Chapter – 1: Introduction
1.1: Introduction

At the end of the first decade of this new millennium, tourism has emerged as the fastest growing sector in the global economy. With the steady growth rate of about 5 per cent per annum in tourist arrivals, the total arrival worldwide has already crossed the 880 million mark by the end of 2009. Keeping pace with the global tourism growth, Indian tourism has also shown a remarkable progress in this field since independence. In 2009 about 5.11 million travelers visited India while domestic visitors numbered 650.04 million in the same year. This sector contributes about Rs 54,960 crores to the Indian economy (Ministry of Tourism, 2010). But in comparison to international standard, India's position is miniscule. It accounts only 0.58 percent in total international arrivals and 1.24 percent in total receipts (Ministry of Tourism, 2010). Such a minuscule position of Indian tourism can only be improved by tapping the huge tourism resources especially in rural areas side by side the urban areas. Urban tourism caters only roughly 26 per cent of the country's population while the rest 74 percent left untouched by the beneficial impact of tourism. As far as the number of beneficiaries is concerned, rural tourism caters huge numbers directly as 74 percent of Indian population lives in rural areas. Therefore, it is better to tap the huge potential tourist resources in rural India and develop village tourism to make it as an instrument for rural development, which in turn, leads to balanced regional development.

The present study aims to analyze the role of tourism in rural development on the backdrop of an economically backward district of the western part of West Bengal, India. The study also helps to identify various measures for sustainable development of this important sector to achieve all round development of its rural areas. In spite of its huge potential of tourism the district still remains economically backward. The
main purpose of this study is to formulate necessary plan of actions by the optimal utilization of its existing tourism resources and to distribute the benefits of these actions in all sections of the rural society

1.2: Definition of Tourism

The term “tourism” has become popular to the common people since the second half of the last century. Nowadays, it is not regarded as a luxury activity performed only by those at top of the income pyramid. With rapid economic development, standard of living, and increased leisure time, tourism becomes the word of mouth in all sections of the society. Before defining tourism, two other related words must be classified—“Leisure” and “Recreation.” The term “leisure” usually means the time left after work, sleep and other works. It is the free time of a person that he/she can use for pleasure. “Recreation” on the other hand is the variety of activities undertaken during leisure time (Boniface and Cooper, 1987). Thus, tourism is a form of recreation undertaken during one’s own leisure time. This term has been variously defined for various purposes and objectives. According to Mathieson and Wall (1982) “Tourism” is the temporary movement of people to destinations outside their normal place of work and residence, the activities undertaken during their stay in these destinations and the facilities created to cater for their ‘needs’ (Boniface and Cooper, 1987). According to International Union of Official Travel Organization (IUOTO, 1963) now WTO “A tourist is a person traveling for a period of 24 hours or more in the host country other than that in which he normally works or resides” (Singh and Nag, 1999). The relationship between the “leisure”, “recreation” and “tourism” can be understood by referring the figure 11.
1.3: Tourism as an Industry

In the United Nations Conference on Travel and Tourism held at Rome in 1963, the then WTO secretary General Robert, L. Lonati rightly remarked tourism as an “industry without chimneys”. However, this does not mean that for the survival of this industry, chimneys are not required and this is absolutely pollution free. Actually, tourism is a service industry that does not require direct involvement of chimneys in greater scale. After getting an industry status by the UN, India Govt. also declared it as the “Tourism Related Industry” and it incorporates the followings (Singh and Nag, 1999):

(i) Tour operators, Travel agents and Transport operators.
Government of West Bengal has also given the status of industry to tourism and recreation activity since 1996

1.4: Type of Tourism

Tourism can be classified in various forms on the basis of nationality, length of stay, distance traveled, number of tourists, purpose of visits etc. All these forms of tourism or more than one form may exist in one destination and thus from management point of view, this classification is necessary

1.4.1: On The Basis of Nationality

1.4.1.1: Domestic Tourism: When people travel within his/her own country the tourism is called domestic. In almost all destinations, domestic tourists generally outnumber international tourism. The database of such tourism in a country like India is not so developed.

1.4.1.2: International Tourism: When a tourist crosses international boundary and may have to use another currency or encounter a different language (Boniface and Cooper, 1987) and need passport and visa, the form so developed is known as international tourism. India receives tourists from almost all countries with the highest number from USA and UK.

1.4.2: On the Basis of Distance Covered

Every tourist have to cover a minimum distance from his/her home town or place of work depending upon his/her leisure time, leisure income and some other psychological and sociological factors. Based on distance covered the tourism can be classified as under
1.4.2.1: **Long Haul Tourism:** The form of tourism involving journeys more than 3000 km (Boniface and Cooper, 1987) is called long haul tourism. This type of tourism generally use air route to minimize the travel time. This type of tourism is also related to long duration tourism. Generally this is composed of high spending tourists of various nationalities.

1.4.2.2: **Short Haul Tourism:** The form of tourism involving journeys less than 3000 km is called short haul. In this form road and railways are mostly used for their travel.

1.4.3: **On the Basis of Length of Stay**

Tourists spend a number of days in the destination areas depending upon their leisure time and money and size of the destination country. This may also be taken as an indicator of dividing tourism into following four categories.

1.4.3.1: **Long Duration:** Tourists spending about 30 days to 180 days in a destination area called long duration tourism. Generally international tourists fall in this category.

1.4.3.2: **Medium Duration:** Tourists spending 15–30 days in a destination fall in this category. Domestic tourists behave like this.

1.4.3.3: **Short Duration:** Tourists spending 1 day to 15 days are called short duration tourists.

1.4.4: **On The Basis of Numbers of Tourists**

1.4.4.1: **Family Tourism:** When all members of a family, generally two to six members together travel through their own management, the resulting form is called family tourism.

1.4.4.2: **Group Tourism:** When a number of families, a group of students travel to a destination with own management, the resulting form is known as group tourism.
1.4.4.3: Package Tourism: This is an organized form of tourism, organized by travel agents, tour operators, transporters etc. The philosophy behind this form of tourism is common sharing. The number of tourists is variable.

1.4.4.4: Charter Tourism: This is a special kind of package tourism. It tries to incorporate as many standardized western facilities as possible.

1.4.5 On the Basis of Purpose of Visit

All tourists may not travel with common purpose. Purpose varies in every tourist. It varies with leisure time and money of tourists, age, socio-cultural background and many more. On the basis of varying purpose, tourism may be classified as under:

1.4.5.1: Holiday Tourism: This is the most common form of tourism. Most of the tourists spend leisure time in the form of holidays. Leisure occurs in weekdays, weekends, and vacations (Mill and Morrison, 1985). Weekdays can not initiate tourism. Weekends result is short haul tourism while vacations or holidays initiate medium or long haul tourism. It is perceived by common people that holidaying outside is called tourism. It has many subtypes:

a) 3S Type: In this form of tourism, tourists want to enjoy good weather and beach related activities (Boniface and Cooper, 1987). This can be variantly called coastal tourism or beach tourism. It is also called ‘Sun lust’. It literally meant a “hunt for the Sun” as exemplified by tourist flows to the Mediterranean (Pearce, 1989) and to Puri of India.

b) Mountain Tourism: This form of tourism means tourism in rugged terrain, mountain biking, skiing, hiking, sight seeing and many more.

c) Adventure Tourism: The tourism that requires courage and mental strength. Trekking, rock climbing, mountaineering, exploring terra in cognita, bungy jumping, river rafting etc are included in this type of tourism.
d) **Cultural Tourism**  Visit to historical and archaeological places or manifestations of a peculiar culture (such as tribal village) etc falls in the domain of cultural tourism

e) **Religious Tourism**  This is the most primitive form of tourism In eighth century A.D. India had a number of famous religious tourist centres such as Badrinath in the north, Rameswaram in the south, Puri in the east and Dwarka in the west (Singh and Nag, 1999)

f) **Health Tourism**  This is a modern form of tourism Sometimes, tourists of affluent countries travel to economically less developed countries for cheap and better medical treatment and at the same time they also visit the nearby worth seeing places. In this case, primary purpose of holiday is the concern for health while the sight seeing is secondary. The low cost of medical treatment and varied systems of medicine of India are the factors that lead to the development of this type of tourism in the country The southern states, especially Kerala has so far greatly developed this form of tourism

1.4.5.2: **Common Interest Tourism:** It comprises those traveling with a purpose common to visitors and visited such as visiting friends and relatives. This form of tourism has little impact on the facilities in a destination area (Boniface and Cooper, 1987)

1.4.5.3: **Business Tourism:** Though this form of tourism is not a part of one’s own leisure time, still it is important because those traveling for various business reasons, official tours, attending trade fairs, seminars, conferences etc use the same facilities as those of tourists. And as they are not permanent employees or residents of the host destination, they must regard as tourists (Boniface and Cooper, 1987)
1.4.6: On the Basis of Stages of Tourism Growth

The typology of tourism also changes with the growth of a destination area.

<table>
<thead>
<tr>
<th>Type of Tourists</th>
<th>Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Explorer</td>
<td>Very low in number, looking for discovery of terra incognita, high involvement with local people</td>
</tr>
<tr>
<td>2 Elite</td>
<td>Special, individually designed visits to exotic places</td>
</tr>
<tr>
<td>3 Off beat Drifter</td>
<td>Touring from the desire to get away from the crowds, has no fixed itinerary, lives with local people</td>
</tr>
<tr>
<td>4 Unusual</td>
<td>Visiting with peculiar objectives</td>
</tr>
<tr>
<td>5 Incipient Mass</td>
<td>A steady flow, traveling alone or in small groups, using some shared services</td>
</tr>
<tr>
<td>6 Mass</td>
<td>Organized group traveling with packages, little contact with local culture and people</td>
</tr>
<tr>
<td>7 Charter</td>
<td>Mass travel to certain destinations typically purchasing a ready made package tour off the shelf, guided through the destination, incapable to attain real experience of the destination</td>
</tr>
</tbody>
</table>

Adapted from: Boniface, B. G. and Copper C. P. (1987)

1.5: Tourism Demand and supply

Tourism demand may be defined as the total number of tourists who travel or wish to travel to use tourist facilities at places away from their places of work and residence. Thus, tourism demand can be calculated by measuring the total number of tourists in a particular destination area. This number is affected by many factors—purchasing power of travelers or the ability to buy holidays, demographic structure of a country, travel motivations, social and cultural features, etc. The higher the status, lifestyle, attitudes, and expectation, the more people are likely to involve in tourism. The successful marketing of tourist area by advertising or through packaged tours may also affect the tourism demand. The tourist image is also another factor for demand. This is the attractive power of the destination area, its uniqueness, accessibility, social attitudes as well as political scenario. The time especially the leisure time has been the
most important factor in tourism demand. With the economic development, number of paid holidays is increasing and this will increase the demand for tourism. Tourism is a secondary need. That is why the demand rises only after meeting primary needs.

As far as supply of tourism is concerned, it demonstrates the complexity of multiple factors, as the tourism supply is located in diversified environment and social and economic contexts. The supply is also an ever-increasing component of tourism as the world is becoming more and more squeezed through the development of transportation. The supply of tourism is the destination area itself—its resources, amenities, attractive elements, accessibility etc. This is the third element in the system because a good destination attracts a large number of visitors. Thus, the supplies should here be clearly mentioned and are the combination of 4 ‘A’s:

A Attractions—nature based, cultural or religious
B Access or Transport—road, rail, water or airways
C Amenities
   (i) Accommodation—hotels, holiday homes, youth hostels etc
   (ii) Tourist products—tourism or resident oriented
   (iii) Food and beverages
   (iv) Entertainment
   (v) Retailing and other services
D Ancillary services

Thus, the destination area is an amalgam of all these elements that together creates tourist image. A good image is always beneficial for a particular destination.

1.6: Tourism and Economy

Tourism development is directly linked with the economic development of a country. As tourism is a secondary demand it is more developed in the countries where high mass consumption is found. The developing countries are in this context remain as the supply side of the world. Thus, a regular flow of tourists between developed and
underdeveloped countries is found in India, development in this particular sector has just been taken place as a good destination with its varying tourist resources—natural or man-made. Tourism is the third largest foreign exchange earner for the country. In India, few States are rapidly developing their tourism infrastructure. However, in most of the States till now, tourism as a business is a loss-making enterprise. Lack of fund, more than that the lack of any concerned effort and a lack of planned effort led the country’s tourism sector into a sorry state. The ITDC (India Tourism Development Corporation) is now making effort to promote the relatively undeveloped destinations considering their potentiality. The private sectors are just started working side by side the government agencies and this is a good sign for India’s tourism sector. Moreover, tourism has tremendous employment potential and with the thrust of infrastructure development across the country, it can explore more job avenues. Thus, if managed properly, tourism can play a significant role in earning foreign exchange and also creates local jobs.

1.7: Rural Tourism System

Rural tourism showcases the rural life, environment, serene beauty, art, culture, and heritage at rural locations, thus bringing economic and social benefits for the local community. It also strengthens the interaction between the locals and the tourists for more enriched tourism experience. The rural tourism system consists of three interrelated components—market, travel, and destination (Boniface and Cooper, 1987). The first component of the system consists of economically developed areas with high standard of living (high per capita discretionary income, increased leisure time etc.) where people can think of traveling outside to satisfy their felt needs. This felt need depends upon one’s own perception of the outside environment. Once a person decides to travel, next question must then be posed as where, when and how to go.
The second component of the system describes how to reach the destination. It brings together all aspects of tourism—demand for transportation, attractions, amenities, and marketing in a useful framework (Cooper, Fletcher, Gilbert and Wanhill, 1993). The image of a destination attracts tourists, motivate the visit and therefore energize the whole system. The system is like a spider's web - touch one part of it and reverberations will be felt throughout (Mill and Morrison, 1985).

Figure 1.2: Tourism System (After Mill and Morrison, 1985)

1.8: Potential of Rural Tourism

India is predominantly a rural country where almost 74 percent of the population lives in over 7 million villages. India is a multicultural, multi-religious, and multilingual country whose rural setting offers multifarious tourist products. The rich cultural heritage and long historical background of the country provides rural India a multidimensional cultural landscape. It has all colours and hues of civilization. Indian villages are really touristic in the sense that it is picturesque with scenic physical
landscape and authentic traditions and culture. From ancient time, the Rajas and Sultans in different parts of the country built luxurious palaces, enchanting gardens, marvelous temples, forts, tombs, mosques and memorials, most of which are spread in its vast rural areas. The beauty of India's cultural heritage and the richness of the nature's endowments make India a tourists' paradise. In most cases, Indian villages have the following major types of tourism potentials:

(i) Nature Based Tourism - hill oriented, water oriented and forest oriented

(ii) Heritage Tourism - archaeological sites like temples, mosques, memorials, tombs, forts etc.

(iii) Cultural Tourism - religious centres, fairs and festivals, handicrafts, folklorres, unique customs and lifestyle etc.

(iv) Agri-tourism - tourism in plantation e.g. Tea Estate, Coffee Plantation, Grape Vine etc.

1.9: Advantages of Rural Tourism

Rural tourism is growing side by side the urban tourism especially in developing countries. There are two-thirds of population live in rural areas. If this sector of tourism is developed, beneficial impact of tourism can directly penetrate the larger number of population. It is better to develop small business units in rural areas than large hotels in cities for a number of reasons:

(i) The big hotels/resorts cater only to the few rich urbanites and dollar spending foreigners.

(ii) These big hotels/resorts are owned by MNCs or big business tycoons. Consequently, the profits earned may go outside the rural areas.

(iii) As the tourists residing in such hotels are also rich, the chances of...
leakage also becoming greater

(iv) The small hotels with very low operating cost in generally owned by local person and can directly influence the development of local area

(v) As tourists in rural areas are mostly domestic and higher in number, they generally depend on local goods. This results in minimum leakage of income that increases multiplier effect

(vi) Local employment generation becomes higher as the small hotels depend mostly on the local unskilled labours at cheaper rate

(vii) Rural tourism also encourages participatory development. Sometimes an entire village including women takes part in the tourism activities

1.10: Tourism and Rural Development

Tourism can serve as a rural development catalyst as the tourist expenditure permeates through whole of the rural economy. It generates synergy between tourism related industries, the local government as well as national and international tour operators and agencies. Tourist expenditure initially comes from the expenditure on accommodation, food and beverages and shopping souvenir items. This expenditure in the destinations provides opportunity for employment, increasing local income and consumption with consequent migration of people from surrounding rural areas. This results in population growth in the destinations. With this enhanced spread effects, tourism is acting as a catalytic agent in backward area development as illustrated in figure 1.3

To initiate the tourism induced rural development a number of strategies may be taken in consideration. Development of downtrodden tourist places, spatial economic linkage for redistribution of tourism income, integration of tourism development schemes with various rural development schemes, establishment of tourist
development block and application of Public-Private and People partnership model in developing various tourism projects in rural India are worthy of mention. Lastly, it can be said that developing tourism projects in rural areas offers scope for both economic as well as socio-cultural improvement. It also encourages the conservation of rural environmental settings, folklores, local arts and crafts because these environmental and cultural elements of rural society are the chief attractions of rural tourism system.

![Diagram](image_url)

**Figure 1.3: Tourism as Rural Development Catalyst (Developed by the Scholar)**

**1.11: Review of Related Literatures**

Tourism is a subject of multidisciplinary research that includes the study of economics, sociology, archaeology, history, anthropology, ecology, regional planning,
and geography All subjects and disciplines use their own techniques and methods to a single problem. Being the science of space, geography always seeks to study the spatial variation of the variable character of the earth’s surface. Thus, geographers study tourism in quite a different manner. Unlike other disciplines, it has to delve into the regional detail which may thrill down to village level study in much more organized and rational way. Tourism is thus better studied by geographers than other disciplines from the perspective of backward area development as they are well equipped with spatial analysis tools and techniques. Thus, there is a huge encouragement among the geographers to pursue tourism research for rural development.

**Douglas G. Pearce** (1987) identified six broad topic areas in tourism research where geographers have already contributed:

a) Spatial Patterns of Supply
b) Spatial Patterns of Demand
c) Analysis of Tourist Movement and Flows
d) The Geography of Resorts
e) The Impacts of Tourism
f) Models of Tourist Space

Douglas G. Pearce contributed a great deal of research in tourism and laid the foundation of tourism geography. His two most important books are—“Tourism Today: A Geographical Analysis” published in 1987 and “Tourism Development” published in 1989. In 1993, he co-edited another book, viz “Tourism Research Critiques and Challenges” with R W Butler where he commented on the necessity of much more research in the field of tourism, especially by geographers in the third
world countries. In tourism studies, geographers can provide the umbrella under which interdisciplinary research on tourism appears as fruitful.

**R.W. Douglass** in 1975 authored a scholarly book entitled “Forest Recreation” where he showed the potential of forest in tourism development of an area. How forest can be sustainably used for tourism and recreation purposes can be better understood by this book. He kept separate analysis for the development of planned Camping and Picnic sites amidst deep jungles. He worked in detail for the planning of picnic grounds. He classified four types of picnic grounds:

- General Use Picnic Grounds
- Reserved Group Area
- Forest Cluster Picnic Grounds
- En-Route Picnic Grounds

In 1977, **Manuel Baud Bovy and Fred Lawson** mastered a novel book entitled “Tourism and Recreation Development.” In this book, Baud Bovy and Lawson underpinned the necessity of tourism planning, the physical plan for destinations and its various elements such as attractions, accommodations, and access, with examples from various corners of the globe. Lastly, they showed how master plan at micro, meso and macro scale can be prepared for a destination, state, or nation.

In 1984, another important book on this subject with different outlook came to analyze the microeconomic factors of tourism, such as demand and supply. This book is the **Robert Christine Mill and Alastair M. Morrison’s** “The Tourism System An Introductory Text.” In this book, Mill and Morrison tried to unravel the motivations behind tourism and recreation, the demand and supply for tourism. According to them, destination is the supply area while the source areas are designated as market. These two elements are interlinked by transport elements in a very cohesive manner. They compared tourism system with the spider’s web—touch one part of it and...
reverberations will be felt throughout. This book also gave some alternative suggestions for building future plans for travel industry and to facilitate this future plan, they also advocated for tourism forecasting.

In 1987, "The Geography of Travel and Tourism" was written by Brian G. Boniface and Christopher P. Cooper. This book gave us a clear idea about the intermingling terms—leisure, recreation, and tourism, analyzed the three most important elements of tourism or the destination amalgam. According to them, travel propensity is the most useful indicator of tourism participation. They considered that for participation in tourism and recreation activity, a certain level of discretionary income is definitely required. The demand for tourism is also dependent on the job type, life cycle stage of the destination, mobility, level of education as well as personality. The demand for tourism is therefore concentrated in the developed western economies where discretionary income is relatively high.

Chris Cooper, John Fletcher, David Gilbert, and Stephen Wanhill co-authored another scholarly book in 1993 where they analyzed all aspects of destination amalgam. The term 'destination amalgam' probably has coined by them. According to them, destination is the focus of facilities and services designed to meet the needs of the tourist. They told that almost all the destinations are comprised of the four 'A's—Attractions, Access, Amenities, and Ancillary services. These four 'A's create a destination amalgam in the context of socio-economic and environmental condition. In Australia, research in the field of tourism is well developed during this time. Among the Australian geographers, the most spectacular is the work of Bill Faulkner (1945-2002). He is considered the father of tourism research in Australia (Fredline, Jago, and Cooper, 2006). Faulkner had an eclectic range of interests in pursuing tourism research in varied fields. However, the most coveted fields are destination
management, event management and chaos theory. He masterminded the “Gold Coast Visioning Project” – an example of a novel destination management work. Along with this, he started an era of team-based approach in tourism research when he undertook the comprehensive impact of 2000 Olympic in Australia. The complex, multifaceted nature of tourism phenomena being analyzed on the backdrop of chaos theory is another tourism research theme of Faulkner.

Much of the geographical literature on tourism in Europe consists of idiographic approaches with few serious attempts at synthesis. The attempts of Americans, Canadians, Australians and New Zealanders in this field is mostly oriented towards behavioral considerations, modeling and the application of research results to portray real-world situations. Thus, a number of models have been postulated to study the tourism phenomena. Douglas Pearce grouped all these models into four distinct categories:

a) Models emphasizing the travel or linkage component

b) Origin – Destination Models

c) Structural Models

d) Evolutionary Models

1.10.1: Models of Tourist Travel

Campbell (1967) first proposed a model on tourist travel in which he classified tourists on basis of their nature of movement around a city. He also gave importance to the stay component of the visitors in the destination areas. According to him, tourists are generally of three types – the recreationist, vacationist, and the recreational vacationist. Recreational travel is scattered radially from the city, vacation travel is linear and generally highway oriented and the recreational vacationist having elements of both. Mariot (1969) placed transportation as core element of tourism. In
doing so, he classified stream of tourism in three different routes – access route, return route and a recreational route. Access route means the route followed by tourists to reach destination, return routes the route followed while tourists returning home. In some trips these two routes may differ or same. The recreational route, on the other hand means various tourist facilities between origin and destination. In 1979 Greer and Wall proposed another model of tourist travel, popularly called “Cone of Visitation Model”. According to them, with increasing distance although demand decreases, the potential supply of recreational and vocational opportunities will increase geometrically. This would result in day-use supply, weekend supply and vacation supply farthest from the origin. Miosec in 1977 proposed a Concentric Tourist Zone theory. According to him, the origin is generally surrounded by four major belts of destination. He incorporated hierarchy of tourist places depending upon cost of living, favourable climate opportunities available and all round satisfaction achieved by the visitors. He also applied the behavioral matrix to determine the space perception of the people of origin (Pearce, 1995).

1.10.2: Origin – Destination Models

These models attempt to analyze origin and destination areas, demand and supply sides of tourism, typology of destinations etc. Thurot’s model in this connection is worthy of mention. Thurot classified tourism as domestic and international. According to him, the countries with high standard of living and per capita income are the source areas of international tourism while countries with low standard of living may create demand for international tourism. Such countries may be international destination. Lundgren (1982) on the other hand classified destinations into four major categories:

(i) Centrally located metropolitan destinations
Peripheral urban destinations

Peripheral rural destinations

Natural environmental destinations

Pearce (1981) emphasized on urban tourism. According to him, cities play as staging post role – as point of entry and exit from a regional tourist centre. In city, three types of movement are found – day trip, weekend trip, and holiday trip. All these trips are centrifugal in character. The centripetal movements are also found in the city in the form of domestic and international visitors to the city (Pearce, 1995).

1.10.3: Structural Models

These models present tourism structure interwoven in the regional context. The interaction between various elements of regional economy is sought to be analyzed in such models. It also presents the hierarchy of tourist places. S. G. Britton in 1980 presented a model of tourism industry. According to him, all local and regional tour operators are interlinked with national urban centres, which he termed ‘market metropole’.

1.10.4: Evolutionary Models

Models which sought to explain the change of destination on change of demand and supply with due course of time are called evolutionary models (Pearce, 1995). In attempting to analyze such change, Thurot identified three major stages of evolution of a destination area – Discovery, Development, and Mass Tourism. Butler (1980) applied the Product Life Cycle Concept (PLC) in analyzing evolutionary character of tourist area. He farther disintegrates the three-stage model of Thurot into a more applicable six-stage tourism evolutionary model. He named his theory as Tourist Area Life Cycle (TALC). According to him, any destination evolves through a number of mutually exclusive phases. He took PLC’s six stages – exploration, involvement,
development, consolidation, stagnation, rejuvenation or decline. All these stages have unique features e.g. no tourist facilities available in the first phase, only locals are involved in the second and there is no discrimination between locals and tourists, control of locals decreases rapidly in the development phase till maximum in the consolidation. Local people involvement increases again in the decline phase if by any mean it can not be rejuvenated.

Miosec (1976) takes forward the evolutionary concept of tourist destination including four elements of tourism – tourist resorts, transport, tourist behaviour and phases of attitudes. Each of the elements has five development stages. In the early phases, the region is isolated and the tourists have only vague idea about the destination. The success of the pioneer resorts leads to further development. As the tourist industry expands, an increasingly complex system of resorts and transport network evolves while changes in local attitudes may lead to complete acceptance of tourism (Pearce, 1995).

A deep insight into all the above models would release some general conclusion:

(i) Interaction between origin and destination seeks to explain regional/national economic interaction. It thus gives emphasis on spatial structure and interaction.

(ii) Volume, nature, and direction of tourist traffic also become the core elements of tourism system.

(iii) Distance-decay function has also been emphasized i.e., volume of tourist traffic or tourism demand decreases with distance.

(iv) Reciprocity between origin and destination is observed. There exists a two-way stream of tourists between pairs of origin and destination.

(v) Spatial hierarchy of tourist places has also been emphasized.
After the Rio Earth Summit in 1992, the tourism research was directed towards environment friendly ecotourism or sustainable tourism. The promotion of such kind of tourism actually shifted the tourism industry from the path of decline to the path of rejuvenation. The book entitled “Ecotourism A Sustainable Option?” was published by E. Carter and G. Lowman in 1994. This book provides a conceptual basis for ecotourism development. This book concludes by identifying three essential characteristics of ecotourism:

a) It must not damage the environment – it must be ecologically sound

b) It must represent social and cultural traditions in the host country

c) It must be non-exploitive of local people

Another book in this line came in the name of “Sustainable Tourism Management” by J. Swarbrooke in 1999. The change in the outlook in tourism research is clearly visible from sustainable tourism development to sustainable tourism management. According to Swarbrooke:

a) Sustainable tourism not only protects the environment but also it should be economically viable

b) It is technocratic as well as a field of much potential debate

c) It is the subset of sustainable development

d) Small scale tourism is much more sustainable than mass tourism, both economically and environmentally

In India, Institute of Himalayan Studies of Garhwal University laid by Tej Vir Singh and Jagdish Kaur was the pioneer in pursuing tourism research in geography. They together edited an important volume viz “Studies in Tourism, Wildlife Parks Conservation” in 1982. In this book, they studied the importance of tourism in the
conservation of nature. Prior to this publication, T V Singh authored another book of his own in 1975 viz “Tourism and Tourist Industry of U P.” Apart from these publications, Singh and Kaur authored many scholarly articles in many national and international journals. Their research technique was mainly based on pragmatic tools and methods, encouraging greatly the young geographers to carry on research in this field. However, their major field of research was the Himalaya and its surroundings. Nevertheless, the seed they put in tourism research in India has now matured into a full grown tree.

The later geographers walked in the same path being paved by Singh and Kaur. Most of studies are in Himalayan region. The works of S.C. Joshi, S.K. Singh and P. Nag in this regard are worth mentioning. The book of S.C. Joshi with the title “Kumaun Himalaya: A Geographical Perspective on Resource Development,” published in 1983 emphasized the nature based tourism. The book of S.K. Singh and P. Nag with the title “Tourism and Trekking in Nainital Region” came out in the year 1999. They worked in detail the tourism and recreation activities in and around Nainital region. They also have shown how tourism helps in achieving economic development of a region with immense tourism potential.

M.P. Bezbaruah (1999) considered expansion of tourism and recreational activities in rural areas may bring economic development of the villages. He expressed his view in his article “Tourism: Current Scenario and Future Prospects” in Yojana of August, 1999. According to him, the rich cultural heritage and long historical background of the country provides rural India a multidimensional cultural landscape. He gave more importance on agri-tourism- tourism in plantations. This type of tourism may bring actual development of the rural areas.

D.K. Giri (2000) in his article “Tourism in Rural India” in Kurukshetra of November, 2000 gives his view of rural development by investing in rural tourism sector. He
provided a Marxian view of rural development through the development of tourism. According to him, as two thirds of Indian population lives in rural areas, promotion of rural tourism may bring benefits to its majority of population.

In 2003, another book came out with the title “New Approaches in Tourism Management” edited by M. Ranga and D. Nigam. In this book different approaches of tourism management practices are discussed. K. Pant architected an article with the title “The Boon Called Village Tourism” draws much attention in the context of the analysis of the role of tourism in rural development. According to Pant, the tourism activity pursued in the rural areas is called rural or village tourism. The culture, modes of life of the village people are the major attractions of such tourism. In this tourism business, rural people are the major stakeholders and they are directly benefitted from tourism. In this regard, he proposed a model of village tourism (figure 1.4).

![Figure 1.4: Model of Village Tourism (After Pant, 2003)](image-url)
Another article authored by C.B. Singh with the title "Promotion of Rural Technology through Tourism in India" in M. Ranga and D. Nigam edited book (2003) emphasized on the development of agri-tourism as an important tourism management practice in rural areas. It directly benefits villagers and contributors largely in rural development. According to Singh, agri-tourism may boost rural-agricultural technology which in turn is the mainstay of rural economy (Singh, 2003).

The book of Raina, Zhao and Gupta with the title “Tourism Destination Management Principles and Practices” published in 2010 also gave some light on the alternative models of tourism management practices. It provides a deep insight into the human resource management in tourism industry as well as it tries to find out better marketing strategy for tourism promotion. According to them, tourism marketing is totally different than traditional marketing. This service is produced and consumed at the same time and place unlike other manufactured goods. As this product is further away from the consumer, a well-developed intermediary system viz. tour operators is active to bridge the gap between the product and the consumer.

This review may not be completed except mentioning the important book on “Rural Development”, authored by Katar Singh in 2009. This book analyzed in details the various measures and indicators of rural development. According to Singh (2009), rural development can be conceptualized as a process, a phenomenon, a strategy and a discipline. In this book, a separate chapter is dedicated in the formulation of plans for rural development where he emphasized on decentralization of planning policies to facilitate rural development.

There are a number of books and journals on Bankura written in Bengali language published in the district. Among them, the followings are worth mentioning.
1 "Shilpa O Sanskriti Bankura" written by Ramananda Chattopadhyay in 2003 presents a great deal of literature regarding the art and craft style of the people of Bankura. This book presents an enriched literature of the process of making different arts and crafts of the district. It has dedicated chapters on Baluchari saree of Bishnupur, Dokra craft of Bikna, Stone craft of Susumia, Terracotta of Panchmura, Cane and Bamboo works of Kenjakura and many other handicrafts and Bishnupur music.

2 Another book on this line authored by A. Jana in 1994 with the title "Bankurar Arthomtite Lok Shilpa" presents a clear picture of the economic impact of local art and craft on the rural economy. The book examines the economic situation of the local artisans, their marketing strategy, amount of profit gained by the artisans, role of the intermediaries etc. He also suggested many steps to minimize the problems faced by the artisans.

