

Tourism Potential: A Case Study of Chhattisgarh

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Abstract: Chhattisgarh is one of the youngest state of central India and can have a lot of tourism potential but still it is lagging behind economic development. An Argument put forward in this paper to understand the rich tourism potential and opportunity for most promising tourist spot of the country.

To explore the data of tourism potential, Author has follows the reputed journals, Secondary Sources, Market research, Government of India Ministry of tourism, state tourism policy and various Reports. Chhattisgarh share his border with 7 states and blessed with abundance of Picturesque nature, Magnificent history of mythological importance, Art-Culture, Wildlife, historical Heritage, Tribes, its unseen beauty is still virgin and unexplored by people. State potential as well as threat and challenges. So what are the barrier that need to be taken care of strengthen tourism promotion in Chhattisgarh. Tourism in state also affected by Connectivity, awareness and sensitivity of the location.

After Understanding and Considering the Reality of ideological dimension for new pro poor tourism(PPT) approach must be recognized, What are the future Action plan for Tourism destination of state ?for Contributing the sustainable development and prosperity of the people on the world tourism map.

INTRODUCTION:-

Tourism in India has Emerging as the fastest growing industries in last few decades and is still its growth phase according to world travel and tourism council. The Diverse floras and fauna's, historical heritages, Art-Culture diversity and climatic condition in India have made it the first choice of the tourist across the world.

The major reason behind the success of tourism industry in India is the availability of all aspects of tourism at a single country, whether it can be natural, wildlife, cultural diversity, ecological biodiversity, adventure and many more. In addition to that, the hospitality of India is famous worldwide giving it an extra edge to attract the tourists from various countries. Tourism is emerged as a most economical growing industry in India. People started travelling from place to place in search of new things.

OVERVIEW CHHATTISGARH: - Chhattisgarh is one of the youngest states of India and erstwhile part of Madhya Pradesh. It was recognized as separate state and constituted in 1st November 2000. Chhattisgarh is located in the heart of India, which shares its borders with seven states of the country. Uttar Pradesh to the north, Jharkhand to the north-east, Orissa to the east, Andhra Pradesh to the south-east, Telengana to the south-west, Maharashtra to the west, Madhya Pradesh to the west and north-west. The geographical area of the state covers over 135,192 square kilometers with the total population of 2.56 Crore and density of 189 persons per square kilometer and ranked 16th populated state of the nation. Currently the States comprises of five divisions at present with 30 District. Chhattisgarh Climate is Tropical, hot and humid which is proximity to the Tropic of Cancer and its dependence on the monsoons from rains.

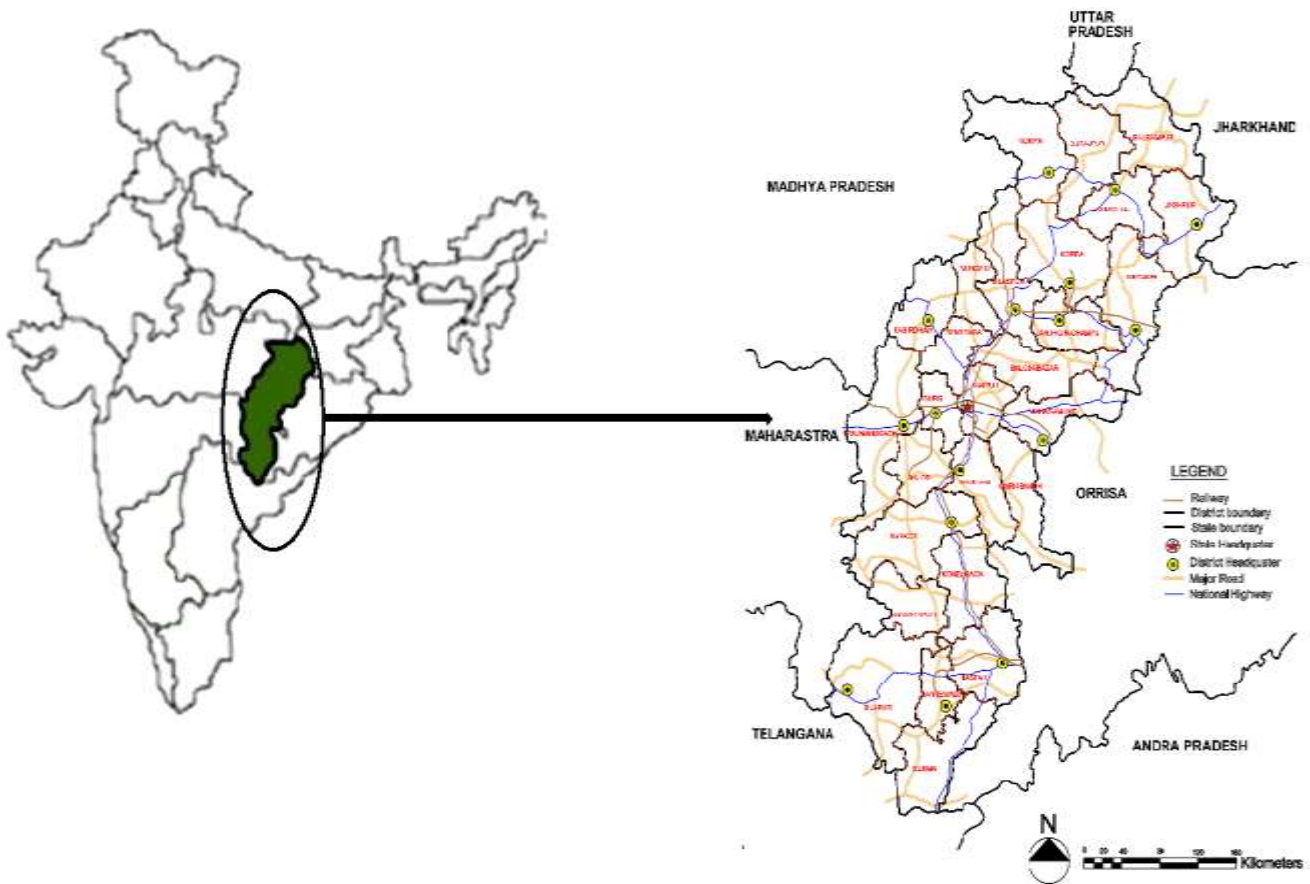


Figure 1 :- Map of Chhattisgarh

CHHATTISGARH TOURISM:- Chhattisgarh is endowed with a rich cultural heritage and attractive natural diversity. The state is abundance of Historical ancient monuments, Rare wildlife, Exquisitely carved temples, Buddhist stupa in sirpur, Pilgrims, Palaces, waterfalls, Caves, rock painting ,hill plateaus and Ram Van Gaman marg. Most of these sites are unseen, untouched and unexplored offer a unique alternate experience to tourist, Compared to traditional destinations which have become overcrowded. The sate of Chhattisgarh has 41.33% of its area under forest and is one of the richest bio-diversity location in the country. Tourism in Chhattisgarh can be a major source of income and economic livelihood for not only the state but for the country too.

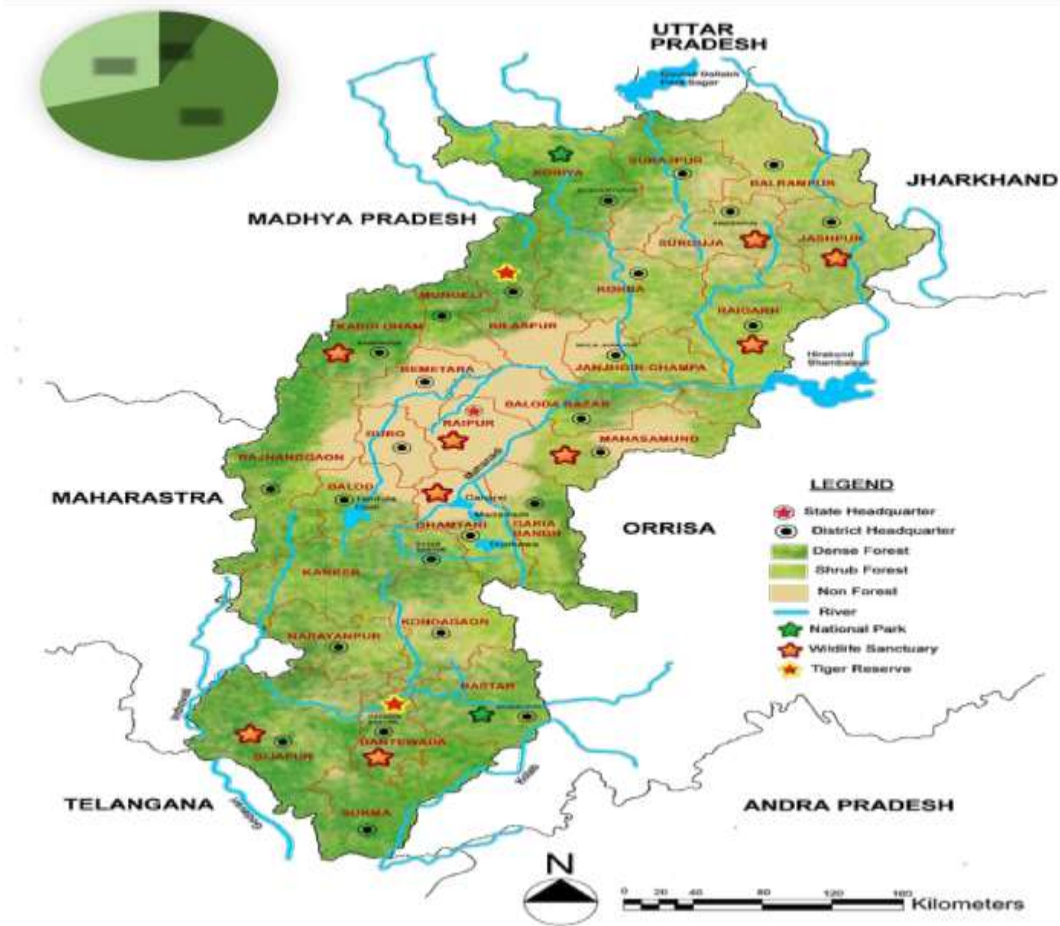


Figure 2 :- Location of Sanctuary and National Park

Chhattisgarh Popularly known as the Rice bowl of India the state is famous for its rich mineral deposits, unexplored and untouched tourist circuits, 80% of the states is covers with dense forest with rich biodiversity habitat. Chhattisgarh state having three National Parks, eleven Wild life Sanctuaries and thirty plus significant waterfalls and abundant caves.

The Recorded forest area is nearly 44.21% of geographical area which offers immense opportunity for Eco- Ethnic, Adventure, Heritage and Cultural Tourism. Recognizing the importance of Tourism as an objective for socio-Economic Development. Chhattisgarh Tourism Board (CTB) is nodal agency for development of infrastructure and institutional development which was established on 18th of January 2002. As nodal agency the CTB is responsible for investment in Services, Way side Aminties facilities & hotels above all aggressive marketing & promotion for the comprehensive development. Chhattisgarh tourism Board is also focusing on manpower training and employment generation to create a manpower pool for travel trade and hospitality industry of this state.

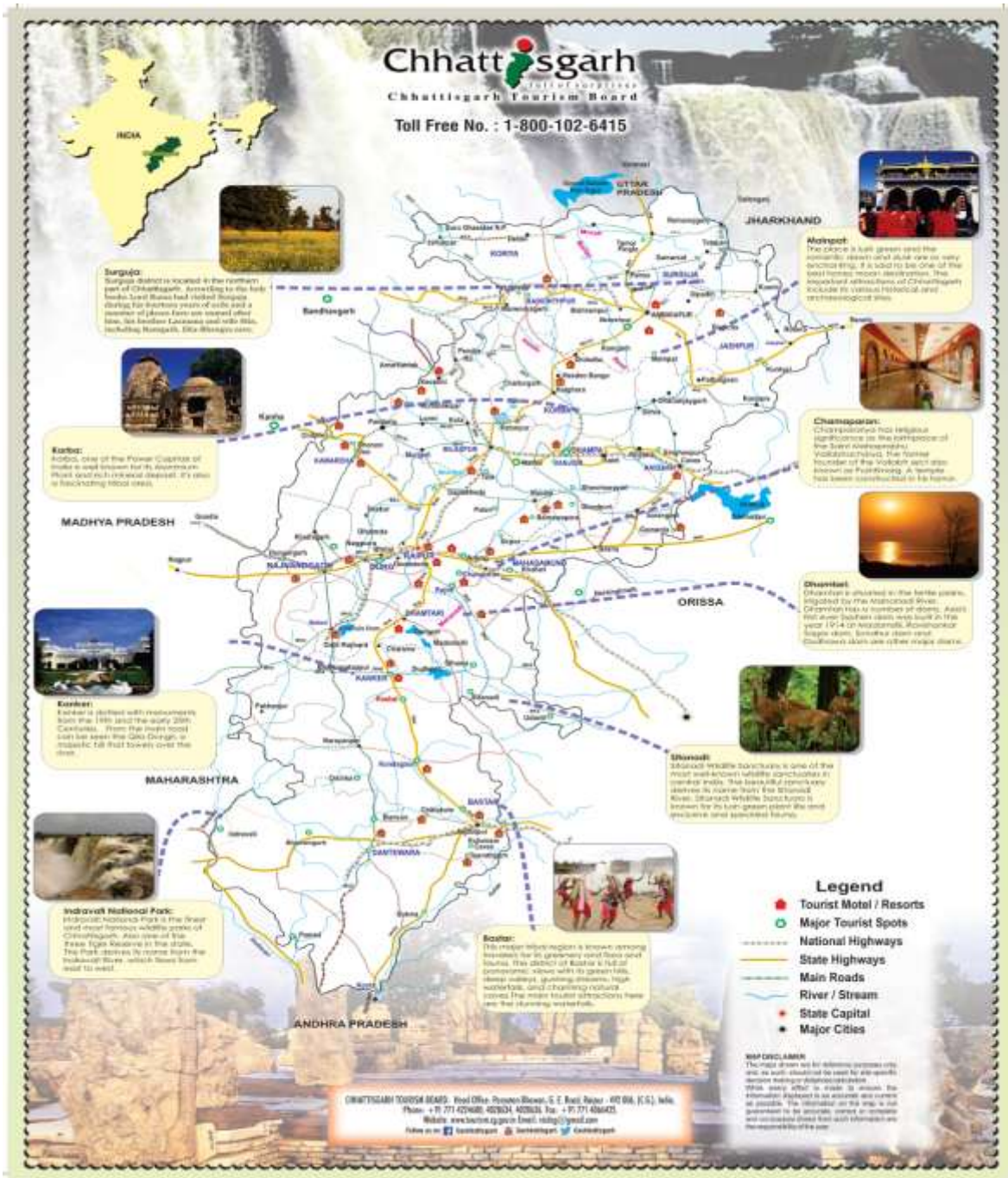


Figure 3 :- Chhattisgarh Tourist Attraction Map.

LITERATURE REVIEW, OBJECTIVE AND METHODOLOGY:-

a) LITERATURE REVIEW:-

Tourism is universally accepted as the largest industry of the world. Growth of tourism has multiplier effect on economy which is directly or indirectly related to Country tourism. Tourism is highly employment intensive industry and has been recognized as a catalyst worldwide.

"Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."(UNWTO)

"The temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs."

"The sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors."

b) OBJECTIVE:-

This Research paper plays an important role. To consider as principal instrument for tourism potential in the state whether tourism development is planned and implemented properly. To study the effective tool for poverty reduction, understand the ideological dimension of new Pro Poor Tourism (PPT) Approach must be recognized. Perspective and linked with real development and challenges. This paper also tries to aim at the strengths and opportunities of states.

Thus the study aim to explain the following objective:-

1. To identify the potential of the state as Tourist Destination.
2. To evaluate tourist potential and carrying capacity of identify tourist places.
3. To Explore the existing infrastructure Basic and tourism Related.
4. To Study the attributes to differentiate the state to make the best use of limited recourses.
5. To prepared the perspective strategies for tourism development to its stakeholder and to the population of the state.

c) RESEARCH METHODOLOGY :-

An Exploratory research design and a Qualitative research approach have been taken in this research study. Secondary data can be collected from sources, Internet, Books, Journals Ministry of Tourism, Chips Raipur and Chhattisgarh tourism Board. The study attempts to explain the contribution of positing of Chhattisgarh as tourism potential.

CHHATTISGARH TOURISM POTENTIAL:-

The State of Chhattisgarh has a tremendous potential for tourism. Tourism segment such as Eco-Tourism, Pilgrims Tourism, Cultural Tourism, Eco-Ethnic Tourism, Medical Tourism, Eco-Village Tourism, Adventure Tourism and Wild life Tourism.

Chhattisgarh has the Potential to become highly popular tourism destination. Tourism of Chhattisgarh can be classified on the following Category.

