

Development of Tourism Industry and Marketing in Chhattisgarh

Gupta TC* and Mirjha ND

Govt. J. Yaganandam Chhattisgarh College, Raipur, India

Introduction

Tourism is the world's largest industry and one of the objectives of tourism development is economic development. Tourism industry is one of the most lucrative industries in country and contribute substantially to foreign exchanged earned [1-3]. In economic terms the travel and tourism industry is able to do three key things: 1 - to give vigor to economy. 2 - It offers people jobs. 3 - It stimulates development. It does this through: 1 - creating employment direct and indirect 2 - increasing foreign currency earning. 3 - Increasing visitor's numbers and visitor spending within the local economy. 4 - Increasing income for commercial operator 5 - economic development and generation [4,5]. As per the national statistics, for every investment of Rs.10 Lakhs in tourism, 47.5 jobs are created directly and 89 jobs in the sub-sector of hotels and restaurants are created. It is estimated that every foreign tourist creates one job, while 17 domestic tourists creates one job. The state government keen to create rural employment through cultural and tribal tourism and travel attraction.

Chhattisgarh is the newly born state of India. It is 10th largest state with an area of 135194 sq. km and ranked as 16th most populated state of India. Raipur is the capital of Chhattisgarh. Living in heart place of India the state is full of cultural and natural biodiversity (forest, mineral, water bodies, ancient caves and herbs etc.). The Chhattisgarh is called Rice Bowl of India is covered with 44% area under forest, tribal dominant and has rich potential to become one of most promising tourist spot of country. It emerged as a major destination for travel and tourism industry of the nation [6].

Hypothesis

Hypothesis in research plays an important role. It is considered as the principal instrument of social research. The main function of hypothesis is to suggest new instrument and observation. The hypothesis of this research paper is as follows:

- Exploring and emphasizing the tradition and culture of the tourist places is the key role to develop the Tourism Market.
- Safeguarding the local tribal communities and creating tourist market.
- Utilization of advanced technology and communication has become essential to prevent and develop the tourist places in commercial aspects.
- Analysis of Government policies for development and commercialization of tourist spots.

Proposed Methodology

The area of my study is the State of Chhattisgarh which covers 4.11 % area of the country. The State has 44% dense forests having more than 30% tribal communities, 3 National Parks and 11 Sanctuaries which has helped me to analyze and study the tourism market and its development in various aspects. In this research project I have to examine the statistical report of the tourism market expanded in the State of Chhattisgarh and propose the ways for the growth and development of tourism market and its commercialization.

The proposed study will employ exploratory and descriptive design of research. The study will be conducted in the State of Chhattisgarh on socio-economic aspects and is known for it's rising in the area of tourism market all over the world. In this study the data will be collected from primary as well as secondary sources. On the primary sources the data will be collected through field survey, scheduled interview, and tourist feedback and observation sessions. In the secondary sources the Government data, statistical reports, newspapers, magazines and internets have been referred.

Objectives

The following are the objectives of the study for this research project:

1. To study the various aspects of tourism market and its evolution.
2. To analyse the Government policies and scheme for the development and growth of tourism.
3. To examine various factors responsible for obstacles in the growth and commercialization of tourism market.
4. To find out the cause and measures to safeguard and commercialize the tourist market.
5. To provide observation and suggestions for the sustainable growth of tourism in the State of Chhattisgarh.

Coverage of the Study

Tourism is the movement of the tourists from one place to another place. It is the temporary short term movement. Tourism does not only mean traveling to a particular destination but also includes all activities undertaken during the stay. The Chhattisgarh state is the centre of my study [7-9]. The tourism of Chhattisgarh can be classified on the following categories:

Nature tourism

Chhattisgarh is full of natural scenario. The state has many caves and waterfalls these are Jogimara caves, Kutumser caves, Chitrakote waterfall, Tirathgarh Waterfall. Energy Park of Raipur is an educational park.

Wildlife tourism

Chhattisgarh has a rich forest cover with beautiful and exotic

*Corresponding author: Dr. Gupta TC, Professor, Govt. J. Yaganandam Chhattisgarh College, Baron Bazar, Raipur, India, Tel: +91 0771-2427126; E-mail: tapes_48gupta@yahoo.in

Received April 20, 2016; Accepted May 26, 2016; Published June 05, 2016

Citation: Gupta TC, Mirjha ND (2016) Development of Tourism Industry and Marketing in Chhattisgarh. J Tourism Hospit 5: 219. doi:10.4172/2167-0269.1000219

Copyright: © 2016 Gupta TC, et al. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

species of wildlife. The state has 3 national parks and 11 sanctuaries. These are Kanger Valley National Park, Indravati National Park, Guru Ghasidas national park, Achanakmar Wildlife Sanctuary, Udanti Sanctuary, Badalkhol Sanctuary, Barnawapara Sanctuary etc.

