CHAPTER 7

CONCLUSION AND SUGGESTIONS
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From the analysis and interpretation, it is clear that though the contribution of Chhattisgarh tourism is very low to the state's GDP, yet there is a progress in Chhattisgarh tourism since last 10 years after partition from MP. There are many beautiful sites, which are natural as well as man made, but some places in the interior of Dantewada and Jagdalpur are not fully explode due to naxalism. Even local people are not willing to go to these remote areas. So the tourism department can explore such destinations and develop beautiful sites. There is a vast scope for Herbal tourism in Chhattisgarh as it is being promoted as herbal state over 500 species of plants found here have medicinal uses. Tribes of the region prefer the medicines they derive from the trees. With the increasing demand of herbal medicine in the present market it is likely that Chhattisgarh will emerge as a major center in near future. If the department takes necessary steps they can develop a herbal treatment center at Nagpura near Durg where there is a naturopathy college which will be similar to that of Kottayam in Kerala to promote medical tourism.

People should involve themselves for tourism. People of the state are highly pampered. They should involve in the livelihood of state. From study it is found that Revenue Generation will be more when Foreign Tourists will be attracted in the state. Social involvement of people is necessary. Only service part is not sufficient. The local people should involve themselves in the promotion of tourism.

It is found that people don’t care for their state. If it is asked to them that what are the tourist places to visit they would say nothing is there so there is lack of appreciation by Domestic Tourist.
The study reveals that the tourist inflow is responsible for generation of direct and indirect employment, but the incoming of foreign tourist will be more beneficial for the state as the foreign exchange rate will go up. Tourism in Chhattisgarh has by and large been self-generating so far, it can become a top priority only if there is a focused tourism policy independent of whims and fancies of the individual ministers who keep changing with every successive government. It is unfortunate that in a state like Chhattisgarh which has many potentials of tourism nothing has been done to impress upon its people, the economic benefits of cultural preservation and other tourism related activities, which could better their livelihood. Chhattisgarh has all the ingredients and elements to become a model state for tourism in the country.

Tourism also suffers due to lack of collaboration and consultive approach between these industry and other governmental agencies, governments narrow perceptions, a complete lack of professionalism in structuring a tourism sector has made this industry victim of partisan approach. It is sad to see that a government both at the center and state level never tried to find out the expenditure incurred per tourist which reveals the direction in which money should be spent by the government in the future.

In the present scenario, the issue of taxation in tourism has now gained increased importance since the currency crisis in Asia has made other destinations cheaper and thus increase in competition. Even Chhattisgarh Government is training to provide various incentives and subsidies to the private sectors, In paper these incentives look attractive.

Tourism industry of Chhattisgarh state is also facing stiff competition from other parts of India. Other states like Kerala, Goa, Haryana, Rajasthan etc. have taken great strides in tourism. This situation is posing a threat for the Chhattisgarh tourism which in the absence of well-established and vide promotional efforts cannot thrive well in the national and international market.
Interest of local community is generally overlooked and exploited to reap quick economic returns from tourism. Most of the jobs created by tourism is seasonal in nature as employees go for temporary recruitment and import labour force from outside during the season. Thus, depriving the local residents from meaningful employment. Local people are given small jobs, managerial jobs go to outsiders. Thus, the earnings from tourism do not come from local who pays the highest price for developing tourism.

From analysis, it is clear that though Bastar Division has many natural scenic beauties like lush green forest, waterfalls, etc., but due to the fear of naxalism the tourism has not developed in this division. Similarly, the Bilaspur division has not so much developed with regard to tourism for which rode side amenity should be provided on the highways and roadways, so that the tourist may find it convenient to move. The upkeep of National Highways approach roads, narrow path will lead to tourism centers, places, sites and resorts. Attention should be given to these roads and paths in a proper condition, day-to-day necessary repairs and maintenance should be immediately done on the ugly, uneven and destructed spots.

