CHAPTER - IV
MARKETING OF TOURIST FACILITIES IN THE STATE

4.0. INTRODUCTION :-

In the absence of proper network of private tourist marketing facilities in Orissa, the Government of Orissa through Orissa State Tourism Development Corporation (O.T.D.C.) market the tourist facilities. In this chapter it is analysed how the Government machineries of tourism (i.e, department of state tourism and Orissa Tourism Development Corporation ltd.), make a link between the demand and supply factors through aggressive marketing and sales the tourist products of the state.

4.1. GOVERNMENT MACHINERIES OF STATE TOURISM :-

a) Creation of State department of tourism and O.T.D.C. Ltd. (i.e. State tourism development corporation) :-

Both the department of tourism and Orissa tourism development corporation (OTDC) ltd. were set up to accelerate the pace of tourism development in the state. OTDC ltd. takes up commercially viable ventures while the department of tourism, Orissa takes promotional venture. These two are the main government machineries of state tourism.

In the year 1959, a tourist wing was created in the then public relations (PRs) department and it was the part of the erstwhile home (P.R.) department till the 23rd November'1973. Subsequently, the department of tourism and cultural affairs was reorganised and renamed as the department of tourism, sports and culture from 10th June'1980. A separate department of tourism was created from 2nd January'1991. Again the department was reconstituted as department of tourism and culture from 30th December'1995. The structure of department of tourism is given in appendix.

Orissa Tourism Development Corporation ltd. (O.T.D.C.) was created in 27th March'1979 and it was registered under the companies act in september' 1979. All the transport units run by the department of tourism were transfered to the O.T.D.C. ltd. with effect from the 1st September'1980.

These both are the main governmental machineries for state tourism development.

b) Functions of state tourism department :-

The functions of department of tourism are as under :-
i) Providing hotel accommodation (i.e., tourist homes and lodges) facilities to the tourists at various tourist places. At present department of tourism has 16 numbers of accommodation units in different parts of Orissa. Providing cheap accommodation to middle class or low income tourists at various tourist attraction places.

ii) Imparting training to tourist guides. The department of tourism deputed officials to various training programme to improve their administrative capacity.

iii) Providing entertainmental facility to tourists by organising fairs and festivals, dance, music, sports, film shows and cultural programmes and Son-et-lumiere (sound and light shows) in collaboration with tourism development corporation. Every year department of tourism helps in organising Puri beach festival, Konark dance festival, tribal fair. Special arrangements are made during car festival.

iv) Formulating policy, planning, and new objectives with evaluation of projects through survey work. Till now the department of tourism has conducted survey on touristic attraction, tourist expenditure etc. but not on multiplier issue. The department runs tourist offices at different places to market the tourist facilities.

v) Coordinating the central Government and its associate bodies; State Government and its associates in the development of tourism. The department of tourism gets financial assistance both from state Government and central Government for conducting such activities.

vi) Producing documentary films on state tourism with the help of corporation.

c) **Functions of O.T.D.C. :-**

Orissa Tourism Development Corporation which is known as O.T.D.C. ltd. is engaged in commercial activities performs the following functions¹⁰ :-

i) Provide better transport facilities to tourists by establishing transport units, travel and transport counters in the state.

ii) Provide catering facility to the tourists visiting the state and helps in managing the accommodation units.
iii) Provide shopping facilities and cultural shows for tourists at various places of tourist attraction in the state.

iv) To make planning, construction and management of new tourist accommodation, restaurants and canteens etc. in the state.

Thus, the function of these two agencies are complementary to each other.

4.1.1. THE FACILITIES PROVIDED BY GOVERNMENT MACHINERIES ARE ENUMERATED BELOW :-

i) Accommodation :-

The department of tourism has 17 number of accommodation units having 122 rooms with 353 beds and has charged the tariff ranging from Rs. 30/- to Rs. 225/- per bed as on 1.1.2000.11

The corporation (O.T.D.C.) has 13 number of accommodation units having 273 rooms with 606 beds and has charged the tariff ranging from Rs. 70/- to Rs. 900/- per bed as on 1st January'2000.12

The other Government owned (i.e, public sector) accommodation units in the state are 15 in numbers having 360 rooms with 780 beds for accommodating the tourists as on 1.1.2000.13

Besides this the private sector has 688 numbers of accommodation units having 14,184 numbers of rooms with 26,484 number of beds as on 1st January'2000.14

It is observed that Government machineries of state tourism (i.e, department of tourism and O.T.D.C. and other public sectors) has 6.14% of accommodation units having 5.06% of rooms with 6.17% of beds available in the state as on 1st January'2000.15 And the rest percentages in the respective activities are possessed by private sectors as on 1st January'2000.16 Thus, the role of Government machineries of state tourism in providing accommodation units to the tourists is well behind the private sector.

