above 60. The highest dissatisfied 54 are from the category 21-30 and minimum are from below 20 age category. Similarly out of 250 international tourists maximum satisfied are from the category 21-30 and maximum dissatisfied are from the age category of 31-40 which reflects that the age groups below 40 are the major tourists who create regional competitiveness of a tourist destination.



### Part III

## 5.3 STATISTICAL FINDINGS

**Table 5.2: Results of Hypothesis Testing**

<b>Parameters</b>	<b>Calculated value</b>	<b>Tabular value</b>	<b>Decision</b>
Quality of local Transportation	3.35	7.815	Accepted
Quality of Accommodation	13.54	7.815	Rejected
Availability of food and cuisine	11.6	7.815	Rejected
Availability of fun and Entertainment	12.56	7.815	Rejected
Price of tourist services	8.56	7.815	Rejected
Tourist spots and places	5.64	7.815	Accepted

Significance level: 0.05

### **Chi square Output**

The test results are shown above and so we can statistically prove that there is no significant variance among the perceptions towards the quality of local transportation and tourist spots and places in the selected area of research while for the other parameters it is rejected and there is a significant variance among the perceptions of domestic and international tourists towards the Quality of Accommodation , Availability of food and cuisine, fun and Entertainment and Price of tourist services in the selected area of research

### **Tourist Satisfaction**

- There is no difference between impact of tourism services on the satisfaction of domestic and international tourists.

- There is no difference in the satisfaction level of domestic and international tourists regarding visit to the tourist destination selected for the research study
- Tourism services have no association with the satisfaction of domestic and international tourists regarding visit to the selected tourist destination on the basis of demographical variables like age of respondents
- Tourism services have no association with the satisfaction of domestic and international tourists on the basis of gender of respondents

### **Suggestive Model of Regional Competitiveness**

- The Dependent Variable is regional competitiveness
- The Independent Variables are quality of transportation and accommodation, availability of food, fun, spots and places of tourist interest activities.
- Regression analysis was conducted to suggest a model of regional competitiveness among dependent and the independent variables namely quality of transportation and accommodation, availability of food, fun, spots and places of tourist interest activities.
- A R-square value of the model is 0.99 which is greater than 0.5 and it shows that the model is effective enough to determine the relationship.
- The R-square value is .099 which shows the measure of goodness of fit of the model.
- It means that 99% of the variation in the output can be explained by the input variables. This shows that this model can be suggested to maximise regional competitiveness.

## **5.4 CONCLUSION**

In conclusion, the regional competitiveness of tourism is a multifaceted concept that requires a comprehensive approach to thrive in today's dynamic global landscape. Through careful analysis, strategic planning, and collaboration among stakeholders, regions can enhance their attractiveness, infrastructure, and offerings to become more competitive destinations. Embracing sustainable practices, leveraging technology, and fostering

innovation are crucial strategies for ensuring long-term success in the tourism industry. By continually adapting to evolving trends and consumer preferences, regions can position themselves as premier destinations, driving economic growth, fostering cultural exchange, and enriching the lives of both residents and visitors alike. Ultimately, investing in the development of a competitive tourism sector can yield significant social, economic, and environmental benefits for regions around the world.

The tourism and neighborliness segment plays an imperative part within the financial advancement of nations. Tourism is as a rule seen as multidimensional, having physical, social, social, financial and political characteristics. Worldwide tourism is the moment most elevated worker. It is vital to recognize between distinctive sorts of sightseers in arrange to get it and dissect the reason of their visit. There are different ways to draw in household and foreign visitors, we ought to understand what sorts of administrations are required to draw in and hold clients. There's a huge potential advertise for provincial tourism, particularly for remote visitors, which has not however been created since the government has not received any systematic approach to pull in outside sightseers. Tourism is one of the developing industries competent of forming the complete financial potential of a country. It is one of the foremost critical civilian businesses within the world Tourism uncovers itself as one of the exercises with the most noteworthy potential within the world. For its development potential and as a item that can be as it were expended on neighborhood, this division encompasses a unmistakable quality part as a nearby advancement procedure.

Tourism is an unimaginable way to exhibit India's wealthy and marvelous history, culture and differing qualities whereas harvesting noteworthy financial benefits. The center on competitiveness arose from the conviction that globalization had made a world of strongly competition on the ground.

The competitiveness of a locale lies not as it were within the competitiveness of its person firms and their interactions, but moreover within the more extensive resources and social, financial, organization and open properties of the region itself. The concept of territorial competitiveness is hence as much around subjective components and conditions (such as non-traded systems of informal knowledge, believe, social capital and the like) because it is almost quantifiable properties and forms (such as inter-firm exchange, rate licensing, labor supply and so on). Besides, the causes of competitiveness are more often than not

credited to the impacts of a combination of factors rather than the affect of any single calculate. The sources of territorial competitiveness can moreover come from distinctive topographical scales, from local to territorial to national and indeed worldwide. In this manner, the capacity to confine the exact impacts of any single factor is restricted. This has major suggestions for the experimental estimation and investigation of territorial competitiveness.