Eco-tourism

Ecotourism involves travel to destination where Flora, Fauna and cultural heritage are the primary attraction with minimum human intervention and generating rural employment. Chhattisgarh government took initiative for making state as India's Eco-Hub. Kanker district has Nature camp. Bastar is famous for handicraft, Sericulture farm, and Silk production Centre. Dantewada for herbal resort, eco resort and Snake Park.

Rural tourism

Some tribal groups are still living in interior forest and they don't like to come to outer world and join modern civilization. The main tribal groups are Gonds Tribal, Abujhmara Tribal, Bison Horn Tribal, Muria and Halba Tribal. Kanker district of Chhattisgarh has tribal tour Centre.

Pilgrimage tourism

The various places for tourist to visit in Chhattisgarh for pilgrimage are Bhoramdeo Temple, Kevalya Dham Jain Temple, Rajiv Lochan Mandir, Shadani Darbar, Lakshman Temple, and Danteshwari Temple.

Cultural tourism

The various fairs and festivals in Chhattisgarh are Baster Lokotsav and Dussehra (span over 75 days), Koriya Mela, Teeja, Pola, Sirpur Mela, Champaran Mela, Goncha Festival and others tribal festivals.

Educational tourism

Chhattisgarh state after its establishment is also emerged as educational hub of country. IIT, IIM, AIMS, NIT, Hidayatullah National Law University are providing world class education. Indira Kala Sangit University is Asia's biggest music university.

Adventure tourism

As a kind of tourism, in some places of Chhattisgarh like Sarguja and Bastar region the tourist may go for trekking in various rugged mountains of this area and also do mountaineering, Paragliding Water Sports, International Cricket and Hockey stadium & tournaments are also help to improve tourism.

State Tourism Policy

The state of Chhattisgarh has developed a draft Tourism Policy and wish to actively promote Eco and Ethnic Tourism in the state. The state tourism department has also identified a few themes under which tourism will be promoted. Briefly, the objectives of this policy are:-

- Promote economically, ecologically and culturally sustainable tourism in the state.
- Strengthen the quality and attractiveness of tourism and travel experience of visitors.
- Preserve, enrich, and showcase the rich and diverse cultural and natural heritage.
- Increasing the contribution of tourism to the socio-economic development of inter-related sectors.

- Encourage and promote private sector initiatives in developing tourism-related infrastructure like hotel, motel, guide, private agency etc.
- Transform the role of Govt. to that of facilitator.
- Promote new concepts in tourism such as Time-share, Eco-tourism, village tourism, adventure tourism and tribal tourism etc.
- Respect the intellectual integrity and rights of the local communities.

Strategy for Tourism Industry and Marketing in Chhattisgarh

Recognizing the scope of tourism as an instrument of socio-economic development Chhattisgarh government has created a blue print of future tourism plans that will help establish Chhattisgarh as India's tourist eco-hub. The entire state tourism packages have been approved by Chhattisgarh Government for big tourist attraction that gives ample scope to the visitors to go on an amazing tour of the state.

1. The state will promote aggressively, keeping all stake holders along and build Brand Image for Chhattisgarh Tourism Destinations and products as "Value for Money", to attract more number of tourist to the state.
2. To create Market promotion cell in the CGTDB for coordinating promotion of state and building brand image for it in specified time period.
3. To invite Travel writers, Travel agents and Tour operators to Chhattisgarh for building opinion leaders about State Tourism.
4. The Chhattisgarh has 22000 varieties of rice, oldest Oak tree, many ancient monument unknown to the world and huge potential for niche tourism
5. The state is trying to develop Sirpur as Buddhist tourist circuit. This place has been visited by spiritual leader Dalai Lama twice.
6. The central government is also helping for making Chhattisgarh as tourism eco-hub. The government scheme of 100% Foreign Direct Investment (FDI) encourages investors to make tourist spot financially profitable zone. This will be beneficial the both investors and government.
7. The Chhattisgarh Tourism Board (TCB) also award incentives and discount to various travel agents, tour operators and hotel association which promote and provide travel and accommodation facilities for visitors.
8. The Chhattisgarh government interlinked various departments like forest, irrigation, Health Department, PWD, Art and Culture, State Archaeology, Infrastructure Development Corporation, Finance etc. so that integrated development are possible. It encourage all over development of state (Tables 1-3).
9. From the above Tables 1-3 we can draw conclusion that tourism in Chhattisgarh is rising with very slow pace. The tourists visit in the year 2015 (18334235) shows decrease from the previous years 2014 (24496242) and 2013 (24094676) respectively. The reason behind the fall of number of tourists is due to lack of execution of state government tourism policy [10,11], lack of promotion of tourist places, inefficient infrastructure of tourism places, accommodation and transportation.

