Chapter-8: Tourism Planning and Sustainability Issues
8.1: Introduction

Tourism Planning is an integral part of every destination area for its proper development (Mill and Morrison, 1985). It is found that some destinations are developed without any conscious planning while some are developed with respect to rigorous planning procedures. The unplanned development of tourism may result in the loss of sustainability in the longer time span. Thus, for the effective and sustainable development of destinations, tourism planning is needed at all scales. Planning includes a sequence of actions, designed to solve problems in the near or distant future (Glasson, 1974). Tourism planning thus refers to the selection between alternative courses of action, designed to solve the problems related to tourism business. It also involves the setting of basic goals and objectives for the destination areas. It must give more emphasis on physical and economic aspects of the destination (Baud-Bovy and Lawson, 1977).

This chapter deals with the review of present tourism plans undertaken by the District Planning Cell (DPC) and Bankura Zilla Parishad with reference to the National and State Tourism Policy. After a review on the existing plans and policies, it will attempt to propose development plans (both infrastructure based and product based) from the standpoint of socio-economic profile and sustainability issues of the environment.

8.2: Necessity of Tourism Plan

Tourism brings in an area, both economic and social benefits. But in most cases, it costs environment and local culture. The unplanned growth of the destination may accentuate these socio-cultural and environmental costs. Sometimes, unplanned growth of tourism outweighs the benefits it brings to the destinations by environmental costs. The planned development of tourism tries to reduce these costs.
and also reduces the polarization of benefits to a specific section of the society. Apart from these, tourism planning aims at the following issues:

(i) To define short and long term policies and implementation strategies for developing tourism

(ii) To co-ordinate and control organic destination development

(iii) To maximize socio-economic benefits and to minimize environmental costs

(iv) To achieve optimal utilization of existing tourism resources

(v) To co-ordinate tourism with other economic activities

(vi) Development of the destination to the extent of environmental protection and carrying capacity of the area

8.3: Traditional Approaches of Tourism Planning

Historically, most of the studies on tourism and recreational development gave emphasis on either of physical requirements or on economic considerations. But presently tourism planning is regarded as a composite subject and involves the development of infrastructure and superstructure in the destination areas. The tourism parameters are instead weighed holistically, not individually, and also now it aims to integrate physical, economic and social planning approaches. It also aims to maintain the perfect coordination and linkages between the availability and performance of all tourism components (Raina, Zhao and Gupta, 2010). At present tourism planning is attempting to follow the management principles and thus giving more emphasis on the implementation machineries and monitoring schemes, rather than the formulation only. In this section, some of the traditional approaches of tourism will be discussed and later in this chapter, a detailed master plan of tourism and recreation development will be presented.
will be put forwarded on the basis of these traditional approaches and principles of effective tourism management.

8.3.1: Physical Approach

During sixties, most tourism plans were based on detailed surveys and appraisals of physical resources of the Country, State or region. This survey facilitates the development of Tourism Resource Inventory (TRI) of the region under consideration. The TRI helps to identify the most prospective areas for further tourism development. The existing and proposed resources would then be mapped for effective implementation of tourism plans. These detailed land use plans will help in analyzing suitability of each plan. After feasibility study and cost-benefit analysis the most suitable and feasible plan would be selected for implementation. But these planning efforts have rarely been successful in implementation for a number of reasons:

(i) Corresponding legislation has not always been introduced.

(ii) The difficulties of land acquisition for additional facilities were often underestimated.

(iii) The plans were not sufficiently adaptable to changing socio-economic conditions of the region.
Above all these approaches were inadequate and did not emphasize on the optimum utilization of existing facilities.

8.3.2: Economic Policies Approach

In the seventies, tourism planning was attempted to emphasize more on economic aspects than the physical aspects earlier. This approach gave more emphasis on the study of market (the existing and proposed tourist flow, places of origin, motivation of travel etc.) and the destination amalgam (study of attractions, accommodation, access and ancillary services). This method of tourism planning then attempts to compare the demand and supply side of tourism. It will facilitate to develop alternative tourism plans. All the alternative plans will then be undergone feasibility study. After this study the most feasible, cost effective and environment friendly development plan would be selected for implementation.

8.3.3: The PASOLP Approach

PASOLP- Products' Analysis Sequence for Outdoor Leisure Planning is a new approach of tourism planning developed by Baud-Bovy in 1977. This approach
integrates both physical and economic approaches and it aims to propose detailed master plan of a destination. This approach proposes tourism planning in holistic manner. It has the following phases:

\( (i) \) \textit{Phase-A Surveys and Analyses} In this phase, existing and potential tourism resources are analyzed along with the government policies and priorities for building proper objectives for tourism development of the given region.

\( (ii) \) \textit{Phase-B Tourist Policies and Priority Flows} Each of the flows are weighted individually as well as the tourist products are analysed in competitive environment for the selection of priority tourist flow to define the best options of tourism development. The investment feasibility is also undertaken in this phase.

\( (iii) \) \textit{Phase-C Master Plan} In this phase, first three basic aspects are determined- the main potential uses of sites, main preferred destinations among the potential tourists and provision of additional facilities. After this, detailed physical master plan is prepared and strategies for implementation of this master plan are identified.

\( (iv) \) \textit{Phase-D Impacts} In this phase, possible socio-economic impacts due to the master plan is studied with due importance on land acquisition.