This investigate pointed to suggest a theoretical demonstrate of competitiveness of a tourism cluster for territorial advancement. Watching the advancement that the tourism division plays in competitiveness and territorial, national and worldwide advancement, is pressing to ponder it and develop models that are adjusted to its peculiarities.

## **5.5 CHALLENGES OF TOURISM SECTOR**

The research analysis regarding the growth of tourism and especially regional tourism in India shows that although the industry has recently seen significant expansion in the country two to three decades, most of the prospective for its growth has not yet been tapped and there are still many wishes left. This disappointing growth of this industry in our country is due to a number of challenges that it faces. A few of the components that limited growth of tourism within the locale are recorded underneath. The absence of an integrated tourism promotion program and synergetic efforts of local communities and government hindered the growth of regional tourism. The challenges facing regional tourism are diverse and multifaceted, requiring careful consideration and strategic planning to address effectively. Some of the key challenges include:

- **Infrastructure limitations:** Many regions lack adequate infrastructure such as transportation networks, accommodation options, and tourist facilities, which can hinder their ability to attract and accommodate visitors.
- **Seasonality and fluctuating demand:** Seasonal variations in tourism demand can lead to fluctuations in visitor numbers, posing challenges for businesses and communities reliant on tourism income. Finding ways to diversify offerings and attract visitors during off-peak seasons is crucial for sustainable tourism development.
- **Environmental sustainability:** Tourism can have significant environmental impacts, including pollution, habitat destruction, and strain on natural resources. Balancing

the economic benefits of tourism with the need to protect and preserve fragile ecosystems is a critical challenge for regions.

- Socio-cultural impacts: Tourism can bring both positive and negative socio-cultural impacts to communities, including changes in local customs, increased pressure on infrastructure and services, and conflicts between residents and visitors. Managing these impacts while promoting cultural exchange and understanding is essential for sustainable tourism development.
- Competition and market saturation: The tourism industry is highly competitive, with regions vying for market share and visitor attention. Competition from other destinations, changing consumer preferences, and the rise of alternative accommodations like Airbnb can pose challenges for traditional tourism businesses.
- Economic vulnerability: Regions heavily reliant on tourism may be particularly susceptible to exterior shock such as economic slowdown, natural disasters, or war and political unrest. Diversifying the economy and reducing dependence on tourism can help mitigate these risks.
- Accessibility and connectivity: Limited access to transportation options, including air, road, and rail networks, can impede visitors' ability to reach a destination. Improving connectivity and accessibility is crucial for unlocking a region's tourism potential. Addressing these challenges requires collaboration among government agencies, local communities, businesses, and other stakeholders to develop sustainable tourism strategies that balance economic growth with environmental and social responsibility.
- The indifference of government towards the various aspects of tourism makes the situation vulnerable. One significant factor limiting its growth is the granting of industry status.
- Another factor is the inability of tourism mandarins to adapt quickly changing environment
- Insufficient transportation network and territorial commutation modes  
Deficiently carrier capacity, particularly amid top visitor season, awful conditions

of airplane terminals, delays in getting reservations, flight cancellations and delays make discuss travel a bad dream for remote visitors.

- Need of clean and comfortable settlement for sightseers in common, but sensibly great accommodation for the low-spending middle-class visitor
- There's a need of up-to-date data frameworks with a fast look which causes burden to sightseers.
- Lacking advancement of elective and territorial tourism goals  
Regularity is another critical figure that ruins the development of tourism industry with a active season constrained to six months
- Absence of an integrated tourism promotion program hindered the growth of regional tourism.

By identifying and addressing these challenges proactively, regions can unlock the full potential of their tourism sector while safeguarding their natural and cultural assets for future generations.

## **5.6 THE INNOVATIVE SCHEMES**

The role of government in development of innovative schemes at national and international level is also studied to understand their perspective to promote regional tourism competitiveness.

The Ministry of Tourism distinguishes trade and industry as a key principle for sustainable and competitive tourism as laid down by UNWTO. The need to achieve it, will ensure feasible solutions to strategic problems and ensure viable operations for fair distribution of payback to all components. Competitiveness of destinations is essential for tourists satisfaction Government it as an important factor to ensure sustainable tourism.

The Travel & Tourism Competitiveness Index (TTCI), which has been released every two years for the last fifteen years, directly led to the creation of the Travel & Tourism Development Index (TTDI). A nation's development is aided by the Travel and Tourism (T&T) sector's sustainable and resilient development, which is made possible by a collection of policies and elements that the TTDI benchmarks and measures.



**Source: WEF INSIGHT REPORT MAY 2022**

A new structure for the key reflect the position of Travel and Tourism in broader economic and social development.

