Chapter 2

An Empirical Analysis of 7ps’ Elements on Tourists Satisfaction: A Case from Bishnupur

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ABSTRACT

Marketing plays a vital role to develop the tourism and encourage the tourists to visit the destination and involve the people to enhance their socio economic condition as well. The purpose of this study is to explore three research questions about marketing strategies, about marketing tools and integrated promotional strategies in general and in this particular destination. This study aims to analyze with the help of a questionnaire of 150 respondents. This present study concentrates on impact of 7Ps on Tourists satisfaction. Collected data has analyzed by regression model. There is a great scope of tourism because every village has unique art, culture, folklore, heritage, and lifestyle and so on. Due to lack of proper marketing practices, tourism has facing different problems to pursue parallel with the mainstream entrepreneurs. This study is relevant for balancing the demand and supply of tourism motivational requirement indicators which can offer better tourism service excellence in Bishnupur. It will also play a vital role in terms of the policy implication and to analyze the impact for attaining sustainable tourism development in Bishnupur.

INTRODUCTION

Tourism is one of the fastest growing industry next to the oil & jewelry industry. Tourism has emerged as a new mantra for alternative economic development. Tourism concept has been tested and already applied for alternative development of a nation and proved to give positive result. As per World Tour-
ism Council, tourism is contributing around 10% to the world wide GDP projected to rise nearly 11% by 2014. West Bengal has the wide variety of attractions in terms of tourist destinations from bustling Kolkata with its historical evidence to the beauty of lush green country side. The state is endowed with all the diversities of the nature that is the tourist’s attractions or dream. West Bengal Tourism Development Corporation is foreseeing an investment of Rs 150 crore in the next couple of years just for promoting river tourism. The investment would go towards renovating heritage shore along the Ganges as well as developing a Marina with speed boats, para-sailing and cruise boats facilities. Tourism’s greatest potential benefit is to earn money and attached with different allied activities. This involvement can translate into numerous positive economic opportunities for society and development communities. Tourism in West Bengal has much to offer to the world. West Bengal has rich tradition, culture, craft and so on which can emerge as a rich potential tourism destination. Tourism development means more income profits for tourist’s related business. The lifestyle of the Indian village includes the education and the occupation and lifestyle of the villagers. If there is Industrialization in India still the majority of the people depends on agriculture. The person of India is also engaged in the various arts, culture and handicrafts and the tourism in the country is also the major occupation of the country. As per the report of West Bengal Human Development, 2004 depicts that economy in the West Bengal province has improved especially in terms of agricultural production largely due to the effective function of the Panchayet system. The most remarkable acceleration of growth occurred in agriculture. West Bengal is a land of stupendous dimension with a rich handicraft, handlooms, folklore, wild life etc. West Bengal is a land of splendid destination with rich cultural heritage, historical heritage, flora & fauna, spectacular beaches & mountains & wildlife. There is a few states in India with the various variety that West Bengal has offered. Tourism has various dimensions in various aspects like economic, social, demographic, technological, geographical, cultural, natural, and so many fields. The attractions of tourists are also has been grownup on the above stated types of dimensions. Tourism now also laid down emphasis on the areas. In the context of socio-economic objectives it is necessary to take vital steps which are constructive and positive. West Bengal has the right specifications to become different tourism segmentation in India like tourism, heritage tourism, pilgrimage tourism particularly. There are varieties of occupational practices in India as well as west Bengal province which reflects different types of socio economic culture. Tourism in West Bengal has recently got some attentive developmental steps. West Bengal is a province in Eastern India which has various tourism dimensions with a rich culture, festivals, handicraft, folklore, river, pilgrimage so on. West Bengal is a land of stupendous dimension with a rich handicraft, handlooms, folklore, wild life etc. Ballavpur Danga in Birbhum District and Mukutmonipur in Bankura District have been undertaken as the tourism potential site in the Endogenous Tourism Project in collaboration with Ministry of Tourism Government of India and UNDP. The heritage of Bengal includes different dimension like at Purulia District specialize of traditional folk music and dance like Chou dance, Baul, Classical Music as well as at Bishnupur District consists major heritage, cultural and varities of handicrafts potentialities. Vishnupur is specialized for Vishnupur Gharana Classical folk lore, cane and bamboo work, cane work, silk textiles clay work and many more.

**Survey of Existing Literature**

According to R. N. Kaul (1985) points out that “one of the reasons for travel has been the desire to widen one’s knowledge and understanding about other peoples, places and countries, study their culture, customs, ways of life and heritage, and satisfy ones curiosity about them. As per Scheme of Tourism: