CHAPTER – I

INTRODUCTION

1.1 INTRODUCTION

Tourism has been a major social phenomenon of the societies all along. It is motivated by the natural of every human being for new experience and learning while taking part in adventure, educational, entertainment and cultural activities. The motivations for tourism also include social, religious and business interests. The spread of education fosters a desire to know more about different parts of the globe. The basic human thirst for new experience and knowledge has become stronger as communication barriers are getting overcome by technological advancement. The significance of tourism is given thrust as it is an important instrument for economic development and employment generation, particularly in remote and backward areas. It is the largest service industry globally in terms of gross revenue as well as foreign exchange earnings. Tourism can play an important and effective role in achieving the growth with equity objectives.

Tourism is one of the leading growth driven sectors of having been recognized as a major growth engine for socio-economic and cultural development by all countries 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. The degree of motivations and expectations
followed by habits and lifestyle of tourists has undergone radical changes. These changes are the glaring indicators and catalysts for the destinations to imbibe the spirit of competition, taking into account the tourist’s profile, activities and interaction with the environment. These destinations should be thought of as evolving a competitive destination image in the form of a definite brand image that have to be managed effectively and positioned strategically. More particularly, countless tourist destinations in India remain untapped and unexplored in many ways. These destinations need to foray into an aggressive brand campaign to position fabulous tourist attractions in the international tourist market.

Tourism is an economic sector in India that has the potential to grow at a high rate and it can also ensure consequential development of the infrastructure of the destinations. It generates multiplier effects on the economy. It has the capacity to capitalize on the country’s success in the services sector and provides sustainable models of growth. It has the potential to stimulate other economic sectors through its backward and forward linkages and cross-sectoral synergies with sectors like agriculture, horticulture, poultry, handicrafts, transport, construction, etc. Expenditure on tourism induces a chain of transactions requiring supply of goods and services from these related sectors. The consumption demand, emanating from tourist expenditure, also induces more direct and indirect employment for skilled, semi-skilled and unskilled people. As a result, additional income and employment opportunities are generated through forward and backward linkages. The economic benefits of tourism that flow into the various segments of the economy in terms of increased national and state revenues, business receipts, employment, wages and salary income. Buoyancy in Central, State and local tax receipts can contribute towards overall socio-economic improvement and accelerated growth in the economy.

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 millions 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.

1.2 GROWTH OF TOURISM
The growth of international tourism is phenomenal in 2007. The growth rate is just over 4 percent. It continues to have a broad-based strength in the Travel & Tourism economy. 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. Tourism’s contribution to global economic activity and employment is expected to continue increasing over the coming ten years. 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. Real GDP growth rate for the Travel & Tourism economy is expected to be 3.0 percent in 2008 that is down from 4.1 percent in 2007. However, the Travel & Tourism economy is projected to grow on an average of 4.0 percent per annum over the coming 10 years. The contribution of the Travel & Tourism economy to total employment is expected to increase from 238,277,000 jobs in 2008. It is 8.4 percent of total employment and tourism has generated 1 in every 11.9 jobs. As per the WTTC projection, 296,252,000 jobs will be created by 2018. Tourism will have a 9.2 percent of total employment share and one in every 10.8 jobs shall be generated by 2018. Export earnings from international visitors
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percent of all international tourist arrivals is Europe which is growing above the world average. A total of 480 million tourists visited the continent in 2007. Leading destinations in Europe are Turkey with 18 percent growth, Greece 12 percent growth and Portugal with 10 percent growth in 2007.

World Gross Domestic Product (GDP) has witnessed its longest period of sustained growth for 25 years, with figures around or above 5 percent since 2004. Particularly emerging markets and developing economies are driving the global GDP for the most part of this decade. This also correlates to their behaviour as emerging tourism destinations, which on average nearly double the growth of destinations in high income countries. For 2008, economies worldwide have shown increased volatility and confidence has weakened in some markets due to uncertainty about the subprime mortgage crises alongside with global imbalances and high oil prices.

1.2.1 GROWTH OF INDIAN TOURISM.

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 nationwide 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. The Incredible India campaign, launched during the tenure of Mr. Jagmohan, the then central cabinet Minister
in Tourism has started showing results in terms of increasing tourist arrivals and revenue receipts. The campaign has been jointly collaborated by the Ministry of Tourism and Experience India Society (EIS). The television commercial is being aired in Asia Pacific and European countries on the BBC, the CNN and the Discovery channel. In the United States, the commercial is being aired on Travel Channel. The CNN has also been chosen for Africa and the Middle East. For print, the renowned print publications in Europe and Asia Pacific such as Conde Naste Traveler, Tutoturismo, Geo, Vogue, Tattler, and Financial Times have been chosen while in the United States, The New York Times is being used. The ministry will measure the efficacy of this campaign through the hits on its web site and also feedback given to Indian tourism offices in 13 countries.