Recently the department of tourism has undertaken the expansion work as well as new project work to increase the number of accommodational rooms. They are as under:-17

a) Panthasalas at Kantilo, Sarankul, Barkul, Bhattarika, Chhapa Chikina, Jajpur Road, Gupti, Kendrapada, Dhamanagar, Taratarini, Ushakothi, Harishankar,
Khandadhar, Sonepur, Binika, Ghatagaon, Khiching, Panchlingeswar and Bangiriposi.

b) Yatri nivases at Puri, Bhubaneswar and Chandipur.

c) Panthika at Sakhigopal, Gokarnika, Bhadrak, Girisola, Taptapani, Charchika, Bargarh, Banarpal and Jamsola.

d) Tourist complex at Barkul, Atri, Patharajpur, Paradeep, Talasari, Gopalpur, Raygada, Thumul Rampur, Patalaganga, Koraput, Daringibadi, Belghar, Hirakud, Nrisingha nath and Deul Jhari.

ii) Tourist information facility :-

State department of tourism has 16 number of tourist offices out side the state and there is also Government of India tourist office in Bhubaneswar to provide information about the state to the tourists.18 Followings are the list of tourist information offices outside the state.19

a) Tourist information office, New Delhi.

b) Tourist information office, Calcutta.

c) Tourist information office, Madras (or Chennai).

d) Tourist information office, Bombay which is yet to be opened.

Besides this, the department of tourism has many tourist counters outside the state. They are as under20 :-

a) Tourist counter at vizianagaram railway station, Andhra Pradesh.

b) Tourist counter at Kharagpur railway station, west bengal.

c) Tourist counter at Howrah railway station, west bengal.

d) Tourist counter at Tatanagar railway station, Bihar.

e) Tourist counter at Raipur, Madhya Pradesh.

Along with this, department of tourism has one tourist counter at Bhubaneswar airport, another at Paradeep port and many other tourist counters at various selected railway stations of the state of Orissa.21

All these above activities provided by the government machineries of state tourism helps in marketing touristic resources and touristic facilities of the state.
before the tourists.

iii) **Catering and Bar service** :-

An vital function of O.T.D.C. is to provide effective catering or restaurant service. Only 3 units of panthanivases available in the state have restaurant facilities and most of them provide Indian, continental, Chinese, Mughlai, South Indian and Orissi dishes round the clock.\(^{22}\)

The O.T.D.C. also carries on the business of wine, beer and Spirit merchants, brewers, distillers, importers, manufacturers of aerated and artificial waters and other drinks and purveyors in most of its units depending upon the tourist flow.\(^{23}\) This activities is in full flow when there is a large number of foreign tourists who are accustomed to take hard or soft drinks.

iv) **Sight seeing facilities (transport)**

The availability of transport to tourist places is another area of concern to the tourists. The corporation provides local sight seeing tour facilities at important tourist places in Orissa.\(^{24}\) It provides facilities for comfortable visits through its super deluxe buses, air conditioned buses and omni coaches and air conditioned deluxe cars, and Tata Sumo.\(^{25}\) Table no. 4.1 provides the details of the facilities.

### Table - 4.1

**Strength of vehicles of the O.T.D.C. Ltd.**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Type of transport</th>
<th>Type of Vehicles</th>
<th>1980-81</th>
<th>1998-99 or (present position)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Surface transport</td>
<td>Cars</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Coaches</td>
<td>6</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Auto rickshaw</td>
<td>3</td>
<td>-</td>
</tr>
<tr>
<td>2.</td>
<td>Water transport</td>
<td>Luxury motor Yatcht</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>stationed at Barkul</td>
<td>Row boats/ Kayaks</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>In flatile boat</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Paddle boat</td>
<td>-</td>
<td>4</td>
</tr>
</tbody>
</table>

The table 4.1 reveals the strength of vehicles of the corporation. The data shows that the number of commercial vehicles like cars remain same from 1980-81 to 1998-99 while that of coaches have increased to 14 in 1998-99 from 6 in 1980-81. However, the number of auto rickshaws have been reduced to zero in 1998-99 from 3 in 1980-81. All these vehicles are in the category of surface transport. Similarly the corporation has launched water transport facilities at Barkul and Satapada for making smooth sight seeing at chilika lake, providing 10 numbers of luxury motor yachts; 4 numbers of Row boats/ Kayacks; 2 numbers of inflatable boats and 4 numbers of Paddle boats for the visitors as on 1998-99.

