CHAPTER 4
CHHATTISGARH TOURISM BOARD

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CHAPTER- 4
CHHATTISGARH TOURISM BOARD

The Chhattisgarh Tourism Board (CTB) was established in 2002 to promote the tourism industry in the fledgling state of Chhattisgarh. Its core responsibility is to develop a favorable framework for private, public and community participation in sustainable tourism development. CTB is the only Tourism Board in India.

To enable Chhattisgarh to develop its tourism of International Standard this Board was established. CTB was formed to harness the true potential of Tourism, it is necessary to undertake large-scale development / improvement of infrastructure and create a conducive investment climate.

There are various objectives of Chhattisgarh Tourism Board. Some of them are as follows:-

1. To develop the infrastructure and provide the basic necessities of life.
2. To organise the different tourists centers through media and advertising in India as well as abroad.
3. To make the experience of Tourism Standard and Beauty more feasible.
4. To protect the various cultural heritage and develop through media and advertisement.
5. To encourage tourism for development of related centers.
6. To encourage private sector to develop infrastructure.
7. Also encourage individuals showing interest in tourism by providing incentives.
8. With the object to make the information regarding tourism opportunities organize Foreign Travel Agents, Tourism, Promotion Agency and Travel Writer Study Tours be managed.
9. To conduct seminars, workshops, study classes, tours, etc. To publish books, magazines, periodicals, travel guides, etc. and also encourage tourism through brochures and advertisements.

10. To encourage tourism the natural, cultural, social, and other festivals should be organized, coordinated, managed, and motivated.

To do all such work which is handed over by the state government for implementation of programmes and policies, tourism has very important linkages with other sectors including industry, trade, transportation, hospitality, etc. The State Government is in the process of taking several key initiatives to make the tourism sector a viable investment for both institutions and entrepreneurs. These include granting the sector “industry status” (which would help it secure project funding, tax benefits, concessional power tariffs, etc.) and exempting it from entertainment and luxury tax for a period of 10 years.

On its part, CTB seeks to carve a unique positioning for the State, so as to put it on the radar screen of discerning travelers, who have seen it all, done it all, eschew run of the mill and venture into the unknown in search of authenticity. The baseline, Full of Surprises, summarizes it all. Little known facts - dense forests, superb infrastructure, abundant wildlife, ancient tribal heritage, and more - about this low-profile state are highlighted through all possible fora – trade and road shows, print and electronic advertising, a new revamped website, web campaign, eletters to tour operators and travel agents, Tourism Information centers across the country. The focus is on the rich eco-ethno experience that Chhattisgarh offers. These efforts have already started yielding results. Construction of highway motels and international quality Public Convenience Centers is in full swing at 21 locations across the State. Private entrepreneurs have also shown keen interest in investing in Chhattisgarh. Some of the world’s largest Hotel Chains are in dialogue with CTB for setting up their properties in the State. A nominal
entrance fee is charged. This covers the cost of the guide who takes you in and out of the Caves and also provides a torch.

**Chhattisgarh Tourism Board**, the governing body of one of the fastest growing tourism destinations in India, has entered into an agreement with Kouni Academy to train and educate travel agents in India about the tourist attractions in Chhattisgarh aimed at promoting and encouraging tourism in the State. This initiative aims to sensitize and bring about the awareness about the state’s tourist destinations among the key stakeholders. Chhattisgarh offers a lifetime experience for the tourists including scenic waterfalls, wildlife reserves, cultural and religious heritage with magnificent temples, caves etc.

In the first phase, Chhattisgarh Tourism Board plans to reach out to 9 cities namely Delhi, Bengaluru, Raipur, Kolkata, Mumbai, Ahmedabad, Vishakhapatnam, Nagpur and Hyderabad. Through this initiative a total of 400 preferred travel agents for classroom training program will be shortlisted and would be given insights about the tourist destinations in the state for a better understanding of the state ultimately resulting in better projection of state’s tourist attraction. This program is scheduled to be conducted at the Kuoni Academy Centers, by the Kuoni Academy faculty.

Chhattisgarh Tourism Board has also taken initiatives in a big way on social media to attract tourists to visit the state. As part of its digital strategy, CTB is marking its presence on digital and several social media platforms to engage with tourists and highlight the unexplored beauty and marvels of architecture of the state.
TOURIST INFORMATION CENTER

Chhattisgarh Tourism Board is expanding its network and operations all over the country rapidly. Tourist Information Centers have been established within the state and in the major cities of the country. Tourist Information centers have established in Raipur, Dongargarh, Durg, Purkhoti Muktangan Dhamtari, Jagdalpur, Bilaspur and champaranyans within the State, and outside the State at Delhi, Kolkata, Vishakhapatnam, Ahmedabad, Bhopal, and Nagpur. Some more tourism Information centres like Mumbai, Chennai, Jaipur, Agra, Shirdi, Hyderabad, Bangalore, Ranchi, Varanasi, Bhubaneshwar are to be opened out of the state in the near future. The first Tourism Information Center was inaugurated recently at Bhopal, and more are planned at Kolkata, Ahmedabad, Nagpur, Hyderabad, Bhubaneshwar, Mumbai, Bangalore, Agra and Varanasi. The Caves are closed during the monsoons and for some time thereafter. They normally open around the time of Bastar Lokotsav. Guides take tourists in and out safely. However, it is advised that children below 8 years, those above 60 years, and those suffering from claustrophobia avoid the Caves. Wear walking shoes with a sturdy grip as the floor is often uneven and occasionally slippery.

