



Transforming Chhattisgarh State in to A Prominent Tourist Destination

Pranjali Singh

Assistant professor, Rungta Institute of Science and management, Bhilai (C.G)SRGI
pranjali.singh@runtacolleges.com

ABSTRACT

Tourism is one of the largest service industry its true potential of the sector is not only revenue generation but also employment generation as tourism accounts of one of largest movement of people across the cultural boundaries of the world.it has multifunctional realm tourism is a socio-economic phenomenon ,cultural and the transformative power .Chhattisgarh in the heart of India covers all such aspects it can do a lot with its tourism potential this study has been carried for current position and future aspects for the state.

INTRODUCTION

Travel and tourism is now world fastest growing service industries, it support the large job market of the world, our country heavily depends upon the industries as its unluckily affected due to covid -19.As tourism contribute to country economy, generate employment ,increase in foreign exchange earning's government determined to create the rural employment through tourism and travel attraction. Chhattisgarh situated in the center of India with collection of rich culture, cascading waterfalls, green forests, ancient threads and heritage. Chhattisgarh is also know the ' Rice Bowl ' of India and covered with 44% of lush green forest ,tribal area and has splendid capability to become one of the most upcoming tourist spot of the country.it can appear as major destination travel and tourism.

ABOUT THE CHHATTISGARH STATE

Chhattisgarh was part of Madhya Pradesh up till 1stNovember 2000 state share its border with Maharashtra , Madhya Pradesh , Odisha ,Telangana , Andra Pradesh, Jharkhand , Uttar Pradesh . located at the center of India with 33 districts and its capital Raipur. Chhattisgarh is blessed with rich cultural heritage and home of some ancient caves ,waterfalls ,temples, rock painting wildlife and hill plateaus. Tourism is the activity of visiting places for pleasure with the separation Chhattisgarh also gain tourism opportunities with one of the most famous "Niagara falls of India" Chitrakote waterfalls at dense forest of baster, national parks and wildlife sanctuaries provide opportunities for bird-watching and wildlife safari. The state has been continuedly promoting tourism, build up infrastructure and preserving heritage. Drive to showcase classical art forms, local cuisine and emerging new destination. Chhattisgarh tourist spot are bled of culture, nature ,history and hospitality offering to visitor.



LETRATURE REVIEW, OBJECTIVE AND RESEARCH METHODOLOGY

A) LETRATURE REVIEW: -

- The British Tourist Authority's definition of Tourism, "a stay of one or more nights away from home for holidays, visitors to friend or relatives, business conferences or any other purpose except such things as boarding education or semi-permanent employment."
- According to UNWTO, "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."
- According to WTO , tourism is the movement of people away from their normal place of residence and work for a period of not less than 24hrs and not more than 1 year and whose main purpose of travel is other than the exercise of an activity remunerated from within the places visited.

B) OBJECTIVE:-

The research paper trying to explain different ways as how Chhattisgarh state can come as the new tourist attraction and employment generation The following are the objective of the study for this research work:

1. To study the attribute of Chhattisgarh to make best use of resources.
2. To know the benefit of tourism to its industry associate.
3. To provide observation and suggestions for growth of tourism in state .

C) RESEARCH METHODOLOGY:-

This research study employs an exploratory research design and adopts a qualitative research approach to delve into the contribution of positioning Chhattisgarh as a tourist destination. The collection of secondary data draws from sources such as report of government of India ministry of tourism and culture , Chhattisgarh tourism board, news paper and various website.

TOURISM IN THE STATE

Chhattisgarh state has great possibility for tourism. Its tourism strength lies in several area such as eco-tourism, pilgrim ,adventure ,wildlife ,nature ,cultural heritage and village tourism. The state has the potential to attract tourist only requirement is regressive tourism marketing

a) **Eco-Tourism:-**Chhattisgarh is blessed with 12% share of India forest hosting great beauty within the state there are three actional park namely guru ghasidas(Sanjay) national Park, Kanger valley national park, Indravati(kutru) national park and Achanakmar sanctuaries these protected are become home of endangered wild buffalos and state bird hill myna within the protected zone contributing in state biodiversity.



b) Pilgrim Tourism :- Rajim, Champaranya, Dongargarh, Shivrinarayan, Girodhpuri, Dantewada, Ratanpur, Sirpur, and various others stand as revered and widely visited centers for pilgrims. These destinations hold significant religious and cultural importance, drawing pilgrims seeking spiritual solace and historical insights, thereby contributing to the state's burgeoning pilgrim tourism.

c) Cultural Tourism:- Cultural tourism in Chhattisgarh is steeped form like fairs and festivals. including the most famous Bastar Lokotsav and the expansive 75-day-long Dussehra festivities. Other notable events include the Koriya Mela, Teeja, Pola, Sirpur Mela, Champaran Mela, Goncha Festival, and a spectrum of tribal festivals. These gatherings with cultural flavour, showcasing the diverse traditions, rituals, and art forms of Chhattisgarh's rich cultural.

d) Education Tourism:- Chhattisgarh has swiftly emerged as a educational hub . Renowned institutions such as IIT, IIM, AIMS, NIT, offering best education on a global scale. the Indira Kala Sangit University stands out as Asia's largest music university, adding to the state's educational position and attracting students.

e) Heritage Tourism:- The state is actively identifying its cultural heritage properties, including old palaces and Haveli. Places such as Bhoramdeo, Rajim, Sirpur, Tala, Malhar, Shivrinarayan, and the rock paintings of Raigarh, Ramgarh, Tumhan, Barsur, and Kharod are being promoted as key heritage destinations. Moreover, festivals like the Bastar Dusshera, Narayanpur and Dantewada's Madai, Sukama's Ramoram Mela, Bhoramdeo, Khairagarh, and Raigarh's Chkradhar Samaroh will also receive focused promotion to showcase the rich cultural and village traditions of the state. Thus the state has every potential to attract tourist with its diverse option in tourism.