No.	District	Domestic	Foreigner	Total
1	Bilaspur	2108861	208	2109069
2	Mungeli	2103617	28	2103645
3	Korba	90657	176	90833
4	Raigarh	215353	274	215627
5	Janjgeer-Champa	1652362	98	1652460
6	Raipur	1347540	1402	1348942
7	Balodabazar	741003	35	741038
8	Gariyaband	849427	100	849527
9	Mahasamund	292458	53	292511
10	Dhamtari	535984	52	536036
11	Durg	1329133	632	1329765
12	Balod	22102	0	22102
13	Bemetara	10752	0	10752
14	Kawardha	66436	129	66565
15	Rajnandgaon	9429714	69	9429783
16	Surajpur	167202	0	167202
17	Jashpur	37913	5	37918
18	Ambikapur	291419	4	291423
19	Balrampur	22947	0	22947
20	Korea	47303	0	47303
21	Kanker	6575	196	6771
22	Bastar	39835	376	40211
23	Dantewada	2640205	41	2640246
24	Narayanpur	1544	2	1546
25	Bijapur	0	0	0
26	Kondagaon	1450	4	1454
27	Sukma	39000	0	39000
	Total	24090792	3884	24094676

Table 1: Tourist visit in Chhattisgarh from Jan 2013 to Dec 2013.

No.	District	Domestic	Foreigner	Total
1	Bilaspur	4527445	54	4527499
2	Mungeli	2268405	43	2268448
3	Korba	178353	72	178425
4	Raigarh	240950	244	241194
5	Janjgeer-Champa	983322	22	983344
6	Raipur	1513653	5194	1518847
7	Balodabazar	1579301	30	1579331
8	Gariyaband	395317	25	395342
9	Mahasamund	136063	82	136145
10	Dhamtari	498495	128	498623
11	Durg	1727026	853	1427879
12	Balod	66404	3	66407
13	Bemetara	9649	0	9649
14	Kawardha	22687	277	22964
15	Rajnandgaon	8251134	38	8251172
16	Surajpur	180405	0	180405
17	Jashpur	27523	0	27523
18	Ambikapur	146374	3	146377
19	Balrampur	20485	0	20485
20	Korea	17659	0	17659
21	Kanker	4944	192	5136
22	Bastar	55453	443	55896
23	Dantewada	1871810	33	1871843
24	Narayanpur	256	0	256
25	Bijapur	0	0	0
26	Kondagaon	2	36	38
27	Sukma	65350	5	65355
	Total	24488465	7777	24496242

Table 2: Tourist visit in Chhattisgarh from Jan 2014 to Dec 2014.

No.	District	Domestic	Foreigner	Total
1	Bilaspur	4141890	225	4142115
2	Mungeli	1611300	33	1611333
3	Korba	74085	17	74102
4	Raigarh	262335	91	262426
5	Janjgeer-Champa	1201014	29	1201043
6	Raipur	1255557	2994	1258551
7	Balodabazar	421970	24	421994
8	Gariyaband	429636	87	429723
9	Mahasamund	415744	91	415835
10	Dhamtari	827429	15	287444
11	Durg	1345580	2095	1347675
12	Balod	80610	0	80610
13	Bemetara	20014	0	20014
14	Kawardha	19120	90	19210
15	Rajnandgaon	5348746	24	5348770
16	Surajpur	77210	0	77210
17	Jashpur	38455	4	38459
18	Ambikapur	160738	0	160738
19	Balrampur	37250	0	37250
20	Korea	17231	0	17231
21	Kanker	2220	101	2321
22	Bastar	56110	462	56572
23	Dantewada	1020003	9	1020012
24	Narayanpur	113	0	113
25	Bijapur	0	0	0
26	Kondagaon	1	0	1
27	Sukma	3489	3	3492
	Total	18327841	6394	18334235

Table 3: Tourist in Chhattisgarh during Jan 2015 to Dec 2015.

References

- Simmons D (1994) Community participation in tourism planning. Tourism management 15: 98-108.
- Dowling R (1993) An Environmentally based Planning Model for Regional Tourism Development. Journal of Sustainable Tourism 1: 17-37.
- Prasanta B (2002) Status and Potentiality of Tourism in Assam: A Geographical Analysis.
- Amita G (2014) Economic impact of tourism in the economy of Uttaranchal with special reference to Char Dham Yatra.
- Borkotoky R (2002) Tourism as a Potential Catalyst of Economic Empowerment of Assam: A study of Kaziranga National Park.
- Nirmita P (2005) A Geo-cultural analysis and tourism development in Hoogly district.
- Saleem M (2014) Geographical Analysis of Tourism in Kashmir Region.
- (2002) Tourism Policy, Ministry of Tourism, Govt. of India, Delhi, India.
- Tadesse B (2010) Biodiversity Conservation and Eco Tourism in Semen Mountains National Park, Ethiopia.
- Firdausi SFD (2014) Changing Nature of Tourist and Tourism in India: A Poltico Geographic Analysis.
- Archer BH (1982) The Value of Multiplier and their Policy Implications. Tourism Management 3: 236-241.