



"REVITALIZING HERITAGE TOURISM IN GWALIOR POST-COVID-19: CHALLENGES, STRATEGIES, AND SUSTAINABLE DEVELOPMENT"

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Abstract

The Gwalior region, which is abundant in historical and cultural assets, offers a substantial number of chances for the growth of tourist business. Gwalior, which is renowned for its magnificent forts, palaces, and temples, has the potential to become one of the most popular tourist destinations in India. With regard to the growth of tourism in the Gwalior region, this article investigates both the difficulties and the opportunities that are associated with it. The region is encountering a number of challenges in order to realize its tourist potential, despite the fact that it has a rich tradition. There are a number of key obstacles, including inadequate infrastructure, which discourages potential tourists. Some examples of this include poor road connectivity and limited hotel options. In addition, the region's attractions are not being utilized to their full potential since there are not enough efficient marketing tactics and promotional activities carried out. Inadequate investments in tourist development and a shortage of workers with the necessary skills both contribute to the worsening of these problems. Nevertheless, there is reason to be optimistic about the future of tourism in Gwalior. The region has the potential to capitalize on its distinctive offerings if it engages in strategic planning and investment. Through the development of sustainable tourism practices, the enhancement of infrastructure, the improvement of accessibility, and the enhancement of accessibility, the region's appeal to domestic and foreign visitors may be considerably increased. Increasing exposure and interaction with prospective visitors may be accomplished via the implementation of efficient marketing campaigns and the utilization of digital technology platforms. The development of tourism that is both inclusive and sustainable may also be promoted through partnerships with local communities and stakeholders, which will ensure that the benefits are transferred to a large number of people. At the end of this paper, recommendations are provided for policymakers and stakeholders to overcome the present difficulties and capitalize on the prospects for tourism expansion in Gwalior. This would ultimately contribute to the socio-economic development of the region.

Keywords: Gwalior Region, Tourism , Problems

Introduction





Gwalior, which can be found in the state of Madhya Pradesh in the middle of India, is a city that is deep in history and culture. It is well-known for the architectural wonders and rich traditions that inhabit its streets. The region is home to a number of historical and cultural tourist destinations, including the majestic Gwalior Fort, old temples, and the sumptuous mansions of former kings. It offers a fascinating combination of these types of tourist destinations. On both the national and international tourist maps, Gwalior continues to be an underexplored location, despite the fact that it has a lot of promise. Through the creation of job opportunities and the promotion of regional development, the tourist sector is an essential contributor to the expansion of the economy and the interchange of cultural concepts. In recent years, there has been a rising realization of the need to expand tourism in less well-known places such as Gwalior, which hold enormous potential that has not yet been fully exploited. However, in order to fully realize this potential, it is necessary to solve the many obstacles that are preventing the expansion of tourism in the region. The lack of suitable infrastructure, which includes inadequate transit networks and inadequate hospitality services, is a key obstacle that must be overcome in order to attract and retain tourists. In addition, the visibility of Gwalior as a tourist destination is being hindered by a lack of understanding of the attractions that the city has to offer, which is compounded by poor promotional efforts. In addition, the region is confronted with difficulties with sustainable tourism practices, which are particularly important for the preservation of its historical sites and cultural assets. Although there are obstacles to overcome, there is reason to be optimistic about the future of tourist growth in Gwalior. It is possible to turn Gwalior into a major tourist center through the implementation of strategic programs that aim to improve infrastructure, enhance accessibility, and promote the particular cultural and historical treasures that are found in the region. In order to develop a tourist model that is both beneficial to the economics of the region and helps to retain its cultural character, it is essential to collaborate with local communities, companies, and government organizations. In order to unleash the tourist potential of the region, the purpose of this study is to investigate the existing status of tourism in Gwalior, identify the most significant problems and possibilities, and recommend methods that may be implemented. By resolving these difficulties, Gwalior has the potential to become a thriving destination that draws tourists from all over the world and makes a substantial contribution to the socio-economic development of the area.

