

## RISE OF TOURISM IN ODISHA: A CRITICAL ANALYSIS

Niharranjan Mishra\*

---

**Abstract:** Tourism has recently become a phenomenon that is incessantly increasing and establishing itself as an vital economic sector. Tourist arrivals are growing across the globe creating high demand for tourism-connected consumer items/services and infrastructure. Along with the central government most of the state governments in India are investing huge amount of their state budget for attracting both foreign and domestic tourists. Based on the above background taking secondary information and primary experiences into account the present paper has made an attempt to critically examine the contemporary tourism situation in Odisha. It has explored decadal growth of tourism in the state of Odisha. The result reflects that the entry of both domestic and foreign tourists has increased. Rise of money flow by the tourists has given a hope for tourism promotion in the state. The recent initiation by Govt. to promote ecotourism will attract more tourists in future. There is also the absence of effective promotional campaign to woo the tourists into Western Odisha. A proper tours and travel campaign depicting the rich cultural heritage and scenic beauty of different tourist spots along with other essential information on the lines of “incredible India campaign” should be aired in Television channels as well as World Wide Web.

**Keywords:** Tourism, Expenditure, Investment.

Tourism is a multifaceted term which means different things to different people. If we take a glance at the history of tourism, the first manifestation of the word “tourism” came during the year 1811 in the Oxford English Dictionary. The root of the word “tourism” is Greek which means a tool for describing a circle (Leiper, 1983; Theobald, 1998). According to Leiper (1979), the word “tourism” was used to refer the young elite class of British male students who after getting education in politics, diplomacy and governance undertook a three year grand tour to imbibe cultural education. Jafari (1977) came out with a conceptual definition of tourism. He stated that tourism is the study of man, away from his natural arena and which has impact upon the socio-cultural, economic and physical environment.

During the year 1994, the United Nations categorized tourism into three forms in its Recommendation on Tourism Statistics. The three forms were domestic tourism. Inbound tourism and outbound tourism. Domestic tourism involves tourists of the same country travelling in the same country. Inbound tourism means tourist of other countries coming to tourist destination of other country whereas outbound tourism involves people of a nation going to tourist destinations of different nation. It also defined a tourist as someone has overnight stay in a tourist destination or he/she is a same day visitor or excursionist.

A resolute definition of tourism was given jointly by UNWTO and UNSTAT during the year 1994 which stated that tourism involves undertakings of people who

---

\* Assistant Professor, Department of Humanities & Social Sciences, NIT Rourkela, Odisha. *Email: niharrhcu@gmail.com*

travel and stay in places outside their natural environment for less than a year, for purpose which can be leisure, business or other personal purpose other than to be employed by a resident entity in the country or place visited.

“The most popular way of defining tourist was by the purpose of the travel, with pleasure or vacation being prevalent terms, although specific types of purposes were also stated, such as “visiting friends and relatives,” “shopping,” “attending an event or attraction,” or “other than commercial business.” Whether respondents considered a business person a tourist is debatable, as some reported they were tourists and some reported that they were not” (Masberg, 1998).

Tourism sector is emerging as one of the fastest growing sector in the planet. Tourism has assumed remarkable significance in the economic and social aspects. Not only it creates jobs for the people but it also helps to raise the standard of living of the host communities in particular. Development of tourism brings in investment in the arena of infrastructure such as road, railways, air connectivity which helps in to revamp and upgrade the standard of living of the local communities apart from making easy for the tourists to visit the tourist destination (Neto, 2003).

The remunerations, money involved in tourism can be analysed in three forms: tourists, government and the local communities. Tourists pay money for their enjoyment and satisfaction. On the other side, the local communities benefits from the financial activities of the tourists. Lastly, the government earns revenues from the taxes which can be allocated for various developmental purposes (Goeldner and Ritchie, 2012:24, Lickorish and Jenkins, 1997:65-66). Tourism results in creation of jobs in the economy and generation of revenues at various levels i.e. at the international, local and national level.