To promote tourism in the state Chhattisgarh Tourism Board have taken a number of initiatives, like:-

- The Chhattisgarh Tourism Board initiated work on a tourism master plan for the next five years and it is expected to come out by the end of 2012. The master plan would emphasize on a capacity building mechanism to support the local population, and ensure a sustainable model for the tourism sector that would bring in inclusive growth. -- CTB rolled out its marketing campaign ‘I discovered…., the underlying theme of the integrated advertising and marketing campaign draws from the pleasure and delight of experiencing the new and unknown. The advertising and marketing
expenditures have been budgeted close to Rs.7 crores, the campaign started in September, 11 and right now it is in its last phase. The objective of the campaign is to attract domestic and international travelers and to undertake a focused program to build awareness.

- Promoting tourism more aggressively CTB recently announced special discounts on room rents across all of its properties in the state as well as introducing special family package tours spanning various tourist circuits in the State. Kouni Academy would work with CTB and help to build awareness among travel agents across India about the exciting tourism opportunities in Chhattisgarh. Tour operators and travel agents will play a crucial role in engaging with tourists both at a national as well as an international level and help boost tourism in the State.

- Working with private Academy shall help Chhattisgarh Tourism Board to fill the information gap on the issues like connectivity, seasonality and actual prospects of Tourism in Chhattisgarh which for long has been elusive to the trade.

ABOUT CHHATTISGARH TOURISM BOARD

The Chhattisgarh Tourism Board (CTB) was established in 2002 to promote the tourism industry in the fledgling state of Chhattisgarh. Its core responsibility is to develop a favorable framework for private, public and community participation in sustainable tourism development.

OTHER ACHIEVEMENTS OF TOURISM BOARD

Tourism Board provides training to tour operators for Promotion & Publicity of Tourism in the State of C.G.
STATE TOURISM POLICY

The state of Chhattisgarh has developed a draft Tourism Policy and wish to actively promote Eco & Ethnic Tourism in the state. The state tourism department has also identified a few themes under which tourism will be promoted. Briefly, the objectives of this policy are

- Promote economically, culturally and ecologically sustainable tourism.
- Strengthen the quality and attractiveness of tourism experience.
- Preserve, enrich, and showcase the rich and diverse cultural and ecological heritage.
- Increase the contribution of tourism to the economic development of interrelated sectors.
- Encourage and promote private sector initiatives in developing tourism-related infrastructure.
- Transform the role of Govt. to that of facilitator.
- Promote new concepts in tourism such as Time-share, Eco-tourism, village tourism, adventure tourism.
- Respect the intellectual integrity and rights of the local communities.

To meet these objectives, the state has identified specific initiatives, which can be broadly classified as Infrastructure & Institutional Development, Tourism product offering, and Marketing.

TRENDS IN TOURIST ARRIVALS

Since Chhattisgarh was created only in November 2000, the tourist arrival data is clubbed along with Madhya Pradesh. Undivided Madhya Pradesh (including Chhattisgarh) accounted for 3.43% of the domestic tourist arrivals and ranked 12th among All India domestic tourist arrivals in the year
2000. Similarly, Madhya Pradesh (including Chhattisgarh) accounted for 2.65% of the Foreign tourist arrivals and ranked 10th among All India tourist arrivals in year 2000.

Total tourist arrivals to MP/ Chhattisgarh declined from 6.67 million in the year 1995 to 4.81 million during 2000. Foreign tourist arrivals increased from 0.09 million in 1995 to 0.12 million in 2000 indicating a compounded annual growth rate of 6.02% while domestic tourist arrivals declined from 6.58 million in 1995 to 4.68 million in 2000.

As the tourist arrival figures for Chhattisgarh state are not readily available, we have estimated the domestic & foreign tourist arrivals in Chhattisgarh, which is about 6 lakh domestic tourists and about 15000 foreign tourists in a year.

EXISTING TRAVEL CIRCUITS AND DESTINATIONS / ATTRACTIONS

In order to promote tourism in the state of Chhattisgarh, the state Tourism Department has prepared various itineraries, which include a wide range of tourist attractions like nature, wild life, temples & archaeology, waterfalls & caves, festivals & fairs, handicrafts & artifacts, etc.

- Natural resource based – The Natural resources of the state include Forests, 11 Wild Life Sanctuaries and 3 National Parks, caves, water falls, hot water springs, etc.
- Heritage and Socio cultural asset based – The state has several archaeological & mythological sites, palaces, forts, temples & religious sites, etc.
- Man made attractions – The state of Chhattisgarh has several man-made attractions like Large dams with hydro-electric power plants, water
reservoirs, handicraft villages, silk farms, Bhilai Steel Plant, Korba Aluminium plant, Korba-NTPC-Super Thermal power plants, Korba-open pit Bauxite Mining operations and Iron Ore Mines of Bailadila (Bacheli) managed by NMDC, etc.

- Festivals and Fairs – Several fairs & exhibitions are organised in the state like the Dussherra festival of Bastar, Madhai of Narayanpur, Bhoramdev festival, weekly tribal haats, Navratri / Shivratri fairs across the state, etc.

