CHAPTER - VII
CONCLUSIONS AND SUGGESTIONS

7.1. CONCLUSIONS OR FINDINGS :-

Orissa has got a tremendous potential for attracting large number of both domestic and foreign tourists and inflow of money out of tourist turn over can be utilised for the purpose of accelerating economic development of the state. In spite of abundant economic resources the state is falling behind the national average because of lack of infrastructural facilities causing from financial constraints. The industrial development of the state has not yet been quite fast. The slow pace of decline in decennial growth rate of population (1981-01), less average size of operational holdings (1990-91), high density of population per square kms. (2001 census), less/doubtful improvement in literacy rate and slow pace of growth of percapita income out of state agricultural production compel people living below the poverty line, resulting larger number of disguised unemployment in every sector of the state.

Because of great tourist potential, the state can manage to produce a large amount of foreign exchange for upliftment of the rural poor including in the disguised unemployment category. Hence better management of tourism needs attention not only for policy makers but also for the researchers and economists to find out ways and means to improve the tourist inflow in the state. For this purpose, tourism sector requires a careful planning. Hence, specific studies in this respect are required to identify the constraints in the fields and suggest suitable remedies. As, no such systematic research study on tourism has been conducted in the state of Orissa to identify the constraints and to provide suitable suggestions for the policy makers of the state. Hence, there is a need for the present study.

The main objective of the study were :-

a) to study the impact of state tourism in its economic development.

b) to assess the significance of government and non-government machineries such as state tourism department, OTDC and other government and non-government agencies of the state in tourism development.

c) to provide suggestions for the tourism development.

The data required for the study were collected both from field survey, using questionnaire and from secondary sources like Government publications, Government departments and other agencies in the field of tourism. 150 tourists (75 domestic and 75 foreign tourists) from Puri district formed the sample frame.
because Puri is an only internationally listed tourist spot of Orissa, which attracts the largest number of tourists visiting Orissa every year. The developments and changes in this centre are regarded as a model for development of the state. For analysis, descriptive method, mathematical tool like averages and percentages, statistical tools like coefficient of correlation, analysis of variance, regression of linear and multilinear type and coefficient of determination, are used.

The major findings of the study are summarised below :-

**Ch.-1.** Tourism as an engine of economic development has been discussed in first chapter. Tourism is one of the valuable attributes to most developing nations of economic growth which can act as pivot of vehicle for economic development. The importance of tourism as a contributor of economic growth is so widely accepted that year after year throughout the world massive and growing torrent of investment continues to pour in its development. Developing countries still enjoy a very small fraction of total tourism turnover in the world. The development of international tourism is not optional in seeking rapid economic growth. Tourism has earned considerable recognition as an activity, generating a number of social and economic benefits like promotion of national integration and international understanding, creation of employment opportunities, removal of regional imbalance, augmentation of foreign exchange earnings etc.

**Ch.-2.** In second chapter socio-economic background of Orissa like climate, agriculture, livestock, population, transportation, communication, education, health and health services, industry and banking etc. have been briefly described to give a picture of the state. The summaries of second chapter are as follows :-

1. The **Climatic** situation in terms of normal rainfall (in cms.); actual rainfall (in cms.) and mean temperature (degrees in centigrades) varies moderately and are conducive or beneficial to the visitors or tourists.

2. Generally winter season is ideal season for visiting Orissa as it is free from all type of **natural calamities**.

3. The **Population** scenario of the state in terms of its growth and sex-ratio have been moderately or slightly diminishing while in terms of density has been steadily increasing during the period of 1981-2001.

4. The **women participation** has been increased over the period of study.
5. Education system in the state in terms of literacy has been considerably improving while in terms of the number of educational institutions; number of enrolments in these educational institutions; and number of employment in these educational institutions have also been increasing over the study period. This is essential for serving the literate or educated visitors coming from the region outside the state of Orissa.

6. The percentage of people living below poverty line has been considerably reduced over the study period.

7. The Agricultural based scenario of the state in terms of its production; its cropping area; net area sown and percentage of gross cropped area to total geographical area have been continuously improving in favour of host as well as tourists while the forest area in the state is gradually diminishing which is sad news for the eco-tourism lover.

8. There has been increase in the major forest produces and some of the minor forest produces inspite of the declining of forest area which is greatly loved by nature based tourism or, eco-tourism lover.

