CHAPTER - 7

FINDINGS, SUGGESTIONS AND CONCLUSION

7.1. INTRODUCTION
Tourism is a major socio-economic phenomenon that is given high priority in all plans, policies and programmes of the Government of India, Government of Orissa and Government of Bengal. Government of India, Ministry of Tourism & culture has made a paradigm shift in the Indian tourism sector by resorting into the high budget electronic brand campaign in the name ‘ Incredible India’ and subsequently, a social awareness campaign has also been initiated in the title of ‘Atithi Devo Bhava’ to focus on the hospitality dimensions of Indian tourism. Tourism development not only is determined by the size of infrastructure but also by the quality of services being provided in the hotel, airlines, cruise line, coach services, amusement park, tourist information counter. On the top of the above, sanitation, hygiene, safety and security, dissemination of information, internet kiosks, etc are being given maximum importance in the course of the development tourism industry in India. Tourism has been acknowledged as a growth engine of the economy of India and the contribution of tourism to the GDP in India is quite huge. In the same way, Orissa and West Bengal have been enormously benefited by the tourist expenditures and the multiplier effects from tourism industry expenditures is estimated to be very high in the eleventh plan period. Government of India is doing aggressive campaign for the North Eastern seven sister States in the brand name Unexplored paradise” and this campaign will have immense impact on the West Bengal more particularly because all tourists bound to visit tourist destinations in the North Eastern states will land in the Kolkata airport. The central assistance to both Orissa and West Bengal has been substantially increased and special finds have been allocated to develop endogenous tourism. West Bengal has taken policy decisions to develop tea tourism in Darjeeling and the different form of adventure, eco and nature based tourism are being promoted in Darjeeling and Sunderban. The USP of the West Bengal is tea tourism, hill stations, royal Bengal Tiger and rural tourism.
Orissa has also been in the forefront of Indian tourism scenario. The state has laid special emphasis on the tourism for infrastructure development, employment generation, poverty alleviations, etc. The state has witnessed rising growth of domestic tourist arrivals and the state is yet to see significant growth of foreign tourist arrivals. Although, the share of foreign tourist arrivals to Orissa is rising for the last couple years, but lack rooms, road conditions, untrained staff, lack of luxury coaches are the impediments of tourism development in the state. The state has announced an investor friendly Tourism policy to attract more investors to Orissa. The state government and private tourism operators have shown their capabilities and capacities of facilities to the tour operators in the recently held Indian Association of Tour operators in August 2008. The state government has created provision for single door clearance of tourism projects for the investors in the accommodation and amusement sectors. The Department has sanctioned budgetary outlays for the renovation of the existing OTDC run hotels and a new concept of camping tourism has been introduced. The following findings of the study will reveal more on the pitfalls and opportunities for the growth and development of tourism.

7.2. MAJOR FINDINGS OF THE STUDY

The major findings of the study can be summarized as follows:

1. Indian Tourism has won several prestigious awards from various national international organizations such as PATA, French National Syndicate for Print advertising, Government of India, ITB Berlin, etc. The face of Indian tourism products has undergone a big transformation since 2002. The study has found out that Incredible India brand campaign has been instrumental to help India to reach in the 5 million mark international tourist arrivals. This itself shows the image of India has been created in the overseas tourist market.

2. The share of India as against Asia pacific region in terms of tourist arrivals is 2.45 % between 1996 and 2007. Barring the year 2002. The average %share of 2.51 was reported from the region during the period. India’s share as against the world tourist arrivals has been rising from 0.40 % in 1996 to 0.56 percentage in 2007. The average %share of 0.42 has been estimated during the following period.
3. India's share in international tourism receipts has touched 1.25% against the world total world's share and 5.685 against the Asia Pacific region respectively in 2007. The number of USA & the UK tourists has secured the first and second ranks in India and these two countries have shared 31.4% of total inbound tourists to India.

4. Andhra Pradesh, Uttar Pradesh, Tamil Nadu and Karnataka have remained in their ranks in the descending order in terms of domestic tourists arrivals to their states. It is expected that it will touch 25 million by the end of 2010 (WTTC). More than 7.8 million persons accounting for 2.4% of the workforce are directly employed by hospitality services in India in 2007. Delhi and Maharashtra have got first and second rank in terms of foreign tourist arrivals in to their states in 2007.