(i) Central ASI (Archaeological Survey of India) Monuments in Chhattisgarh

There are 47 monuments falling under the Central government, which are being looked after by the staff at these destinations. However, at some destinations, no staff is available to look after the monument or to provide any information or guidance about the monuments. Central ASI has a small representative office at Raipur, and majority decisions are made by South-Eastern Regional – ASI office at Bhubaneshwar. There is insufficient staff to maintain and conserve these monuments. Due to this, there are delays in decision making at many places. At some places, central ASI is carrying out monument conservation work in small way for e.g at Pali, District Bilaspur.

(ii) State ASI (Department of Archaeology) Monuments in Chhattisgarh

Interactions were held with State Archaeology Department at Raipur. The state ASI has provided a list of 58 monuments falling under their purview. Maintenance and conservation work is being carried out by them at various monuments. During the visit of our survey team, monument cleaning and maintenance work was going on at the famous “Bhoramdeo” temple in Kawardha district by the state ASI department.
**Current status of Integrated Tourist infrastructure / Facilities**

- **Internal transport system** – Most of the tourist attractions across the state are located in the interior areas, which are in the form of forests, tribal areas, water bodies including rivers & dams, etc. Internal transport facilities from the State & National Highways, to the interior areas, are very minimal. Internal transport facilities are available in selected pockets / areas of the state.

- **Accommodation facilities for tourists of different income groups** – Accommodation facilities for various income groups of tourists are available in major cities and towns of the state. The major cities & towns of the state include Raipur, Bhilai, Jagdalpur, Bilaspur, Ambikapur, Raigarh. The accommodation facilities include star class hotels, budget hotels, lodges, dharamshalas, PWD rest houses, Irrigation Department rest houses, Forest Department rest houses, etc.

- **Restaurants** – Most regions of the state are connected through a road network. Most of the roads are presently being repaired and widened for ease of cargo & passenger traffic. On most of these national & state highways, there are a few dhabas or eateries, which are located at long distances from each other. In some regions, like the northern & western parts of the state, dhabas are non-existent on national & state highways.

- **Entertainment and recreational avenues** – There are a few recreational facilities in the state of Chhattisgarh. A water park by the name of Water World has been set up on Durg –Rajnandgaon bypass (about 30km from Raipur). There is a musical fountain and a zoological park (Maitry Bagh) within Bhilai Steel Plant. The Maa Bamleshwari temple trust in Dongargarh (Rajnandgaon district) has developed a water park with boating facilities within the periphery of the temple.
• **Shopping centre, emporiums, Souvenir/Gift/Tourist literature shops** – The state of Chhattisgarh possesses rich art, culture & handicrafts which have been made available to discerning buyers through state emporia (Mrignayani), craft centres managed by NGOs (Parchanpal in Bastar district managed by Saathi) and independent craft centres like Kumharpara in Bastar district. The handicrafts and souvenirs of the state are also available in major cities like Raipur, Bilaspur, Jagdalpur & Raigarh.

• **Tourism information centres** – At present, tourist information centres, which provide information and act as guide to tourists, are non-existent across the state. The hotels in the state play a very important role in promotion of tourism. At present, majority of the tourists obtain information, about attractions at various destinations from the hotels. The hotels also make arrangements for travel, taxis, etc.

• **Intermediaries** - There are ample number of travel agents, tourist taxi operators, tour operators spread across the length & breadth of the state. A majority of them operate from urban centres (towns & cities). There are a few renowned artists like Teejan Bai, of Durg district, who perform at regular intervals in India & abroad. The state also has rural & tribal artists who present the culture & ethnicity through their traditional forms of art.

• **Basic amenities like drinking water, toilets, snack bars at the tourist sites** – At present, basic amenities like availability of drinking water, toilets, snack bars at various tourism sites are very negligible. Some of the important sites like Tirathgarh waterfalls in Bastar district, Kendai waterfalls in Korba district, Dongargarh in Rajnandgaon district, Champaranya in Raipur district, Danteshwari temple in Dantewada district, Rajim in Mahasamund district, etc. have basic amenities for tourists. Most of the Sanctuaries & National Parks do not have these facilities.
• Other facilities (Paying guest accommodation, Language Interpreters, Tourist safety / Security) – The local people of the state are very helpful and are excellent hosts. The residents also act as guides and interpreters for the tourists who wish to visit important sites. Apart from the north-west, eastern & western part of the state bordering Madhya Pradesh, Orissa & Maharashtra respectively, most parts of the state bordering Andhra Pradesh, Uttar Pradesh and Jharkhand are affected with security problems for tourists. The continuing security problems in the border areas pose a threat to prospective tourist inflow to the region. Current Status of Tourism Related Infrastructure (Basic infrastructure)

Current Status of Institutional framework for Tourism

• State Tourism Department- The state Tourism Department is part of Chhattisgarh government. It is headed by the state tourism minister. Secretary (Tourism) is the direct executive head of State Tourism department and reports to the state tourism minister. The state tourism department is the policy framing and planning body and has supervisory role for tourism development in the state through executing organisations like Directorate of Tourism and Tourism Development board (TDB).

• Survey of Tour operators/Travel agents:- Travel agents and tour operators can play a major role in promoting tourism in the state. The survey team interacted with three categories of tour operators/ Travel agents i.e. those working at the Regional, Interstate and the International level.

• Tour operators/ Travel agents Association:- There is no formal association of Tour operators and Travel agents existing at present in Chhattisgarh state. However, the team interacted with one of the leading Tour operators, who has been informally organizing tour operators. It was mentioned that there is a definite need for a proper air link to aid Tourism
development, especially to attract Foreign Tourist traffic. It was learnt that between 1987 and 1994, there was substantial foreign tourist traffic in the Bastar region, but subsequently, due to poor infrastructure facilities and inadequate promotion, tourist traffic has declined substantially. It was learnt that foreign tourists come to Chhattisgarh, mainly for business tours, and a part of them travel in the state for Leisure or as Eco tourists or to observe ethnic lifestyle.