Besides this, O.T.D.C. has one small coach in Panthanivas at Chandipur for local sight seeing.26 The routes along which the buses of corporation are operating are as under27 :-

a) Bhubaneswar-Puri-Konark
b) Bhubaneswar local
c) Sambalpur-Bhubaneswar-Sambalpur
d) Bhubaneswar-Berhampur- Bhubaneswar
e) Puri-Konark-Bhubaneswar
f) Puri-Sapatada
g) Puri- Konark and Bhubaneswar

v) Package tours :-

An important objective of the O.T.D.C. is to establish and manage transport units, travel and transport counter and is to import, purchase, lease, sell, run or otherwise operate cars, buses, coaches, trucks, launches, ropeways, air crafts, helicopters and other modes of transport.28 The package tour aims to cover various tourist destinations of Orissa as well as neighbouring states. O.T.D.C. runs buses on charter basis for group booking and all India package tours.29

vi) Other facilities :-

OTDC offers EPABX, Garden snack bar, TV set, conference hall, D.G. set facilities in most of its units for the tourists.30

vii) Adventure sports :-

Though there is provision of organising the adventure sport in terms of
mountaineous car rally, hang gliding and trekking etc. Still O.T.D.C. and department of tourism have not put their eyes on it commercially. Only there is a project of trekking base at mahendragiri hill which is not yet to be visualised. Still O.T.D.C. and department of tourism have not put their eyes on it commercially. Only there is a project of trekking base at mahendragiri hill which is not yet to be visualised. The state has lot of opportunity for adventure sports which are to be exploited at their source by O.T.D.C.

viii) Boating (water transport) facility :-

O.T.D.C. has also provided boating, motor launch and Kayaking facility at Chilika lake; marine water sports facility at Gopalpur on sea, the provision of 34 seater yatch facility for Bhitarkanika; and floating restaurant facility at Barkul for the tourists. This facility becomes an important attraction for tourists. Besides these, OTDC has conducted water transport tours through her boats such as :

a) Barkul-Kalijai-Barkul
b) Barkul-Nalabana-Barkul

O.T.D.C. and department of tourism also conduct the Rowing or Sailing competition every year at Chilika. The O.T.D.C. has a good number of luxury motor yatcht; Row boats/kayaks; inflatable boats and paddle boats-which are stationed at Barkul and Satapada. O.T.D.C. and department of tourism have constructed one Jetti at Barkul and other at Rambha in 1982-83 and 1983-84 respectively for the tourists who love water sports.

ix) Open air auditorium facility :-

The department of tourism has made it in 1989 for recreational purpose of the tourists at Konark.

x) Sulabh Sauchalaya :-

The department of tourism has provided 4 numbers of Sulabh Sauchalaya facility for toileting of tourist at Konark, Khandagiri, Chandipur and Barkul in between 1989-1994.

xi) Mini bus for lions Safari :-

The department of tourism has made this facility in 1984 at Nandankanan zoo for the wild life lovers.

xii) Fairs and festivals :-

One of the major objectives of the department of tourism and O.T.D.C. is to organise or make the fairs and festivals of the state successfully. As the
organisation of and participation in various fairs and festivals provide ideal opportunities to project the tourist image of the state, the department of tourism has been successfully organising of and participating in it (various fairs and festivals).\textsuperscript{43} Besides this, the regional or local or district tourist offices have been organising tourism exhibitions at different district level festivals to attract more tourists.\textsuperscript{44}

The department of tourism helps in organising the following main fairs and festivals of Orissa.\textsuperscript{45}

a) Car festival of Puri.
b) Konark dance festival, Konark.
c) Dhanu Yatra, Bargarh.
d) Beach festival of Puri.
e) Bali Yatra, Cuttack.
f) Adibasi mela, Bhubaneswar.
g) Garden festival, Bhubaneswar.
h) Various district level exhibitions or fairs and festivals.
i) Laxmi Puja, Dhenkanal.
j) World tourism day, Bhubaneswar.
k) Khandagiri mela, Bhubaneswar.