It too has increased the country’s arrivals by 16 per cent and earning of foreign exchange by 23 per cent. However, stiff hotel rates, high airfare, limited seat capacity; irrational road taxes have crippled India as less competitive in the world tourist market. The incredible India campaign was given a new dimension with the ‘colours of India’ and ‘wellness campaign’ in the global market. This campaign also bagged several prestigious awards internationally. In addition to the global campaign, the domestic tourist market of 367 million was targeted for the first time through a series of campaigns Taj 350 years, Andaman & Nicobar Islands, Unexplored paradise of North Eastern Region including Sikkim, J&K, Eastern India, Central India, Southern India, Buddhist circuit etc. A series of incredible India Road shows were also organized in important overseas markets with participation of senior level delegations from India. The India Travel & Tourism economy is ranked number 16th in absolute size worldwide and 146th in relative contribution to national economies. It is the first country in the long term of growth and the period of growth is 10 years.

The overseas India Tourism office with the theme of the Buddhist pilgrimage in India at Tokyo bagged two International Awards in Tour Expo held at Daegu in Korea for its excellent tourism promotion in the brand name of “Incredible India”. In addition, Indian Pavilion won the Best Booth Design Award as well as Best Folklore Performance Award competing with major players in tourism such as China, Japan, Thailand, Malaysia and Canada in the Tour Expo. The theme of pavilion was the Buddhist pilgrimage in India.
The Korea's leading newspapers published on the front page the Incredible India booth's photographs highlighting various aspects. This growth and a successful campaign have won India widespread international recognition in the field of tourism. The Conde Nast Traveller, the world's leading travel and tourism journal has ranked India amongst the top 4 preferred holiday destinations of the world. Lonely Planet has selected India amongst the top 5 destinations, in a survey of 167 countries. ABTA (Association of British Travel Agents) has ranked India as No. 1 amongst top 50 places for 2006. The Incredible India Campaign has been the winner of Pacific Asia Travel association (PATA) Gold Award for Best Print Ad Campaign and the PATA Gold Award for Best Destination Marketing Campaign. The Incredible India Campaign has been ranked as the Highest Recall Advertisement worldwide by Travel and Leisure and has been given the Jury Award by Travelution, Netherlands for the best advertising campaign for 2004. TTG Asia has ranked the Department of Tourism, Govt. of India as Best National Tourism Organization.

This research work undertakes an extensive review of the literature on fundamental approaches of tourism, tourism resource and its planning, development and management, strategic marketing, destination image building and branding, competitive advantages of destination. The present research has also included varied tourism resources and their proper management and marketing in order to gain maximum benefits. The role and functions of tourism intermediaries and service providers such as transportation companies, tour operators, travel agents and accommodation providers, cruise companies, caterers, entertainment companies for development and management of tourism resources effectively and efficiently. An elaborate discussions have been made to understand the underlying significance of tourism industry in the planning and development of tourism resources and how the growth of tourism industry depends on the built heritage and natural scenic beauty in one hand and on the other hand review of literature has also laid emphasis on the infrastructure and superstructure at the arrival and departure points along with the destinations.
1.2.3 TOURISM DEVELOPMENT IN ORISSA