**Field Survey Findings – Domestic Tourists**

- 62% of the domestic tourists were in the age group of 25 – 34 years.
- 43% of the domestic tourists were professionals and 29% were self-employed.
- 40% of the domestic tourists were visiting Chhattisgarh for leisure purposes.
- 65% of the domestic tourists travel with their families and 29% in groups.
• 98% of the tourists were not travelling on a package tour.

• 82% of the domestic tourists preferred roads as a means of transportation.

• 92% of the tourists stay for less than a week in Chhattisgarh and their average length of stay is 4 days.

• 53% of the domestic tourists had visited the state more than once.

• 86% of the tourists obtained references, about places of tourist interest in Chhattisgarh, from their friends and relatives.

• 53% of the tourists spent less than Rs.500 per person per day, 31% tourists spent between Rs.500 to Rs.1000 and 12% spent between Rs.1000 to Rs.2000. The average spending per person per day was Rs.600.

• 46% of the daily expenses of domestic tourists are spent in transportation, 23% for food, 17% for accommodation, 9% for entertainment and 4% for shopping.

• 44% of the domestic tourists were day tourists and did not stay the night at any destination; 20% tourists preferred star class hotels; 18% preferred dharmsala & lodges; and 14% preferred Govt. approved hotels and budget hotels.

• On a given scale, domestic tourists awarded highest ranking to tourist attraction and the lowest ranking to availability of domestic airlines.
Field Survey Findings – Foreign Tourists

- 43% of the foreign tourists were in the age group of 35 – 44 years.

- 43% of the foreign tourists were professionals and 29% were executives.

- 43% of the foreign tourists had arrived through Delhi and 57% had arrived through Mumbai.

- Foreign tourists were visiting Chhattisgarh to primarily pursue activities like culture & heritage, business & conference and leisure.

- Almost all the foreign tourists were travelling either with their families or were in groups.

- 86% of the foreign tourists were travelling on a package tour.

- The surveyed foreign tourists used a mix of transportation modes including roads, rail and air.

- Foreign tourists obtained references from two primary sources – travel guides and references from their friends and relatives.

- 57% of the foreign tourists had visited the state more than once.

- 57% of the tourists stayed for more than 2 weeks in Chhattisgarh and their average length of stay was 12 days.
Field Survey findings 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.

- Only a limited number of package tours are being organized in the state.

- Lack of trained guides in the state is a constraint for organizing efficient package tours.

- Hotels/Motels and Resorts are the backbone of the tourist industry and it is important to have good accommodation facilities available at tourist destination. Development of basic infrastructure at the major tourist spots and promotion of the important fairs and festivals. In this, construction of 33 highway Motels across the State are complete the cost of Rs. 52.16 crores Approx and 19 under construction which approx there is Rs. 15.24 crores. The State Government is laying great emphasis on inviting private entrepreneurs to participate in developing this sector and most of them run under management contract Chhattisgarh Tourism Board is undertaking package tours covering these destinations and utilizing the properties created and earn revenue. Nearly 27 Sulabh International Complexes have been completed and it is used by the tourist. There are quite a few fairs and festivals which are held round the year across the State and are an integral part of culture, There one can witness the life style art. These include Bastar festival, Sirpur, Festival, Bhoramdeo Festival, Rajim Kumbh and the
various Madai and weekly haats. These also provide a platform for the
demonstration of the state's rich handicrafts and handlooms. Woodcraft,
Bamboo craft, Tassar Cloth (Kosa) Terracotta, Bell Metal etc. are
indigenous product of the state which have attracted the domestic and
international tourists in a big way, presence of which is felt in the global
market as well.
SUGGESTIONS

Chhattisgarh presents us with many beautiful scenes which are natural as well as man made. The liberalization of the economy has opened the flood gates for prosperity of Chhattisgarh. The initiative of the Government of Chhattisgarh and general participation from the private sector combined together to create a tremendous improvement in the infrastructure of the tourism in the state. In connection to this, an attempt has been made by this study to suggest following new dimensions for the advancement of this trade in the state:-