The department of tourism of the state has been participating in the following main fairs and festivals out side the state to draw the attention of the world wide tourist to her spots :\textsuperscript{46}

a) I.I.T.F., New Delhi.
b) Garden festival, New Delhi.
c) Travel and tourism fair (TTF), Calcutta.
d) Surajkund mela, Haryana.
e) South Asia Travel tourism exchange (SATTE), New Delhi.
f) Food festival (Rasoi India), New Delhi.
g) Various conventions, conferences, exhibitions, tourism shows and congress organised outside the Orissa.

These fairs and festivals are gaining popularity and facilities provided by the department of tourism in the form of accommodation, and transportation by O.T.D.C. have earned goodwill and publicity for it from international and internal or local tourists' arena. The department and corporation also present their exhibitions in small fairs and festivals. The department always aims to spread the photographic coverage of the major fairs and festivals of the locality before tourists.

xiii) Public relations :-

Publicity campaign has been made through advertisements in important dailies, travel magazines, Journals and periodicals (i.e., mass medias) and electronic medias such as T.V. and videos and in computer internets etc. for spreading the information of the corporation as well as department to market the existing-potentialities and facilities and services available to tourists in the state. The links have been made with travel agents, tour operators, tourist information centre of the state, central Government, other state Governments and other department and corporations inside the state and outside the state. Door Darsan also telecast some curtain raisers and documentary features on tourism of the state in their regional as well as in national network.

Besides this, various tourist literature papers, and pamphlets including district brochures, tourism news letters, folders on important spots, distance guide, tourist map of particular destination, etc.; and various magazines such as quarterly, bi-monthly, monthly, fortnightly and annually consisting of Orissa tourism advertisement; create world wide publicity campaign on behalf of the department and corporation of the state before the foreign tourists.

xiv) Bettering service industry :-

The corporation as well as department have given or imparted training programme to increase the functional efficiency of the service industry.

xv) Miscellaneous facility :-

The corporation records the statistics of its commercial ventures through audits which helps her to formulate new management policy for tourists coming to the state and accordingly conducts surveys to know the trend of tourist activities.
in the state.

Hence, both department of tourism and O.T.D.C. have tried to accelerate the pace of tourism development in the state, taking up promotional ventures and commercially viable ventures respectively. And the department of tourism gives equity assistance to O.T.D.C. ltd. and it is observed that the objective of the department of tourism is to take up only promotional ventures to increase the tourist traffic and their duration of stay in the state through exposing tourism potentials outside and through creating required facilities inside the state using the co-operation of O.T.D.C. ltd.

4.1.2. CONTRIBUTION OF O.T.D.C. TO STATE REVENUE:

The share of the turn over of O.T.D.C. to state income over the period of 1979-80 to 1999-2000 is given in table 4.2.
### Table 4.2.