- **The Regional and Interstate Tour Operators/ Travel Agents:** Most of the travel/tour operators are concentrated in the capital city i.e. Raipur. The interactions have revealed that there are about 250 travel agents (providing taxi services) and 6 air-ticketing agents within Raipur. However, they are not approved by the Department of Tourism, Government of Chhattisgarh.

- **International Tour Operators:** The International tour operators are conducting tours of foreigners in Chhattisgarh mainly with the assistance of the royal families (prominently Kawardha and Kanker palace owners). The tourists are treated as special guests with royal fervour here. Special sightseeing trips are organised with their help.

- **Range of services:** The Regional and Interstate Tour Operators/ Travel Agents are undertaking limited activities within the state. Their range of services primarily includes Air/ Railway Ticket booking, provision of transport facilities and Hotel Booking. There are not many Tour Operators offering package tour services within the state. Presently, a few international tour operators are organising tours in Chhattisgarh. However, they are offering several services like hotel booking, package tours, transport facility, tour guides, event management, etc.

- **Composition of Tourist Traffic:** As per the interactions, maximum traffic coming to the state constitutes those coming for business purpose, followed
by religious/ cultural tourists and leisure tourists. There is yet another group, which constitutes a smaller percentage and comprises of people coming for special purpose like research, photography etc. Majority of the people utilising the service of the regional and the interstate tour operators/travel agents are domestic business tourist. However, the services of international tour operators are mainly being utilised by foreign tourists.

- **Origin of Tourist Traffic:** As per the interaction, most of the domestic tourists are from the state itself. However, Interstate tourists utilising the services of the tour operators are mainly from Gujarat and West Bengal. Majority of the foreign tourists are coming from Europe, America and East Asia. Interactions with the tour operators have revealed that the Americans, British, Spanish, Germans and Israelis have been a part of the tours organised in the state.

- **Preferred Tourist Circuits:** Interstate religious tours are being organised for places like Champaran from Gujarat and Jagdalpur from West Bengal via Orissa or Andhra Pradesh. There are special Tribal Tour packages available from Mumbai covering tribal areas of Andhra Pradesh, Chhattisgarh and Orissa.

<p>| TABLE 4.1 |
| TOURIST EXPENDITURE IN PACKAGE TOURS |</p>
<table>
<thead>
<tr>
<th>Domestic Tourists Circuits</th>
<th>Avg. stay</th>
<th>Avg. Exp./ per person / per day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inter state Tours from Gujarat</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Champaran- Puri- Gangasagar</td>
<td>11 days</td>
<td>Rs. 550</td>
</tr>
<tr>
<td>Champaran- Puri- Gangasagar- Allahabad- Ayodhya- Varansai</td>
<td>16 days</td>
<td>Rs. 500</td>
</tr>
<tr>
<td>Inter State Tours from West Bengal via Orissa or Andhra Pradesh</td>
<td></td>
<td></td>
</tr>
<tr>
<td>West Bengal-Puri-Koraput-Jagdalpur-Vishakhapatnam- Araku Valley- Ex-Jagdalpur (Kanger Valley, Chittrakote, Dantewada)</td>
<td>12 days</td>
<td>Rs. 400</td>
</tr>
<tr>
<td>Inter State Tribal Tours from Mumbai Mumbai- Hyderabad- Araku Valley-Jagdalpur- Sambalpur (Orissa)-Vishakhapatnam or Calcutta.</td>
<td>10 days</td>
<td>Rs.1000</td>
</tr>
</tbody>
</table>
**Preferred Tourist Destinations**: The people from East Asia are coming to visit the Buddhist sites, which are in places like north Bastar- Bandopal, Sirpur and Dongargarh. The interactions revealed that the popular destinations amongst the interstate tourists based on the purpose of visit/theme is:

<table>
<thead>
<tr>
<th>Purpose/theme</th>
<th>Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pilgrimage</td>
<td>Dongargarh, Nagpura, Champanar</td>
</tr>
<tr>
<td>Nature sightseeing &amp; Adventure</td>
<td>Kanger Valley, Chitrakote, Barnawapara, AchanakmarSanctuary</td>
</tr>
<tr>
<td>Tribal art &amp; culture</td>
<td>Bastar Area</td>
</tr>
<tr>
<td>Handicraft</td>
<td>Kumhparpa, Kondagaon</td>
</tr>
<tr>
<td>Heritage/ Palaces</td>
<td>Bhoramdeo, Kanker, Kawardha</td>
</tr>
<tr>
<td>Business</td>
<td>Raipur, Bilaspur, Champa, Korba, Raigarh, Ambikapur, Jagdalpur</td>
</tr>
</tbody>
</table>

**Foreign Tourist Circuits**: As per the interaction with the international tour operators, the main attraction for the foreign tourists in the state is the unique tribal art and culture. Most of these foreign tours are focussed on visits to tribal villages and handicraft centres (eg. Kumhparpa). These tours are mainly being organised with the assistance of the royal families of
Chhattisgarh. Day trips are organised from Kawardha, Kanker, Jagdalpur to the nearby tourist attractions

**Average Group size and spending pattern**

- **Domestic:** For the domestic interstate tourists, the average group size is large and constitutes 15-20 people. These large groups mainly originate from West Bengal to visit Jagdalpur. The average spending amounts to about Rs.4800 per person on the trip and the average stay at Jagdalpur is about 2 nights.

