PREFACE

Tourism is an engine of economic development in all over the world which provides a multidimensional provision to the society as it has earned considerable recognition as an activity, generating a number of social and economic benefits like promotion of national integration, international understanding, creation of employment opportunities, removal of regional imbalance, generation of foreign exchange earnings etc.

Adopting tourism as an industry the state like Goa, Jammu-Kashmir, Pondichery, Haryana and Rajasthan could earn thousands of income in terms of dollars to their respective state exchequer and utilising the same they have been able to eradicate unemployment, improve transport facilities, cottage and small scale industries and trade and commerce. On the other hand, Orissa could not be able to take advantage of its abundant tourist potentialities though it is the first state to declare tourism as an industry in whole of India. Hence, an attempt has been made in this study to examine the impact of tourism. The objectives of the study are as follows :-

i) to study the impact of tourism in economic development of Orissa.

ii) to assess the role of O.T.D.C. and other governmental agencies in tourism development in terms of marketing of tourist facilities in the state.

iii) to give suggestions for the development of tourism in the state.

The study has been carried out by examining the demand for and supply of state tourism activities by assessing the socio-economic background, existing quality of tourist products in terms of states tourist (natural) resources, tourist facilities and the utilisation of the same by the users as provided by government and other related agencies. It deals with the functional approach of tourism which includes dynamic phase (i.e., movement of tourists to destination points and back to their origin), static phase (i.e., Tourist products of host nation which generate income to host people) and consequential phase consisting of impact of tourism on socio-economic background of the host state.

Both secondary and primary datas have been used for the purpose of the present study. Secondary datas have been collected from various publications of
government of Orissa and India. The primary data have been collected through a well designed questionnaire. The purpose of using the secondary and primary data is to make the study more representative and meaningful.

The tabular method has been used to present and analyse the primary data. Simple statistical tools like average and percentage have been calculated to draw necessary conclusions. In some places compound growth rate and regression analysis (both linear and multi linear) have been carried out to draw inference from the secondary data.

This work has been presented in seven chapters: The first chapter deals with importance of the study, survey of literatures, objectives, research methodology and chapter scheme. The second chapter presents the socio-economic background of Orissa. The third chapter deals with the tourist resources, tourist facilities and tourist activities in Orissa. The fourth chapter examines the problems relating to marketing of tourist facilities in the state. The fifth chapter assesses the impact of tourism in economic development of Orissa. The sixth chapter stresses upon the user's view regarding the problems of tourism in Orissa and the seventh chapter contains summaries, conclusions and necessary suggestions for the tourism development in the state.

The study focuses a positive impact of tourism in economic development of the state though not very impressive. Hence, some important suggestions are offered to make the impact of tourism on economic development more meaningful.