5. Government of India has ensured sustained growth of tourism by introducing public private partnership model. Government of India in association with IATO, TAAI and PATA has taken so much of works for carbon neutralization for ensuring sustainable tourism. Special Tourism Villages have been identified in various states and these areas would be developed into world class facilities to further boost Indian tourism.

6. Orissa, of late, has resorted into the brand campaign in the title scenic, serene and sublime. The soul of India has little impact on the improvement of image of Orissa Tourism in the international and domestic tourism market.

7. The state government has unveiled various proactive tourism development policies that would be achieved through private participation. The share of plan and budgetary outlays has been considerably increased. The new tourism policy has been drafted to be decaled soon to make the tourism sector more private driven.

8. The state government has made a lot of road shows in the metro cities in India to showcase Orissa's tourism image. This has resulted in an increasing demand for golden triangle and wildlife destinations.
9. It is found from the secondary data that tourism resources have been meager to
cater to the demand of the growing tourists. There was a heavy shortage of rooms
in the conventional and special interest places. Bhubaneswar, Puri, Jeyapur,
Rayagada and Sambalpur have acute shortage of hotel rooms between November
and February. Even the position of rooms in the small cities and tourist centers is
always overbooked due to the limited number of hotels and other mode of
accommodation.

10. The state does not have world class amusement park and recreation centers to
attract tourists. This is an area which cripples the opportunities of tourism
development in the state.

11. Ecotourism destinations have been identified in the protected areas and other
areas which are yet to lure the ecotourism lovers and enthusiasts. Local
communities are not much involved in the ecotourism projects that may create
community resentment towards tourism.

12. There is no continuous coordination between the Department of Tourism and the
Department of Forest to hasten up the process of fully implementing the
objectives and guidelines of ecotourism in the protected areas. There is a severe
shortage of room and facilities at various sites in Similipal National park. The
occupancy rate is very high that shows the huge demand for rooms.

13. District level guide training programmes and State Level guide training
programmes have been conducted successfully. However, it is found out that
these trained guides are not motivated to work in the profession. The Department
has not made provision for their social security.

14. The Tourism policy has highlighted various schemes and incentives for
entrepreneurs, investors, business enterprises, etc but these schemes are yet to
attract more investors.
15. Communication network in the railways within the state is extremely inferior and road conditions are also even worse in most part of states. Moreover, road conditions to most of the tourist centers are bad, clumsy and narrow. Roads do not have any way side amenities excepting some places in the golden triangle of Orissa. Both the domestic and foreign tourists find it difficult to rest and relax on their travel to long distances in the state due to lack of wash room, motels and other amenities.

16. Bhubaneswar being the single airport caters to the needs of air travel passengers to Orissa. The airport has a single landing bay and limited parking area that has resulted in losing the opportunity for additional connectivity to the state. The frequency to Delhi, Bangalore and Hyderabad city is not adequate. There is no direct flight connectivity to Chennai which was there earlier. Although, the state has the business, investment and tourism business opportunities form the foreign investors, the flight connectivity has become an issue for which the state is in a disadvantaged position.

17. The five plan allocations have been increased significantly, however, the allocations are inadequate to the tune of investment proposal as the Department has put forth before the government. The tourism is yet to get high priority in the allocation of annual budget.

18. Although the state has tremendous potentials for coastal and cruise tourism which are grossly undervalued and neglected. Long coastline of Orissa has remained unutilized.

19. OTDC which is a public sector undertaking under the Ministry of Tourism has accrued profits and OTDC deals with accommodation, ground and water transportation facilities. It is found that boat facilities in Rambha, Barkul, Satapada and Chandipur are insufficient during the peak season.
20. It is also found out that the existing tourism, travel and hotel management institutes run by Government and private funded institutions are offering several regular crash courses to create qualified and trained human resources for the tourism industry. It is learnt that the number of qualified and trained human resources do not find opportunity to work in the state.

21. Provision of tourist police is not provided to other destinations other than Puri. There is a great need for tourist police for maintaining safety and security for tourists.

22. The USP of Orissa Tourism is ethnic tourism. Accommodation and road connections are not available.

23. West Bengal is a prosperous and rich state in the area of tourism, but the state is yet to harness the scope of industry. There is an acute shortage of hotel rooms at all key locations like Kolkata, Darjeeling, Mursidabad, etc.