- **Important Fairs and festivals:** The ‘Dustier festival’ during October - November at Bastar and Kawardha, ‘Media festival’ during February – March at Narayanpur are popular attractions for the foreigners. As per the interactions with tour operators, most of the foreign tours have been organised during the months of September to November and in March. These months are also the best seasons for stay in India and overlap with the prominent festivals.

- **Suggestions from Tour Operators:** Most of the tour operators are interested in linkages with the tourism department of Chhattisgarh. They are interested in working as approved tour operators. The international tour operators suggest that the cultural identity of Chhattisgarh needs to be maintained to attract the tourists. Infrastructure and linkages to tourist places need to be improved. The interactions revealed that the tourists have faced problems due to the lack of properly trained guides. Correct information about the tourist places could not be provided to them.

Chhattisgarh Tourism department regularly participates in international tourism events like WTM London, ITB Berlin, and national events like IITF, TTR IM, IITM, SATTE, Holiday Expo, MICE Exhibition etc. These events have established Chhattisgarh in the national and international tourism map.
Since 2005, 'Rajim Kurnbh' is being organized every year. Chhattisgarh is the first state in the country to have passed an ordinance to recognize this festival as an "official and government-sponsored event". Param Pujya Shankaracltarya and the number of Sadhus, Mahamandaleshwars and heads of different akhaadas from across the country participate in this religious gathering.

In the next step and forthcoming schemes of tourism development, information centres and herbal medicine distribution centres would be established at all the hotels and motels. Moreover, the state tourism department is making all efforts to get the "World Heritage" status for Sirpur. An integrated development of Sirpur with the help of INTACH Delhi and production of a documentary film on the significance of Sirpur, have been the latest initiatives in this process.

Chhattisgarh has a rich tradition of festivals, fairs and colourful rituals. Here, one or the other festivals and fairs are hosted almost every month in different parts of the state. Bastar Dashehra, Narainpur Madai, Bhorumdeo Mqhotsav, Rajivlochan Mahotsav, and Chakradhar Ssmaroh arc some of the most significant festivals of this state. The wood carving, bamboo craft, terracotta art and bell metal craft of Chhattisgarh have already won international acclaim and have mesmerized the visitors. The Chhattisgarh Govt. is making all possible efforts to provide international market to these traditional crafts and the art.
ANALYSIS OF THE SURVEY OF TOUR OPERATORS

- There is no system or procedure for approval of Tour Operators/ Travel Agents by the Department of Tourism
- There is a lack of awareness amongst the interstate & international tour operators about the tourist destinations
- There is a limited involvement of international tour operators in the state
- Limited number of package tours are being organised in the state
- Lack of trained guides in the state is a constraint for organising efficient package tours.
DIRECTORATE OF TOURISM

- Directorate of Tourism is a state nominated executive organisation. Directorate of Tourism is headed by Director Tourism, govt of Chhattisgarh. They have an office in “Paryatan Bhavan”, Raipur. Currently, they are directly involved in Tourism development in Chhattisgarh state. They have identified several destinations and are promoting them. They are also in process of forming Chhattisgarh Tourism Development for tourism development in the state.

TOURISM DEVELOPMENT BOARD (UNDER FORMATION)

- Chhattisgarh Tourism Development Board (CGTDB) is under formation, and it will be convened by State Director of Tourism. It will have several members nominated from Tourism department, Hospitality industry representatives, Tourism experts, NGO-representatives, Chamber of commerce & other prominent personalities.

STATE TOURISM DEPARTMENT

The survey team interacted with the Secretary Tourism, and other officials of the state tourism department at Raipur. Chhattisgarh being a new state, no vision document has specifically been prepared for Tourism development by the State government. However, they have broadly specified State Tourism policy, which is briefly described as under:

- Chhattisgarh, situated in the heart of India, is endowed with a rich cultural heritage and attractive natural diversity. The State is abundant with ancient monuments, rare wildlife, exquisitely carved temples, Buddhist sties, palaces, waterfalls, caves and hill plateaus. Most of these sites are untouched and unexplored and offer a unique and enriching experience to
tourists compared to traditional destinations which have become overcrowded.

STATE DIRECTORATE OF TOURISM AND “CHHATTISGARH TOURISM DEVELOPMENT BOARD”

The vision of the state tourism department and the role of the State Tourism directorate in tourism development was discussed in detail. It was learnt that the state government is giving a thrust to Eco-Tourism and the development of ethnic Tourism in the state. The State government is in the process of setting up a “Chhattisgarh Tourism Development Board”, under the chairmanship of Directorate of Tourism.. Other members of this board will include eminent personalities from Chhattisgarh, including tourism experts, representatives of Tourism and Hospitality industry, eminent personalities in Art & Culture from Chhattisgarh, apart from State tourism department officials. This board will act as SPV (Special purpose Vehicle) for Tourism development in Chhattisgarh and it will also act as body for implementation of Tourism policies of the State government and interacting with various stakeholders of tourism industry.