Orissa is a developing state and it is one of the wealthiest States in terms of potential of natural and tourism resources. The State shares border with the states like chhattisgarh in south west, Andhra Pradesh in South, Jharkhand in North West, West Bengal in North and the Bay of Bengal in the East. Orissa has a long history and culture which can be seen in the length and breadth of the state. It is indeed important to give a brief introduction of Orissa’s socio-economic indicators which are directly and indirectly supportive for the growth and development of tourism industry in the State. 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 comprises 4.74 percent of India’s landmass and with 36.71 million people (2001 Census), accounts for 3.57 percent of the population of the country. Orissa has 1,55,707 sq. Km. of geographical area with 58 sub-divisions & 171 Tahasils in 30 districts. There are 6234 Village Panchyats under 314 Community Development Blocks in the State. There are 11 big commercial towns representing from all part of the State. The biggest towns and important hubs for tourism are Cuttack, Bhubaneswar, Berhampur, Balasore, Jaypore, Sambalpur, Baragada, Bolangir, Baripada, Paradip and Puri. The State is divided into 10 agro-climatic zones with varied characteristics. Its land can be classified into three categories such as low, medium and up-lands with various types of soil like red, yellow, red-loamy, alluvial, and coastal alluvial, lateritic black soil, etc with low and medium texture.
There is nearly 85% of its population living in the rural areas and agriculture is the mainstay for their livelihood. The occupational classification based on 2001 Census shows that the total workers in the State has been 142.76 lakh constituting 38.79 percent population of the State. The Gross State Domestic product (GSDP) at constant (1999-2000) price of Orissa has increased from Rs. 42527.07 crore in 1999-2000 to Rs.63774.71 crore as per the advance estimates in 2006-07 registering an annual compound growth rate of 5.96 percent over the period. Agriculture and allied sectors continued to be the main-stay of the State’s economy with contribution of about 26 percent to NSDP (at 1999-2000 prices). The State has a forest area of 58,136 sq.km. which constitutes 37.34 percent of the State’s geographical area. The literacy rate in the State has increased from 15.8 percent in 1951 to 63.8 percent in 2001. During 2006-07, there were 2735 branches of different banks functioning in the State. During 2006-07, State’s share in installed power capacity was 2,814.88 MW against which power was available to the extent of about 1,543 MW. The State has given emphasis on building infrastructure at the tourist centers since the beginning of the second five-year plan. There is a good network of rail services between the major cities like Balasore, Bhadrak, Cuttack, Bhubaneswar, Puri, Berhampur and Sambalpur. Major trains are passing through the cities and tourist can travel by train to Orissa and all major stations are linked with road transport.

Many prominent tourist centers like Konark Ratnagiri, Lalitgiri and Udaygiri are not connected with railway services. In absence of adequate internal rail links, surface roads have remained the major means of transportation in the State. Adequate health care and easy access to health services is indispensable for overall human development. State Government has been making sincere efforts to provide adequate health care services to the people. The State has an immense potential for industrialization. Growth of Micro, Small and Medium Enterprises sector is being emphasized not only because of its potential for generation of employment opportunities but also for its contribution to the output of the State. Handlooms are a part of rich cultural heritage of the State and handloom products have earned a reputation in and outside Orissa. It has a tremendous employment potential.
State Government avails financial assistance from international donors like World Bank, DFID, ADB, JBIC, IFAD etc. for implementation of various Externally Aided Projects (EAPs). As a part of the planned economic development programme, State Government have set up a number of undertaking in various sectors like power, transport, construction, forestry, fisheries, and other sectors to harness local resources and to provide quality services to the public.

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. There are 13 airstrips and 16 helipads in the state for landing of State Government aircrafts and helicopters.

The most essential demand of tourists is to get all type of amenities like snack bars, drinking water, toilets, public telephones, fast food center, coffee parlour, etc. at the tourist centers. A few tourist centers like Puri, Konark, Chilika at Barkul, Satapada and Rambha, Gopalpur are equipped with the amenities for foreign and domestic tourists. Government of Orissa in co-ordination with the Indian Institute of Tourism and Travel Management has conducted several state as well as District Guide Training Programme
for the last five years. Orissa is endowed with rich and incomparable and numerous 
varieties of crafts and textiles which are exhibited and displayed in the registered shops 
and Govt. shops in the major tourist centers of Orissa. Utkalia and Boyanika are playing a 
leading role to sell Orissa’s handicraft and textiles three years. The state possesses unique 
recreational sites like the Chilika Lake at Barkul, Rambha and Satapada, The Mahanadi 
River at Jagatpur, Kanjia Lake at Nandankanan, Hirakud Dam at Samabalpur, Upper 
Kolab dam at Koraput are the ideal sites for water sport activities.

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.