24. Road conditions are not proper and it is a hindrance to the development of tourism in West Bengal.

25. Tourism resources plan an important role in building the destination image. Image creates perception and when it becomes positive, tourists get motivated and eventually the destination get succeed in attracting tourists.

26. West Bengal does not have adequate tourism, travel and hospitality institutes to train the human resources for the tourism industry. Tourism resources have immense impact on the development of a destination in terms of economic, social and cultural dimensions which in turn can effect (both positively and negatively) the local people. The success of a destination development and management depends on the involvement and active participation of the local community.
27. A destination can succeed when there is a strong partnership between the public and private sectors and their joint effort can enhance better facilities and product offerings. A strong relationship between the host and the guest not only improve the image of a destination but also help in proper management of the destination.

The major findings on the tourism resource management and development in Orissa and West Bengal as per the primary data analysis are as follows;

1. The analysis has identified 10 underlying factors such as transportation, accommodation, roads and wayside amenities, safety & security, travel agency, amenities at the tourist centers, human resources and information center which are the foundations of the tourism resources of the Orissa and West Bengal.

2. The analysis has also unearthed the factors such as transportation, accommodation, roads and wayside amenities and safety & security which have maximum loadings of variables. It implies that both the foreign and domestic tourists have regarded these factors as important for than when they selected their holidays or tours to Orissa and West Bengal. Other factors are not so deciding factor in the perceptions of tourists as these factors do not have loadings. Transportation is an important factor which has 32.78 mean and 4.59 standard deviation. Accommodation is the next major factor which has 15.54 mean and 2.70 standard deviation. The magnitude of amenities at the tourist centers is a significant factor in the development of tourism resources. The mean of the factor is 20.07 and standard deviation is 2.92. Safety and security is a major factor which determines the selection of tourism destinations. This factor has 11.42 mean and 2.22 standard deviation.

3. The overall scale reliability co-efficient is 0.765 (Table-21) which is a very good indicator of internal consistency. Individual Cronbach’s Alpha score is also quite high. It shows all factors are quite consistent and reliability is very high. There is a high degree of communalities among the variables of tourism resources. It means all variables are internally connected and associated.
4. It is found out that there is no difference of means between domestic and foreign tourists sample groups on the ten underlying factors representing the tourism resource variables. It is inferred from the analysis that foreign and domestic tourists have high degree of responsiveness towards tourism facilities and amenities by experiencing facilities and services about tourism resources in Orissa & West Bengal. Thus, the null hypothesis is not rejected that the perceptions of tourists are influenced by the quality and quantity of tourism resources and both the group of tourists have agreed upon the tourism resources which are the deciding factors of their tours to Orissa & West Bengal.

5. Both the male and female tourists sample groups are not significantly different. It is inferred from the test results that male and female tourists have high degree of awareness towards tourism resources which significantly change the perceptions about the destination. The null hypothesis is not rejected that both the domestic and foreign tourists agreed that tourism resources have much effects in changing perceptions of tourists about the selection of destinations in Orissa & West Bengal.

6. Four age groups of respondents did not significantly different about the quality of tourism resources as significant attributes of determining their choices about the destinations in Orissa and West Bengal. The null hypothesis is not rejected at the 5% significance level. It is inferred from the ANOVA test results that four age group of respondents are not significantly different about the quality of tourism resources as significant attributes of promoting and positioning destination in Orissa and West Bengal. It can further be interpreted from the ANOVA output is that each age group of respondents has equal opinions about the tourism resources.

7. It is inferred from the ANOVA-test results that three language speaking group of respondents are not significantly different about the quality of tourism resources as significant attributes of promoting and positioning destination in Orissa and West Bengal. It can further be interpreted from the ANOVA output that each language speaking group of respondents has equal opinions about the tourism resources.
8. It is inferred from the ANOVA test results that four group of respondents (duration of stay) are not significantly different about the quality of tourism resources as significant attributes of promoting and positioning destination in Orissa and West Bengal. It can further be interpreted from the ANOVA output is that each group of respondents has equal opinions about the tourism resources.

9. It is inferred from the ANOVA test results that three group of respondents (frequency of visits) are not significantly different about the quality of tourism resources as significant attributes of promoting and positioning destination in Orissa and West Bengal. It can further be interpreted from the ANOVA output is that each group of respondents has equal opinions about the tourism resources.