Money when flows due to tourism activities in the rural and urban areas inducing new business opportunities which in turn helps in creation of more positive image of the area (Cooper et. al., 1993). Developing Nations have a deficit in their Balance of Payments. Also, in countries such as USA and European Nations narrow their trade deficits by the revenues generated through tourism (Mill, 1990). There are number of nations which are trapped in the vicious circle of poverty. Tourism by means of revenue generation, development of foreign exchange earnings, local handicrafts, and national income can help eradicate poverty (Mill & Morrison, 1992).

Therefore, it can be said that tourism involves people travelling around to destinations for recreation, leisure purpose and which may have tremendous impact upon society, economy etc. In the contemporary era, tourism sector has evolved into something which has brought unprecedented changes. Like any other countries in the world the Government of India along with various state governments have taken lots of initiation to promote tourism for generating revenue. In the present paper, an attempt has been made to introspect the facts and figures of tourism in the context of Odisha. It has also critically examined the initiation taken by government to strengthen tourism in the state.

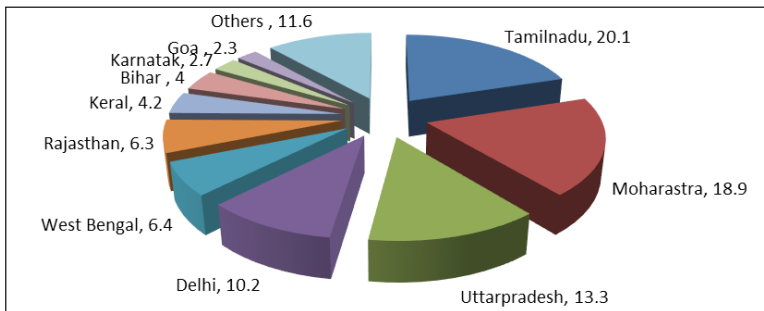
**I**

India is a country of diversified culture and tradition. There are scores of existing locations for groups of any size and any age: the elegant eternal city of Delhi, the medieval fairytale city of Jaipur, the Taj Mahal of Agra; the Himalayan Garden of Eden called Kashmir and the palm fringed tropical seaside resorts of Goa , Kovalam and many more destinations. Spectacular landscape, wildlife, sun, sand and surf, great architecture, folk and classical dances, richness of music, festivities, attractive shopping are all at the disposal of the travelers. Since the beginning of 21<sup>st</sup> century the government of India has taken lots of step to widen the scope of tourism in India. Tourism in India accounts for a substantial percent of the GDP, and is a large earner of foreign exchange for the country. The World Travel and Tourism Council calculated that tourism in India generated \$182.9 billion or 6.8% share of the nation's GDP in 2015. It was also responsible for 41 million jobs that are 7.6% of its total employment. The Ministry of Tourism, Government of India has consistently been working on improving India as a prime destination for tourists. The foreign tourist arrivals in India continued to grow from 1.28 million in 1981 to 7.68 million in 2014. India's rank in international tourist arrivals was 47 in 1998 and it has gradually improved to 40 in 2015. India's share in international tourist arrivals, increased from 0.40% in 1997, to 0.68% in 2015 (Indian Tourism Statistic, 2014). The year 2015 witnessed a growth of 4.5 % in Foreign Tourist Arrivals (FTAs) in India, this growth is equivalent to the medium growth rate of 4.5 % witnessed in International Tourist Arrivals, globally. IFTAs during 2015 were 80.27 lakh as compared to the FTAs of 76.79 lakh during 2014. The Foreign Exchange Earnings (FEEs) from tourism in rupee terms during 2015 were ₹1, 35,193 crore with a growth of 9.6 %. (Annual Report, 2015-16, Ministry of Tourism, GOI). The number of domestic tourist visits during the year 2015 was 1431.97 million, showing a growth of 11.06% over 2014. If you compare the data since 1999 to till 2015 we will see that there is persistence growth in visiting of domestic tourists to different part of the country. While it was only 190.67 million in 1999, it has reached 1431.97 million in 2015. To promote tourism the government of India has introduced the e-visa system. By end of February 2016, the government has extended this e-tourist visa to 150 countries. The Ministry of Tourism has launched the 24x7 toll free multi-lingual tourist help line in 12 international languages including Hindi and English on 08.02.2016. The Government of India has launched two new schemes; Swadesh Darshan and PRASAD in a mission mode to promote tourism. Under the PRASAD scheme the government of India has sanctioned amount 50 crore for Infrastructure Development at Puri, Shree Jagannath Dham- Ramachandi-Prachi River front at Deuli under Mega Circuit.