• **Publicity and advertisement:** Media place an effective role in promotion of any product. In the same way, tourism in Chhattisgarh should also be properly advertised so that it can aware the tourist about a destination for their tourism planning. Advertisement of the tourist places be encouraged, so that more and more tourists are attracted towards the state. Similarly, Domestic tourists be educated and made aware of the different tourists spot and their accessibility. The tourism board should try to advertise Chhattisgarh Tourism with the help of some known personality who can act as Brand Ambassador for Chhattisgarh Tourism (Like Amitabh Bachchan who is the Brand Ambassador of Gujrat Tourism).

• **Updating of tourism information:** There is a need for updating of tourism information. The Tourism Board has constituted its website, but it is found that the website is not updated. The facts which were put up in 2006-07 still remains as it is. It is required that from time to time new facts should be added in the website and the website should be kept alive.

• **Modernization of tourists center:** Modernization of tourists centers is a need of today. This does not mean that the natural phenomenon of the tourists places be affected at the cost of modernization. For ex. Bhoramdeo,
which is said to be Khajrao of Chhattisgarh is loosing its originality. In the Garbhgrah of the temple all tiles are fitted which is very artificial and loose the originality of the spot. The product of tourism is being killed by the department. This is black spot for tourism. Tourism starts with identification of places and once these places are identified their originality should be kept as it.

- **Marketing of tourism**: Marketing of tourism is equally important. As marketing involves specimen of product which is totally neglected in tourism industry. Along with specimen advertisement of the product is equally important. As different states advertise their tourism centres similarly it is required that Chhattisgarh tourism should also be properly advertise. As the other state like Kerala, M.P., Orissa etc. give more importance to their tourism.

- **Basic facilities**: It is found that the basic facilities are not easily available. There is lack of transportation facilities some places are not directly connected through railway and even some centres are located in such remote areas where proper roads are not available. Proper roads should be maintained. There is only one Airport at Raipur and after coming there tourists don’t have proper connectivity by which the tourists change their destination.

There are unhygienic conditions prevailing at all tourists centres. We find that impurities are dumped in all rivers and lakes. We find that there are many rivers at all tourists spots. But these rivers are polluted due to careless use of tourists. It is found that after Ganesh Festival and Navratri all the lakes and rivers are filled with garlands and other impurities. If some fair or mela is organized, we find that after that Mela there is garbage all over and nobody bothers to care for it. For ex. After Rajim Kumbha we find that there is lot of impurities and no authority is even bothered to clean it up.
• **Rural Tourism Development:-** Rural Tourism should be developed properly because we find that many opportunities are available in case of rural tourism. Rural art and crafts should be encouraged which will generate employment and will be source of income. The natural resources will be utilized in full and they will not be idle. The tribal culture of Bastar, Dantewada, Jagdalpur etc. should be encouraged. The Dusshera of Bastar is very famous and it should be made known to all ordinary people by which the tourists will be fascinated to visit Bastar.

• **Accommodation:-** Accommodation constitutes the most important and the most visible segment of the facility for the tourist in a country. Tourist requires facilities in accommodation. The utilization of accommodation of foreign tourist is uniformly high for high categories of hotels. This segment of tourists deserve special attention in view of their capacity and propensity to spend a comparatively higher amount of foreign exchange. Mostly, hotels do not have money exchange facility in their premises. Because of this, foreigners have to face problems and they cannot stay conveniently in the hotels. Hotels should provide exchange facility and give proper information about the same to the tourist. It is found that the hotels are meant for higher income group classes. The middle class is neglected. The Tourism Board should try to build such hotels which are within the reach of middle class tourists.

• **Manpower Planning:-** The policies framed by CTB cannot be enforced properly due to lack of proper manpower planning. If everything is planned in a systematic manner, than Tourism Industry can flourish well in this area.