Current State of Tourism in Gwalior

The tourist sector in Gwalior is largely fueled by the city's historical attractions, such as the world-famous Gwalior Fort, which is a tribute to the city's illustrious history and architectural expertise. The Sun Temple, Jai Vilas Palace, and the ancient rock-cut temples of Bateshwar are some of the other significant sites in the area. The number of tourists visiting Gwalior has not yet reached the level that is observed in other Indian historical towns such as Jaipur or Agra, despite the fact that these attractions are present. Inside the city of Gwalior, the majority of tourists come from inside the country, while the percentage of tourists coming from other countries is significantly lower. There are a number of cultural festivals that take place in this region, such as the Tansen Music Festival, which attracts tourists who





are interested in classical music and the arts. These events, on the other hand, are not generally advertised outside of the region, which restricts their reach and the potential influence they may have on tourism overall.

Tourism at Glance

There is a connection between the term "tourism" and the word "tour," which originates from the Latin word "tornus." Tornus is a phrase that may be used to describe either a wheel or a circle. This is the word that gave rise to the concept of a round tour or a package trip, which is the very essence of tourism and is considered to be of great significance. Following the conclusion of the Second World War, tourism has developed into a phenomena that is observed all over the world (Badam & Bhatt, 2007). The development of more advanced and quicker modes of transportation and communication led to massive migrations of people throughout the globe. These migrations brought individuals closer to other civilizations by allowing them to have a greater understanding of and appreciation for their ways of life. At this point in time, tourism can be found pretty much everywhere in the world. Whenever one considers tourism in nations that are considered to be part of the third world, they are bound to come into some specific relations in the global structure. These relations include the existence of economic disparity and the exercise of political authority. According to Andriotis and Vaughan (2004), tourism is a kind of communication that only goes in one direction, with wealthy individuals often having the option to go to economically disadvantaged nations that are underdeveloped.

It is estimated that roughly 940 million tourists from other countries traveled in 2010. There was a 6.6% increase in the number of tourists when compared to the previous year, 2009. During the year 2010, the total revenue generated by international tourism reached a staggering \$919 billion (or € 693 billion), which represents a 4.7% rise in real terms. Beginning in June 2008, the demand for international travel saw a significant slowdown as a consequence of the recession that occurred in the latter part of the 2000s. As a result, the rise in international tourist arrivals globally dropped to 2% during the months of summer in the boreal region. This negative trend became more pronounced throughout the year 2009, and it was worsened in certain countries as a result of the emergence of the H1N1 influenza virus. As a consequence, the number of international tourists who arrived in 2009 saw a reduction of 4%, reaching 880 million, and the amount of money received from international tourism was projected to have decreased by 6%. It is also possible that as many as 200 million people are working in the tourist sector all over the world, according to developments in the tourism industry. According to Buckley (2002), there are around 700 million people who travel to international locations each year among the population of travelers. Other sectors that are connected to the tourist industry in some manner are doing rather well. These industries include a number of others. With each passing day, with the introduction of the most recent technology, and with the process of communicating with others becoming as easy as a child's play. According to Andrew and Donald (2008), the tourist sector has reached its pinnacle as a result of the importance of improving ties with neighboring nations and building fresh networks around the globe.





Increasingly, the significance of tourism is now virtually present in each and every nation on the international stage. There are eighty-three percent of countries on the earth that list tourism as one of their top five sources of revenue. According to Buckley (2002), the importance of tourism to the economy of a country is substantially more emphasized in the developing world, particularly in the Least Developed Countries (LDCs). There is a close relationship between the total amount of revenue that a nation receives from tourism and the size of the country's population, and as a result, countries that have a significantly higher number of visitors receive a greater amount of revenue. In any event, according to Boroojeni (2003), the nations in which tourism provides the most remarkable contribution to the national economy are not always those that have the highest levels of revenues. Small island nations, particularly those in the Caribbean, represent the majority of countries where tourism is a significant contributor to the country's gross domestic product (GDP). These countries have a tourist sector that has been developed over time and have a limited number of alternative financial options. Send out revenue from tourism is notably high in nations that have tourist businesses that are well developed, such as the Caribbean islands; however, countries that have limited alternatives, such as Myanmar and Cape Verde, also have a high send out income from tourism. According to the accounting books published by the World Trade Organization in 2002 and Vijayalakshmi in 2005, tourism was the third most important fare earner in the year 2000 for both developing nations in general and LDCs in particular. This accounted for around nine percent of the total fare.