1. Cultural and Ethnic Tourism:-

The Culture of State Dates back to Thousand of Years. The Exact history of Chhattisgarh cannot be outlined but it was referred as Dakshin Kosala in the past time, the earliest clue from historical era is an Ashokan stone inscription of 257 BC.

The Tribal population are majority of this region with its unique culture which are some of the oldest tribes still live in the region and each group of tribal having their special customs, Traditions, lifestyle and culture. Sanjay market in Jagdalpur, Pandari Hatt Raipur, Kondagaon craft village bartering place for local tribes.

2. Nature Tourism :-

Chhattisgarh is full of picturesque natural sites. The state has many Significant waterfalls and Caves some of them are untouched and unexplored. These are Jogimara caves, Kutumser caves, Chitrakot waterfall, Tirathgarh waterfall. Energy park of Raipur, Bilasa tal Bilaspur and district solar park is an education park.

3. Eco Tourism:-

The state having 12% shares of India's Forest and 44% forest of Chhatisgarh geographical area.

Three national parks and eleven wildlife sanctuaries. The national parks are the important attraction of state some protected area are Kanger Valley National Park, Barnawapara, Sitanadi Udyanti and Achanakmar sanctuaries which are home for Wild buffalos and endangered Hill Myna are the state animal and state birds respectively.

4. Heritage and Village Tourism :-

Chhattisgarh state will be identify and develop historic heritage old palaces, fort as tourist interest. Jagdalpur, Kankar, Rajnandgaon, Khairagarh palaces. Borhamdev, Rajim, Sirpur, Tala, Malhar, Shivrinarayan, Rock painting of Raigarh, Ramgarh, Tumhan, Barsur Kharod, Madku-deep and Kharod will be promoted as prime heritage sites. This will be integrated with eco-tourism Circuits under Swadesh Darshan Scheme.

5. Pilgrim Tourism:-

The State Encourage development of Pilgrimage center like Champaranya, Shivrinarayan, Rajim, Dongargarh, Girodhpuri, Ratanpur, Dantewada, Khalari, Mahamaya Mandir Ambikapur are popular destination for pilgrim Tourism. Dongargarh is developed under Prashad Scheme funded by State and Central Govt.

The states also shares its historic background with religious faith of Ramayan period places like Balmiki Ashram, Shivrinarayan and many others places having lots of potential.

Even Ram Van Gaman path are developed by State Government.

6. Tribal Tourism :-

Tribals with unique Culture, Traditional, Lifestyle and Artistic are important potential of states explored in the way that makes people to feel different. It can make people to relax, leisure and showing them the unique beauty and simplicity of the tribal culture of Chhattisgarh. Jashpur-Kunkuri-Mainpat - Ambikapur- Mahespur- Ratanpur- Kurdar-Sarda Dadar. Gangrel -Kondgaon-Nathiyana-wagaon- Jagdalpur- Chitrakoot- Tritratgarh in Chhattisgarh are under Swadesh Darshan Scheme.

7. Medical Tourism:-

Medical Tourism has recently emerged as one of the fastest growing segments in Chhattisgarh. Chhattisgarh has certain advantages like highly skilled doctors, cost effective treatment, improved quality of private healthcare etc. State traditional rejuvenation therapy like yoga and Ayurvedic therapy are also becoming popular.

8. Adventure Tourism:-

Chhattisgarh having excellent geographical and climatic condition for adventure sports. In current scenario the Popularity of adventure tourism has increased. Adventure sports like River Rafting, Rock Climbing, Mountaineering, Trekking, and Skiing can be undertaken.

Whereas International Cricket and Hockey Stadium are also helping to improve tourism.

9. Rural Tourism :-

Various Tribals are living in interior and sensitive forest area. They do not come outside of their habitat area to join modern civilization. The main Tribal group of Chhattisgarh are Gonds Tribal, Abujmaria, Bison Horn, Muria, and Habla, Kankar district of state having tribal tour center.

10. Educational Tourism:-

After the Establishment of States it also emerged as education hub of Country Like IIT, IIM, AIIMS, NIT, Guru Ghashidas Central university, Law University, state government Universities, Indira ghandi kala Sangit University is Asia biggest music University. Now government is planning for horticulture and sports University

Apart from this Dussehara of Jagdalpur (southern part of Chhattisgarh) is also very important

Festival which is already very popular but still has a lot more to be popularizing it in a better way.