Despite its tremendous potential India fails to be one of the 20 top destinations in the world; in fact it doesn't even make to the top 10 destination ranking in Asia Pacific region.

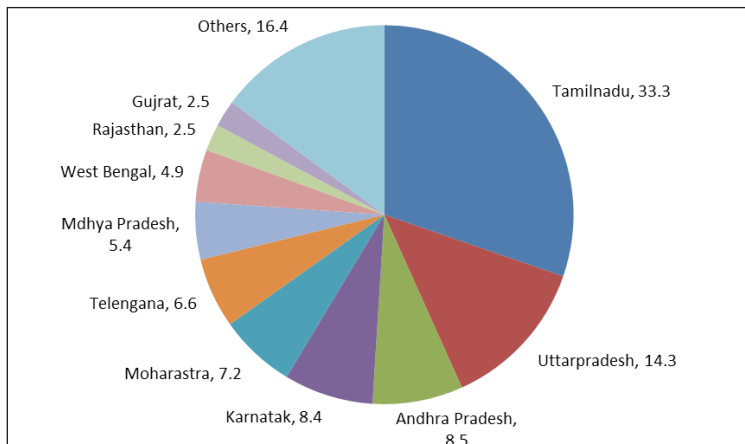
The data available reflects that though there are lots of beautiful places in India to attract tourists, most of the foreign tourists (62.5%) are confined to only four States such as Tamil Nadu, Maharashtra, Uttar Pradesh and New Delhi (Figure 1). Even in the case of domestic tourists it was observed that around 64.5% of the tourists are confined to only four States such as Tamilnadu, Uttar Pradesh, Andhra Pradesh and Karnataka. (Figure 2). The data reflect that while both Tamilnadu and Uttar Pradesh have attracted both foreign and domestic tourists to its land, the states like Moharastra and Delhi have attracted only foreign tourists. Even in case of AP and Karnatak, the domestic tourists have shown much interest than foreign tourists.

The rank prepared by the Department of Tourism, Government of India reveals that the State like Odisha secured 17<sup>th</sup> rank in the case of domestic tourists' visit the State and rank 16<sup>th</sup> in the case of foreign tourists (India Tourism Statistic, 2014).



**Figure 1: Percentage Share of Top 10 States in Foreign tourists visits to States/UTs in 2015**

**Source:** Statistical Bulletin, Govt. of Odisha, Tourism Dept. 2015



**Figure 2: Percentage Share of Top 10 States/UTs of India in Domestic Tourist Visits in 2015**

**Source:** Statistical Bulletin, Govt. of Odisha, Tourism Dept. 2015

## II

The State Odisha, which is popularly known as the land of Lord Jagannath is situated in eastern coast of India. With its rich tradition, culture, various tribal communities, rich architecture, monuments, ethno-handicrafts, rich bounties of nature and scenic natural beauty the State has immense potential to occupy a place of pride in the tourism map of the country. Odisha, the soul of Incredible India has tremendous potential in tourism sector, because of its golden history, geographical location, diverse demography and profound bounties of nature. Puri, the shrine of Lord Jagannath, one of the oldest pilgrimage centers, famous for the Car festival, attracts lakhs of pilgrims round the year. The world famous Sun Temple, a UNESCO heritage sites at Konark (12th century), the temple city of Bhubaneswar (9th century) & Puri (11th century) are widely known as the golden triangle which draws both domestic & international tourists. It has a long tradition of Buddhism starting from 1st century BC. The Golden Casket containing the Buddhist relics at Lalitagiri, Ratnagiri & Udayagiri are famous, all over the world. It has as many as 200 Buddhist heritage sites have also been identified in different parts of the State. The State is bestowed with profound bounties of nature.