**Contribution of O.T.D.C. to state revenue.**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total turn over of O.T.D.C. (Rs. in lakhs)</th>
<th>Total revenue of the state (in lakhs)</th>
<th>Share of O.T.D.C. turn over in total revenue of state (in %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1979-80</td>
<td>0.5</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>80-81</td>
<td>12.96</td>
<td>62130</td>
<td>0.020</td>
</tr>
<tr>
<td>81-82</td>
<td>44.45</td>
<td>60150</td>
<td>0.073</td>
</tr>
<tr>
<td>82-83</td>
<td>52.82</td>
<td>80160</td>
<td>0.065</td>
</tr>
<tr>
<td>83-84</td>
<td>64.88</td>
<td>78310</td>
<td>0.082</td>
</tr>
<tr>
<td>84-85</td>
<td>80.94</td>
<td>82280</td>
<td>0.098</td>
</tr>
<tr>
<td>85-86</td>
<td>112.64</td>
<td>94080</td>
<td>0.119</td>
</tr>
<tr>
<td>86-87</td>
<td>139.82</td>
<td>122820</td>
<td>0.1138</td>
</tr>
<tr>
<td>87-88</td>
<td>151.40</td>
<td>133310</td>
<td>0.1135</td>
</tr>
<tr>
<td>88-89</td>
<td>163.31</td>
<td>155090</td>
<td>0.105</td>
</tr>
<tr>
<td>89-90</td>
<td>187.08</td>
<td>174070</td>
<td>0.107</td>
</tr>
<tr>
<td>90-91</td>
<td>181.97</td>
<td>217090</td>
<td>0.083</td>
</tr>
<tr>
<td>91-92</td>
<td>216.60</td>
<td>244730</td>
<td>0.089</td>
</tr>
<tr>
<td>92-93</td>
<td>256.60</td>
<td>291320</td>
<td>0.088</td>
</tr>
<tr>
<td>93-94</td>
<td>302.78</td>
<td>320780</td>
<td>0.094</td>
</tr>
<tr>
<td>94-95</td>
<td>312.16</td>
<td>357590</td>
<td>0.087</td>
</tr>
<tr>
<td>95-96</td>
<td>378.82</td>
<td>389070</td>
<td>0.097</td>
</tr>
<tr>
<td>96-97</td>
<td>428.53</td>
<td>428680</td>
<td>0.099</td>
</tr>
<tr>
<td>97-98</td>
<td>468.54</td>
<td>463200</td>
<td>0.101</td>
</tr>
<tr>
<td>98-99</td>
<td>501.92 (A)</td>
<td>521390 (RE)</td>
<td>0.096</td>
</tr>
<tr>
<td>99-2000</td>
<td>400.68 (P)</td>
<td>619630 (B.E)</td>
<td>0.064</td>
</tr>
</tbody>
</table>


N.B: A=Actual; P=Provisional; R.E=Revised Estimate; B.E=Budgetary Estimate.

The above table reveals that:

i) The total state revenue has shown an increase from Rs. 62130 lakhs in 1980-81 to Rs. 619630 lakhs in 1999-2000, whereas the turn over of O.T.D.C. has increased from Rs. 12.96 lakhs to Rs. 400.68 lakhs over the same period.

ii) The share of O.T.D.C. has shown an increase form 0.020% to 0.119% over the period of 1980-86, and afterwards it shows a declining trend from 0.1138% of 1986-87 to 0.064% of 1999-2000.
From the above analysis it is evident that though both the earnings have increased consistently still the share of O.T.D.C. turnover in state revenue is not so satisfactory as it has the little share in the state revenue since 1986-87. So the performance of O.T.D.C. is still in doubt. It is to be uplifted. For this reason at present privatisation of this sector is being started to get rid of huge loss.

4.2. OTHER GOVERNMENT AGENCIES ENGAGED IN DEVELOPMENT OF TOURISM :-

4.2.1. INDIAN TOURISM DEVELOPMENT CORPORATION (I.T.D.C.) :-

The Indian tourism development corporation limited (I.T.D.C.) is the implementation wing of department of tourism of Government of India. The need for such a corporation arised because the private sector was silent of undertaking the construction and running of tourist facilities where profitability was in doubt. Being a public sector organisation, I.T.D.C. is expected to function on commercial lines.

In 1962; there was decline in number of foreign tourist traffic to India from 1,39,804 in 1961 to 1,34,036 in 1962. This promoted the government to appoint an adhoc committee on tourism. In March 1963 a committee was formed under the Chairmanship of Dr. L.K. Jha, the then secretary, Department of economics affairs, ministry of finance and Shri S.N. Chib, the then director general of tourism, was the member secretary.

The adhoc committee on tourism recommended that the public sector should assume a more active and positive role in promoting tourism. According to the recommendation, the government of India set up three separate corporations namely, Hotel corporation of India ltd., Indian tourism corporation and Indian tourism transport undertaking ltd. in the year 1965.

The government of India later on decided to merge these undertakings into one composite undertaking for the purpose of securing co-ordination in policy and efficient economic working of these three corporations. Accordingly, the government of India set up a public sector undertaking, namely, the India tourism development corporation ltd. at Delhi in October' 1966 under the department of tourism by amalgating the erstwhile three separate corporations. The corporation started functioning from October'1966.

a) **Functions :-**

The objectives and functions of the corporation fall under following categories:
i) Construction and management of hotels, motels, restaurants, tourist
bunglows, guest houses and beach resorts at various places for accommodating
tourist.

ii) Provision of transport facilities to tourists.

iii) Provision of entertainment facilities to tourists by way of cultural
shows, music concerts, sound and light shows etc.

iv) Provision of shopping facilities to tourists.

v) Provision of publicity services to assist India's promotion overseas as
a tourist destination and projection of the national importance of tourism at home.

b) Services :

The sphere of activities of Indian tourism development corporation was
limited. It relates more to the commercial part of the promotion of tourism in India.
It includes construction and management of hotels, tourist lodges and bunglows,
provision of transport facilities for sightseeing and a special tourist guide services,
provision of duty free shops at the international airports, production and sale of
publicity literature that sells India's tourist attraction abroad etc.