10. There are no significant variances among the four groups of respondents (travel motivations) about the quality and quantity of improvement of ten tourism resources factors as significant attributes of promoting and positioning destination in Orissa and West Bengal. The null hypothesis is not rejected at the 5% significance level for all the nine factors excepting the 9th factors shopping. It is inferred from the ANOVA test results that four group of respondents (travel motivation) are not significantly different about the quality of tourism resources as significant attributes of promoting and positioning destination in Orissa and West Bengal. In case of shopping, the test of ANOVA rejects the hypothesis that is significant differences of opinions about the improvement of shopping facilities at the destinations. It can further be interpreted from the ANOVA output is that each group of respondents has equal opinions about the tourism resources.

11. It is inferred from the ANOVA test results that four group of respondents (qualification) are not significantly different about the quality of tourism resources as significant attributes of promoting and positioning destination in Orissa and West Bengal. It can further be interpreted from the ANOVA output is that each group of respondents has equal opinions about the tourism resources.

12. It is inferred from the ANOVA test results that four group of respondents (travel arrangements) are not significantly different about the quality of tourism resources
as significant attributes of promoting and positioning destination in Orissa and West Bengal. It can further be interpreted from the ANOVA output is that each group of respondents has equal opinions about the tourism resources.

13. It is inferred from the ANOVA test results that four group of respondents (travel patterns) are not significantly different about the quality of tourism resources as significant attributes of promoting and positioning destination in Orissa and West Bengal. It can further be interpreted from the ANOVA output is that each group of respondents has equal opinions about the tourism resources.

14. Both the states do not have adequate facilities and amenities to help grow tourism industry. Orissa is relatively more focused on tourism development than the West Bengal, because West Bengal is yet to announce an investment friendly tourism policy. West Bengal has not properly maintained the statistics for growth and development of tourism.

15. West Bengal’s USP is Darjeeling and Sunderban for hill stations, wildlife and ecotourism whereas Orissa’s USP is tribal heritage, fairs and festivals, massive Hindu temples and ruined Buddhist heritage sites.

16. The advantage of West Bengal is international airport, British legacy and metropolitan city Kolkata while the disadvantage of Orissa is lack of international air connectivity and lack of international chain hotels.

17. Both the states have considered tourism as an important catalyst and medium for socio-economic and infrastructure development. Both the states policy guidelines aim at giving priority to the tourism as a change agent.

7.3. SUGGESTIONS

- The present tourism resources are insufficient to meet the growing need of tourism industry in the next five years from now. Road communication, railways network and air connectivity should be strengthened on a priority basis. In case of Orissa, the state government should press the Central Government to provide
more railway projects that can be connected to major tourist destinations like diamond triangle of Orissa. More railway links should be established to the south districts of Orissa to expose the tribal areas.

- Orissa should work towards more air connectivity to Bhubaneswar and the state government should build two more airports, one should be at Jharsuguda to help tourists to visit the textile tourism in Sambalpur, Baraghr, Bolangir, Sonepur, etc and other should be at Sunabeda to make the tourists to visit the tribal pockets to experience and learn the tribal culture. More importantly, Koraput, Rayagada and Malkanagiri district are having huge potentials for ecotourism and adventure tourism. With better rail and air connectivity the area can be more exposed for the tourists.

- Both the two states should explore new emerging tourism attractions such as rural tourism, monsoon tourism, medical tourism, adventure tourism, ecotourism, nature-based tourism, heritage tourism, culinary tourism in general and tea and heritage cruise tourism can be given maximum importance in West Bengal particularly. Orissa can more concentrate on the promotion of tribal, rural, temple and Buddhist and wildlife tourism as the competitive advantage.

- Both the states should give high priority for more investment in the construction of more commercial hotels, resorts, jungle lodges. Both the state should give high thrust for construction of jungle lodges like the Jungle Lodges promoted by the Karnataka Tourism in the Kabin River. Orissa should have jungle lodges at Similipal, Bhitakanika and Satakosa national parks to give a new taste and experience to the foreign tourists. West Bengal Tourism should also develop the Jungle & Lodges concept to get better leverage over other competitive destinations.

- Orissa should capitalize the rural tourism products and their features through an aggressive marketing and brand campaign. Rural tourism attraction in Raghurajpur is so unique that the number of visitors is increasing. Such villages should be identified to create a brand for promotion of rural tourism destinations. West Bengal should identify more rural tourism destinations and provisions should be made to improve road connectivity, cottages, amphitheatre, reading
cum library room, club, art exhibition center, etc. Both the states should promote it with active participation of villagers.

