EFFECTIVE STRATEGY FOR DESTINATION MANAGEMENT IN TOURISM

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ABSTRACT
Development of tourism in Jharkhand depends mainly on Coking coal, Uranium etc. Jharkhand provides investment opportunity. Average gross state domestic product (GSDP) growth rate was about 9.4 % between 2004-05 and 2011-12 along with the standard establishments at the tourist destinations at each particular segment within the industrial belt provide quality tour to the tourist. As the connectivity has improved, this too has contributed to increase in flow of tourists to the state. The service quality collaborates with the promotional system that which is making the abandoned mines of Jharkhand in use or earmarked for the purpose. A study encompassing primary data & key findings relating to this research are preferred in relation to the research objective; this paper is an attempt by the researcher to find out as to what are the various marketing strategies as the most appropriate part for tourism development. So, it can be said that service quality and combined efforts (agriculture and industry) by various agencies within the destination can bring a quality approach and bring financial solutions under one roof in innovating a better market challenge and destination competitiveness.

KEY WORDS: Competitive, Destination, Marketing, Strategy.