1.2.4 TOURISM RESOURCES IN WEST BENGAL

West Bengal is a developed and industrial state. It is the gateway to the eastern and the north-eastern states. It was the erstwhile British Capital. The state is well known for rice cultivation and agriculture which is the backbone of economy. Agriculture is the mainstay for about 70 percent of the population. West Bengal has a vast stretch of arable land which is 62.8 percent of the total area of 55,414 sq. km. The State has a total of 13.38 percent of forest area. The remaining area is utilized for other purposes. The State is comprised of 18 districts and Kolkata is the state capital and is one of the metropolitan cities in India. There are over 23 towns with a population of over 100,000. The largest cities are Kolkata, Howrah, Asansol, Durgapur and Siliguri. Other important towns include Darjeeling, Kharagpur and Haldia. Kolkata is amongst the largest metropolitan regions in the world. The state is bordered by the countries like Nepal and Bangladesh and the states of Orissa, Jharkhand, Bihar, Sikkim, Assam, and Meghalaya in different directions. From north to south, it stretches from The Himalayan Mountain regions to the Gangetic plain and the Bay of Bengal. The land is mostly plain except the northern region that is dotted with the different Himalayan mountain peaks. On the basis of landforms, the state can be divided into the regions such as the Darjeeling Himalayan hill region, the Terai region, the North Bengal plains, the Rarh region, the Coastal plain, the Sunderbans, the Western plateau, the high lands and the Ganges delta.

West Bengal has a rich cultural heritage and a glorious past that dates back to 3rd century BC. The region was ruled by Mauryas, Guptas, Palas, the Muslims and finally the British. West Bengal is the birth place of many great personalities, philosophers, scientists, patriots, and it is also home to five Nobel laureates. The Red Soil of the state is famous for its rich colour to the terracotta temple of Bishnupur. Sunderban national park which is located in the the Gangetic Delta in the lower Bengal houses the Royal Bengal tigers. Kolkata city is endowed with the famous tourist destinations such as Birla Planetarium, Fort William, Botanical Garden, Zoological Garden, Eden Gardens, Nehru Children’s Museum, Howrah Bridge, Victoria Memorial, Indian Museum, Nakhoda Mosque, St.
Paul’s Cathedral Church and Kali Mandir of Kalighat. Other places of tourist interest for excursions are Digha, Diamond Harbor, Haldia, Barrackpore, Chandernagore, Bandel, Sunderban Wildlife Sanctuary etc. The charming Rajera Hill Stations of Darjeeling and Kalimpong lies in the foothills of the Himalayas in the northern part. These are the amazing tourist paradises of the State. Darjeeling is one of the most wonderful hill resorts in the world with awe-inspiring beauty capped by the mighty Himalayas. Siliguri is the gateway of Darjeeling as it is an important transit point not only for visiting to Darjeeling hill region but also to the places in Sikkim and Assam in India and Bhutan and Eastern Nepal.

Kurseong is famous for its quietness and secluded charming climate. Kalimpong is secluded and tucked away in the corner under the big Darjeeling umbrella and it offers a quiet and relaxed holiday against the backdrop of the Kanchenjunga. Mirik is a long lake or floating fountain is a nest in the hills. The glory of Kanchenjungha is reflected in the lake waters. Dooars Valley forms a gateway to the hill stations of North Bengal and Bhutan. It is famed for unending stretch of virgin forests. Lava commands panoramic view of Jelep La and Rechi La passes and it is also the gateway to the Neora National Park. Lolay Gaon gives panoramic view of Kanchenjunga. In nutshell, the East Himalayas is a land of endless charm with scenic views of Kanchenjunga, mystifying greenery, tea gardens, adventure spots, trekking, mountaineering, camping, etc. This is quite famous for popular forms of adventure sports.

The coastline of West Bengal extending from the Gangetic delta land to the border of Orissa offers incredible and startling beaches of Digha, Shankapur, Junput, Bakkhal, Frazergunj and Sagardwip. Four percent protected forests of the State house 15 Wildlife Sanctuaries, 5 National Parks and 2 Tiger Reserves. The Sunderban, in south Bengal, is home to the famous Tiger Project - a conservatory effort to save the Bengal tigers from extinction. It is an UNESCO world heritage site. West Bengal’s wild life offers a fascinating diversity of terrain, flora and fauna. It is a fabulous delight for nature lovers.
1.3. BACKGROUND AND JUSTIFICATION OF STUDY

The foundation of tourism industry is tourism resources which are the fundamental elements to run and develop the size and shape of the industry. It provides basic inputs and ingredients to all partners of tourism industry. The tourism resources are comprised of tangible and intangible features. It can be further divided broadly into two categories; physical resources and attractions. It is the physical resources which support the destinations to grow and develop with leaps and bounds. Destinations are lesser known and unexplored due to the lack of infrastructure and publicity. Tourism is a major driver of economic development of the areas where tourism destinations are located. In the era of marketing and publicity, it is essentially required to promote the destinations to woo both the foreign and domestic tourists. In order to utilize the tourism resources, the National Tourism Organisation (NTO), the Regional Tourism Organisations (RTO) and the private bodies in the tourism, hospitality and travel trade play significant role for the development of tourism resources and the promotion of destinations in the domestic and international market. These resources should be optimally utilized to run various functional areas.