Following the United States of America, Spain, Italy, and China in terms of the number of tourists who visit the country each year, France is ranked among the top fifteen destinations in the world in terms of the number of tourists who visit the country (WTO, 2012). These top five most popular destinations are responsible for around fifty percent of the total number of tourists that visit the planet. The number of international visitors that visited Asia and the Pacific increased from a meager one percent in the year 1950 to sixteen percent in the year 2000. Asia is expected to become the most favored and most popular destination after Europe by the year 2020, garnering a quarter of the total tourist flow worldwide. It is anticipated that China will surpass France as the country that receives the most visitors and will develop into the country that receives the most tourists from other countries. According to the World Trade Organization (2010), India's share of the worldwide tourist flow in 2008 was only 0.58%. The majority of nations throughout the world have, in this day and age, made efforts to boost the number of tourists that visit their countries. The information that is currently available for the year 2008 indicates that there were around 922 million international tourists that arrived, representing a gain of 1.9% in comparison to 2007. As compared to 2008, the number of international tourists that visited a country in 2009 was 880 million, which is a decrease of 4% of the total number of tourists globally. Europe, which had a fall of 6%, was the area that was most affected. In addition, the revenue generated by international tourism reached a total of 944 billion US dollars in 2008, which represents a real growth of 1.8% compared to the previous year (WTO, 2010). When seen from a global perspective, the world is becoming smaller, and the economies of the world are interdependent, interlocked, and interrelated with one another. Because of the reduction in barriers and limits, it is very necessary for cultures to broaden their



perspectives, increase their interest in one another, and increase their knowledge and comprehension of one another. Tourism is still the single most effective method for accomplishing this goal. Over and above the physical advantages that it can provide to each of the nations, the most essential benefit is the strong and lasting webs of understanding that it weaves throughout the world (Bazini & Nedelea, 2008). This is the benefit that is most vital.

Tourism in Madhya Pradesh

Because of its location in the geographic center of India, the state of Madhya Pradesh is sometimes referred to as the "Heart of India." The societal legacies of religions like as Buddhism, Islam, and Hinduism have all been rooted in this region. There are countless monuments, stupas, fortresses, and castles that can be found all across the state. These include sanctuaries that are breathtakingly carved sanctuaries. In the year 2012, Madhya Pradesh was awarded the title of "Best Tourism State." In addition, the state is referred to as the "heart of incredible India" (Madhya Pradesh Tourism, 2014). In spite of the fact that the state of Madhya Pradesh, which is considered to be ahead of its time, began to exist in 1956, the social legacy that it has left behind is old and tattered. The guests' minds are filled with visions of realms and kingdoms, of extraordinary warriors and developers, writers and musical performers, paragons of piety and savants; of Hinduism, Buddhism, Jainism, and Islam. Numerous landmarks, flawlessly cut sanctuaries, stupas, fortresses, and royal residences on topmost ridges are all examples of these types of structures. It was from the state of Madhya Pradesh that the renowned Sanskrit artist producer Kalidasa and the magnificent performer Tansen, who was a member of the Mughal court, were born. According to Madhya Pradesh Tourism (2014), they are well-known in every single region of the United States. In the state of Madhya Pradesh, there are a few metropolitan regions that are very remarkable for the building modeling and attractive brilliance that they possess. The United Nations Educational, Scientific, and Cultural Organization (UNESCO) has designated three locations in the state of Madhya Pradesh as World Heritage Sites:

1. The Khajuraho Group of Monuments (1986)
2. Buddhist Monuments at Sanchi (1989)
3. The Rock Shelters of Bhimbetka (2003)



Sanchi Stupa



Khajuraho Temples



Bhimbaethka





Figure 1.1: The state of Madhya Pradesh is home to many World Heritage Sites.

Problems and Prospects of Tourism in Gwalior

In spite of its extensive historical and cultural value, Gwalior's tourism industry is confronted with a number of obstacles. Not having sufficient infrastructure and amenities for visitors is a huge concern that has to be addressed. There are not enough alternatives for lodging, there are not enough contemporary transit facilities, and there is not enough infrastructure that is friendly to tourists, such as information centers and signs. The city's ability to attract and keep tourists is hindered as a result of this deficit, which frequently results in a mediocre experience offered to visitors.