THE CHARTER OF “CHHATTISGARH TOURISM BOARD’ IS AS UNDER:

a) To make available basic tourist infrastructure facilities, such as accommodation, food and transportation, to all tourists at all tourist places.

b) Prepare Tourism project proposals and plans for the State and Central Government approvals; undertake execution and supervision of such plans at tourist places, and report to the Central Government Tourism department regarding the progress made from time to time.
c) Identify important regional and local tourist places, collect information about them, and promote those places to develop them in the form of New / Potential Tourist Locations.

d) To act on the decisions taken by the State advisory committee for Tourism Development, Regional committees and local tourism advisory committees.

e) To develop tourism based on local Natural, Water and Forest resources.

f) To facilitate Tourists, undertake training of local tourist guides at tourist places and provide them suitable Identity cards or approval.

g) Publish and distribute Tourism literature about various tourist places from time to time.

h) To take support of local agencies to make available Basic tourist infrastructure facilities at various tourist places.

i) To undertake registration and approval of Hoteliers, Tour & Travel operators and Excursion agencies in the state.

j) To represent the state in the Hotel classification approval committee, formed by the Tourism Department of the Central government.

k) To encourage and develop Youth and Adventure Tourism in the State.

Since, state tourism Directorate was formed only four months ago, they do not have any Statistical Data maintenance cell or database.

There is no record of tourism related establishments in the state. Data on domestic and foreign Tourist arrivals either at the state level or at various tourist destinations are not available. There is no record of tourist infrastructure availability at various tourist places either. A copy of the 10th Five-year plan
recently prepared by the state tourism directorate is available which covers the 2002 to 2007 period for Tourism development in Chhattisgarh. This plan proposes to have a total expenditure outlay of Rs.57 Crores of which the share of the state will be Rs.47.05 crores (approx). The central assistance will be Rs.10.0 cores.

**TOURISM PROMOTIONAL INITIATIVES**

Although state tourism directorate has been formed recently, initiatives are being taken to promote the state to potential market segments, within and outside the country. The state has provided for Rs. 500 lakhs in the 10th five year plan specifically for publicity and promotion of Tourism. Thus, state government is aware about the need for Tourism promotion and they are active in this direction.

The following initiatives are being taken by the State Government:

a) Attractive brochures and posters and post cards, promotional literatures.

b) Participation in travel-related exhibitions and travel Marts in Metropolitan cities of India.

c) Promotion of the state through Electronic media, i.e. through Internet & websites (Web sites of various districts of the state contain information on tourist places of districts, their accessibility, their art and culture, Festivals event calendar etc). They have also provided for Information technology use for tourism development, at Rs.125 Lakhs. There are several private web sites of the state, as well websites of national and international tour operators, which provide substantial information on Tourism opportunities in Chhattisgarh area. The state tourism directorate is actively considering hosting a site for tourism promotion, specifically targeted towards attracting foreign tourists.
d) The state government has also planned to develop tourist information centers at all important cities.

**TOURIST ARRIVALS ESTIMATES**

Since, the state Tourism department did not have any statistics or database available, about tourist arrivals in the state of Chhattisgarh, the survey team has relied on indirect methods of estimating tourist arrivals in the state. Three different methods have been used to estimate tourist arrivals:

a) Survey findings of tourist arrivals at various places visited by us and extrapolating these figures for the entire state

b) Secondary data on number of hotels and their gross sales turnover and an estimate of the average room rent was used to work out the number of tourists coming to Chhattisgarh. Secondary data on foreign tourist stay nights in Chhattisgarh recorded by some hotels was used as the basis for estimating foreign tourist arrivals in the state.

c) Historical data on tourist arrivals in the earlier undivided Madhya Pradesh, and allocating a portion of it as tourist traffic to places in Chhattisgarh area.

As per the above methods, domestic tourist arrivals in Chhattisgarh is estimated as 600,000 tourist per annum till year 2000-01, and Foreign Tourist estimate is in the range of 11,000 to 15,000 per annum.

Since these estimates are based on indirect methods, they are an approximation, but in absence of any statistics with state authorities or associations, these will serve as a base for further projections. These are conservative estimates and in some places, tourist inflow can be more than the figures estimated by us. Similarly, some of the estimates have taken into account off-season drop in tourist inflow.
FINANCING OF TOURISM PROJECTS

- As Chhattisgarh is a new-born state, the Govt. is still in the process of forming the Financial Corporation in the state. At present, private initiatives are being undertaken to develop projects in the tourism sector, like setting up of hotels, entertainment facilities, etc. The state Govt. has estimated and submitted a five year plan outlay for tourism (under the 10TH five year plan), which will commence from 2002 to 2007. They have also submitted five annual plans for the same period, in which they have estimated various provisions for expenditure in the development of tourism in the state. The Govt. of Chhattisgarh has recently instituted a Tourism Promotion Board, which will function as a nodal body for promotion of tourism and related projects in the state. The specialised financial institution which provides funding for tourism projects is the Tourism Finance Corporation of India (TFCI), which is headquartered at New Delhi. TFCI was promoted by IFCI to cater to the financial requirements of tourism industry. TFCI provides financial assistance to enterprises for setting up of tourism related activities, facilities & services, which include hotels, restaurants, holiday resorts, amusement parks and complexes for entertainment, education & sports, safari parks, rope-ways, cultural centres, convention halls, all forms of transport industry, air taxis, travel & tour operating agencies, tourism emporia, sports facilities, etc. TFCI provides all forms of financial assistance for new projects, expansion, and diversification / modernisation projects in tourism industry and related activities, facilities and services.