The state has the potential to attract tourists of every hue and color. The only requirement is to marketing its Tourism potential aggressively. An analysis of the tourism potential of the state is carried out in the ongoing line to present a clear picture of the state.

SWOT ANALYSIS:-

Domestic tourists and the overall market trend a SWOT analysis of the state as depicted in the flow chart below will evidently focus on the existing potential while bridging the weakness, intensification of the opportunities and exterminating the threats.

STRENGTH	WEAKNESS	OPPORTUNITY	THREATS
Agro Based Industries.	Poor Connectivity within the states.	High Skilled labor resource and abundance of human capital	Perceived Violence
Rich Mineral Based	Nonfarm activities have not been adequately.	Tourism Potential including wild life and Archeological/Pilgrimage	Poor Brand Image.
Rich Culture ,Heritage	Mining not done in an organized and efficient manner.	tourism	Security
Rich and Exotic Architecture	No Tourism Policy	Diverse tribal history and its culture Development growth centers and new opportunities at Naya Raipur	Low Information ,Access and Training
Center of Pilgrims Excellence	Undeveloped Destination	Fast Economic Growth.	Treatment of Tourist not as Service Industry
Virgin diverse Flora and Fauna	Low Awareness Level	Can Cater to almost all Tourist Taste.	
Unique Handicrafts and Cultural traditions of Tribes of central India	Less Govt. Spending	High Returns from Tourism Industry	
	Poor Coordination Between Department	Development of Circuits Unexplored Area	
	Stress only on Few Developed Sites	Package Tour	
	Non Diversion of Tourist from Specific Spots	Linkage with Specific Circuits in other States	
	No Tourism Research	Professional Approach	
	No Capacity Building of Stakeholders for better Services	Govt. Role as Facilitator	
	Complacency and Non Customer Friendly.	Customer oriented and Friendly	
	No Accountability in Finance matters and Service		
	Lack of Training Infrastructure & Hospitality Industries		

Figure 4 :- Table Showing SWOT Analysis

CONCLUSION:-

On Focusing over Quality Tourism, state Government Should Essentially focus on promoting Sustainable development of Tourism which encouraging the private sectors to develop tourism and other related infrastructure without disturb the ecology and environment of the states.

The Role of Public and Private Sector is important linkage in this venture acting as catalysts to provide impart ideological dimension and activity to speed the process of development as well conservation. Both the government and private sector would be safeguard for stability of social and Economical development of the state population and other related matters of state.

The Deep-Rooted Symbiotic Relationship of tourism Culture-Tourism facility should be upgrade and improve for traditions, Heritage, Natural Resources, environments, Wildlife Ecosystem and Ecology.

Forward and Backward linkage- Created & Established for effective and close relationship between various government department, Enterprises and agencies like home, Police, forest, Climate, Environment and Ecology, transport , road, culture, rural management and development and urban development.

Promoting a brand image- Brand image must be done on urgent basis as the media report projects, the naxal and extremist affected region. Creating fear psychosis in the mind of tourist which can reduce the tourist foot print.

Creating Tourism Hub, Zones and Circuit's- Identifying the circuits, zones which cater the specific needs of the tourists like wildlife ecology or archeological interest or religious or historic heritages for thematic tourism. Tourism promotional council can cater the explicit tourism interest.

Investment in infrastructure and fund raising- This can be done through Public private participation, creating more scope of investment to infrastructure on PPP models for develop the tourism destinations. This will also Ensure Professionalism and develop tourism in faster pace.

365 day tourism circuit- A Concept of FICCI to promote tourism in India can be showcased for the state by develop tourism calendar projecting various opportunities at palaces, pilgrims during festivals, wild life tourism at appropriate seasons, archeology etc throughout the years.

Wellness Tourism- As the state is unique position to cater herbal and Ayurveda with its natural resources, pollution free, green and eco sensitive zones. Wellness center can be promoted in promising potential in a life away from hustle bustle living in urban area.

Eco Tourism emphasis the focus of Natural Tourism which help in elimination of poverty, ending unemployment creating new skills, enhancing the status of women preservation of cultural heritage encoring art craft and improving overall development.

All above components are developed and promoted in international standards tourism amenities, carrying capacity by road, air and railway ,trained guide enhance safe and secure tourism.

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