This approach of tourism planning attempts to integrate all aspects of tourism system in view of government policy and priority. It also ensures the optional utilization of existing tourism resources. This strategy can be applied for the present study area to propose a tourism and recreation master plan of the district as a whole.
The importance of tourism activity as an instrument for economic development was felt only in the 1980s (Mukhopadhyay, 2007). A comprehensive tourism policy was first taken by the Government of India in 1982. In this policy an emphasis was given to the development of tourist circuits and given importance on both international and domestic visits. In 1997, another comprehensive tourism policy was undertaken in which private sector participation in this field was largely encouraged. In 2002, still
another tourism policy was undertaken. Within a span of 20 years adoption of three tourism policies illustrates that the Government of India seriously taken tourism as an engine to economic development. The mission of this policy is “to promote sustainable tourism as a means of economic growth and social integration and to promote the image of India abroad as a country with a glorious past, a vibrant present and a bright future” (Ministry of Tourism, 2002). According to this policy, tourism is considered as a multi-sectoral activity and for successful policy, intergovernmental linkage and coordination is of utmost importance. It gave emphasis on engagement of private sector for development of infrastructure as well as in management of already established tourism infrastructures. This policy also encouraged for the preparation of tourism and recreation master plans. It also proposed the development of Tourism Economic Zone, Tourist Circuits, Special Tourism Area, Village tourism etc. To promote sustainable tourism, policies will be evolved around six broad areas such as welcome (swagat), information (suchna), facilities (suvidha), safety (suraksha), cooperation (sahyog) and infrastructure development (samrachana). All these six areas will help to guide tourism policy formulation in sustainable framework.

8.5: West Bengal Tourism Policy, 2008: An Appraisal

Looking at the potential of tourism the Government of West Bengal proposed its comprehensive tourism policy in 2008. The State has witnessed a four-fold rise in tourist arrival during the decade 1996-2006. While only 4.5 million tourists visited West Bengal in 1996, the figure reached around 18.4 million in 2006. The share of foreign tourist to domestic tourist has also been higher in this State. The tourism policy being adopted by the government may boost the situation further. In the vision statement, the government of West Bengal declared that the State will develop necessary infrastructure and promote tourism in an integrated manner, abiding by the
rules and regulations relating to environmental protection (Department of Tourism, 2008)

The principal objectives of this policy were to improve market share of both international and domestic tourists. Sustainable tourism development is also the major thrust areas. A holistic approach in tourism development with PPP-model has been considered. It has given due importance on the cultural and heritage tourism, eco-forest tourism, fairs and festivals tourism, art and craft tourism, religious tourism and village tourism. It has also given emphasis on the community participation in various tourism-led projects.

Though an ambitious and comprehensive tourism policy has been undertaken by the government, a little has been done so far. The present study area is further lacking in such coordinated scheme of tourism and recreation development. The implementation machinery is so weak that the State Tourism Policy has so far unable to create synergy in tourism-led development of the district. The recommendations of the plan are not materialized till now after three years of the policy. The collection of tourism database at district level or individual destination level is still very poor and there is total dearth of such information at this level. Since 2008, no PPP model has been concretized to develop tourism infrastructure in the district.

8.6: Policy Issues of Bankura District

Bankura Zilla Parishad and DPC are the nodal departments for the formulation of tourism-led development plan in the district. Even if the Tourism Policy, 2008 emphasized on the expansion of village tourism, Bankura district has not implemented any village tourism project so far. The tourism situation in the district is characterized by unplanned growth, unsustainable development, dissatisfaction of the travelers due to its poor condition of road and lack of other infrastructural and super structural
facilities About 4.28 lakhs visitors traveled the district in 2006 which represents a very little share of the state (2.33%) Presently the district authority has understood the importance of tourism in foreign exchange earning as well as provision of employment. Whatever planning has been taken by these departments are still in conceptualization phase. The Concept Plans of the DPC are

(i) Mukutmonipur will be developed into a world class tourism destination. It will be developed as tourism cum education hub in this region. Various tourism and recreational facilities such as ropeway, yachting in Mukutmonipur Dam, golf course, residential area, convention centres, health resorts and many other urban facilities will be developed.

(ii) Health tourism will be promoted in Susumia and Biharnath Hill. Ayurvedic treatment facility following the Kerala model will be provided to the visitors.

(iii) Sports and amusement tourism will be promoted at Mukutmonipur.

(iv) The DPC has also prepared a circuit plan with four designated tourist circuits.

(v) A separate land bank has been prepared exclusively for the tourism projects.

(vi) The tourists plying from Bishnupur and Mukutmonipur are redirected through Panchmura to give a glimpse of the world class terracotta artisans at work.

(vii) To declare Bishnupur as heritage town in the State.

All these recommendations are in paperwork stage. Not a single concept has been materialized so far. These concepts do not provide a framework for comprehensive
land use that would guide future development or issues of land resource management of the district as a whole

8.7: New Approach of Sustainable Tourism Planning and Management

Keeping all these previous discussions in view, the present scholar is trying to develop an alternative strategy for sustainable tourism development in the district under study. This planning will guide the present unplanned tourism development through the sustainable path which will maximize the benefits of tourism in the district and particularly target rural people. In this connection, the present study is trying to prepare a Tourism and Recreation Master Plan (TRMP). This master plan will consider the development of tourism along with other sectors of economy in a holistic manner and not sporadic, stand alone and fragmented development. The principal objectives of such approach are

(i) To bring Bankura tourism development under a single master plan, preventing unregulated tourism development and commoditization of Bankura’s tourism product

(ii) To prevent developers from competing for short term gains and increase the overall quality of Bankura tourism services

(iii) To maintain integration between the developers engaged in developing tourism and community related infrastructure

(iv) To offer a streamlined business environment for future investors and local business houses

(v) To create synergies among the small enterprises

(vi) To preserve local culture which aimed to increase interaction between hosts and guests, thus encouraging healthy tourism development
(vii) Generate a higher number of employment and tourism income in the district

The preparation of the TRMP involves the following phases (Figure 8 4)