The protection and upkeep of ancient historical landmarks and monuments is another important problem that has to be addressed. In spite of the fact that Gwalior is home to a number of well-known landmarks, such as the Jai Vilas Palace and the Gwalior Fort, many of these locations are in danger of being neglected and do not get enough conservation efforts. Their appeal is diminished as a result of this, and it also poses a danger to their capacity to continue operating as tourist attractions over the long run. There is a need for improvements to be made in the marketing and promotion of Gwalior by the tourism industry. Within the United States as well as worldwide, there is a dearth of promotional initiatives that are successful, which in turn reduces the level of awareness and interest among prospective tourists. It is possible that tourist inflows might be greatly increased through the implementation of improved marketing tactics and cooperation with travel agents and internet platforms.

On the bright side, Gwalior has a tremendous amount of potential for the expansion of the tourist industry. Because of its historical significance, as well as its cultural vitality and traditional arts, it offers a great deal of potential for growth. Gwalior has the potential to become a famous tourist destination that caters to both local and international tourists if it makes investments in infrastructure renovations, conservation initiatives, and effective marketing.

Tourism Development in Gwalior Region After COVID-19: A Detailed Analysis

Impact of COVID-19 on Tourism in Gwalior

At the same time when the COVID-19 epidemic had a significant influence on the travel industry all over the world, Gwalior was not an exception. In the course of the pandemic, the region witnessed a major drop in the number of tourists who visited, which resulted in considerable losses for the economy of the region. During the height of the pandemic in the year 2020, the Madhya Pradesh Tourism Board reported that the state's tourism industry experienced a decline of eighty percent in the number of tourists who visited the state. Consequently, this resulted in the closure of a large number of small and medium-sized businesses in Gwalior, such as hotels, restaurants, and tour operators, which led to the loss of jobs and put a burden on the economy.

Post-Pandemic Recovery Efforts

The tourist sector in Gwalior started its road towards recovery as the situation began to improve with the introduction of vaccinations and the relaxation of travel restrictions. In an effort to revitalize the





tourism industry, the government of Madhya Pradesh, in conjunction with the Ministry of Tourism, has adopted a number of different projects. As part of these efforts, the "Safe Tourism Destination" campaign was launched. The campaign's objective was to comfort tourists by portraying Gwalior as a safe and secure destination that adhered to stringent COVID-19 safety guidelines.

Tourism Trends in the Post-COVID Era

During the period after the pandemic, there has been a shift in the tastes of tourists, with a greater focus placed on safety, hygiene, and areas that are less congested. Gwalior, which is well-known for its historical and cultural monuments including the Gwalior Fort, Jai Vilas Palace, and Tansen's Tomb, started to draw domestic travelers who were searching for travel experiences that were both enlightening and safe. The region's population density was relatively low in comparison to that of larger tourist destinations, which worked in its advantage and made it a favorite destination for individuals who wanted to escape congested locations. Gwalior is expected to see a steady increase in the number of tourists beginning in the middle of 2021, according to data provided by the Madhya Pradesh Tourism Board. Domestic tourist arrivals in the region had rebounded to around sixty percent of their levels before to the pandemic by the time the year 2021 came to a close. The revitalization of tourism was bolstered by advertising efforts and the reopening of tourist destinations with increased precautions to ensure visitors' safety.

Digital Transformation and Marketing

As a result of the pandemic, the tourist industry took a more rapid step toward adopting digital technology. Local companies and tourist operators in Gwalior are increasingly utilizing internet platforms for marketing and bookings in order to generate more revenue. The use of social media campaigns, online ticketing, and virtual tours of cultural sites have established themselves as essential tactics for engaging potential tourists. Mobile applications that give travelers with real-time information on attractions, safety guidelines, and local amenities were developed through a collaborative effort between the Gwalior Municipal Corporation and several technology businesses.