OVERALL EXPERIENCE

- A majority (94%) of the domestic tourists, who were interviewed as part of this study, expressed that their visit to Chhattisgarh was satisfactory and their inclination to visit the state again.
MAJOR ITEMS OF INTEREST

- The attractions and major items of tourist interest during a visit to the destination, as indicated by the domestic tourist are religion and temples, archaeological attractions, Eco-tourism attractions like forests and waterfalls, leisure, adventure and special interests like pre-historic caves & silk garments and other places of tourist interest outside the state like Puri & Koraput.

OBJECTIVE OF THE CAMPAIGN

To firmly establish the state as a Tourist Destination among concern contemporaries.

SELECTION OF THE MEDIA VEHICLES

Based on the definition of the TARGET GROUP above and conventional wisdom in terms of research available of the shelf for International market, it was decided to focus on European market to begin with besides the TARGET GROUP in domestic market with target cities having direct connectivity to the state and having numbers to address.

This has led to selecting the media where spill over was minimum and longevity of the campaign can be sustained create sustained recall. Magazines in in-flight space, B2B space, magazines for women and for HNI's, OUT OF HOME media, web media, sustained PR campaign and social media campaign, etc. were taken for a sustainable duration.
In international market, www.bbc.com, no.-1 title in travel space, B2B space and in-flight magazine space were selected for the Publicity & Promotion of Tourism in the State of C.G.

**THE OUTCOME**

1) Chhattisgarh has acquired 4\(^{th}\) position in a research conducted by Abacus in terms of branding and communication which essentially establishes that the campaign was seen noticed and appreciated.

2) More than 40,000 people logged in onto the website from the different parts of the globe.


4) Big media houses taking a notice and approaching for participation in the next campaign.

5) To provide Accommodations & catering facilities work at various location the following work have been undertaken across the state, some of them are at an advanced stage of development.

- Cottages, Restaurant, Park etc are constructed at Mana tuta (Raipur) at a cost of Rs 4.38 crores.
- 04 Cottages, restaurant, deluxe family suites etc are being constructed at a cost of Rs 60.00 Lakhs at Koyba (Udanti).
- Resort, Cottages, Restaurant etc are being constructed at Mainpat (Distt-Sarguja) at a cost of Rs 6.61 Crores.
- At Sirpur 12 Room Hotel, Restaurant and tourist information centre is being constructed for a cost of Rs 5.07 Crores.
- At Saroda Dadar (Chilphi) Cottages, Restaurant are being constructed for a cost of Rs 3.61 Crores.
• At Kabir Chabutra (Kabir Dham) Cottages, Restaurant is being constructed for a cost of Rs 1.87 Crores.
• Cottages, Restaurant at being constructed at Awarapani (Distt- Bilaspur).

6) Based on the Tourism Policy, an incentive scheme for the promotion of tourism in the State, has been introduced. Chhattisgarh Tourism has undertaken the operation of 18 Motels/Hotels whose construction has been completed along with these 17 properties of Irrigation and water Resources department has been taken over by the board which have been renovated and refurbished to units (Motels/Rest Houses has also been handed over for day to day operations through management contract for a period of 5 years.

7) To enable and provide tourist with safe and trouble free visits to Chhattisgarh, 19 Regional guide and 21 State guides have been trained as per the guidelines of Ministry of Tourism, Govt of India by Chhattisgarh Tourism Board and the Regional Office (West), Ministry of Tourism, Govt of India.

8) As part of the vocational training for employment in the tourism industry 120 people have been trained through chhattisgarh Hoteliers Association by Chhattisgarh Tourism Board for a cost of 9.41 Lakhs in the Hotel Industry segments of House Keeping/Food production/Beverage Services. This has provided the trained people with direct employment ability.

CENTRAL PROJECT FOR 11TH PLAN

During the 11th Plan Ministry of Tourism, Government of India, New Delhi has sanctioned 4 Destinations, 2 circuits, 1 Rural Tourism, 1 Festivals and 1 Illumination projects. Under the Destinations project, Dongargarh,
Ratanpur, Gangrel and Sirpur are being developed. Under circuits, “Raipur-Muktangan-Champarany-Kodar” and "Jagdalpur- Chitrakote- Barsoor-Dantewada-Tirathgar" are being developed. Under rural tourism “Odh” is proposed to be developed. Bastar Dusshera 2010 and Rajim Festival 2011 have been celebrated with central financial assistance. Following developmental works have been undertaken within the above projects:

**Ratanpur** - Beautification of Bikma Talab, approach road, Illumination at Bikma Talab and Lakhni Devi Temple, plantation, garden and day shelter at Lakhni Devi Temple, approach road (Mahamaya- Bairagan and Bairagan - Badal Mahal), tube well and borewell and signages works completed.

**Dongargarh** - Illumination of road, Shade at stairs, boundary of motel at Dongargarh, tourist information center at railway station, signages works completed.

**Gangrel** - Tender is being done for TIC, park, approach road, illumination, accommodation, restaurant, nature trail, spa and boating works.

**Sirpur** - A heritage trail connecting various places and monuments of Sirpur is under construction. Tender is to be done for beautification of surrounding of monuments'

Raipur-Purkhoti Muktangan-Champarany-Kodar – Beautification and solar illumination of Budha Talab, traditional jewellery park, Sulabh toilet and illumination at Purkhouti Muktangan; and signages works completed.