8.7.1: Tourism Resource Inventory (TRI)

TRI is the source of information of various physical and cultural resources relating to tourism system on a single platform. It includes all the existing available information and data of a destination in particular or a tourist region - district, state or nation, in general. Technically, TRI is a GIS based tourism data handling tool or map designed to provide strategic tourism information to land use planning processes within an administrative region or a geographical tourist region. It also helps in tourism planning and product development. It is a spatial tourism data model to identify the priority areas where the planning procedures are first implemented. TRI is prepared to fulfill the following prime objectives

(i) To assist the land use policy framing in tourist destinations

(ii) To provide effective means of understanding nature of tourism in a destination or in a province as a whole

(iii) To forecast the possible areas of impacts due to tourism

(iv) To find out the prospective/potential destinations in an area

(v) To assist the implementation of land use plans in the destinations by which specific priority zones can be identified

(vi) It also provides an information base to the tourism planners to set goals and objectives of their planning
Thus TRI primarily helps in formulation and implementation of tourism plans for destination development that aimed to augment tourism income. In the present study, preparation of TRI for the district as a whole will immensely help in formulating TRMP for the district. For the preparation of TRI of the district the following physical and socio-economic database have been used:

Figure 8.4: Process of Tourism and Recreation Master Plan

(i) Physical Database: Contour map, Forest Cover map, Drainage map, Water Bodies map

(ii) Socio-economic Database: Transport map, Archaeological map, Fairs and Festivals map, Souvenir Products and Shops, Established and prospective destinations, Accommodation facilities map etc.

All these elements are converted into Arc Coverage with separate file name using point, line and polygon features in ArcGIS 9.1 software. All these separate features
are then overlaid with one another to get a combined map of TRI. This TRI of the district shows three distinct zones of maximum tourism potential (Figure 8.5):

**Figure 8.5: Tourism Resource Inventory**

(i) *The North-West,* covering blocks of Saltora, G.Ghati, Chhatna, Barjora and Bankura-II blocks with already popular destination as Susunia Hill. The prospective destinations in this area are Biharinath Hill, Chhandar, Bikna, Amarkanan & Koro Pahar and Gangdoa Dam.

(ii) *The East,* covering Bishnupur, Joypur, Kotulpur and Taldangra blocks. The most important destinations of the district are located in this area—Bishnupur and Jairambati. Panchmura and Chenchuria Eco-Park of Taldangra block and Samudrabandh of Joypur block are the prospective destinations.

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The South, covering Khatra and Rambandh blocks. This area of the district provides the most scenic tourist spots viz. Mukutmonipur and Jhillimilli, Sutan, Talberia Dam and Chhendapathar are the prospective places.

Thus from the TRI, the existing and potential tourism resource can be easily identified which helps greatly in the formulation of Tourism Development Plan (TDP) for the respective sectors of tourism system.

8.7.2: Market Survey

The assessment of existing and potential market is crucial to understand the tourist flow in the destination. While TRI is the study of supply, Market Analysis is the study of the demand side of tourism. The demand for tourism drives the supply components. The demand analysis of tourism includes the existing tourist flow pattern (motivation of travel, origin of tourists, mode of travel etc.) and potential tourist flow (potential visitors). The demand for tourism depends upon the price of the tour, disposable income of the expected visitors, quality of the supply components of tourism, tourist image of a destination, advertising, demonstration effect etc. It is totally determined by the pull factors of a destination. Thus for the formulation of tourism development plans, existing and potential tourist flows have been analyzed.

8.7.2.1: Existing Tourist Flow

For the study of the pattern of tourist flow in the district, a questionnaire (Appendix 11) survey was conducted in various tourist places of the district. From the survey the following pattern of tourist flow has been revealed.

(i) The modal age group of the visitors in the district is 35-44 years. About 62 percent of the total tourists is more than 35 years of age. Thus the majority of the tourists traveling the district are middle aged.
(ii) Kolkata and surroundings is the principal market of the district followed by the local tourists (Table 6.2).

(iii) The principal source of information regarding the tourist image of the district is the neighbours and friends followed by guide book. The tour operators are not efficient enough to fetch tourists in the district (8%).

(iv) The tourist spending in the district is ridiculous. They spend almost one-third in shopping various souvenir products (Table 6.4). This is really encouraging for the souvenir industry.

(v) About 63 percent of the tourists traveling to the district spend more than three nights. About a quarter of them spend only 2 nights.

(vi) According to the tourists, the best tourist place of the district is Mukutmonipur (1.63) followed by Bishnupur (1.83), Jairambati (2.83) and
others Thus potential number of visitors must be higher in Mukutmonipur and Bishnupur

(vii) Most of the surveyed tourists consider the local people as warm and friendly

For the market analysis, these characteristic features of tourists are important. The planning approach would be directed to cater to these factors. The most important one is the places of origin which are the existing and potential market of the district. The day visitors and picnickers in various tourist places of the district are found to be abundant in number. Though they are not included in the survey, they also use the tourist facilities of the destinations. The travel and tour operators should give emphasis on fetching more tourists in the district. They should be in close contact with the tour operators of Kolkata and the surrounding areas. Advertisement and campaign in this area may also be fruitful.

8.7.2.2: Potential Tourist Flow

Assessment of future market is based both on projections of present demand and analysis of the destination development in near future. The present and future flow pattern of tourists has been represented in figure 6.2. This figure shows the tourism projection up to the year 2025. From the general trend line in the diagram, it is clear that the growth of tourism is almost normal-upwards. With the increase in the number of visitors, the destination development should be made in unison. Apart from these, the impact of seasonality in tourism of the district has also been calculated. From the seasonality index (Table 6.3 and 6.4), it is found that arrival of foreign tourists are affected more by seasonality than the domestic visitors.