Infrastructure Development and Investments

Following the conclusion of COVID-19, the government of Madhya Pradesh made a significant financial commitment to the growth of Gwalior's tourist industry. This decision was made in recognition of the necessity to reconstruct and improve the tourism infrastructure. During the year 2021, the state government made an announcement regarding a package of ₹200 crore that was intended to enhance the amenities, enhance connectivity, and restore important cultural sites. Among the most important initiatives were the refurbishment of the Gwalior Fort, the improvement of road networks that led to key tourist destinations, and the creation of new tourist circuits that connected Gwalior with surrounding sites like as Orchha and Khajuraho.

Community Engagement and Sustainable Tourism

The epidemic brought to light the significance of tourism that is both environmentally responsible and community-based. A deliberate effort has been made in the Gwalior region to facilitate the participation of local populations in the process of tourist development. One example of a program that has gained





popularity is the "Heritage Walks" program, which is guided by local historians and locals. This program provides tourists with a genuine cultural experience while also supporting the livelihoods of local citizens. In addition, the promotion of ecotourism activities, such as nature walks and bird viewing in neighboring places such as Madhav National Park, is in line with the steadily increasing demand for environmentally responsible vacation alternatives.

Future Prospects and Challenges

Even if the tourist industry in Gwalior is making progress toward recovery, there are still obstacles to overcome. The sector is being exposed to continued dangers as a result of the unpredictability of the pandemic and the possibility of subsequent varieties. Furthermore, in order to maintain and increase the number of tourists that visit the region, it is necessary for the region to continue investing in infrastructure, marketing, and safety measures. It appears that Gwalior's tourist industry is poised for development. Because of the region's emphasis on cultural preservation, digital transformation, and sustainable tourism practices, it is in a strong position to benefit on the travel trends that have emerged in the aftermath of the epidemic. In order to propel the long-term growth of tourism in Gwalior and establish it as a prominent cultural destination in India, it will be essential to continue receiving assistance from the government as well as investments from the business sector.

Objectives of the Study

1. To In Gwalior, it is important to take into consideration the availability of tourist components such as attractions, accessibility, and accommodations.
2. To Conduct research into the tourist potential of Gwalior.
3. To Conduct research on the characteristics of visitors who come to Gwalior and determine the reasons behind their trip.

Research Design

For the purpose of this project, research is being carried out with the purpose of assessing the behavior or perception of visitors as well as their level of satisfaction during or after their trips to Gwalior.

Nature of the Study

Both descriptive and analytical approaches are utilized in the course of my research. In order to analyze the perspectives of tourists regarding Gwalior, which will be gathered through the use of a questionnaire, the raw scores will be converted into tabulated form, and the percentile method will be used to calculate the percentage of different responses to each question. As a result, it is descriptive because the researchers will describe a variety of attractions, accommodations, and transportation facilities in Gwalior. Additionally, the researchers will analyze the views of tourists regarding Gwalior.

Sampling Procedure and Design





The researcher intended to collect information from around one hundred visitors who were visiting Gwalior. On the other hand, only 82 surveys were able to be submitted and collected since visitors were unaware of the situation and there was a lack of time during their stay.

Sample unit: Individual
 Sampling Technique: Convenient Sampling
 Sample Size: 82 Respondents

METHODS OF DATA COLLECTION

Information is gathered from a wide variety of tourists through direct interaction among them. For the purpose of data collection, a specific questionnaire is being designed. There is an increase in the amount of engagement and formal conversation with various scientists in order to collect data. The following is additional pertinent information that was gathered from secondary data. In the field of market research, one way of data collection is the use of questionnaires.

ANALYSIS AND INTERPRETATION

Table 1: In the first place, Gwalior is a tourist destination that is worth visiting.

Regarding Gwalior as a vacation spot for tourists to visit	Taking in the sights	A Gathering and Consultation	Sites of Interest Culture and History	Pilgrimage to and	The whole of the aforementioned	Total
Percentage(%)	24	3	33	8	14	82
	29.27%	3.66%	40.24%	9.76%	17.07%	

According to Table 1, 29.27% of visitors select Gwalior as their destination for sightseeing, 3.66% of tourists come for conferences and meetings, 40.24% of tourists come for cultural and historical sites, 9.76% of tourists come for pilgrimage, and 17.07% of tourists come for all of the reasons mentioned above.