The I.T.D.C. has opened the hotel Kalinga Ashoka in 1980 at
Bhubaneswar for the tourists with 64 rooms and 128 beds as on 1st January 2000.
The corporation has range of tariff from rupees 750 to rupees 1400 per night.
Besides this, I.T.D.C. has joined her hand to O.T.D.C. in the state and opened
hotel Nilachala Ashok in 1988 at Puri for the tourists with 46 rooms and 92 beds
as on 1st January 2000 A.D. The joint ventured corporation has range of tariff
from Rs. 400 to rupees 1750 per night. In this way I.T.D.C. has helped O.T.D.C.
in the form of finance.

4.2.2. YOUTH AFFAIRS AND SPORTS GOVERNMENT OF INDIA AND HRD :

The youth affairs and sports department of Government of India and HRD
has opened two youth hostel for tourist accommodation, one is at Puri and other
at Gopalpur, having 11 rooms and 73 beds together as on 2000 A.D. The youth
hostels have range of tariff from Rupees 20 to rupees 40 per bed night.

4.2.3. SOUTH EASTERN RAILWAY, GOVERNMENT OF INDIA :

The South eastern railway department of government of India has
established south eastern railway hotel at Puri for tourists which is declared as
two star heritage hotel in the state having 34 rooms and 66 beds as on 2000 A.D. The hotel has range of tariff from rupees 400 to rupees 900 per bed night and it has also the restaurant or catering facility.  

4.2.4. FINANCIAL ASSISTANCE FROM CENTRAL GOVERNMENT:--

There is some Financial assistance which is received from government of India for development of Orissan tourism and it is tabled in table 4.3. The Government of India has released Rs. 29.99 lakhs in 1985-86 and upto December 1996, the Government of India has already released a cumulative sum of Rs. 596.17 lakhs for the development of Orissan tourism.

Table - 4.3

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount released</th>
</tr>
</thead>
<tbody>
<tr>
<td>1985-86</td>
<td>29.99</td>
</tr>
<tr>
<td>86-87</td>
<td>55.25</td>
</tr>
<tr>
<td>87-88</td>
<td>20.00</td>
</tr>
<tr>
<td>88-89</td>
<td>8.01</td>
</tr>
<tr>
<td>89-90</td>
<td>--</td>
</tr>
<tr>
<td>90-91</td>
<td>56.83</td>
</tr>
<tr>
<td>91-92</td>
<td>120.30</td>
</tr>
<tr>
<td>92-93</td>
<td>39.04</td>
</tr>
<tr>
<td>93-94</td>
<td>50.24</td>
</tr>
<tr>
<td>94-95</td>
<td>55.62</td>
</tr>
<tr>
<td>95-96</td>
<td>157.89</td>
</tr>
<tr>
<td>96-97 (upto Dec'96)</td>
<td>3.00</td>
</tr>
</tbody>
</table>


4.2.5. ALLOCATION OF STATE PLAN OUTLAY ON STATE TOURISM AND CONTRIBUTION OF STATE TOURISM UNDER FIVE YEAR PLANS.

The budget statement through the allocation of state plan outlays on tourism and contribution of state tourism under five years plan is shown in table 4.4. Government of Orissa plays a minor role in financing the state tourism for its development during various 5 year plans and various annual plans. The table 4.4 shows that the State Government made a state plan outlay of the tune of Rs. 0.0316 crores; Rs. 0.07 crores; Rs. 0.0451 crores; Rs. 0.32 crores; Rs. 1.57 crores; Rs. 3.9030 crores; Rs. 11.23 crores; Rs. 7.09 crores; Rs. 20.9 crores; Rs. 30.5
crores during the 2nd plan; 3rd plan; 3 annual plans; 4th plan; 5th plan; 6th plan; 7th plan; 2 annual plans; 8th plan; and 3 annual plan of 9th five year plan respectively, showing an increase of plan allocation to state tourism. The percentage share of state plan outlay on state tourism to its respective total state plan outlay shows an increasing nature except the 8th five year plan and two rolling or annual plans in between seventh five year plan and 8th five year plan which is also shown by the table 4.4.