9. The livestocks, poultry, fisheries, Diaries sectors along with the production of meat, Eggs and milk have been improving their capacity to serve the hosts as well as tourists while numbers of veterinary surgeons and additional veterinary surgeons have been declined over the study period. Besides this, the animal husbandry and veterinary services in the state have shown the positive motion which helps in increasing the livestocks' number and their respective productions meant for the hosts and aliens (tourists).

10. There is development in industries sector of Orissa except the case of production of looms; the number of cottage industries setup and the number of employment generated in it.

11. The Transportational system of the state in terms of roads, rails and airs have been improving considerably though the further improvement in air services is yet to be awaited for smooth running of state tourism industry.

12. The Communication system for the hosts as well as aliens (tourists) in terms of post offices, telephone sets, telephone exchanges, telegraph offices and public call offices have been increasing in the state which in turn helps the state tourism industry.
13. The increasing consumption of electricity and petroleum products and their increasing availability in every corner of the state encourage the visitors to visit the state and it makes the journey or visit easy and comfortable.

14. The Banking and insurance system in Orissa is quite enthusiastic for the visitors with regard to their increasing net working in each and every part of the state.

15. The Medical and health care system available in the state in terms of allopathic institutions; Ayurvedic institutions; Homoeopathic institutions and family welfare centres etc. have been considerably improving over the study period to care the health of the hosts as well as aliens (tourists).

16. The law and order provided to the tourists as well as host peoples in terms of existing police forces, Police stations, outposts, beat houses and fire stations etc. have been improving during the study period which in turn confirm the safe of life of every individual visiting the state.

17. During the study period the accommodation position has been improved.

Ch.-3. In the third chapter, supply side tourism consisting of natural resources, infrastructures, super structures, attraction spots, basic ammenities and water sports have been discussed in detail. All this is greatly demanded by tourists in the state for which they visit often and contribute significantly to state economy. Besides this, demand for tourism has been discussed. Following summaries are emerged from third chapter :-

1. Cool temperature experienced during the month of November to March in every parts of the state of Orissa is very conducive to the foreign tourists.

2. Coastal plains of low annual rainy days attracts tourists to the state.

3. Summer resort located at hill areas are of prime importance for the tourists to get rid of heavy hot or sunshine.

4. A good number of wild life sanctuaries, zoo, safaries in which the wild animals live are worth seeing for the visitors who love nature and ecology.

5. Two kinds of land forms such as sloppy land forms, plain land forms attract visitors to the state.
6. The state provides a good base for tribal tourism and trekking tourism as most of the area of state (i.e, 3/4th of the entire area of state) is covered by mountains and hills at which tribal people and their culture are witnessed.

7. A good number of lakes, lagoons, marshes, bays, islands and beaches, rivers, tidal rivers are seen in the state to which tourists are attracted.

8. Different types of shore lines, water falls, springs (i.e, all day springs and hot springs), pools and ponds or tanks are witnessed in the state which are of tourist importance.

9. Various types of flora, fauna, orchids, aves, reptiles, amphibia, pisces, prawn and crabs are seen in the lap of the nature of the state to which visitors may be attracted.

10. A good number of monuments and sculptures such as rock edicts, forts, caves, stupas (Vihars), temples, mosques, sites of archeological remains, stone and non-stone sculptures; museums of historical importance; cultural academies; libraries; reputed theatres, film halls and studios; religious institutions; recreational clubs; educational institutions; electronic medias; the cultural institutions; have been witnessed by the state of Orissa with regard to her cultural heritage to serve tourists interest.

11. Different types of traditions viz., fairs; festivals; Arts and handicrafts and folk culture etc. are inherent in activity of host people (Orissa) for which tourists may often be attracted.

12. A good number of man made facilities available in the state such as safe drinking water; better off sanitation system; super structural facilities (i.e, accommodation facilities); electricity and power supply; normal availability of street lights or night lighting system; sound communication system; tourist police facilities; sound transportational facilities except air services, which are very essential for every tourism industry to grow.

13. Besides the man made facilities, there are good number of symbiotic (joint effort of nature and man) facilities in the state which are often needed by the visitors. They are such as :- recreational facilities; artificial fresh water reservoirs facilities; research based tourism facilities; adventure tourism facilities such as boating, Cruising, kayaking, canoeing, rowing and paddling, swimming and
surfing, trekking, watch tower and minar facilities; rope way facilities; fishing and angling facilities; health resort facilities; guide service facilities.