• **Development of Information Technology:-** Information Technology is a tool by which tourism can be developed. On time tours and package should be there by which more tourists can be facilitated. There is lack of proper communication whether it is verbal or non-verbal in tourism. There is no
sufficient catalogue for tourism and the sign language like Boards, Markers, Signals are not proper. Hoardings and sign Boards should be put up by CTB which can give clear identification and instructions to the tourists and guide them in proper manner.

- **Promotion of Medical Tourism:-** Chhattisgarh has been declared as a ‘Herbal state’ by the state government. The state tourism department ha also stated its priority for Herbal / Ayurvedic / Nature cure tourism project development in the state. Further, based on our field survey also, suitable destinations have been identified for such projects. In all, 5 Herbal / Ayurvedic / Nature cure projects have been suggested at various destinations in North zone and South zone in Short-term and Mid-term plan period. Similarly, Yoga meditation center has also been suggested in one of the locations in the north zone. As such, yoga activities will also be a part of Herbal / Ayurvedic resorts, along with other healthcare facilities, like gymnasium.

- **Infrastructure:-** Lack of Infrastructure demotivates tourists to visit that place. If the tourist find the infrastructure well, they will be attracted towards the spots. Transport network should be rationalized and so made as to minimize destruction and maximize utilization of time and road. Access road should be in better condition and their alignment should be made keeping in mind ecological and cultural factors into mind. Chhattisgarh can be long haul destination for foreign tourist if air connectivity is provided to some other places apart from Raipur.

- **Events and Activities (Fairs and Festivals):-** Events also attract the tourists. In Chhattisgarh, Rajim Kumbh, Shirpur Mahotsav, Bastar Dusshera etc. are some of the events which are organized but along with it there are many more fairs and festivals which require marketing, so that people can be aware of it. There should be cultural programs like light and sound shows and place related to historical monuments should be organized and
these events should be properly promoted through media. For ex. this year in Sirpur Mahotsav there was good performances by the artists of India which was a positive step by the Tourism Department.

- **Cultural heritage and intellectual property of the state**: Cultural heritage and intellectual property of the state can be protected by the tourism department if they take necessary steps and the following are the suggestions in this respect:

  As far as possible, local people must be employed in the tourism projects coming up in the development area. Even if some training / human resource development is required, it should be imparted to enable their employment. e.g locals in the forest area should be trained as guides for nature trail or for working in herbal resorts.

- **Art, Craft and skills** of the region should be appreciated and highlighted while promoting those regions for tourism purpose. Artisan workshops should be organized from time to time to demonstrate their skills to the tourist. As far as possible, artisans should get an opportunity to directly market their products to tourists, or help in marketing of their products from appropriate out-lets, so that artisans get maximum return for their produce. In short, it should be ensured that artisans are not exploited by traders or customers and they get appropriate return.

  The tribal cultures are diversified in the state and to attract these diversities. The Artisans and Craftsmen of the state should be encouraged. Handicrafts and sculptures are points of attraction and are also a source of income which should be encouraged in the state. Alongwith there will also be scope for employment.
A part of local resources may be allowed for the use by artisans of that area for developing handicraft and handloom cottage industry, for e.g some quantity of forest wood should be made available at concessional rate as compensation to local people who are helping in forest protection /conservation. Article manufactured by such artisans should be marketed to tourist visiting those forest areas.

- **Subject in Curriculum:-** Tourism should be kept as a subject in curriculum. At school level the students should be well acquainted with the various tourist places available to them and there should be Diploma or Degree courses on Tourism, so that students can study different places for the sake of earning something. The knowledge on tourism can be used for future generation. It can be adopted as a good profession and one can earn a good amount by becoming a guide, tour operator etc.

- **Encouragement of Adventure tourism:**- Adventure tourism should be encouraged in the state. Basicaly the Domestic Tourists go for pilgrimage tourism, but they should be encouraged to go for certain adventures. When we are having good rivers why can’t we have water polo for the tourists. We have dense forests and hills and so Mountaineering can be enforced which can attract more tourists.