To cater to the increase in demand, accommodation sector has to be developed very soon. The number of hotel beds must be increased than that at the present. To attract
more tourists in the district, some potential tourist places would have to be identified and necessary destination development programmes must be implemented. A number of potential destinations have been identified in Table 3.7. Advertisement and campaign of these established and prospective destinations must be taken by the appropriate government departments and tour operators.

8.8: Preparation of Sustainable Tourism Development Plan (STDP)

In 1987, the Bruntland Commission’s report with the famous title “Our Common Future” was published and this became the benchmark of our thinking of the environment. This report first popularized the term ‘sustainable development’ and defined it as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” This term has been an alternative for any kind of economic development. Tourism is not an exception. Without taking into consideration the issues of sustainability in framing tourism planning for any region, the plan would not be sustainable in the long run. This sort of tourism planning would ruin the tourism business in the long run though it provides more economic benefits in the shorter time span. Thus sustainable tourism development plan is necessary for any region to avail maximum benefits from this economic activity. Tourism Department of Canada defined sustainable tourism development as “that leads to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled, while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems” (Cruz, 2010). In tourism, three core elements of sustainability are identified by McVey (Cruz, 2010):

(i) **Economic Sustainability** It refers to the maintaining growth of destination at manageable level. Promotion of tourism with strict vigil on carrying capacity or capability of the destination.
(ii) **Social Sustainability** It refers to society's ability to absorb increasing tourist arrivals without adversely affecting the local art and culture

(iii) **Environmental Sustainability** It is related to the capacity of natural and built environment to handle tourism without damage

A tourism development plan can be said to be sustainable if it possesses the following features

(i) Takes a long term perspective and is concerned with benefits of future generations

(ii) Promotes equal distribution of benefits among the stakeholders of tourism

(iii) Minimizes demonstration effect and supports preservation of local culture

(iv) Development process is slow but has long term perspective and qualitative

(v) Promotes conservation of nature

(vi) Promotes participation of local people in tourism projects

(vii) Architectural design of tourism projects is vernacular and these are concept led

(viii) Promotes maintaining friendly host-guest relationship

Thus the STDP seeks to ensure that the present district maximizes the potential of tourism industry and enable it to grow in a way that is economically, socially and environmentally sustainable. More specifically, STDP for Bankura district will be prepared to develop its tourism sector in three ways- Short Term Actions (1-3 years), Medium Term Actions (5-10 years) and Long Term Vision- 2025. For this, three principal sectors of the tourism system in the district have been identified to initiate priority based development to attract more tourists in the district.
8.8.1: STDP- Accommodation

Accommodation is the most important element of tourism industry. Tourism in an area starts only after setting up of hotels in that area. Thus the first and foremost action to be taken is the development of accommodation sector. For the field survey and analysis of tourist inflow data in the present study area, it is found that this sector suffers from a number of problems. Inadequacy during peak season, unoccupancy during lean period, absence of quality hotels are of major importance. Before proposing the STDP, an attempt has been taken to forecast the necessary number of hotel beds in various tourist places of the district on the basis of proposed number of tourists in the district in the long run.

8.8.1.1: Number of Bednights (Existing and Proposed)

Bednights mean the number of hotel beds available in a tourist place to support its visitors. It is the product of available beds and number of nights in a month or year. Mathematically, it can be expressed as

\[ \text{Bednights} = (\text{NBeds}) \times \text{MD} \]

Where NBeds = Number of Available Beds

\[ \text{MD} = \frac{\text{Days/Nights}}{\text{in a month or year}} \]

When days/nights are considered for the month, it is called Monthly Bednights and if 365 days/nights are considered, it is called Annual Bednights. From the survey of hotels around the district, it has been found that the district has 1835 hotel beds in 2009 (excluding Bankura.

<table>
<thead>
<tr>
<th>Projected Year</th>
<th>Existing Bednights (NBeds x 365)</th>
<th>Proposed Bednights (Based on Projected Arrival)</th>
<th>Deficiency</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>6,89,775</td>
<td>7,38,229</td>
<td>-68,454</td>
</tr>
<tr>
<td>2020</td>
<td>9,43,453</td>
<td>-273,678</td>
<td></td>
</tr>
<tr>
<td>2025</td>
<td>11,48,674</td>
<td>-478899</td>
<td></td>
</tr>
</tbody>
</table>

Source: Calculated by the scholar

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town as the tourists mostly visit this place for non-recreational purpose. Thus the total bednights in the district are 6.7 lakhs per annum. The forecasting of tourism (Chapter-3) also shows that the demand for hotel beds is rising. While in 2015, the total bednights in demand will be 7.38 lakhs, in 2025, it will be around 11.5 lakhs. Thus, the deficiency of bednights will increase from the present. About 68 thousand bednights would have to be created up to 2015. If the growth is assumed to be the same in future, about 4.8 lakhs bednights would have to be created up to 2025 to cater to the rising number of tourists in the district.

8.8.1.2: Proposed Number of Hotel Beds

Now, the question arises, how many beds have to be established in the district? To calculate the number of beds to be created in the district, the difference between the existing and proposed bednights for the month of January has been taken into account. The January month has been considered because during this month the pressure of tourists on different tourist places in the district is the highest. The seasonality factor of this month both for domestic (179%) and foreign (304%) visitors is also highest (Table 6.6 and 6.7). The deficiency of bednights is divided by the days/night of the month of January (31) to get the number of hotel beds to be established in various tourist places of the district. In this way, about 700 more hotel beds have to be established in the district until 2015, about 1200 till 2020 and about 1660 more till the year 2025. But one thing must be kept in mind for the entrepreneurs or investors.