OVERVIEW

Tourism is the collection of activity, industries and services which deliver a travel experience comprising of accommodation, leisure, entertainment, attraction and hospitality. Tourism is different from travel in order tourism to happen movement is important. it also create employment in the service sector economy related with tourism. There are further categories in domestic, inbound and out bound tourism. it depends upon the tourist wants and needs which can be product, nature of activity, duration of stay, socio-economic factor or psychographic. Tourist is a temporary visitor staying for a period of not less than 24 hour with the purpose of visiting attraction.

Tourism in Chhattisgarh given the number of spot. the strength of state is clearly the eco-tourism, pilgrim, heritage and cultural. The challenges are the infrastructure facilities like connectivity with the destination need to be updated, well planned marketing strategy, action oriented administration and active participation of local community.

ISSUES REGARDING STATE

Besides the state government knows the importance of tourism it can be a major revenue generator for the state what required was the basis right step, one the basics step are planned the strategies can be formed for promotion of new



destination and already known one. The tourism products is different because it is combination of goods and services demanded by tourist during the stay at destination with can include natural, cultural or manmade attraction and facilities or accommodations such as hotel, transportation and ancillary services.it also can also be identified as tangible and intangible both these must be properly classified.

- 1.Lack of trained guide, poor brand image and lack of awareness to local people issue related to development of tourism.
- 2.Poor accommodations and accessibility facilities in less popular destination.
3. Naxal violence is a biggest problem of Chhattisgarh.
- 4.Lack of education and training.
- 5.Job opportunities are less because of low employment income in private sector.
- 6.Need to understand the tourist wants and taste.
- 7.Level up tourism destination image and popularity.
- 8.Try to increase the stay length and introducing new destination.

SUGGESTIONS AND CONCLUSION

- 1.We need to make easy availability of transportation so tourist take interest in visiting attractions.
- 2.Tourism and hospitality can reduce the unemployment as well as also create the diversifies employment such as food, accommodations, tour operator and transportation services.
- 3.Createing tourism marketing plan for the destination our tourism policy should work on advertising destination we need to promote more destination and safeguard the visited attraction.
- 4.Planning amenities with all tourist facilities increases the participation of local community.
- 5.State government can also make state level policy for art and craft to encourage the skills in new generation .which can be fruitful to local people for job generation and income generation among the people of the region.
- 6.Goverment should make skill program to educate and provide knowledge to local people on how to be good host, how to look after safety of visitor and how to give local information and advice visitor

CONCLUSION

India is emerging as one of the biggest economies in the world. The industry continuously contribute in Indian economy generating employment and revenue .government initiative such as “INCREDIBLE INDIA”“ATITHI DEVO BHAVA”,”SWADESH DARSHAN”,”DEKHO APNA DESH “ and “PRASHAD” schemes aim to develop the interest and demand of tourist and to promote lesser known destination .Chhattisgarh is also know as “Rice Bowl Of India” throughout the exploration of state tourism has several factor to uplift the growth in this particular sector Chhattisgarh full-fill its tagline “Full Of Surprises” it has blend of cultural, heritage ,natural ,tribe, festivals and arts

Corresponding Author: pranjali.singh@rungtacolleges.com

Volume 01 Issue 01 (January) 2024

Available at: ijsrgi.com



forms . Chhattisgarh insight in developing connectivity, accommodations, safety and leaser of tourist ,challenges required both government ,private and local contribution to grasp the opportunities in tourism fully. The state need to seek the position with all effort to support the tour operator ,travel writer and other travel representative of accommodations .travel experts from industry ,journalist and other leader. State need to do aggressive destination marketing with crafting experience and inspiring journal.

REFERENCES

1. Prem Shankar Dwivedi & Dr. Kausthubh Jain , “Positioning Chhattisgarh State as a Tourist Destination”, AISECT University Journal Vol III/Issue V June 2016 (ISSN: 2349-4190).
2. Chandrakar V, Yadav S,vaidya S,“Analysis for the Potential of Ecotourism in Bastar Region” International Research Journal of Engineering and Technology (IRJET), Volume: 07 Issue: 03 | Mar 2020; (e-ISSN: 2395-0056; p-ISSN: 2395-0072).
3. Dr.shrivas K,“Development of Tourism Industry in Chhattisgarh” (Issues and Challenges), IJCRT | Volume 6, Issue 1 January 2018 | ISSN: 2320-2882.
4. Sajiwan Kumar and Sheetal Barua ,“IMPACT OF ECOTOURISM ON RURAL PEOPLE AND ENVIRONMENT IN BASTAR DISTRICT OF CHHATTISGARH, INDIA” Plant ArchivesVolume 20 No. 2, 2020 pp. 3372-3378 e-ISSN:2581-6063 (online),ISSN:0972-5210.
5. www.tourism.gov.in
6. Spc.cg.gov.in
7. www.chhattisgarhtourism.in