There is continual surplus of state tourism earning over its plan outlay, beginning from the sixth five year plan. During 6th five year plan period Orissa becomes first state in the whole country to declare tourism as an industry. During this period the surplus was Rs. 36.497 crores which increased to Rs. 661.09 crores in 8th five year plan. Besides this the first three years of the ongoing 9th five year plan (i.e, 1997-2000) earns a surplus of Rs. 1235.95 crore over the state plan outlay on tourism.

This above analysis shows that there is a making of surplus budget in financing the state tourism by the state government. Hence it can be learnt that state tourism can help state Government if the state Government makes more plan outlay on it.
### Table - 4.4.

**Allocation of state plan outlay on state tourism and contribution of state tourism under five year plans.**

<table>
<thead>
<tr>
<th>Year/ Five year plan period</th>
<th>State Plan outlays on the state tourism (Rs. in Crores)</th>
<th>Earnings from state tourism</th>
<th>Total state plan outlay/ Expenditure</th>
<th>Surplus of earning over state plan outlays on state tourism</th>
<th>% of state plan outlays on state tourism to total state plan outlays (in %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (2nd) 1956-61</td>
<td>0.0316</td>
<td>---</td>
<td>86.8</td>
<td>---</td>
<td>0.04</td>
</tr>
<tr>
<td>(3rd) 61-66</td>
<td>0.07</td>
<td>---</td>
<td>224.6</td>
<td>---</td>
<td>0.03</td>
</tr>
<tr>
<td>(Annual) 66-69</td>
<td>0.0451</td>
<td>---</td>
<td>124.95</td>
<td>---</td>
<td>0.04</td>
</tr>
<tr>
<td>(4th) 69-74</td>
<td>0.32</td>
<td>---</td>
<td>249.34</td>
<td>---</td>
<td>0.13</td>
</tr>
<tr>
<td>(5th) 74-79</td>
<td>1.57</td>
<td>---</td>
<td>643.90</td>
<td>---</td>
<td>0.24</td>
</tr>
<tr>
<td>(6th) 80-85</td>
<td>3.903</td>
<td>40.40</td>
<td>1571.82</td>
<td>(+) 36.497</td>
<td>0.25</td>
</tr>
<tr>
<td>(7th) 85-90</td>
<td>11.2300</td>
<td>177.26</td>
<td>3334.2</td>
<td>(+) 166.03</td>
<td>0.34</td>
</tr>
<tr>
<td>(Annual) 90-92</td>
<td>7.09</td>
<td>179.23</td>
<td>2131.2</td>
<td>(+) 172.14</td>
<td>0.33</td>
</tr>
<tr>
<td>(8th) 92-97</td>
<td>20.90</td>
<td>681.99</td>
<td>7004.6</td>
<td>(+) 661.09</td>
<td>0.30</td>
</tr>
<tr>
<td>(Annual) 97-00</td>
<td>30.50</td>
<td>1266.45</td>
<td>7868.3</td>
<td>(+) 1235.95</td>
<td>0.39</td>
</tr>
</tbody>
</table>

Source :-  


c) Statistical bulletin, department of tourism, Government of Orissa.  


#### 4.2.6. CENTRAL AND CENTRALLY SPONSORED PLAN OUTLAY ON STATE TOURISM DEVELOPMENT :-

Like the state Government, Government of India has provisioned some plan outlays for the state tourism development which is shown in Table-4.5. The table exhibits that the Government of India has not been interested much towards the development of state tourism as she allocates less and less plan outlays. The average annual plan outlay is Rs. 1.1 crore over the period of 1989-2000.
Table-4.5.