<table>
<thead>
<tr>
<th>Projected Year</th>
<th>Deficiency of Bednights in January</th>
<th>Number of Beds</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>-21619</td>
<td>697</td>
</tr>
<tr>
<td>2020</td>
<td>-36536</td>
<td>1179</td>
</tr>
<tr>
<td>2025</td>
<td>-51453</td>
<td>1660</td>
</tr>
</tbody>
</table>

Source: Calculated by the scholar
Only the increase in number of beds will not augment the tourist inflow in the district. The quality hotel beds should also be established.

**8.8.1.3: Destination wise Allocation of Proposed Hotel Beds**

From the survey, it is found that Bishnupur and Mukutmonipur receive the big chunk of tourists visiting the district. Very few tourists take Bankura town as a place for night stay. Thus the hotels of Bankura are primarily used for visitors of non-recreational purposes. Business and administrative visitors are most abundant. Thus, the present study excludes the Bankura town while it allocates the destination wise number of proposed hotel beds. After excluding Bankura town, it is found that Bishnupur has the highest number of hotel beds—about 802 (43.71%) followed by Jairambati with 526 beds (28.66%) and Mukutmonipur with 259 beds (14.11%).

<table>
<thead>
<tr>
<th>Tourist Places</th>
<th>No. of Hotels</th>
<th>Existing Beds</th>
<th>% to Total</th>
<th>Proposed Beds (Upto)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2015</td>
</tr>
<tr>
<td>Bishnupur</td>
<td>27</td>
<td>802</td>
<td>43.71</td>
<td>304</td>
</tr>
<tr>
<td>Mukutmonipur</td>
<td>8</td>
<td>259</td>
<td>14.11</td>
<td>98</td>
</tr>
<tr>
<td>Jairambati</td>
<td>8</td>
<td>526</td>
<td>28.66</td>
<td>200</td>
</tr>
<tr>
<td>Susuma</td>
<td>3</td>
<td>126</td>
<td>6.87</td>
<td>48</td>
</tr>
<tr>
<td>Biharnath</td>
<td>1</td>
<td>60</td>
<td>3.27</td>
<td>23</td>
</tr>
<tr>
<td>Chenchuria</td>
<td>1</td>
<td>18</td>
<td>0.98</td>
<td>7</td>
</tr>
<tr>
<td>Rambandh</td>
<td>1</td>
<td>12</td>
<td>0.65</td>
<td>5</td>
</tr>
<tr>
<td>Sutan</td>
<td>1</td>
<td>16</td>
<td>0.87</td>
<td>6</td>
</tr>
<tr>
<td>Jhilmill</td>
<td>1</td>
<td>16</td>
<td>0.87</td>
<td>6</td>
</tr>
<tr>
<td>TOTAL</td>
<td>51</td>
<td>1835</td>
<td>100</td>
<td>715</td>
</tr>
</tbody>
</table>

Source: Calculated by the Author

Mukutmonipur with 259 beds (14.11%) so if the present spatial growth pattern of tourism around the district remains same, the establishment of new hotel beds or hotels would also be higher in Bishnupur, Jairambati, Mukutmonipur and so on. In this way, out of 697 beds in 2015, about 304 new beds should be established in Bishnupur, 200 at Jairambati and 98 at Mukutmonipur. Thus up to 2025, all total 726 more hotel beds should be established to cater to the rising visitors in Bishnupur, 476 beds at Jairambati and 234 beds more at Mukutmonipur (Figure 8.7). If the average
hotel size is taken as 33 then around 50 new hotels have to be established up to the year 2025 in these tourist places. The newer hotels should be based primarily on the quality. Quality of the hotel provides more visitor satisfaction resulting in more repeat visits. In this regard, improved customer service is desired. Apart from this, the location of the hotel should be economically feasible and environmentally sustainable.

The present STDP for accommodation industry in the district advocates that the priorities for actions are in the following order:

<table>
<thead>
<tr>
<th>Terms</th>
<th>Actions/Programmes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Short Term Actions</strong></td>
<td>Improvement of overall skills of the employees of hospitality industry of the district</td>
</tr>
<tr>
<td>(1-3 Years)</td>
<td>Accommodation Brochure for the District</td>
</tr>
<tr>
<td></td>
<td>Booking on the internet and inner look of hotels on the internet</td>
</tr>
<tr>
<td><strong>Medium Term Actions</strong></td>
<td>Introduce a ‘Welcome Bankura’ programme through projecting its good quality resorts</td>
</tr>
<tr>
<td>(5-10 Years)</td>
<td>Providing more job security to the employees</td>
</tr>
<tr>
<td><strong>Long Term Vision</strong></td>
<td>Hotels must be environment friendly and emphasis should be given to employ local people</td>
</tr>
<tr>
<td>(&gt;10 Years)</td>
<td>Use local building materials for the construction of new hotels or resorts</td>
</tr>
<tr>
<td></td>
<td>Location of hotels in rural setting for encouraging village tourism in the district</td>
</tr>
</tbody>
</table>

Source: Proposed by the Scholar

8.8.2: STDP- Tourist Transport

Transport is another important element of tourism system. For development of tourism in any area, provision for transport for better movement of tourists is of great significance. It provides the necessary infrastructure and boost for the regeneration of tourism in the district. The present status of this element of tourism is very poor and most of the visitors complain about its inefficiency and poor quality. For high quality
and efficient transport system, the plans and programmes must be directed towards this sector. There is an urgent need for integration of tourism plans with transport development schemes.