3 U. Karmakar authored another book in 2006 entitled "Sundari Susumia" where he dedicated a separate chapter on the prehistoric and historic profile of Susumia Hill. In this book, he presented a detailed picture of the major attractions of Susumia Hill. According to him, Susumia Hill is historically relevant and this is the place of many prehistoric remains. Thus, Susumia Hill has both natural and archaeological attractions. Lastly, he proposed a number of suggestions for the development of the erstwhile undeveloped hill resort.

4 The detailed picture of well-developed folk culture, art and craft of the district is portrayed in the book of "Aitihyamay Bankura" authored by P. Ghosh published in 2007. This book presents a clear picture of the famous "Rabankata Mask Dance" of Bishnupur, Baluchari Saree of Bishnupur, and Terracotta works of Panchmura etc. The literature on Rabankata Mask Dance...
continues to lack. But this book categorically analyzed the characteristic features of this dance, the types of masks, the techniques of preparing such masks, the important characters of this dance, the space and time of the performance and many others. It also presents socio-economic characters of the dance performers as well as the mask makers.

5 Subhas Adhikary edited another volume on different aspects of Bankura district entitled “Bankura Nana Range Bona” in 2006. In this book the articles of R. Chowdhury, A. Roy, K. Chattopadhyay, S. Singha, and T. Chakraborty are very much relevant in this study. R. Chowdhury in “Bankura Jelar Shilpa Sanskruti” explained how environmental parameters have an impact on the folk cultures and various religious beliefs and rituals. According to A. Roy, in his article “Bankurar Sanskritir Sandhane”, Bankura district has a rich cultural heritage. The existence of palaeolithic remains bear testimony to this fact (Roy, 2006). The article entitled “Rarh Bankurar Shilpangane Susunar Prastar Shilpa” of K. Chattopadhyay elaborated the stone craft of Susunia Hill. According to him, there is a close tie between the growth of tourism and the future of the stone craft. He urged for immediate planned development of this highly acclaimed and potential hill resort of the district. Dr. S. Singha in his article “Tusur Aithhasik Utsabhum Bankura” searched for the probable source of one of the most important folk culture – the Tusu Parab. With the number of evidences such as rock inscription in Susunia Hill, place names used in the rhythmic songs of Tusu, historical antiquities of the district, he concludes in this study that this folk culture has deep rooted history and probably it has originated in this district. T. Chakraborty examined another important touristic craft – the cane and bamboo works of Kenjakura. In this
article, he advocated the tools and techniques of this craft, the important products of touristic image. Lastly, he delivered some suggestions for further improvement of the life of the artisans of this craft.

6 J. Halder (2004), presented a physical description regarding many archaeological sites, and important terracotta temples around the district. In the article, “Bankura Jelar Paryatan Bhavnai Pratnatatter Gurutta” in his own edited book Pratna Parikrama Mallabhum, he divided the entire district into five major zones of archaeologically important places having enormous tourism potential. Each zone has been further subdivided into a number of sub-zones and then he explained the role of archaeology in creating tourism demand. This fundamental work on the close relation between archaeology and tourism in the context of Bankura is first of its kind.

7 J.N. Mitra (1940), the then Sub-Divisional Officer of Bishnupur compiled the history of Bishnupur with full of facts and figures on the occasion of the august visit of Sir John Arthur Herbert the then Governor of Bengal. This compilation presents a clear view of the history of Mallabhum and the architectural characteristics of the temple town.

A book exclusively on Bishnupur has been published in 1992 by Archaeological Survey of India, authored by S.S. Biswas. This book presents a detailed description of the terracotta temples of the town in lucid and simple language. According to him, there are about thirty important temples in Bishnupur. Biswas, classified the temples of Bishnuppur into three broad groups- ‘Deul’, ‘Chala’ and ‘Ratna’ type. The deul type of temple is similar in architectural design with the north Indian variety of ‘Nagara’ type. This type of design is very uncommon in Bishnupur. Only Malleswar temple of Bishnupur and Bahulara of Onda are two such examples in the district.
Most common design of temple is ratna type. This type is further subdivided into three subgroups—'ek-ratna', 'pancha-ratna' and 'nava-ratna' type.

Thus from the above discussion, it is found that tourism has been a great, encouraging subject of multidisciplinary research using various methods and techniques from various fields. Geography as a discipline provides a platform for all these methods and techniques, blending its own techniques. In geography, tourism research is being directed in three principal ways:

a) Product based study e.g., nature tourism, religious tourism etc.

b) Impact Assessment Study—be it environmental, economic or social.

c) Tourism Management Study—search for alternative means of tourism development.

The present study is the combination of the latter two types, the aim of which is to find out whether tourism contributes in rural development and to examine how it can be managed to ensure the optimal utilization of available tourism resources of the district.

1.12: Aims & Objectives of the Study

Each and every study should have definite goals and aims. The followings are the objectives of the present study:

1. to explore various types of natural and cultural tourist places distributed around the district.

2. to enumerate the distribution of hotels and their impact in various destinations in creating new avenues of employment and income in rural areas.

3. analyze the transport network structure and its efficiency in the movement of tourists in the district.
4 to bring out an account of various souvenir industries—its present status and to analyze the role of tourism in rejuvenating the future of the art and artisans in the district
5 to find out the present growth pattern of tourism industry
6 to find out the means of diminishing the impact of seasonality in the flow pattern of tourists
7 to search the impact of tourism on rural economic development and to justify tourism as a better alternative means of economic development in rural areas having scenic beauty but lacking other resources
8 to propose most suitable tourism development plan for each of the destinations, keeping in view the local issues

To be very brief, the study attempts to combine various concepts, and functional relationship between various tourism related phenomena and rural development