Thus, tourism research aims at underpinning the issues and challenges pertaining to the identification, utilization, management and marketing of tourism resources. The present research highlights bottlenecks of tourism development. In the current research, studies on tourism resources are being given importance as it is necessary not only for measuring the perceptions of tourists on the quality and quantity of tourism resources but also on the marketing and positioning the tourism resources. Achieving the goal of measuring tourism resources in and around the destination requires the understanding of its components and their inter-linkages. There are two ways of analyzing tourism resources: by studying the existing and potential tourism resources or by exploring the perceptions of tourists on varied tourism resources. The study is significantly justified for analyzing the manifold importance of tourism resources as tourists are attracted by image and reputation of tourism resources. Competition among tourism destinations increases to build adequate tourist infrastructure to get an edge over others not only in terms of attractions but also in terms of facilities and amenities. However, the allocations are insufficient to strengthen infrastructure at the tourist destinations. It is of vital importance
to understand how the inventory of existing attractions and facilities at destination pertaining to the perceptions of tourists.

To ensure optimum success in the international tourism marketplace, tourist destinations in Orissa and West Bengal must develop and maintain tourism resources to maximize the level of satisfactions of visitors. As per the predictions of the WTTC, India will be one of the world’s leading tourism destinations and the hub of growth in the next one decade. If India is to realize its enormous potential in tourism, the country must provide exclusive world-class tourism products and destinations to compete successfully for a larger share of the Asian tourism market. Outbound tourism in India outstrips the inbound tourist traffic to the country partly because the touristic infrastructures are not as attractive as the infrastructure in Maldives and Singapore. Policy and planning for the development of tourism resources prove to be failure. Fundamentally, state and local governments are responsible for basic infrastructure, transport systems, sanitation and hygiene, leisure and recreation, law and order, the conservation of monuments and deployment of police and security forces to beef up safety and security for tourists. Integrated and concerted support and participation are essential for building State-of-the-Art infrastructure. The lack of focused policy and unprofessional ad hoc approach act as a deterrent to the growth of tourism in the two states.

The state of Orissa and West Bengal are rich in natural and cultural resources to attract tourists all across the world. Both have got Unique Selling Points (USP) in their own unique ways. The topography of the two states is almost same. Barring small differences on the existing tourism attractions and resources, both have equal tourism potentials to attract tourists.

This study makes an attempt to assess the tourism destinations and tourism resources through an extensive analysis. In this study, the existing tourism resources shall be analyzed to find their strength, weakness and potential. However, destination image and branding are determined by the quality of facilities and amenities. This study also explores the level of satisfaction among the respondents (Tourists) visiting Orissa and West Bengal. Attempt has been made to get an in-depth knowledge of visitor’s perception and behaviour on the facilities and services at the destinations. The findings of the study
can help both the state to transform changes in terms of improving tourism resources and positioning destinations in these two states as competitive as other destinations in Kerala and Rajasthan. The study will immensely help Orissa and West Begal to adopt strategic marketing tools to target niche markets. The study is highly justified in the context of exploiting the enormous tourism potential of the states thereby economic development can be possible. The study can also reveal the underlying impediments of tourism development through the analysis of the data. Finally, the research work is greatly relevant since the end users of tourism resources have been interviewed with a structured questionnaire containing several items on tourism resources. In the present time, the study may be massively helpful to the policy makers, planners, developers, promoters, and entrepreneurs etc to prepare themselves for the huge tourism development. In the end, the study will expand the scope of tourism business opportunities that will bring about drastic economic development in the states.