**Jagdalpur-Chitrakote-Barsoor-Dantewada-Tirathgar** - 5 parks at all the 5 locations are being developed. 23 Pagodas/viewpoints along the circuits have been developed. 13 tents are being installed at Chitratote. Cantileve signages have been installed in the circuit.
Odh - Under rural tourism, Odh has been proposed to be developed. Training programs of villagers have been started. A shilp gram is to be developed at Odh after clearance for land from the Collector Gariyaband.

Illumination of Chitrakote Waterfall - ITCD, New Delhi is executing the project. It has called tender to select the agency for DPR.

Following schemes have been proposed for 12th plan to develop tourism in the state under State Plan Schemes:

- **Establishment Grant to Chhattisgarh Tourism Board (scheme No: 3239):** Under this scheme amount of Rs. 4575.00 lakhs is proposed for Salary-Wages & Allowances, Stationery, Postage & Telegram, Vehicle Hire Charges, Electricity Expenses, Telephone Expenses, Office Rent, Petrol & Diesel, Office Expenses, EPF, Audit fee, Medical Expenses etc.

- **Development Grant to Chhattisgarh Tourism Board (Scheme No: 3239):** Under this scheme amount Rs. 49140.00 lakhs is being proposed for implementation of Media plan, Event & Exhibition, festival & Fairs, Film, Advertisement, Publicity Promotion & Literature, Consultancy Charges & PMC fees for project, Adventure Sports Equipment and activity, Fame Tour, Package Tour and in proposed newly constructed units Landscaping, Solar Lighting, Interior Decoration work is being proposed construction of sulabh toilet to provide Hygiene toilet facility in tourist Destination and other Development work under Hon’ble C.M., Tourism Minister Declaration etc is being proposed.

- **Repair & Maintenance Grant to Chhattisgarh Tourism Board (Scheme No: 3239):** Under this scheme an amount of Rs. 4455.00 lakhs- is proposed for vehicle running maintenance, Repair &
Maintenance of Hotels/Motels/rest House/Resort/Information Centers and various properties etc.

- **Tourist Motel (Scheme No: 5613):** Under this scheme an amount of Rs 7600'00 lakhs is being proposed for construction of New Hotel/Motel/Resort/Rest House to provide basic facility to the tourist in various remaining tourist Places.

- **Indian Hotel Management Institute (Scheme No: 7323):**

  (A) **Establishment Grant** - The government of India has sanctioned to set up an institute of Hotel Management catering technology & applied nutrition for the newly created state of Chhattisgarh. Under this scheme establishment expenditure of Indian Hotel Management Institute is provided. A provision of Rs. 534.50 lakhs is proposed for the 12th Five year Plan.

  (B) **Proposed New Scheme under the head Development Grant** - Under this scheme Rs. 4000.00 lakh is being proposed for Landscaping work, Internal Road, Permanent Electric Connection, Retaining Wall, Staff Quarters, Play Ground and Furniture & Fixture etc.

- **Centrally sponsored Scheme (General)- Development of Tourism centers (Scheme No: 7009):**

  (A) **Destinations Development:**

  1. The focus under this scheme will be on improving existing products and developing new tourism products to world class standards. For infrastructure and product development, the Department of Tourism
Government of India has been providing Central Financial Assistance to the State Governments. It has resulted in strengthening of the infrastructure and product development in the country. This scheme has now served its objective and it is now important to restructure to meet the present day Infrastructure requirements.

For the 12th Five year plan central share for Rs 5000.00 Lakhs & state share for Rs. 1000.00 lakhs is Proposed.

(B) Circuits
The objective of this scheme is to identify tourist circuits, Mega circuits in the state and development as per international standards. The aim is to provide all infrastructure facilities required by the tourists within these circuits. The Department of Tourism Government of India and state share would bear project cost. Based on the project plan sanction during 12th Five Year Plan taken amount of Rs. 18000.00 lakhs provided major contribution has to come from Gol and State share Proposed is for Rs. 3600.00 lakhs.

(C) Rural Tourism
Under this scheme, thrust will be promoted village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural areas and its new geographic regions. Key geographic regions would be identified for development and promotion of Rural Tourism. Activities like improving the environment hygiene, infrastructure etc. would be included in these projects. The Department of Tourism Govt. of India would bear major Five Year Plan taken an amount of Rs 700.00 lakhs and State Share proposed for Rs. 140.00 lakhs.

(D) Fairs & Festival
For organizing of state festivals and other Tourism related events every year projects are sent to the Government of India for obtain Central Financial
Assistant. The event can be a Fair, Festival, relating to tourism is Mandasa National International impact or 12th Five year plan an amount of Rs 300.00 lakhs provided on receipt of sanction from GoI matching contribution will be provided by the state for Rs. 300.00 lakhs.

(E) Modernization and Computerization

During the 12th Five Year Plan modernization and computerization of Chhattisgarh Tourism Board’s tourist information counters outside the state as well as within the state are proposed at Mumbai, Chennai, Jaipur, Shirdi, Hyderabad, Bangalore, Bhubaneswar, Sambalpur, Varanasi, Ranchi, Atku, Ambikapur, Raigarh, Korba, Bikanthpur, Jashpur, fanjli, Kawardha, Mahasamund, Rajnandgoan, Kanker, Bastar, Dantewada also walk through, touch screen kiosks' IVR (interactive voice response) etc. would be created. Interlinking of all the offices with the help of VSAT so as to provide the most updated information round the clock. Use of the latest hardware and software technologies for the efficient working of the Board Constant updation of the Tourism Board's website during 12th Five year plan central share for Rs. 250.00 lakhs and State share for Rs. 250.00 lakhs is being proposed.