1.13: Selection of the Study area

Bankura, the present study area is among the 18 districts of West Bengal. It occupies the bulk of the western portion of the state. The district looks like an isosceles triangle whose base is at the north following river Damodar, while its flat apex lies to the south. The name of the district owes mainly to its chief town and its headquarter Bankura which lies between the “doab” area of River Dwarakeswar and Gandheswari. Administratively, the district falls under Burdwan division of West Bengal. The district headquarter is Bankura town and it is remained since its formation as a district. It has 3 sub-divisions, 22 blocks and police stations, 190 Gram Panchayats spread over 3577 inhabited villages (DSH, Bankura, 2006)
Bankura district occupies the western half of southern West Bengal, consisting of the portions of western upland, middle rash ground as well as the plains in its eastern and northern fringes. It can be regarded as a connecting link between the Chhotanagpur plateau on the west and Bengal basis on the east (O’Malley, 1908). The district is located between $22^0 38' N$ and $23^0 38' N$ latitude and between $86^0 36' E$ and $87^0 46' E$ longitude, covering an area of about 6882 sq. Km (DSH, Bankura, 2006). The name of district headquarter is Bankura which is situated between $23^0 14' N$ latitude and $87^0$
04° E longitude, taking almost west central position of the district. The district almost looks like an isosceles triangle with three sides of measly 100 Km with its apex in the south and base on the north. The district is bounded by Barddhaman on the north, Medinipur on south and portion of east, Hugli on the east and Purulia district on the west (Figure 1.5). The etymological meaning of the word “Bankura” has long been shrouded in great mystery. Many scholars tried to unravel the actual source of this term. According to a view, it was named after its famous Samanta King “Banku Rai” In due course of time, this name has been evolved into “Banku Ra” Another legend says it is so called after Bir Bankura, the one of 22 sons of Malla king Bir Hambir, who got this portion or “tarafs” to rein (O’Malley, 1908) Still another explanation remains that this term is a corrupted form of “Bankunda” (“Ban” came from “Panchaban” meaning “five” and “Kunda” meaning “tank”) or place of five tanks. Previously at the present site of the town, there were five tanks. Apart from these, it was mentioned in James Rennel’s map in 1779 as “Bancoorah”. In surveyed map of 1854 – 55 it was also mentioned as “Bancoorah” and “Bankunda” both (Das, 2002) Acharya Jogesh Chandra Vidyamāndhi also supported the name “Bankunda” (O’Malley, 1908) But modern experts like Suniti Kumar Chattopadhay feels that the name has come from the principal deity of this area Dharmathakur – “Bankura Rai” The Sanskrit “Bakra” corrupted to “Bankim” and further corrupted to “Banku” which means “beautiful” The suffix “Ra” is being added which means “big” or “best” Thus it means best and beautiful powerful man whom local people considered as Dharmathakur and worshipped since years (Mukhopadhyay, 1999) The famous author of “Dharmamangol” of medieval ages mentioned the name “Bankura Rai” as Dharmathakur in his verse “Beldihar Bankura Rai bondi Ekmone” Another medieval poet Rupram Chakraborty also
mentioned the “Bankura” in his verse “Ami Dharmathakur Bankura Rai Nam” (Das, 2002) However, this view of Prof. Suniti Kumar Chattopadhay may be taken as best in explaining the descent of the name of the district which has a strong base both etymologically and historically.

Bankura district is primarily known to be an economically backward district among the other western districts of the State. The principal economic activity is agriculture though in its western part, agricultural land is limited. On the other hand, limited mineral resources discourage the establishment of any basic industry in the district. But fortunately Bankura, especially its western part is gifted with splendid natural beauty and rich cultural heritage which act as the major attraction of tourists. In this condition, tourism development in these serene rural landscapes can be regarded as a developmental tool. The policy makers of the district are already trying to apply this weapon of rural development with increasing emphasis on local peoples’ participation. The research question is how rural development can be achieved through the promotion of rural tourism. Bankura district is an ideal place for such a study. Certain other factors influence me to select the topic and the study area which are:

- Bankura is the birth place and work place of the present scholar and hence the scholar has a lot of interest to unravel its natural beauty as well as its man-made enthusiasm.
- As the scholar is resident of the district he would get a lot of advantage to collect data which are mainly primary and gathered through rigorous field survey.
- As there is about no work on tourism in the district under study the present scholar is encouraged to study this sort of new and relatively unknown aspect for the social well being of the community.
1.14: Hypotheses

A number of hypotheses have been put forwarded regarding the tourism situation of the study area. These are

1. Bankura district has a number of destinations—natural and cultural. The natural destinations are mostly concentrated in the western part of the district while cultural tourist places are located in its eastern part.

2. Accommodation and transport elements of tourism may generate employment opportunities to boost rural economy of the district.

3. Development of souvenir industry may create new avenues of rural employment and income in the district.

4. Tourism in the district is at development stage and presently it is highly affected by seasonality.

5. Development of tourism may act as an instrument for rural development and initiate the process of regional development in backward areas.

6. The present status of tourism development is haphazard. Implementation of destination master plan may bring sustainable tourism development in the near or distant future.

1.15: Database and Methodology

The present study attempts to analyze the impact of tourism on rural economy of Bankura district, in terms of creating new avenues of local employment in hotels, souvenir industries, transport sector and many other sectors directly or indirectly involved in tourism business. It also attempts to construct planning policies to run tourism business in the district in an organized manner. To fulfill these objectives, the present study has to depend on both primary and secondary data sources. The secondary data is largely available in case of various indicators of rural development.
The total of forty four indicators have been identified as major contributors of eight rural development sectors. Block wise data are available for all these indicators. In case of tourism statistics, the district authority is still continuing a dearth of geographic data. Only a temporal data of six years total tourist inflow in the district is available. So, to identify the characteristics of tourists, their behavior pattern, impact on souvenir industry, the study mostly have to depend on primary sources of information.

For collecting primary data regarding characteristics of tourists visiting the district, a questionnaire survey is conducted in the tourist places of the district. The impact of tourism on souvenir industry has also estimated by a questionnaire (See Appendix 1 2) among the artisans and their families in various souvenir points of the district—Panchmura, Bishnupur, Kenjakua, Bikna and Susuma. The position of accommodation industry has been studied with a separate questionnaire (See Appendix 1 3) Total of 85 commercial running hotels were surveyed around the district.

The block wise secondary data on forty four indicators under eight sectors of rural development were normalized using Z- score \( Z = \frac{X - \overline{X}}{\sigma} \) and then composite scores of each of the eight sectors are prepared. Another composite score viz. Human Development Score is adopted from Bankura Human Development Report, 2006 and added in this study. Thus, all total nine groups of rural development indicators have been constructed to portray all inclusive rural development of the district. These are then grouped in two separate grand indices.

(i) Composite Rural Development Index (CRDI) without Tourism and Recreational Activity
(u) Composite Rural Development Index (CRDI) with Tourism and Recreational Activity

These two separate CRDIs are then ranked and analyzed the change of rankings. This change of rankings is definitely due to the inclusion of tourism and recreational factor. All these descriptive analyses have been made on Microsoft Excel Worksheet.

This study was proceeded further in the calculation of Weighted Rural Development Index (WRDI). To calculate WRDI, weights have been assigned by Principal Component Analysis on SPSS 15.0 software. This analysis gave birth to four main contributing factors in rural development of Bankura district.