- **Promotion of Traditional Food:**- We eat dishes of south like Idli, Dosa, and Makki ki Roti from north which have got their traditionality. But, if a Chhattisgarhi is asked about his famous dish, he may not be able to say anything. Food fair should be organized in which our famous snacks are made known to the ordinary people.

- **Hoardings and Sign Boards:**- When a tourist enters any destination and he do not have more information or cannot afford a Guide, he is totally dependent on local people’s information. But, in that case, he is more scared to be cheated. In that case, hoarding plays a Guide’s role and satisfy
his need to know about the place. There should be arrangement of legible interpreter at different tourist spots.

- **Travel Agencies:-** Travel agencies play an important role in attracting the tourist. It is a travel agency, which provide information and facilities on any place from entering and going back. In Chhattisgarh, agencies are not properly flourished and recognized by the government and they do not have adequate resources to facilitate tourist. Tourism at the local level can be increased only when the locals of a destination take the initiative to do so. Therefore, the private sector tour operators should be encouraged to come forward and take part in the tourism promotion exercise.

- **Motivation to the Youth:-** Youths should be encouraged and trained to take tourism as a profession. Some of the youth can be motivated to give their performances which depict the Chhattisgarh culture and in free time can adopt it as their livelihood.

The Bastar arts and hand crafts is world famous but at the CTB’s center the specimen’s of these products are not displayed properly. Similarly, the culture of Chhattisgarh is also not truly depicted to the tourists when they visit the areas. When we visit Rajasthan, the traditional dances are performed by the artists for the tourists. Traditional dances like Panthi, Sua Nachi, Rant Nacha, Gondhi etc. are not depicted at the tourists centers. This should be encouraged, so that some people can take it as a profession and can earn something.

- **Foreign Funding:-** As such, no specific tourism projects have been identified for foreign funding, as most of these suggested projects are small and medium size projects, and comparatively small for international funding.
However, two projects for which foreign funding may be availed are entertainment related projects viz Amusement park project at Dongargarh and Multiplex project at Raipur. Foreign funding can be in the form of financial collaboration or direct investment. Furthermore, three foreign funding agencies have been identified for tourism and related infrastructure projects:

a) World Bank –The IBRD (International Bank For Reconstruction and Development), provides major funding for infrastructure, environment and conservation projects.

b) UNDP (United Nations Development Programme)- The UNDP is an important source agency for funding of Tourism planning and tourism related projects, through the WTO as executing agency.

c) ADB (Asian Development Bank)- The Asian Development Bank offers some assistance on aspects of tourism development in their member countries. India is a member country of Asian Development Bank. Chhattisgarh Tourism Development Board may assess the suitability of availing such funding depending upon their cost and relevance for Tourism development in the state.

- **Research and Survey**: Regular survey should be conducted on how tourism can grow. For this local people, academicians, agencies and institutions should co-ordinate to do the surveys along with the consumer behavior of the tourists and survey reports related with the concerned agencies should be properly studied and feasible implementation should be done.

- **Trained Manpower**: There should be regular training which offers specialized skill and latest information regarding tourist and trends in the
field. If possible local staff should be trained on managerial and leadership roles, because they are more aware with local geography, custom, historical monument and culture etc. of the region and they can satisfy better the desire of tourist who want to know about local culture, historical places etc. (CTB is taking a step in this direction by training its employees in this direction).

- **Tour Packages:** Tourist desire to allocate significant expenditure of their money and energy. Any tourist require good, but cheaper accommodation, better food, maximum amount of utilization of time in visiting desired spots. He tries to get maximum utilization of money. Chhattisgarh region has different sites of tourism which can be utilized by tourists. Tour packages are answer to this. Different packages can be made keeping in mind different strata of tourists. It can help in promotion of tourism and better utilization of money by tourist.