- Government of Orissa should have a new greenfield airport away from Bhubaneswar to facilitate the landing of international flights. Both the states should also go for running a dedicated tourist train like palace-on-wheel and golden chariot. Luxury transport services should be introduced. As the primary suggests that transport is the prime requirement for the development of destinations. Both the state should acquire more Volvo A/C coaches to boost the tourism in their states.

- PPP model should be given more emphasis as it has proved to be more effective and successful. The introduction of Hop On and Hop Off services in Bhubaneswar is an example of public private partnership mode. West Bengal should also introduce this Hop On and Hop Off services in Kolkata and other major cities. Orissa should also extend this concept to Puri in the near future.

- Amusement park should also be developed in important tourist cities and centers in both the states. Disneyland, Macdonald and other internationally chain amusement companies should also be attracted with incentives to create more amusement and entertainment center.

- Both the states should create way side amenities centers in the golden triangle circuit, diamond triangle circuits in Orissa and way side amenities center should also come between Kolkata and Mursidabad, Santiniketan, Durgapur, Jalpaiguri, etc.

- Amenities at the tourist centers should be improved. More toilet, wash room, restaurant, shopping centers, rest room facilities should be created at prominent tourist centers in Orissa and West Bengal. For example amenities at the Sun Temple at Konark in Orissa and Victoria Memorial in Kolkata.

- Safety and security aspects should be beefed up due to the spread of insurgent activities in Darjeeling and south part of Orissa. Tourism police should be
appointed at the mass tourism centers to maintain the law and order in both the states.

- Both the states should have adequate tourist information centers to provide comprehensive information about the destinations, climate, people, culture, food, shopping etc.

- Both the states should focus on the creation of trained and qualified human resources for the tourism industry. If the predictions of WTTC would be correct, there will be a big crisis for managing demand for human resources for hotel, airlines and transport sectors. Both the states should colleges and universities to introduce tourism, travel and hospitality programme in more aggressive ways.

- Finally, both the states should conduct more familiarization of trip for foreign travel agents to showcase tourism attractions, facilities and amenities around the destinations to create confidence in the foreign tour operators.

7.4. SUGGESTED BUSINESS MODEL

Having made the comprehensive analysis of the primary data, the researcher has come out with a model for implementation in Orissa and West Bengal. Both the two states can develop the tourism resources and enrich the attractions of tourism destination by involving the public and private service providers. All the small, medium and large tourism service intermediaries should contribute to ensure growth of their own business enterprises as well as growth of the whole destinations. The suggested model can be seen in figure – 7.1 that explains the significant role of principal service providers for the development and promotion of tourism destinations. The two states should jointly, undertake several marketing excersises and organize familiarization tours for overseas tour operators. Lastly two states have high potential to create a Destination Development Organisation to look into the nitty and gritty of tourism destinations. Image building and creating a competitive brand for each destination and for the state are the actions to be taken in the future.
MODEL FOR TOURISM RESOURCE MANAGEMENT AND DESTINATION IMAGE BUILDING