Govt. of India's plan outlay on state tourism (Rs. in crores)

<table>
<thead>
<tr>
<th>Year</th>
<th>(Central plan outlay) + (centrally sponsored plan outlay) on state tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>1989-90</td>
<td>2.1</td>
</tr>
<tr>
<td>90-91</td>
<td>1.7</td>
</tr>
<tr>
<td>91-92</td>
<td>0.7</td>
</tr>
<tr>
<td>92-93</td>
<td>0.8</td>
</tr>
<tr>
<td>93-94</td>
<td>1.0</td>
</tr>
<tr>
<td>94-95</td>
<td>0.8</td>
</tr>
<tr>
<td>95-96</td>
<td>1.5</td>
</tr>
<tr>
<td>96-97</td>
<td>0.9</td>
</tr>
<tr>
<td>97-98</td>
<td>0.8</td>
</tr>
<tr>
<td>98-99</td>
<td>0.8</td>
</tr>
<tr>
<td>99-00</td>
<td>1.1</td>
</tr>
<tr>
<td>average</td>
<td>1.1</td>
</tr>
</tbody>
</table>

Source: - Orissa budget in brief, D.E.S., Government of Orissa, Bhubaneswar.

4.2.7. IPICOL AND OTHER FINANCIAL INSTITUTIONS INCLUDING BANKS IN FINANCING THE OTDC.

The O.T.D.C. ltd.- a part of government machinery of state tourism has collected or received loans for building and improving her own managed superstructures located at various tourist places from Ipicol and various other financial institutions including banks which are all repaid till now. In this way, financial institutions extends their hand to O.T.D.C. ltd. to improve the tourist facilities in the state. The details are exhibited in the table 4.6.
### Table 4.6

**Contribution of financial institution to O.T.D.C. Ltd.**

<table>
<thead>
<tr>
<th>Year</th>
<th>Loan amount (Rs. in lakhs)</th>
<th>Place taking loans</th>
<th>Institution giving loans</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1984-85</td>
<td>45.0</td>
<td>Panthanivas, BBSR</td>
<td>Ipicol</td>
<td>All repaid</td>
</tr>
<tr>
<td>1984-85</td>
<td>10.0</td>
<td>Panthanivas, Puri</td>
<td>Ipicol</td>
<td>All repaid</td>
</tr>
<tr>
<td>1988-89</td>
<td>21.5</td>
<td>Panthanivas, Rourkela</td>
<td>Ipicol</td>
<td>All repaid</td>
</tr>
<tr>
<td>1995-96</td>
<td>46.0</td>
<td>Panthanivas, BBSR</td>
<td>Commercial Banks</td>
<td>All repaid</td>
</tr>
<tr>
<td>1997</td>
<td>34.0</td>
<td>Panthanivas, BBSR</td>
<td>Commercial Banks</td>
<td>All repaid</td>
</tr>
</tbody>
</table>

Source: -

a) O.T.D.C., Ltd. Government of Orissa, Bhubaneswar.


c) Direct interview with O.T.D.C. officials.

### 4.3. SUMMARY :-

The following conclusions are emerged from the study :-

1. The Government machineries of state tourism provides accommodation facilities; tourist information facilities outside the states and at various railway station both within and outside the state and at Bhubaneswar airport; catering and bar service at their selected accommodation units; transportational facilities to the tourists.

2. The strength of vehicles of O.T.D.C. Ltd. is being improved to carry the tourists.

3. Regular tour routes and package tours are being maintained for the tourists by the O.T.D.C. Ltd.

4. Government machineries of state tourism conducts adventure sports, water sports in the state to a limited extent for the tourists.

5. Recreational facilities and sanitation facilities at selected places are being provided and publicity campaign drive is being maintained by the Government machineries of state tourism to attract the tourists.

6. They help in organising various types of fairs and festivals in the state and also they participate in various fairs and festivals abroad in order to market the state tourism.
7. State department maintains the record of state tourism's performance and accordingly conduct the survey work through their research cell. This machinery impart training to the staff associated with tourism industry to increase their functional efficiency.

8. The performance of O.T.D.C. ltd. (i.e., a commercial unit of Government-machineries of state tourism) is so poor that's why at present privatisation of this sector is being started to get rid of huge loss.

9. Besides this, the state tourism is also being assisted by other Government agencies and they are I.T.D.C. ltd.; youth affairs and sports, Government of India and Human Resource Development (H.R.D.); and south eastern railway, government of India. Their basic aim is to attract tourists to the state of Orissa. Along with this, in the state Ipicol and other financial institutions including banks raise their hands to co-operate O.T.D.C. ltd.

10. Though financial assistances are also being come from central government to uplift the state tourism, it is not sufficient.

11. Though state Government makes state plan outlays for development of state tourism it is not sufficient compared to earnings made from state tourism.

12. Central Government has not been interested so much towards the development of state tourism as she creates less and less plan outlays on Orissan tourism.
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