The questionnaires on tourist characteristics, accommodation industry and souvenir industry are tabulated separately and then analyzed to represent the characteristic feature of respective elements. The overall pattern of tourist inflow (both domestic and foreign) has been analyzed on the basis of actual flow pattern and 3-month moving average pattern. A trend line is fitted on this pattern using least square method on Microsoft Excel. To understand the seasonal pattern of tourist inflow in the district, 'Seasonality Index' has been calculated separately for domestic and foreign visits in the district with the equation given below. The index has been calculated by the following formula:

\[ SF = \frac{MA}{TA} \]

Where \( SF = \) Seasonality Factor, \( MA = \) Monthly Average, \( TA = \) Total Average (Monthly Average/12)

With these seasonality factors, seasonal forecasts of domestic and foreign visits have been made. Then Simple Moving Average Method has also been applied to analyze the pattern of tourist flow in the district. In this connection, 3-month, 4-month, 6-month and 12-month moving averages are calculated separately for domestic and
foreign tourists To identify which one of these four moving averages best represent the pattern, two measures of forecast accuracy (MAPE and SMAPE) are used

(i) **Mean Absolute Percentage Error (MAPE)** - Among varied measures of forecast accuracy, MAPE is the most simple scale independent measure. It is a measure of accuracy in a fitted time series value in statistics, especially trending (Wikipedia, 2011). It usually expresses accuracy as a percentage and is calculated by the formula

\[
MAPE = \frac{1}{n} \sum_{t=1}^{n} \left| \frac{A_t - F_t}{A_t} \right|
\]

where \( A_t \) = Actual Value in a given time period

\( F_t \) = Forecast Value in the same time period

(ii) **Symmetric Mean Absolute Percentage Error (SMAPE)** - This is another tool of forecast accuracy calculation. It has a lower and upper boundary and can be calculated by the formula

\[
MAPE = \frac{1}{n} \sum_{t=1}^{n} \left| \frac{A_t - F_t}{A_t + F_t} \right|
\]

It is found that both the measures show a higher value in case of forecasting the foreign tourist arrivals in the district. The MAPE in four and six-month moving average has a result of as high as 72 per cent and 66 per cent. SMAPE also shows a higher error value in foreign arrival than domestic arrival forecasting. In case of forecasting domestic tourists, the highest MAPE value of 10 per cent is found in 12-month moving average, the lowest value occurred in 6-month moving average. Thus, it can be said that the forecasting of domestic tourist arrival is much more accurate than that of foreign tourist arrival in the district.

Apart from these, certain other methods are applied in the study to measure the intensity of tourism and recreation in the destinations. These are Tourist Function
Index, Occupancy Rate, and Tourist Density. All these tools are used to classify the destinations on the basis of level of development. The network connectivity is measured by Beta Index to show the block wise network connectivity of the district.

The present study also applied cartographic techniques to give a visual impact of all the statistical analyses. For the cartographic representation, ESRI's software product ArcGIS 9.1 has been used. The land use maps of the tourist places have been prepared on the basis of Google Earth images and available CARTOSAT-I image. The GIS methodology is briefly illustrated in the figure 1.6. Two main phases have been followed - preparation of pre-field guide map and preparation of post-field final map.

![Figure 1.6: Application of GIS: A Methodological Orientation](image)

1.15.1: Preparation of pre-field Draft Guide Map

In this phase, Google earth images of respective tourist places have been downloaded using downloader software - StitchMap. This software enables to download the entire Google earth screen image in a number of cells of map matrix as directed. The image
is then downloaded as separate tiles of images and autostitched in the software, giving a compact image, full of geographic inputs of the area in a standard image format (jpeg, tiff etc). Along with this, it also saves the coordinates of nine points of the entire stitched image in a separate table, supplemented with the downloaded image. This image is then exported to Arc GIS 9.1 software and is georeferenced and rectified (bmp) with the downloaded calibrations. For some tourist maps available old map such as Bishnupur Municipality or mouza map is used along with the Google earth image for demarcation of the tourist area. In case such old tourist map is not available and the tourist area is not limited to a definite administrative boundary, the map has been prepared exclusively on the basis of Google earth image. The CARTOSAT-I image is available only for Bishnupur town, Susumna Hill and Mukutmonipur Dam area. Now geographic elements available in the raster image are converted into separate vector layers with the help of onscreen digitization (shp) such as forest, water bodies, rivers/streams, roads, railways etc. Lastly, all these layers (point, line and polygon) overlaid with one another to get a compact land use map of the tourist area properly labeled and annotated in a standard layout.

1.15.2: Preparation of post-field Final Map

In this phase, the draft guide maps of the tourist places are verified physically on the field. The coordinates obtained from the Google earth are verified with the GPS (Garmin ETREX VISTA 76 HCX). It is interesting that in most of the maps the coordinates of the Google earth images almost matched with that obtained from the readings of GPS. In case of mismatched coordinates, the GPS coordinates are kept as standard and the entire map has been changed to suit the coordinates obtained from the field. Sometimes some point locations are misinterpreted from the image. These
are properly rectified after the field verification. After incorporation of all these corrections on the draft map, final maps have been prepared.

1.16: Difficulties in Data Collection

Though the statistical database of the district is rich in content by the efficient management of Bureau of Applied Economics and Statistics and coordinated effort of various state Government offices under the leadership of NRDMS (Natural Resources Data Management System), Bankura, the tourism and recreation related database is very poor. The tourist inflow data is available in Department of Tourism, West Bengal for the period of 2001 to 2006. Unfortunately, the department could not provide tourist inflow data of the district after 2006. Other than this, there is an absolute dearth of secondary source of tourism information. The information regarding hotels and lodges are almost nil in the hands of district authority. To fill this gap, the present study attempted to collect information from the field directly. The number of restaurants and lodges given by Bankura and Bishnupur Municipality did not match with actual number of these elements. This reflects the indifference of government authorities regarding the development of a proper collection system of tourism data in a centralized way, which in turn, exemplifies the negligence in tourism sector.

As there exists a paucity of tourism data, the present scholar has to depend mostly on primary sources of tourism information. In this connection, the scholar has traveled extensively through the length and breadth of the district in all tourist sites with a number of questionnaires and collected information on number of visitors, accommodation facilities, transport and communication facilities, tourist projects undertaken by govt. or private bodies etc.
The local residents of the district are also surveyed (Appendix 1 4) in all tourist sites to assess the impact of tourism on the resident population. The local people encountered during such surveys as well as the persons engaged in various tourism related activities, directly or indirectly are, however, extremely helpful and cordial. Almost all of them are largely interested and enthusiastic in the development of the tourist places of the district. However, the threat from extremist activities in the southwestern part of the district is undoubtedly a hindrance for executing tourism development plan. One such planned tourism venture located in this area viz Sutan Eco-Park has been converted into a police camp. The sense of insecurity among the local people was the main problem during survey among them though things are slowly improving since the first quarter of 2010. In spite of all these hurdles, the present scholar tried to collect all the relevant information to suit the needs of the study.