

Chapter - VI

Conclusion & Recommendations

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CONCLUSIONS & RECOMMENDATIONS

A detailed observation about the general working of GTDC undertaken by the Researcher for 5 years ranging from 96-97 to 2000-01 reveal the facts and figures give above. After going through the overall study of the corporation the researcher would like to conclude and put forth the below mentioned suggestions with regard to the prospective enhancement in the prospects of the undertaking.

CONCLUSIONS

For the triennial year of 96-97, 97-98 and 98-99 the corporation had under accommodation of total No. of 504 rooms with the total capacity of all together 1230 Beds in its possession where as the occupancy percentage of the said triennial years was 61.58%, 60.83% and 57.33% respectively. Thereafter the succeeding years of 99-2000 and 2000-01 the no. of rooms in its possession increased to 564 with the beds numbering 1382. The triennial percentage of occupancy figured out to be 49.69% and 48.07% respectively. But the income percentage from this source were comparatively low i.e. 16.89%, 8.28%, 9.63%, 2.82% and 3.61% for the above consecutive five years. This statistics depicts a remarkable, eyebrow raising drawback.

The researcher attributes the same to the following :

- a] Accommodation and service charges were not proportionate to the expenses incurred on them
- b] The attempt made by the Corporation to stand out in the competitive market seemed not so encouraging one. The corporation failed to survive before the challenges employed by the private sector and this has resulted in tourists getting attracted towards more tempting and lucrative comforts.

Tours and Travels :

Tours and travel includes transport and water transport. The income generated from this source for the 5 years in study worked out for the respective years to be 9.46%, 9.45%, 6.27%, 3.16% and 0.65% which show a downward trend and quite disappointing. The researcher finds the reasons for this could be :

1. The tour package were not customer friendly.
2. No attempts were directed to identify new tourist places/areas.
3. Adequate publicity was not employed to publicise the tour packages and programmes.
4. Due highlights were not effected with regards to water sports activities and adventure sports.
5. Hinterland village tourism was sidelined.

Interest on Bank deposits :

It showed a downward trend. This could be because of declining rate of interest in the Banking sector.

Sale of Publicity Material :

It showed a very low margin of income. Lack of innovative ideas, failure to reach out to the customer to maximum could be the reason for the less yield, the researcher feels.

Labour Expenses :

The expenses on Labour showed an upward trend which is definitely an unhealthy affair for the smooth and promising growth of a corporation of this nature.

The GTDC has a bandwagon of nearly 400 staff on its Roll, which incurs salary in crores annually in the form of wages, bonus, P.F., gratuity and other allowances. The woeful rise of the graph of the expenses, according to the researcher is owing to 5th pay commission, the salaries touched a remarkable bar-line.

Operating Expenses :

Total operating expenses reveal high rise. For the year 98-99, the increase shown is 13.26% high compared to the previous year. Thus, the increase in operating expenses can be due to the following components :

1. Fuel and oil expenses has shown continuous upward rise. Except in the year 1998-99. This was because of the hike in oil and fuel prices.

2. Washing and Laundry expenses also showed an increased trend. Except for the year 2000-01. The reason for this could be in-proper handling of the linen and also could be because of the rise in Laundry charges.
3. Maintenance expenses include expenses like repairs to building, vehicles, and to others. This showed a fluctuating trend. This can be attributed to improper handling of the tools and machinery, negligence showed in tending the properties from time to time.
4. Security service – Except in the year 2000-01, the expenses on security services is showing an increasing line-up. This can be because of additional property acquired by the corporation. Also due to the rise of risk in damage, theft etc.
5. Electricity, Water charges are in growing phase, except in the year 1997-98, where as the percentage of the same increased to 86% compared to the previous year. The researcher figures out the apathy shown by the authority towards maintenance of the electricity and plumbing installation. The steep rise in the power and water charges also effected in the rise in the bills.
6. Vehicle and hire charges – displayed during the term of five years are uneven. These are increased in the year 1996-97 and 1998-99. This was possibly because of the rise in the canvoe of vehicles with the

corporation and also could be because of inflation in fuel and spare charges.