Figure 8.7: STDP- Accommodation

To provide better and efficient network in the district that will specifically revitalize the tourism scenario, a number of link routes have been identified on priority basis.
These links must immediately be developed for easy, comfortable and safe journey of the tourists to the destinations of the district. All total 315 km of roads are mostly used by tourists (Table 8.5). This total length is represented by 10 link roads. Some of these routes are heavily used by the tourists. On some routes, the pressure of tourist cars is somewhat lower. Priority should be given to those roads that are in very bad condition. Thus STDP for transport will target the following issues.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Tourist Roads</th>
<th>Length (km)</th>
<th>Present Status</th>
<th>Proposal</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bankura-Jhullimli</td>
<td>76</td>
<td>2-Lane</td>
<td>4 lane with divider This road is lifeline of south Bankura</td>
</tr>
<tr>
<td>2</td>
<td>Jharambati-Bishnupur via Kotulpur</td>
<td>41</td>
<td>Bad condition</td>
<td>Condition should be improved At Jharambati bus stand info-kiosk to be established</td>
</tr>
<tr>
<td>3</td>
<td>Khatra-Mukutmonipur</td>
<td>9</td>
<td>2-Lane</td>
<td>Upgrade to 4 lane with frequent police patrol</td>
</tr>
<tr>
<td>4</td>
<td>Jhullimli-Chhendapathar</td>
<td>10</td>
<td>Bad condition &amp; narrow</td>
<td>Improve &amp; to be widened</td>
</tr>
<tr>
<td>5</td>
<td>Indpur-Chhatna via Kenjakura</td>
<td>20</td>
<td>Village road &amp; narrow</td>
<td>Improved to tourist road Upgrade to 2 lane road</td>
</tr>
<tr>
<td>6</td>
<td>Chhatna-Sussuna</td>
<td>8</td>
<td>Rough full of holes</td>
<td>Improved to get utmost driving pleasure</td>
</tr>
<tr>
<td>7</td>
<td>Chhatna-Bihannath</td>
<td>35</td>
<td>Worst condition</td>
<td>Must be improved immediately Wider upto 2 lane</td>
</tr>
<tr>
<td>8</td>
<td>Bankura-Chhatna</td>
<td>14</td>
<td>Bad condition</td>
<td>Chhatna bye pass road to be improved</td>
</tr>
<tr>
<td>9</td>
<td>Bishnupur-Khatra via Panchmura, Taldangra</td>
<td>80</td>
<td>Village road &amp; narrow</td>
<td>To be widened for smooth running of tourists</td>
</tr>
<tr>
<td>10</td>
<td>Sutan-Chhendapathar via Muchikata, Bhalugara</td>
<td>22</td>
<td>Village road &amp; narrow</td>
<td>Excellent for tourists if improved metalled road</td>
</tr>
</tbody>
</table>

Table 8.5: STDP-Transport

8.8.2.1: Improvement of Major Roads

Source: Proposed by the Scholar

252
The major roads such as Bankura-Jhilmilli (76 km), Bishnupur-Jairambati via Kotulpur (41 km), Bishnupur-Mukutmonipur via Panchmura and Khatra (89 km) should be upgraded to 4 lane road for easier movement of tourists and other passenger and business vehicles in the district. Huge amount of investment is required from government departments such as PWD. Improvement of these roads will increase the efficiency of entire transport network of the district that will definitely facilitate the inflow of tourists.

8.8.2.2: Improvement of Link Roads

The present study attempts to consider tourism as the principal alternative engine for rural economic development and thus it always tries to disperse the tourism activity in erstwhile backward rural areas. The identification of link roads is a better alternative plan for such dispersal of tourism activities in rural areas. Important link roads that can be developed for efficient movement of tourists are - Indpur-Susunia link via Kenjakura (28 km), Chhatna-Bihar Nath link (35 km), Bankura-Chhatna link (14 km) and Jhilmilli-Chhendapathar link (10 km).

8.8.2.3: Identification of Alternative Tourist Roads

Alternative tourist roads are also important for the development of transport network around the district and to ensure higher level of visitor satisfaction. It is found that tourists prefer to travel maximum areas within least possible time and money. Thus during the planning for tourist transport it should be kept in mind that the access and return routes to and from a destination be different. To fulfill this objective the tourist areas should have as many link roads as possible. In this connection, a number of new routes for the present study have been identified. Among them, the most important routes are
Figure 8.8: STDP-Transport

(i) *Sutan-Chhendapathar road via Muchikata and Bhalugara* - the 22 km long stretch of forest road is of very high tourist value because of its enchanting environment with plateau like undulation. Traveling through this road will really give pleasure and satisfaction to the visitors. The tourists traveling from Mukutmonipur to Chhendapathar may avail this beautiful road either as access or return route. On the way, Sutan Eco-Park, Talberia Dam, Muchikata and Bhalugara forest may give extra pleasure and satisfaction to the visitors.

(ii) *Samudrabandh-Jairmbati road via Moynapur and Ramdiha* is another proposed road of about 18 km long. Tourists plying from Bishnupur on the way to Jairambati may follow this link as access or return route.
Apart from these actions, the district authority should integrate the different schemes of rural development, targeting for the development of physical infrastructures as PMGSY (Pradhan Mantri Gram Sadak Yojana) and NREGS (National Rural Employment Guarantee Scheme) with the transport development plan of the district. The development plan for transport should be prioritized in different phases of actions (Table 8.6).