14. Major part of domestic tourists interviewed are coming from eastern India while major part of foreign tourists interviewed are coming from Europe to Orissa.

15. Major part of domestic and foreign tourists interviewed arrive during peak tourist season which covers the month of January to March and October to December.

16. Major part of the domestic and foreign tourists interviewed get motivated by the friends and relatives or are coming with the recommendations of friends and relatives to Orissa.

17. Major part of the domestic and foreign tourists interviewed visit Orissa through self financing.

18. The major group of domestic tourists interviewed belong to the age group of 31-50 years and the major group of foreign tourists interviewed belong to the age group of 18-30 years who visit Orissa.

19. Majority of foreign tourists and domestic tourists interviewed prefer non-package tours to package tours to visit Orissa.

20. Holidying tourism occupies the major purpose for domestic and foreign tourists interviewed to visit Orissa.

21. Majority of domestic and foreign tourists interviewed are males who visit Orissa.

22. Major share of domestic and foreign tourists interviewed visit Orissa individually.

23. Main mode of transport of domestic and foreign tourists interviewed is rail. The importance of air as a mode of transport is becoming popular among the foreign tourists interviewed though a greater number of foreign tourists interviewed visit by rail.

24. While major part of the domestic tourists interviewed repeat their visit the major part of foreign tourists interviewed are first time visitors.
25. Maximum number of foreign tourists interviewed in 1984 March belong to lower middle income group.

**Ch. 4.** In the fourth chapter the role of O.T.D.C. is examined in the matter of selling tourism in the state. It is concluded that O.T.D.C. does not contribute much towards creating better facilities in the state for which it is going to be privatised soon. The marketing of state tourism has been nullified by O.T.D.C. for which its income reduces. Following summaries are emerged from fourth chapter:

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.

Ch.-5. The fifth chapter analyses the contribution of state tourism on economic development. It is observed that percapita income, net state domestic product of the state have been increasing. Foreign exchange earnings of the state has been increasing considerably. Tourism has been contributing revenue to the state exchequer considerably. Tourism also brings a number of intangible or non-economic benefits by offering educational, social, cultural, spiritual and other political values. It brings international understanding as well since travel widens knowledge and reduces tensions. Following summaries are emerged from the fifth chapter:

1. During the period of study a considerable increase in both domestic as well as total tourist arrival and mild increase in foreign tourist arrival have been recorded in the state.

2. During the study period a considerable increase in domestic, foreign as well as total tourism earnings have been recorded in the state.

3. During the study period a considerable growth in the components of state revenue receipts have been registered in the state.

4. Considerable increase in T.H.R. and NSDP figure have been recorded in the state.
5. The growth in OTDC's turn over has been registered over the period of study.
6. Increase in NPY has been recorded in the state which is influenced by the tourist arrival and income generated from the tourists.
7. A considerable amount of increase in the Hotel A tourism employment and employment in the organised sectors of Orissa have been recorded.
8. The impact of T.H.R. income on selected state economic development's indicators are significant.
9. The impact of tourism earnings on selected economic indicators are quite significant.
10. The impact of domestic tourist arrival on some selected state economic indicators are quite significant.
11. The impact of foreign tourist arrival on net per capita income; and on organised sector's employment are significant while on rest of the selected state economic indicators are insignificant.
12. The impact of total tourist arrival on required state economic indicators are significant.
13. The impact of O.T.D.C.'s turn over on required state economic indicators are significant.
14. The impact of tourism employment generated in hotels on organised sector's employment is significant.
15. The impact of joint effect of T.H.R. income and tourism earnings on tax revenue and on total revenue are significant.
16. The joint effect of tourism earnings and total tourist arrival on tax revenue, on non-tax revenue, on total revenue and on net per capita income are significant.
17. The joint impact of tourism earnings and the turn over of O.T.D.C. on tax revenue and on N.S.D.P. are significant.
18. The joint impact of T.H.R. income and total tourist arrival on net per capita income is significant.
Ch.-6. The sixth chapter is based on the results of the survey conducted with regard to:- difficulties faced by tourists in the state; difficulties of the local people due to tourism; common minimum problems, which is observed during research period; and the problems of Government machinery of State tourism. The following summaries are emerged from the sixth chapter:-

1. Most of the tourists opined that there is crowding of local mass; uncleanniness atmosphere due to more garbage, air, noise, hoarding pollution; and non existence of green and clean atmosphere at the tourist spots.