1.4. OBJECTIVES OF THE STUDY

This thesis has the following major objectives:

- To highlight on the present tourism scenario in the world
- To discuss on the growth and development of tourism industry in India
- To make an extensive review of literature on tourism resources and strategic tourism marketing analysis
- To study the existing tourism resources in the two states
- To make tourism resource potential analysis
- To explore as to how destination image determine tourists in the selection of destinations
- To find the relationship between management of tourism resources and building destination image and branding
- To identify the important tourism attributes of Orissa and West Bengal
- To find the underlying reasons of the sluggish growth of tourism sector by evaluating the opinion of tourists on various dimensions of tourism resources in West Bengal and Orissa
- To evolve a business model to promote tourism by developing tourism resources
1.5. SCOPE OF THE STUDY

The scope of the study is very wide and vast. The study will have impacts on the various sub-sectors of tourism and principal sectors of economy. Thus, the present research work on the assessment of tourism resources at the destinations attempts to explore and identify the destination attractiveness and competitive advantages which have been preferred and selected by the tourists (Respondents). It is quite evident from the fact that assessment of perception of tourists is inherently the scope for creating better destination’s competitiveness and image. Tourists are the end users of tourism resources at the destinations or at the transit points. Therefore, this current research work is a unique direction in achieving the long cherished goals of the two States. However, it is quite pertinent to fathom the scope of the study in order to study the important objectives. These objectives are correlated with the findings with during the research period. This research specifies key variables by confining its scope to the area of tourism resource analysis and strategic marketing for tourism development.

The study is focused on both the exploratory and inferential in nature. It attempts to explore the existing and potential tourism resources at the selected tourism sites in Orissa and West Bengal and the marketing of these resources at the domestic and overseas tourist market. It also attempts to undertake a scientifically designed data collection to gather the perceptions and level of satisfactions of both the domestic and foreign tourists on the tourism resources. The literature survey records and represents the definitional approach of tourism and the evolution of tourism development in India and destination resources in the context of Orissa and West Bengal. Though the study could have made more extensive, but due to the constraint of time, money and resources, the scope has been restricted to assessment of tourism resources and marketing of these tourism attractiveness. Selected destinations have been chosen to conduct the study for the purpose of making in-depth analysis.

A comparative study is presented encompassing the tourist’s perception and attitude regarding their motivation, perception and frequency of repeat visit to the said
destinations. The scope of findings of the study can be a guideline for other states in India to utilize the tourism resources for the tourism development as well as economic development.

1.6. RESEARCH DESIGN AND METHODOLOGY

The present research work is designed through scientific methods to ensure maximum accuracy in the results. Utmost care has been laid on the selection of methods, procedures for data collection and appropriate statistical tools were used to enrich the quality of the study. The researcher has made concerted efforts to adhere to the identified objectives and pre-decided scope of the study. The complete research project has divided into four phases. The first phase deals with the exploratory study, literature survey, focus group, and in depth interview. The second phase highlights on the descriptive study, pilot survey and full scale market survey. The third includes data coding, processing analysis. The fourth or the final stage is important when researcher is factually ready to arrange the data and to write the report. For undertaking the study, the researcher has conducted an elaborate literature survey through secondary data sources at the initial stage.

The researcher has also used various national and international research journals, periodicals, monographs, e-contents, and books for understanding the evolution, growth and development of tourism industry and conceptual foundation of developmental studies and relationship between development of tourism and tourism destination image. In order to find the background of tourism industry and development of tourism resources, the researcher has reviewed the existing literature to ascertain the underlying issues and problems of developing and managing tourism resources. With this review, researcher has found a set of questions reflecting the research objectives.

The literature review has shown that, from a demand perspective, destination attractiveness and tourism resources is dependent on factors such as motivations for travel and portrayed image (Court and Lupton, 1997; Echtner and Ritchie, 1993). Economic benefits generated by tourism cannot be considered as a measure of destination attractiveness because visitors' views and perceptions not always translate into actual visitation (Smith, 1987). Visitor opinions are dependent on contextual situations such as
familiarity and vacation experiences (Fridgen, 1987; Gartner, 1989; Walmsley and Jenkins, 1992).

Often, visitors' evaluations of the attractiveness of a given area are mostly based on marketing efforts of the destination. The typical factors that arise in attractiveness and regional resource studies represent natural, cultural, historical, infrastructure, and hospitality resources (Lue, Crompton, and Stewart, 1996). The literature survey has been conducted to help increase the knowledge about contemporary research conducted in the field of destination competitiveness and image building. The researcher has conducted in-depth interview of tourists across destinations in Orissa and West Bengal to understand the perception and motivation of tourists on tourism resources. This in-depth interview has helped the researcher to generate a set of questions and objectives to undertake focus group discussions.

Focus group discussion has been conducted to explore the hidden and subconscious rationale of tourists in explaining their perceptions and level of satisfaction regarding various aspects of tourism resources that are related to the destination competitiveness. It has also helped in exploring various factors pertaining to the available tourism resources which determine the level of tourist satisfaction.