<table>
<thead>
<tr>
<th>Terms</th>
<th>Actions/Programmes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short Term Actions</td>
<td>Development of existing roads</td>
</tr>
<tr>
<td>(1-3 Years)</td>
<td>Provision for Tourist Police Patrol</td>
</tr>
<tr>
<td></td>
<td>Commencement of passenger train service on the proposed rail track between Bishnupur and Tarakeswar via Jairambati</td>
</tr>
<tr>
<td></td>
<td>Provision of A C Bus Service from Kolkata to Mukutmonipur</td>
</tr>
<tr>
<td>Medium Term Actions</td>
<td>Commencement of Construction work for the proposed rail track between Bankura and Mukutmonipur</td>
</tr>
<tr>
<td>(5-10 Years)</td>
<td>Integration of Transport Development Plan with PMGSY and NREGS</td>
</tr>
<tr>
<td>Long Term Vision</td>
<td>Connection of Bankura-Mukutmonipur Railway line with Tata</td>
</tr>
<tr>
<td>(&gt;10 Years)</td>
<td>An Airport in the abandoned Basudevpur aerodrome near Bishnupur</td>
</tr>
</tbody>
</table>

Source: Proposed by the Scholar

8.8.3: STDP- Tourist Circuit

A tourist circuit is defined as a route on which three or more destinations are located not in the same town, village or city and not separated by a large distance (Ministry of Tourism, 2007). It should have well defined entry and exit points. The entry points are so designed to portray the image of the upcoming tourist circuit to be visited by the aspiring tourists. It presents all the information regarding the access and return route, the accommodation facilities, the tourist attractions, restaurants and other facilities.
Thus landing on the entry point of any circuit must motivate the tourists for their further travel around the circuit. The objective of having a tourist circuit is to increase the total number of visits to all the destinations on the circuit on one hand and to provide the visitors the attractions of all the destinations located on the circuit (Ministry of Tourism, 2007). In the present study area planning for tourist circuits has been attempted earlier. The NRDMS unit under the District Planning Cell (DPC) of the present study area has prepared a tourist circuit map of Bankura district. In this map, the DPC proposed four tourist circuits. But this map lacks the detail of a proper tourist circuits. It does not mention the entry and exit points on these circuits, access and return routes etc. The circuit number-4 in this proposal is irrelevant as it does not contain any important destination that attracts tourists to this circuit. Thus the present study proposes three tourist circuits in the district, each one having important

<table>
<thead>
<tr>
<th>Tourist Circuits</th>
<th>Entry Point</th>
<th>Exit Point</th>
<th>Base Station</th>
<th>Major Attractions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hilly Northern Circuit</td>
<td>Durgapur or Asansol</td>
<td>Asansol or Durgapur</td>
<td>Susunia Hill</td>
<td>Chhandar Abhigyakti, Bikna Dokra Village, Amarkanan &amp; Koro Pahar, Gangdoa Dam, Chhatna Basuli Temple, Kenjakura, Susunia Hill, Bhninath Hill, Murlu Brick Tile Workshop and numerous temples</td>
</tr>
<tr>
<td>Historical Eastern</td>
<td>Jairambati (Road)</td>
<td>Bishnupur (Rail)</td>
<td>Bishnupur</td>
<td>Jairambati, Samudrabandh, Jaipur Forest, Bishnupur, Bahulara Temple of Onda, Terracotta of Panchmura, Chenchuna Eco-Park</td>
</tr>
<tr>
<td>Circuit</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enchanting South Circuit</td>
<td>Bishnupur (Rail)</td>
<td>Durgapur (Road)</td>
<td>Mukutmonipur</td>
<td>Mukutmonipur, Ambikanagar, Sutan Eco-Park, 11 Mile Viewpoint, Jhilimili, Talbena Dam, Chhendapathar, Muchikata Forest</td>
</tr>
</tbody>
</table>

Source: Proposed by the Scholar
destination- the hilly northern circuit, the historical east circuit and the enchanting south circuit. The entry and exit points and major attractions are listed in table 8.7.

![Proposed Tourist Circuits](image)

**Figure 8.9: Proposed Tourist Circuits**

### 8.8.3.1: Hilly Northern Circuit

This tourist circuit covers the north-western part of the district including a number of natural and cultural attractions. The most important destinations are Biharinath and Susunia Hill. Biharinath hill being located in the north-western corner in Saltora block may be projected as entry point as it is the gateway of the district from Asansol-Raniganj industrial area. Susunia hill in Chhatna block may be projected as the base station as it has already an appealing image for attraction of tourists. Further development of tourism infrastructure in planned and organized manner may boost the tourism scenario of this circuit. Susunia Hill should be transformed into a major
destination with world class facilities. The huge tourism potential should be optimally and sustainably utilized. The STDP for Susunia should emphasize on the following issues:

Figure 8.10: Hilly Northern Circuit

- Planned Picnic Ground with separate parking zones
- Toll Counter for the Picnickers
- Organized Campground
- Rock Climbing Training Camps to be organized for school children at regular interval.
- Ropeway from base to first and second peak
- Deer Park
- Establishment of Tribal Museum
- Open Air Theatre for Folk Dance
- Separate Children Park

Figure 8.11: Proposed STDP of Susunia (Prepared by the Scholar)

- An Information Kiosk with all information regarding tourist attractions of the district, accommodation facility, taxi cabs, important telephone numbers, various helplines etc. of the circuit in particular and the district, in general should be established.
- A Tourist Resort with about 50 beds.

Apart from development of Susunia Hill, a number of projects for development of tourism infrastructure should be undertaken by the government. Biharinath Hill should be developed as another important destination in the long run. The development of tourism infrastructure in such rural areas will definitely create scope
for employment and income for the rural people. This will facilitate the process of rural economic development in this part of the district.

8.8.3.2: Historical East Circuit

This circuit occupied the eastern part of the district and is famous for the temple town Bishnupur and the birthplace of Maa Sarada- Jaiambati. Thus this circuit is called historical as it has rich heritage of the past. Apart from these two archaeological and religious tourist places, the present circuit also houses deep Jaipur forest and Chenchuria Eco-Park and the famous terracotta craft of Panchmura. With all these attractions, this circuit presents a variety of destinations for higher level of visitor satisfaction. But in spite of having such variety, tourists often complain about the condition of roads, poor service of hotels and restaurants and the transporters. Above all, the lack of proper tourism information plays a vital role for dissatisfaction among the tourists.