Figure- 7.1

STRATEGIC PARTNERSHIP WITH TOURISM INTERMEDIARIES FOR TOURISM RESOURCE MANAGEMENT IN ORISSA & WEST BENGAL

SUPPORT SERVICES

PRIVATE SERVICES

GUIDING & INTERPRETATION SERVICES

TRAVEL INSURANCE & FINANCE

TRAVEL PRESS

MARKETING & PUBLICITY

GUIDEBOOK, BROCHURES

TIMETABLES

PUBLICATIONS

TRAINING INSTITUTES

SHOPPING CENTRES

WAYSIDE AMENITIES

ENTERTAINMENT

PRINCIPLE SERVICE PROVIDERS

TRANSPORTATION

ACCOMMODATION

AMENITIES

AIRLINES, BUS & CAR RENTAL COMPANIES

HOTELS, RESORTS, MOTELS, GUEST HOUSES

PARKING, TOILET, INTERPRETATION CENTER

RAILWAYS, CRUISE COMPANIES

APARTMENTS, VILAS

SOUND & LIGHT SHOW, AMUSEMENT CENTER

CHARTER TOUR COMPANIES

HOLIDAY HOMES, HOLIDAY VILLAGES,

HOLIDAY CAMPS

THEME PARK, EXHIBITION CENTER

CONVENTION & MEETING CENTER

RESTRICTED AREAS PERMIT INFORMATION CENTER

RESTAURANT & CATERING SERVICES

GUIDE BOOK, BROCHURE SERVICES

POLICY

PLANNING

BUDGETING

UNION BANK

EDUCATION & TRAINING INSTITUTES

FRONTIER FORMALITIES

RESTRICTED AREAS PERMIT INFORMATION CENTER

GUIDE BOOK, BROCHURE SERVICES

MEDICAL SERVICES

CULTURAL SHOWS

TOUR OPERATOR, TRAVEL AGENT, INCENTIVE & MEETING PLANNER

DESTINATION MANAGEMENT & PROMOTION ORGANIZATIONS

TOURISTS

336
7.4. CONCLUSION

The growth of international tourism is phenomenal in 2007. The growth rate is just over 4 percent. The rate of growth is likely to dip to 3 percent in 2008; however, the ongoing expansion in terms of air, rail and water connectivity is still better in view of given difficult economic environment in USA. The contribution of Travel & Tourism to Gross Domestic Product (GDP) is expected to rise from 9.9 percent (US$5,890 bn) in 2008 to 10.5 percent (US$10,855 bn) by 2018. Tourism is one of the leading growth driven sectors in the world. It is an unvarnished fact that international tourism has witnessed a phenomenal growth in the era of globalization and liberalization. The movement of people across international boundaries has risen spectacularly over the last one and a half decades. The resurgence of international tourism may be attributed to the buoyant growth in Information and Communication Technology (ICT), a plethora of travel choices with cost-effective, personalized travel services, low cost air services and simplified and hassle free travel formalities etc. Today, more countries than ever before have given utmost preference to revenue generation by focusing on the promotion of international tourism. Path breaking measures introduced in the aviation sector like long-haul flights have shrunk the distance between continents and the booking procedures have become simplified with the availability of web based information on the finger tips. Competition among tourist products and destinations is the order of the day and every destination is striving for their share of the market. These destinations need to foray into an aggressive brand campaign to position fabulous tourist attractions in the international tourist market. Tourism is a dynamic industry actively driven by private sector service providers, although the public sector has a significant role to play in building infrastructure either directly or through Public Private Partnership (PPP) mode. It is a multi-sectoral activity characterized by multiple services provided by a range of suppliers. It is quite similar to manufacturing industry, where the supply chain is as important as the end product. The related sectors include airlines, surface transport, hotels, basic infrastructure and facilitation systems, etc. Thus, the growth of tourism cannot be attained unless the issues related to all the sectors are addressed simultaneously.

Another important feature of the tourism industry which is particularly significant for India is its contribution to national integration and preservation of natural as well as
cultural resources and enrichment of the social and cultural lives of people. More importantly, with the movement of million of domestic tourists visiting different parts of the India create a better understanding and fellow feeling of the people living in different regions of the country. Tourists have better appreciation and respect for the cultural diversity of India. Tourism also encourages preservation of monuments and heritage properties and it helps the restoration of arts forms, crafts and cultural forms. Moreover, it is also important to note that tourism has become an instrument for sustainable human development including: poverty elimination, environmental regeneration, Job creation and advancement of women and other disadvantaged groups.

India is one of the world’s oldest civilizations and the country is now poised on the high growth path in the tourism sector. The World Travel and Tourism Council (WTTC) has estimated that demand for Tourism in India will grow annually at 8.8 per cent over the next decade, which will be the highest in the world. The significant boom of Indian tourism industry can be attributed to the growth of Indian economy in the post globalization period that has enhanced middle class incomes, more particularly disposable incomes promoting more people to spend money on vacations. Also, the booming information technology industry has opened up new avenue for the rise of business travel to India. Aggressive advertising campaign “Incredible India” by the government has also had contribution in changing India’s image from that of a land of snake charmers to the land of new interest among overseas travellers. Road shows in key source markets of Europe, Incredible India campaign on prominent TV channels and in magazines across the world are some of the steps taken to showcase Indian tourism. A nation wide campaign, for creating awareness about the effects of tourism and preservation of our rich heritage & culture, cleanliness and warm hospitality through a process of training and orientation was launched during 2004-05.