1.6.1 SELECTION OF SAMPLE SIZE

The study is based on the empirical research method which gives highest importance to the selection of population in the universe. The assessment of tourism resources for the development of tourism industry in the current study can be more validated and supported with the opinions of domestic and foreign tourists. In the current perspective, inbound tourism is as important as the domestic tourism as both aim at contributing enormously to the development of economy of the two states. Railway stations and airports have been selected to interact with the respondents. Netaji Subash Chandra Bose Airport and Howrah Station in Kolkata city have been selected for collecting primary data from domestic and foreign tourists in West Bengal. Biju Patnaik Airport, Bhubaneswar and Bhubaneswar, Cuttack and Puri railway stations have been selected to administer questionnaires to the tourists. Tourists have been interviewed at the departure points at
the railway stations and the departure terminals of the airports. The questionnaire containing both the demographic profiles of respondents as well as variables about tourism resources is given in annexure -I.

Researchers always find difficult to ascertain the sample size. It is clear that right sampling selection can reduce the error of the data analysis and help researcher to get accuracy in the results.

According to Baloglu & McCleary (1999: 877), the determination of sample selection largely depends on the statistical estimating precision needed by researchers and the number of variables analyzed in a study. If the larger would be the sample size the larger would be the chance of getting representation. In this research, larger sample sizes are preferred. The selection of larger sample size does not mean the larger the better due to the limitation of time and cost. Hair (1996:170) strongly believes that a number of valid samples of between 100 and 300 are generally accepted as the critical sample size for multiple-regression analysis. As this study has made several hypotheses test by means of multiple regression analysis, the number of valid sample should be at least more than 100.

In previous studies, where similar data collection methods were used such as in the case of studies by Chen & Hsu (2000: 412) and Heung & Cheng (2000: 398), a validity rate of questionnaire survey has been reported to reach a high score of approximately 85 percent. The sampling method so selected was done with academic interest in mind and in order to draw inference from the study. The researcher has decided in favor of convenience sampling for various reasons. The researcher took special care to see that the data so collected are uniform and the sample selected are representative of the target population. This method is followed because this is least expensive, least time consuming. These sample units are accessible, easy to measure and cooperative for the purpose of obtaining response. Appropriate precautions are taken to reduce any bias affecting the nature of survey.

The next task was to decide on the sample size determination. The decision for an optimum sample size is based on the fact that the size of the sample should be one, which fulfils the requirements of efficiency, representativeness, reliability and flexibility. The sample should be small enough to avoid unnecessary expenses and large enough to avoid intolerable sampling error. Thus, seventy 100 international tourists each awaiting
departure at the Dumdum, Bhubaneswar airport as well as at sun temple Konark, on the
Puri beach and the Raja Rani Temple in Bhubaneswar were selected as sample. Similarly
for domestic tourists important railway stations were taken as departure points and 160
respondents awaiting departure from two major railway stations of Kolkata (Howrah &
Sealdah) New Jalpaiguri railway stations, Bhubaneswar and Cuttack railway stations
were selected as sample.

The overall goal of this study is to find out the development of tourism resources in
Orissa and West Bengal. The study has employed a cross-sectional written survey
comprising structured scale items. Scale items were measured on the standard five-point,
bi-polar adjective Likert scales. Using the Likert scale is consistent with past behavioral
and services marketing research methodologies (Zeithaml et al., 1990). Measures
designed to collect demographic data about the respondents have been also incorporated
in the questionnaire.

In this study, tourists both domestic and international have been surveyed on their level of
perceptions and satisfactions on various factors of tourism resources, destination image,
product offering, destination competitiveness and level of satisfaction. Surveys were
collected from 100 international tourists and 160 domestic tourists. Research data have
been collected by using the questionnaire presented in Appendix-I. The data thus
collected was subjected to validity tests. After ascertaining of the validity, the data have
been analyzed to ascertain the findings pertaining to the tourism resources and the
analysis of data help the researcher to draw suitable conclusions. The data collected were
subjected to editing on the grounds of completeness, consistency, legibility and
representativeness. This effort yielded 100 (87.00 %) useable surveys for international
tourists and 160 (93.75) usable surveys for domestic tourists, a more than adequate
sample size for the degrees of freedom in the study (Hair, Anderson, Tatham, & Black,

Since the instrument was validated at the pilot stage, the scope for structural and response
bias with the instrument was reduced to negligible level. The sample profile has covered
during the survey both domestic and international tourists. The age profile of the sample
members covered from age of 20 years onwards.
1.6.2 MAJOR HYPOTHESES

The researcher has formulated 11 important hypotheses for this study. Testing of hypothesis is done by taking the null (H0) hypothesis and the alternative hypothesis (H1). On empirical testing if the (H0) holds true, then the null hypothesis is accepted. Similarly, if H0 does not hold true or not valid then the null hypothesis is rejected and the alternative hypothesis is accepted.