7. Cultural programmes showed a fluctuating figures. The researcher finds, this could be because of the employment of allied agencies providing entertainment services and their ever increasing charges.
8. Rates and taxes showed an increase through out the term, exception in the year 2000-01. This was for the simple reason of addition of different services employed by the corporation during the term. For instance enhancing number of rooms and beds adding more vehicles, buying properties etc.
9. General expenses showed a fluctuation trend . There is a rise in the general expenses except for the term which is uneven. The general expenses includes Advertisement and publicity, poster, post and telegram, traveling and conveyance expenses and other expenses. Advertisement and publicity showed increasing trend except in the year 1997-98. The publicity campaign, launched by the corporation turned high – figh which demand attractive prices.
10. Printing and stationery – There table show decreasing figures except for one year i.e. 2000-01.
11. Poastage, Telegram and Telephone charges except for the year 1999-2000 is showing an increasing trend. The rise in the postal rates and increase in Telegram and Telephone charges, use of latest information

technology services has resulted in the expenses. The researcher opines.

12. Travelling and conveyance charges – barring the year 1997-98 the charges shows increasing annually. As the operations of the corporation has increased to a great extent, the mobility of its staff has increased too. Thereby bringing extra load on the funds allotted for the traveling and conveyance.

SUGGESTIONS AND RECOMMENDATIONS :

1. Computerisation of different sub-components will curb the growth of labour recruit.
2. New recruitment should be restricted and more responsibilities should be shouldered on to the existing staff.
3. Schemes such as “Golden Shake-hand”, VRS etc.should be introduced to encourage existing labour to relinquish the posts so as to enable to recruitment of new vibrant blood in the service and thereby reducing the extra burden on GTDC treasury.
4. The impact of publicity and advertisement should be assessed periodically necessary directives should be employed to decide continuity of particular advert.
5. Avoiding unnecessary mobility of the vehicles.

6. Maximum care should be taken so as to arrest the wear out of the stores.
7. It is further suggested that the deposits in the Bank must be invested in the govt. securities like RBI Bond (8%), Electricity Bond (8%) etc. by which the corporation get more interest. Since the Bank rate of Interest is going down. Appropriate steps are necessary to boost the sale of public materials, compare and contrast website material. Make an Article in the New paper – can be a business Article.
8. Instead of floating laundry tenders for a contract period annually and spending lakhs of rupees the corporation could set up of its own laundry unit thereby seeking benefit in the long run.
9. Maintenance of assets should be undertaken from time to time so as to avoid major and drastic problems. Rush and negligence driving, improper handling of the tools should not be encouraged to avoid the damages of the assets.
10. Moral education could be imparted through annual conference, seminars and workshops to the staff making an awakening about taking care of the corporation assets. By therefore instead of seeking aid from alien agency.
11. Keeping strict vigil on the irrelevant use of power supply. Instilling among the staff the value of power conservation. Periodic inspection

of electric and plumbing installation so as to avoid breakage and short circuit.

12. Instead of hiring the services of transporters the corporation could rotate its own vehicles from the idyllic zone the busy area as the cases arises.
13. Ordering only the required number of printing and stationery and using the same at the maximum.
14. Metering the calls on the telephones can be done.
15. Making maximum use of the cheapest and the public transport.
16. The corporation should prepare a budget of expenses and should strictly follow the budget. The extra expenses should be viewed and should be cut down as far as possible.
17. The finance of the GTDC is poorly managed this evident brought a rise in the operating expenses which effects the profit of the GTDC. The corporation rely upon the government for the financial support which must be stopped. They must issue equity shares, debentures etc. The GTDC must avail the services of financial experts for efficient use of corporation capital.

ECO-TOURISM

Eco-tourism has been identified as a trust area for development. In this regard a contingency plan has been developed which involves development of infrastructure, organizing eco-tourism trips, mass awareness programmes etc. About 2000 m. trekking trail have been laid out in forest area with a view to promote trekking expedition. Eco-tourism guides have been trained and authorized by the Forest Department to facilitate tourist and generate local employment.