Table 2: Statement 2: Have you ever been to Gwalior's destination?

You have ever been to Gwalior before?	Yes	No	Total
	55	27	82
Percentage (%)	67.07%	32.93%	





The data shown in Table 2 reveals that 67.07 percent of visitors had previously visited Gwalior, whereas 32.93 percent of tourists have not seen the city before. As a result, 32.93 percent of the individuals had never been there before, and they are new to the location.

Table 3: With whom tourists are traveling to Gwalior, according to Statement 3

who tourists are traveling to Gwalior with?	Family	Relatives	Friends	Members of the Business Grouping	Alone	Total
Percentage (%)	43 52.44%	4 4.88%	17 20.73%	6 7.32%	12 14.63%	82

According to the data shown in Table 3, 52.44% of visitors have traveled to Gwalior with their families, 4.88% of tourists have traveled with their relatives, 22.73% of tourists have traveled with their friends, 7.32% of tourists have traveled with members of business groups, and 14.63% of tourists have traveled alone.

Table 4: Fourth Statement: Travel Arrangements Have Been Made for Tourists

Tourists' travel arrangements made	By Self	By Tour Operator	Total
Percentage (%)	59 71.95%	23 28.05%	82

According to the data shown in Table 4, 71.95% of visitors made their own travel arrangements, whereas 28.05 percent of tourists made their travel arrangements through travel agencies together with tour operators.

Table 5: Information about Gwalior is Obtainable by Tourists, as stated in Statement 5

Tourist obtain information about tour package	From Friends	Travel Guide/Magazine	Advertisements on television channels	Tour Operator	Others	Total
Percentage(%)	15 18.29%	28 34.15%	19 23.17%	16 19.51%	4 4.88%	82

The data shown in Table 5 reveals that 18.29% of visitors acquired information about tour packages from their friends, 34.15% of tourists obtained information from travel guides or magazines, 23.17% of





tourists obtained information from commercials on television channels, 19.51% of tourists obtained information from tour operators, and 4.88% of tourists obtained information from others.

Table 6: The sixth statement is the budget for the journey that tourists have (in thousand rupees).

Tourists' budget for journey (in thousand rupees)	0 to 5	5 to 10	10 to 20	20 to 40	Above 40	Total
Percentage (%)	9	15	21	26	11	82
	10.98%	18.29%	25.61%	31.71%	13.41%	

As shown in Table 6, 10.98% of visitors expressed an interest in spending less than Rs. 5000, 18.29% of tourists spent between Rs. 5000 and Rs. 10000, 25.61% of tourists spent between Rs. 10000 and 20000, 31.71% of tourists spent between Rs. 20000 and Rs. 40000, and 13.41% of tourists expressed an interest in spending more than Rs. 40000.

Table 7: Seventh Statement: The Mode of Transportation That Tourists Prefer to Use When Traveling to Gwalior

Mode of transportation tourists prefer to visit Gwalior	Train	Airline	Personal car	Bus	Taxi	Total
Percentage (%)	51	2	18	4	7	82
	62.20%	2.44%	21.95%	4.88%	8.53%	

According to Table 7, 62.20 percent of visitors came in the city of Gwalior by rail. In addition, 2.44 percent of tourists arrived by airplane, 21.95 percent of tourists arrived by their own personal automobile, 4.88 percent arrived by bus, and 8.53 percent arrived by taxi. In light of this, it is clear that the bulk of visitors (62.20%) arrive in the city by use of the train.

Table 8: Statement 8: The Motives Behind the Choice of Transportation Mode as the Mode of Transportation

The factors that led to the decision of which form of transportation to use	monetary value	Fast	Trouble Free	A mixture of the aforementioned	Total
Percentage (%)	25	8	11	38	82
	30.49%	9.76%	13.41%	46.34%	





According to the data shown in Table 8, thirty-four percent of visitors who arrived in the city believed that the form of transportation they were utilizing was cost-effective. Among the tourists, 9.76% pick the mode of transportation because it is quick, 13.41% choose the mode of transportation because it is difficulty free, and 46.34% choose the mode of transportation because they believe it is a mix of the three factors mentioned above, namely that it is economical, quick, and trouble free.