Orissa is a developing state and it is one of the wealthiest States in terms of potential of natural and tourism resources. The State has developed infrastructure for achieving greater GDP growth and tourism is a thrust area emphasized in all policy and programmes. The State Government has built facilities for providing foundation for industrialization and State has accorded the status to Hotel as Industry since 1980 and
tourism as an industry in 1996. Tourism is an inter-sectoral area which not only needs infrastructure for it is own but also depends on the infrastructure of other sectors for example, power, financial institutions, transport and communication, education, health, cottage and small scale industry, handloom and handicraft industry etc. This research has highlighted the existing resources and potential resources for the development of tourism in the State.

Orissa is known for numerous reasons in all seasons. It is endowed with plethora of unmatched destinations. Orissa is a rich and fabulous treasure house of culture, tradition, customs, religions, languages, literatures, art and architectures, luxuriant forests, wild life, cuisine, handicrafts and peace loving people. The State is gifted with beautiful landscapes, copious flora and fauna, tribal heritage brackish water lagoon, natural hot-sulpher springs, largest brackish water lagoon, tribal heritage etc. The State is popularly famous for the golden triangle comprising of Bhubaneswar- the temple city, Puri – the abode of the Lord Jagannath and Konark- the majestic Sun temple which are the great emblems of rich architectural legacy. The State is widely known for its ancient Buddhist sites which importantly woo tourists from Central, East, South and South- East Asia.

Orissa has a unique position in the ethnographic map of India for having the homeland of as many as 62 different tribes. Luxuriant forest, vast trekking routes, captivating wildlife, rich marine life and biodiversity have positioned Orissa as delightful destination for nature lovers and adventure seekers. Orissa has a pristine glory for its rich & varied handicrafts and handlooms. The cultural heritage of Orissa is exhibited in the colourful fairs and festivals.

The tourism sector is one of the areas of having potential to stimulate growth of employment- oriented sectors such as hotels, transport, and entertainment, shopping, guiding and other hospitality activities through backward and forward linkages. Accordingly, high priority is accorded to development of tourism, which is one of the critical sectors of the state economy in terms of revenue generation including foreign exchange earnings as well as creation of employment opportunities. Though Orissa has vast potential for development of tourism much of this potential has remained untapped so far.
Tourism sector has the potential to stimulate growth and employment generation in the related fields like hotels, transports, shopping and catering. The hospitality sector binds together other employment generating sectors through backward and forward linkages. The government of Orissa accords high priority to tourism and proposes to use it as a catalyst for the overall economic development of the state. It has proposed to declare tourism as an industry for the purpose of receiving financial support for infrastructural development. The government seeks to participate in the tourism industry by promoting, rather than executing tourism development activities. With this in view, it is proposed to identify and develop special tourism areas. The government would notify each such area and a Special Area Development Authority would be constituted to facilitate investment and development in the area. During 2006-07 about 1153 hotels including 103 High Spending Groups were functioning in the State with 22820 rooms and 43828 beds. During 10th Five Year Plan (2002-07), an amount of Rs. 38.45 crore has been spent under tourism sector against plan outlay of rs. 21.95 crore. The plan ceiling for the 11th plan, (2007-12) and plan (2007-08) has been fixed at Rs. 4209.75 lakh and Rs. 740.00 lakh respectively.

West Bengal has been playing a significant role in the tourism sector of India because the state has an international airport which is the port of entry for all foreign and domestic tourists visiting all the eastern and north eastern states. While comparing the inflow of foreign tourist arrivals to West Bengal as against inflow of foreign tourist arrivals to India, it is evident from table-1 that the percentage share of India was increasing between 1993 and 2006. The share of foreign tourist arrivals to the state is 25.19 percent in 2006 which is an increasing percentage of 73.04 over the 15 years period. The entry of foreign tourists has increased in the following years due to the exposure of north eastern states, more importantly Arunachal Pradesh, Assam and Meghalaya. The state government is working on another money spinning project which aims for attracting tourists from Bangladesh and other Islamic countries. It is an attempt to reunite the family members who were parted during the partition of Bengal. Developing tourism infrastructure and providing better hotel and other facilities can certainly attract more tourists from those countries. The Department has launched a add campaign called “Nostalgic Tourism” that will create a rarest opportunity for the Bangladeshi and Pakistani nationals who have
hereditary connections with Bengal and its culture. An effort has been made to foster cross border relationship among India, Bangladesh and Bhutan by introducing simplified visa formality.