Chhattisgarh presents us with boundless expanse of picturesque land, heating music fills the air, people dress in colourful attires and a war grow encompasses the entire arena. Chhattisgarh is unique into own way providing exotic locales, water falls, rich culture enticing Bastar art and. craft, folk songs and dances which all reflect the spirit of Chhattigarh. The spirit that is undaunted and vivacious from time immemorial it has drawn tourists from all over the country as well as abroad.

The liberalisation of the economy has opened the floodgates for prosperity of Chhatisgarh. A spurt in the growth is taking place. The initiative of the Government of Chhattisgarh and generous participation from the private sector combine together to create a tremendous improvement in the infrastructure of the tourism industry in the state.
• **Finance Sector Reformation:** Efforts should be made to facilitate flow of institutional finance for increasing hotels and tourism units in Chhattisgarh. Financial institution and banks should consider Debt Equity Ratio of 1:4 rather than 1:2 for providing loans. TFCI branch should be established in Raipur. Investment from NRI be promoted in the tourism sector. Single window mechanism at CTB should be established for processing of loan application and disbursement of admissible subsidy for tourism projects. Special cell in Bureau of Industrial Promotion (BIP) be established to process and expedite projects related to tourism sector. A realistic and practical approach in financial matters towards the budget of CTB on subsidized pattern is a must so as to enable the corporation to stand and make its seat on top of tourism trade and industry in the world. Free loan be advanced by state government to CTB for tourism project.

• **Private Sector Participation be Increased:** Private sector’s role in tourism be increased. Sale, lease or joint venture of significant properties between private entrepreneurs and state government be promoted. Some of the nationally and internationally known fairs and festivals can also be offered for sponsorship to organize them in a more professional manner. Large industrial houses must adopt some of the heritage sites for conserving them for posterity.

• **Conservation and Preservation of our Rich Heritage:** Efforts be made for the coordination, preservation, conservation and upkeep of tourist sites by all departments including ASI, archaeology, devasthan, waqf board, UIT’s, municipal corporation, state government etc. Efforts of revival of traditional buildings be supported. The government should invest in tourism infrastructure for better utilisation of idle heritage assets and for the preservation and protection of our monuments.
• **Measures to be taken by the Government:-** The government should create plans to accommodate mass and class tourist. In order to restrain the outflow of much needed hard currency, the government should develop strategies to balance outbound statistics with inbouuce. Encourage establishment of small scale and local enterprises to combat the effects of globalisation. The planners and policy makers could consider power redistribution within the country to encourage maximum involvement, participation and responsibility of the people.

• **Promotional Campaign be Given Thrust:-** An awareness be created to rope in the people to celebrate rural fairs and festivals and other rituals in the manner that it automatically starts to draw the tourists. It should leave the tourists carrying for more and thereby create a situation where he or she comes back to Chhattisgarh bringing along more tourists. CD Roms and travel portals on Chhattisgarh be launched. No compromise should be made with regards to dresses, traditions and choreography of the programmes presented by folk artists they should be comparable with international standards. Some spots in Chhattisgarh be developed and ornamented in a way so that tourist may wish aspire and stop for some time to see the beauty and arrest the same in the cameras. Feast for life like spots should be created, developed and fashioned with natural features for boosting up the trade of tourism. Restoration of old cities to their original glory be given focus. Rural tourism has to be given a bigger boost and the role of public and private sector be made more people oriented so as to divert the tourist traffic from the big cities towards new destinations where in rural people stands to benefit.

In our rapidly changing society the tourism industry may have its shares "of problems, in the year to come, but with effort cooperation and ability to make use of new technology it will certainly prosper. Our limitations are obvious but our achievements in the field of tourism are in no way less
noticeable. It is hoped that with the cooperative attitude of the public, the government would certainly make a mark in promoting this industry. It is high time we must harness fully the tourism potentials of the state and accelerate our efforts both in the public and private sector to perform much better in the years to come. The suggestion contained in the present study will go a long way in giving boost to this industry and will pave the way for a better future of tourism in the state. It may be legitimately hoped that the present research endeavour would provide a fertile ground for the growth of tourism industry in the state.