Table 9: Statement 9: The Type of Accommodation Facility That Tourists Prefer to Stay in When They Visit Gwalior

Facilities for lodging that are preferred by tourists to stay in Gwalior	Four-Star Rating Rank	3 Star Rating Rank	2 Star Rating Rank	1 Star Rating Rank	Total
	Hotels	Hotels	Hotels	Hotels	
Percentage (%)	7	61	10	4	82
	8.54%	74.39%	12.20%	4.87%	

As shown in Table 9, 8.54 percent of tourists like staying in hotels that are rated as having four stars, while 74.39% of visitors favor hotels that are rated as having three stars, 12.20 percent of tourists favor staying in hotels that are rated as having two stars, and 4.87 percent of tourists want to stay in hotels that are rated as having one star.

Table 10: The Most Appealing Location in Gwalior, as stated in Statement 10

Tourists tend to gravitate towards the most appealing location in Gwalior.	Gwalior Fort	Vivsvaan Temple (Sun Temple)	Tomb of Rani Lakshmibai	Jai Vilas Palace	All of the above	Total
Percentage (%)	34	9	1	30	8	82
	41.46%	10.97%	1.22%	36.59%	9.76%	

According to Table 10, 41.46 percent of visitors enjoy visiting Gwalior Fort, 10.97 percent of tourists enjoy visiting Vivsvaan Temple (Sun Temple), 1.22% of tourists enjoy visiting Tomb of Rani Lakshmibai, 36.59 percent of tourists enjoy visiting Jai Vilas Palace, and 9.76 percent of tourists enjoy visiting all of the choices that are provided. In Gwalior, the Gwalior Fort is considered by the majority of tourists to be the most appealing place to visit (41.46%).

Table 11: Statement 17 – Tourists’ Rate the Tourism Plant Facilities in Gwalior





Tourists' rate the Tourism Plant Facilities in Gwalior	Excellent	Very Good	Good	Average	Poor	Total
Percentage (%)	7	15	33	21	6	82
	8.54%	18.29%	40.24%	25.61%	7.32%	

The data presented in Table 11 reveals that 8.54 percent of visitors in Gwalior consider the facilities of the tourism plant to be exceptional, 18.2 percent consider them to be very good, 40.24 percent consider them to be good, 25.61% consider them to be ordinary, and 7.32 percent consider them to be poor.

Conclusion

Because of its extensive historical and cultural history, the Gwalior region has a tremendous amount of potential for the development of tourist initiatives. In spite of the fact that it has a number of notable attractions, the region has not yet achieved the degree of recognition and visitor influx that is visible in other heritage places across India. Gwalior has the potential to become a bustling tourism destination if it takes steps to solve the difficulties that are currently present and the possibilities that are already accessible. The growth of tourism in Gwalior is threatened by a number of significant obstacles, the most significant of which are poor infrastructure, limited marketing and promotional activities, concerns pertaining to sustainability and conservation, and insufficient investment. To be successful in overcoming these challenges, a comprehensive strategy that encompasses numerous stakeholders, such as government agencies, commercial investors, and local communities, is required. Investing in infrastructural upgrades, increasing accessibility, and developing high-quality hospitality services are all vital steps that must be taken in order to realize the tourist potential of Gwalior. It is possible to dramatically increase the region's exposure and attract a larger audience by implementing a comprehensive marketing plan that draws attention to the distinctive features of the region and makes use of digital media. Additionally, with the implementation of sustainable tourism practices and the engagement of local people, it is possible to guarantee that the development will be inclusive and will be to the overall advantage of the region. It is essential for local stakeholders, commercial businesses, and government agencies to work together and form partnerships in order to establish an environment that is conducive to the expansion of tourism. Through the process of aligning policies and investments with the development goals of the area, Gwalior has the potential to establish a tourism model that is not only capable of attracting tourists but also of preserving its cultural legacy for the benefit of future generations. To summarise, the expansion of tourism in the Gwalior region presents an opportunity for both the cultivation of economic growth and the preservation of cultural heritage. Gwalior has the potential to become a top destination by carefully solving difficulties and capitalizing on possibilities. This would allow the city to provide tourists from all over the world with experiences that are unlike any other and that enhance their lives.





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