2. Most of the tourists are influenced to stay in the hotels managed by O.T.D.C. and private personnel.

3. Most of the tourists opined that there is reasonable charge of rooms in the destination spot.

4. Most of the tourists made their satisfactory view over the quality and availability of food; efficient room services; reasonable food charges; provision of sufficient recreational facilities and sound attitude of staff of hotels.

5. Most of the tourists expressed their view that they really enjoyed their days in hotel premises or compounds and also they received good response from local people.

6. Though most of the tourists accepted the local customs and ways of life some tourists complained over some cruel sacrifice at religious functions.

7. Though most of the tourists did not face any theft case, some tourists complained that they faced some theft cases.

8. Some of the tourists expressed their dissatisfaction over the mismanagement or malfunction of tourist places.

9. Insufficient guide tours for the tourists is the chief obstacle before state tourism development.

10. Few tourists liked folk dance and tribal dance activity inspite of its abundance marketing by Government machineries of state tourism and culture.

11. Poor drinking water supply alongwith poor sanitation facilities at the tourist places is the chief obstacle to improve state tourism.
12. Few tourists complained about variation in coolies rates in the tourist spots.

13. Most of the tourists opined that there is being a problem to enter into the beach as there is no road way to it.

14. Most of the tourists felt that there should be more plantation of green trees at tourist sites.

15. There is lack of recreational and parking facilities at the tourist spots.

16. There is lack of local travelling in the spot specially during festive periods.

17. There is lack of trekking, mountaineering, skiing, boating, rowing facilities in the state.

18. There is problem of price inflation in local commodities during the peak season starting from October and ending at March due to heavy inflow of tourists.

19. Some of the local people are being harassed from high price of lands.

20. Some of the hotelliers paid less remuneration or exploited the man hours of the local people working in their hotels.

21. Some locals felt that Government would not be interested to give them training about tourism activity.

22. As the tourism in Orissa is a seasonal activity the persons employed in peak season gets unemployed in lean season.

23. Some of the local people expressed their dissatisfaction over the foreign tourist's activity in the tourist spots.

24. Most of the local people felt that they were deprived of getting lion share of profit due to limited market and existence of commission agents.

25. Central government neglects in conserving the historical monuments granting less assistance.

26. The Delaying of train arrivals and neglecting of train routes are chief hindrance before state tourism development.
27. Poor air service; inadequate state runned buses and lack of essential services to the tourists are the chief hindrance before state tourism development.

28. Financing agencies are not being interested to invest in tourism sector.

29. Politicisation of getting permit to construct hotels is being often seen.

30. Every type of environmental pollution is generated in touristic spots.

31. No one obeys the Government rule on construction of hotels at beach sites of the state.

32. Concrete jungles in the name of more construction of hotels are being emerged due to heavy trafficking of tourists in the destination spot.

33. There is a little provision of funds for information and publicity of state tourism abroad.

34. Only few tourists were being encouraged by government machineries of state tourism to visit Orissa.

35. As promotion is made on seniority basis, talented persons who can market the state tourism abroad effectively is being neglected.

36. Most of the respondents of Government officials opined that there is politicisation in appointing of managing director of O.T.D.C. who is neither a tourism engineer nor a professional person.

37. Employees of O.T.D.C. were not being paid the revised pay scale so that their work culture deteriorate day by day which in turn brings great loss to the institution.

38. Summer season is the great problem for O.T.D.C.'s development. Besides this the adverse publicity on state tourism abroad helps in reducing the increasing tourist flow to Orissa.

It is observed that the tourism of state has significant impact on its economy due to its existing natural resources and not due to its facilities available to the visitors. Visitors always complains about the available facilities (created attraction) of the state for which tourism industry of the state is often responsible.
The suggestion is sought to avoid the problems or difficulties faced by visitors in the destination spot regarding facilities available which is the core concern of tourism development of the state. These are explained as under :-

7.2. **SUGGESTIONS :-**

Based on the finding summarised above, the following suggestions are made to improve the present situation of the state. All the suggestions are aimed at to attract greater numbers of tourists both foreign and domestic, by projecting or highlighting the resources potential of Orissa.

i) The districts having great potential of resources may be given top priority while formulating development plan so that more revenue can be earned. Because this plan involves less cost compared to the cost involving in the district having less potential of resources.

ii) Opinion surveys may be conducted among the tourists at least once in 5 years to ascertain their tastes. Variations in tastes may be duly incorporated in the future plans.