Thus to provide high level satisfaction of visitors, a number of suggestions for sustainable tourism development in this part of the district may be considered with due importance:

(i) Jaiambati should be projected as entry point to this circuit. A number of amenities should be developed in this regard:

- Tourist Reception Centre
- Tourist Information Kiosk
- Good quality hotels and resorts

(ii) Bishnupur is the main attraction of this circuit. Thus a separate TRMP for it must be implemented for long term development of this destination. The TRMP for Bishnupur proposes the following issues (Figure 3 10)
• Information kiosk near Rasmancha with all relevant tourist information such as availability of hotel beds, location of hotels, tourist map of Bishnupur and other major tourist places, important telephone numbers, bus and train time tables, Taxi Cabs etc.

Figure 8.12: Historical East Circuit

• Trained guides (especially for foreign tourists) who can elaborate the historical events as well as the importance of the establishments (like Tunnel, Gumghar, Pathar Darwaza and others) made by the Malla Kings.

• Local Rickshaw pullers may also be given free training as most of the domestic tourists travel by this low cost medium of transport.
• Lalbandh, Yamunabandh and Pokabandh among seven large tanks created by Malla Kings should be redesigned for water based recreational facilities to attract more tourists

• Ticket counter for entry into the temples maintained by ASI is now only at Rasmancha So during peak months there is frequent long queue in front of Rasmancha To avoid this, Automatic Ticket Vendor Machine may be established in front of every such temples Internet ticketing system like Indian Railways may also be introduced

• Dedicated handicraft Fair Price market can be established with all the local roadside vendors spread over the entire town to avoid harassment of tourists

• Light and Sound Show at Rasmancha depicting all historical events during the reign of Malla Kingdom

• The Bishnupur Tourism Fair Ground has been shifted to an advantageous location near railway station since last year Permanent infrastructure to be provided to avoid recurrent expenditure

(iii) Bahulara temple near Onda should be renovated and it should be undertaken by the ASI due to its unique architectural style and design Bahulara Shiva Temple, situated on the banks of Dwarakeswar river is the finest specimen of a brick built ‘rekha deul’ temple of medieval Bengal It is famous for its architectural style and exquisite ornamentation of the temple walls

8.8.3.3: Enchanting South Circuit

This circuit covers the south-western part of the district and falls within Khatra and Ranibandh block The most important destination of this circuit is Mukutmonipur- the
real crown of Bankura. In terms of tourism potential, it has a huge appeal. Apart from this, the dense jungle of Rambandh block in which Sutan Eco-Park is located has huge potential. Jhillimilli is another important destination. The potential of these places is yet to be tapped at a larger scale. Mukutmonipur is to be projected both for entry point and major destination of this circuit. Mukutmonipur may be taken as nodal area. DPC has undertaken an ambitious master plan for the development of this area. About 1500 acres of land has been earmarked for such developmental work. The DPC is taking steps to develop it as an educational and recreational hub. Keeping in view the proposals made by the DPC, the following suggestions may be undertaken to boost the tourism scenario of Mukutmonipur in a sustainable manner (Figure 3.5):

- Boating facility is to be revived with introduction of new and colourful yachts.
- Water skiing, fishing, swimming and other water-based recreational facilities on the dam to be developed.
- A video game parlour can be established for the amusement of younger tourists.
- A Butterfly Park can be planned in Bonpukura Island alongside its existing deer park.
- The structure of most of the souvenir shops is temporary in nature. The government may construct a handicraft market which showcases the brand image of Bankura Handicrafts.
- Introduction of a Ropeway connecting the main activity area with Bonpukura Island.
- Camping and Trekking.
• The present picnic spot must immediately be shifted towards the north-eastern part of the lake with all modern environmentally sound facilities such as picnic huts, water, garbage can, car parking and others.

• The picnickers must be levied for the use of the facilities to be provided by the local authority.

• Private operators should be encouraged to develop such tourism and recreational facilities (Ropeway, Amusement Park) in the area.

Figure 8.13: Enchanting South Circuit

The long term success of these individual STDPs will be dependent on the effectiveness in implementation of these STDPs in cohesive way. The implementing agencies are many. Important ones are Bankura Zilla Parishad, PWD, BDO and Local Panchayats along with many line departments of the government of West Bengal. For
increase in the investment in this field and quicker implementation of the projects, private entrepreneurs must be encouraged at large scale. Business in accommodation, attractions, activities, catering, retail and transport are the major fields where private entrepreneurs play a major role. Local people should also be incorporated in the implementation of the projects. The PPP (Public-Private and People) model for sustainable tourism development may be followed. To liberate this process and keep liaison among the public and private bodies, a separate Tourist Board for these three circuits under DPC may be formed. The activity of these tourist boards should be strategic development, marketing, development of Destination Management System (DMS) as well as Tourism Information System (TIS), research and monitoring etc.

The highest level of government should understand the role of tourism in rural development. The tourism and rural development should then be supported by policies and planning for the development and maintenance of tourism related infrastructure. At the ground level, the proper implementation of all those policies and integration of rural development schemes with tourism projects should be needed for successful delivery of a world class visitor experience. Lastly, the STDPs will also need to be monitored, evaluated and updated in regular interval for further refinement and reassessment of the progress of these plans. The DPC should develop a separate monitoring system under the proposed tourism boards to gather tourism related information and these data should then be annually updated on a GIS platform to prepare TIS (Tourism Information System).