1. The means of both the domestic and foreign tourists sample groups are not significantly different.

2. The means of both the male and female tourists sample groups are not significantly different.

3. There are no significant variances among the four age groups of respondents about the quality of tourism resources as significant attributes of promoting and positioning destination in Orissa and West Bengal.

4. There are no significant variances among the three language speaking groups of respondents 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.

5. There are no significant variances among the three language speaking groups of respondents 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.

6. There are no significant variances among the four groups of respondents (duration of stay) 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.

7. There are no significant variances among the three groups of respondents (frequency of visits) 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.

8. 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.

9. There are no significant variances among the five groups of respondents (qualification) 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.

10. There are no significant variances among the five groups of respondents (travel arrangements) 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.

11. There are no significant variances among the three groups of respondents (travel patterns) 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.

1.6.3 DATA ANALYSIS
After the collection of filled in questionnaires responses were processed through computer with the help of SPSS 12. Researcher analyzed the data by using univariate, bivariate and multivariate techniques Graphical representations were developed wherever the researcher felt necessary.

1.6.4 STATISTICAL TECHNIQUES APPLIED IN THE STUDY
Mean: A measure of central tendency. The arithmetic average; the sum divided by the number of cases.

Standard Deviation: The square root of the mean

Factor Analysis: Factor analysis is a useful method of reducing data complexity by reducing the number of variables being studied.

KMO & Bartlett’s test of Sphericity: The Kaiser-Meyer-Olkin measure of sampling adequacy tests whether the partial correlations among variables are small. Bartlett’s test of sphericity tests whether the correlation matrix is an identity matrix, which would indicate that the factor model is inappropriate.
**Principal Components Analysis**: A factor extraction method used to form uncorrelated linear combinations of the observed variables. The first component has maximum variance. Successive components explain progressively smaller portions of the variance and are all uncorrelated with each other. Principal components analysis is used to obtain the initial factor solution. It can be used when a correlation matrix is singular.

**Eigenvalues**: By default, factors with eigenvalues greater than 1 (when analyzing a correlation matrix) or the average item variance (when analyzing a covariance matrix) are extracted. To use a different eigenvalue as the cutoff value for factor extraction, the researcher can enter a number between 0 and the total number of variables in his analysis.

**Varimax Rotation**: An orthogonal rotation method that minimizes the number of variables that have high loadings on each factor. It simplifies the interpretation of the factors.

**The Independent-Samples T Test**: This test compares means for two groups of cases. Ideally, for this test, the subjects should be randomly assigned to two groups, so that any difference in response is due to the treatment (or lack of treatment) and not to other factors.

**ANOVA**: The One-Way ANOVA procedure produces a one-way analysis of variance for a quantitative dependent variable by a single factor (independent) variable. Analysis of variance is used to test the hypothesis that several means are equal. This technique is an extension of the two-sample t test.

### 1.7 LIMITATIONS OF THE STUDY

Despite best efforts there were few limitations, which the researcher faced during this study.

1. The researcher collected primary information mostly through field visits. For the time and cost constraints it was not possible to visit all the places and thereby to produce an exhaustive work.

2. The statistical tools used for the study have their own limitations.

3. The size of the sample is another limitation. This is basically due to the fact that the research is purely an exploratory one and the main source of data is primary one. The size of the sample may not be used for giving the final findings. Limited generalizability of the study exists because of the use of a convenient sample.
4. During the collection of the primary data, the researcher had to thoroughly convince the respondents about the purpose of the survey that took a considerable amount of time. Furthermore, the reliability of responses through questionnaire Survey method always leaves quarters for questioning and doubts. During the survey, the respondents are found to be conservative while providing some information.

5. Many respondents were hesitant in giving some of demographic information. Hence, the data got on these questions may not be entirely reliable.

The findings of the present study should be used judiciously and carefully taking into account the above limitations.