The change from TTCI to TTDI represents the index's broader coverage of ideas related to travel and tourism (T&T) development, such as the growing importance of sustainable solutions

The role of government in the development of innovative schemes at the national and international levels is crucial for promoting regional tourism competitiveness.

Governments play a pivotal role in shaping policies, providing funding and incentives, and creating a conducive environment for innovation and growth in the tourism sector. Some key perspectives and actions undertaken by governments include:

1. Policy formulation and regulation: Governments develop policies and regulations to support the growth of the tourism sector while ensuring sustainable development and responsible tourism practices. This includes implementing measures to protect natural and cultural resources, promoting quality standards for tourism services, and establishing guidelines for infrastructure development.
2. Financial support and incentives: Governments often provide financial support, grants, and incentives to encourage innovation and investment in the tourism industry. This may include funding for research and development, infrastructure

- projects, marketing campaigns, and training programs aimed at enhancing the competitiveness of regional tourism destinations.
3. Public-private partnerships: Governments collaborate with private sector stakeholders, industry associations, and local communities through public-private partnerships to drive innovation and development in the tourism sector. These partnerships facilitate knowledge sharing, resource mobilization, and the implementation of joint initiatives to promote regional tourism competitiveness.
  4. Promotion and marketing: Governments play a key role in promoting regional tourism destinations domestically and internationally through marketing campaigns, trade shows, and promotional events. By showcasing the unique attractions, cultural heritage, and experiences offered by a region, governments can attract visitors and boost tourism revenue.
  5. Capacity building and skill development: Governments spend in capability structure and skill development programs to improve the competitiveness of the tourism workforce. This includes training initiatives for tourism professionals, entrepreneurship development programs, and educational opportunities aimed at fostering innovation and creativity in the industry.
  6. International cooperation and collaboration: Governments engage in international cooperation and collaboration to promote regional tourism competitiveness on a global scale. This includes participating in international forums, sharing best practices, and collaborating with other countries to develop joint tourism initiatives and exchange programs.

By adopting a strategic and proactive approach to promoting regional tourism competitiveness, governments can unlock the full potential of the tourism sector as a driver of economic growth, job creation, and sustainable development. Through innovative schemes and initiatives at the national and international levels, governments can support the diversification of tourism products, enhance destination attractiveness, and ensure the long-term viability of regional tourism destinations.



## 5.7 RECOMMENDATIONS

Finally, we suggest the following steps to redesign regional tourism and make it more competitive:

1. Hospitality and tourism professionals must be connected to developmental authorities for feasible changes in the decision.
2. All data and information centers have proper staff and working hands to carry out the tourist services and data enabled programs.
3. A quite low score is given by both the type of tourist to security and safety which is a matter of concern Tourism infrastructure is also ranked low by international tourist.
4. More emphasis should be given on development and maintenance of tourism infrastructure so that both domestic and international tourists are attracted
5. Tourists spots and places should be made more competitive so that they gain a competitive advantage in some parameters and gain preference over other destinations.
6. International and domestic tourists have given poor rating to local transportation system which should be improved with respect to regional tourists places surrounding the main city
7. Ensuring effective management and conservation of heritage sites.
8. Working with local communities on promotion of culture and traditions
9. Getting the balance right in the volume, timing and location of visits to Enhance positive impact of tourism on communities as well as tourists
10. Information, Education and Communication and capacity building of local communities
11. The policy makers should promote regional tourism by providing assistance at ground level.
12. State Government should send proposals to tourism ministry and Development Centre for implementation of projects that can make the region more attractive and the policymakers should be responsible to provide consultancy and suitable support to complete them.

13. The stakeholders have the responsibility to build a comprehensive plan to execute and govern the interest of all through planned activity of all the entities.
14. There should be better cooperation between state and central tourism development authorities.
15. Planning should be done from bottom to top to carry out futuristic goals and ascertain a remarkable target based growth.
16. Antagonistic promotion will need to be adopted in existing service sector producing markets exploration of new regional destinations should be done to create new markets.
17. At the same time, maximum efforts should be made to develop local tourism, which is a healthy way to initiate development of local regions and boost growth of tourism.
18. The future of this service sector is very lucrative and so support and backup system should be created by cooperation and coordination between the different components.
19. The research and focus of education in this sector can enhance local regional and national tourism which will be the goal of all stakeholders as it will become a socio economic issue and can give a boost to the development of local society and nation at the global platform
20. Local attractiveness can be accomplished in diverse ways and by interpreting micro-level attractiveness into macro-level affluence
21. Training and awareness among local masses can help to better serve the tourists and thus creating maximum satisfaction
22. A positive word of mouth should be created to popularise the regional tourist destinations.
23. Factors of regional tourism identified during the study should be monitored for specific consequences and results in obtaining regional competitiveness.
24. All the seven factors of regional competitiveness identified in the present work requires attention of all the stakeholders to strengthen the regions competitive advantage