iii) More care may be taken to exploit the natural resources with the minimum cost and physical alteration.

iv) Through market surveys, information regarding profile of the tourists visiting Orissa may be surveyed at an interval of at least 2 years.

v) Tourists visiting Orissa may be informed of the socio-economic and socio-cultural background of the state, so as to avoid inter-cultural and inter-economic conflicts.

vi) More information centres may be setup at places where tourists' presence is felt. And these centres should be capable of giving accurate and up to date information.

vii) Trader may be asked to show their product's price list before tourists to avoid the unethical trading so that tourists feel easy to buy any product at their free will.

viii) Proper behaviour before visitors by the host people to be maintained through awareness programme called "Atithi Devo Bhavo" so that visitors feel in their mind that it is their home.
ix) Steps to be taken to improve the urgent needs like toilets, drinking water, cloak rooms, entertainment programmes, information centres, communication system and indoor game etc. for tourists.

x) Transport facilities may be provided from the tourist generating markets to country, from country to state, from state to main centres and from main centres to the satellite centres.

xi) Specific surveys may be conducted to know the volume of existing and required facilities in each district so as to formulate appropriate plans for development.

xii) Steps to be taken to make the tourist spots equivalent to national standard and international standard so that it could draw the attention of tourists.

xiii) Promotion to the higher levels may be made on merit-cum-seniority and on the number of trainings obtained while in service.

xiv) The refresher courses and in-service courses to be provided to the staff of the state department of tourism (SDT) to show their better performance in the industry.

xv) Key posts like those of additional director, joint director, deputy director, public relation officer (P.R.O.), tourist information officer (T.I.O.) and research officers may be filled through promotion and their direct recruitment should be made on a proportional basis, considering their ability to handle the said situation.

xvi) The posts of guide, receptionist, courier etc. should have direct recruits, whereas departmental candidates can have preferential claims on these posts.

xvii) State department of tourism must have separate wing, having well qualified responsible officer. These are information and publicity, research, marketing, planning, administration, and monitoring wing or sector. Besides these a separate cell for recording complaints lodged by the tourists may be started under a tourist liaison officer.

xviii) The tenure of office of the directors of the state department of tourism
(S.D.T.) may be permitted to at least 5 years and this post must be filled by the professional expertee and not by an I.A.S. officer.

xix) Attempts may be made to extend the duration of the visiting season so that more tourists can be attracted and tourist industry may be called as an economic activity in place of seasonal activity in the state economy.

xx) For the successful growth of tourism industry in the state, a systematic integrated scientific management approach in economic, cultural, social, technological and political is needed along with development of tourism facilities.

xxi) Land costs and taxes should be minimised to keep the hotel price low (i.e., comfortable and concessional accommodation facilities should be provided) for tourists visiting the destination point.

xxii) As most of the foreign tourists visiting Orissa prefers beach site; and natural beauty, beach resort development—which conserve a section of the land to maintain natural environment—should be encouraged in place of beach hotel development, which is now seen in the region having beach.

xxiii) At present as the state department of tourism and O.T.D.C. suffer from making loss in maintaining the accommodation and restaurant units in the state, there should be a joint effort of public (Government) and private sector for ensuring man power development as well as for ensuring profit making in state tourism.

xxiv) Strategy of making a balance between ecological conservation and infrastructural-cum-superstructural development is required for tourism development of the region.

xxv) Provision of minimum basic amenities such as public lavatories; urinals; safe drinking water; deployment of tourist police to protect the life of visitors; posting of qualified and well trained guide services at tourist places by the state department of tourism; controlling of frequent change in the schedule of airlines; spreading and connecting the air strips to various important tourist destinations of the country and within the state's important destination points for the visitors; checking the misbehaviour of beggars, pandas and temple police towards visitors, are essential to avoid the problems facing by tourists visiting the tourist spot in the state of Orissa. These provisions must be provided to the tourists.
xxvi) "Pre-paid taxi service" system may be launched near every railway station, bus stand and each and every destination points of the state for the visitors so that visitors visit the tourist places economically and can save their time to visit more places.

xxvii) The awareness programme named as "Clean 'n' green the tourist places" may be launched through non-governmental organisations (NGOs), National cadet corps (NCC) students and other voluntary organisations to attract more tourists to the state as well as to regions having touristic importance.

xxviii) Necessary rules and regulations preventing environmental pollution may be framed by state environmental pollution board so that sound hygienic condition would be restored and visitors will be medically fit.