The rich potentials of tourism of various interests in the state reflects from the innumerable temples of Odisha scattered throughout the length and breadth of the State which ranges from the miniature on the Mahendragiri to the gigantic Jagannath, Lingaraj and Sun Temple of the Golden Triangle, all have the magic touch to keep the visitors spell bound (Panigrahi & Sahoo, 2012). If we unfold the history of Odisha we can find a chronological development of temple architecture over centuries beginning with the Bharateswar, Lakshmaneswar, and Shatrughneswar group of temples to the great Lingaraj. There are 79 heritage sites in Odisha protected by Archaeological Survey of India. But in most of these places such sites have been encroached and partly eroded (Government of Odisha, 2011).

Sambalpur and Sonepur in the Western parts of Odisha can be called as mini temple towns due to separate style of temple architecture, which have flourished during the Chouhan rules in Western Odisha. At Ranipur and Jharial the temple stands in close proximity of numerous Saiva shrines and a Vaishnaba shrine which speaks of the cultural synthesis that existed in this region during that period (Government of Odisha, 2002).

The brick temples of Ranipur, Jharial and the Pataleswar of Buddhikomna are among the finest temples of India. The rock-cut caves of Khandagiri and Udayagiri throw much light on the history of Odisha. The Kalinga war famed Dhauligiri of Khordha district and Jaugada in Ganjam district contains the rock edicts of Emperor Ashok, which contains interest for the Buddhist tourists. Another treasure house for the Buddhists is the Ratnagiri-Lalitgiri-Udayagiri complex where once stood the famous Pushpagiri Buddha Vihar. The Chinese Traveller Hieun Tsang has described

the Nrusimhanath Plateau of Bargarh district as Po-lo-mo-lo-ki-li, which may be the Parimalagiri Buddha Vihar. The excavations in a place called Kuruma near Konark have also brought to light the remains of a Buddha Vihar. The pictographic sites of Vikram-khol in Sambalpur district, Yogi Math and Gudahandi in Kalahandi district provide enough opportunity for study of the pre-historic age. It has attracted many historians and archeologists over the time.

The traditional fairs and festivals of Odisha being operational throughout the year include Rathayatra at Puri, Dhanu Yatra at Bargarh, Sitalsasthi at Sambalpur, Nila Parva at Chandaneswar, Chhou dance at Baripada etc. used to attracts tourists from all over the world.

The State is also rich in folk dances like *Odissi*, *Gotipua Nacha*, *Palla*, *Danda Nacha* etc. The tribal folk dances like '*Dhemsā*', '*Chau*', and different forms of other dances have enriched the tourism of the State. The textiles of Western Odisha popularly known as *Sambalpuri* textiles, the appliqué works of Pipili, the horn and soap stone works of Puri, *Patta* paintings of Raghurajpur and the silver filigree of Cuttack are worth to attract tourists from far and near.

The state has rich flora and fauna inhabited the lush green forest and is home to the Royal Bengal Tiger. Odisha's Protected Area Network is restricted to within 4.25% of the total geographical area of the state, which comprises 2 National Parks, 19 Wildlife Sanctuaries and 3 Tiger Reserves. Eco-tourism is important in Odisha and notable wildlife sanctuaries include Bhitarkanika, Chandaka, Chilika, Simlipal, Tikarpada, Gahirmatha, Nuapada, Debrigarh, Karlapet and Nandan Kanan. The biosphere reserve of Nandankanan, the natural Chandka forests, the Nandankanan Zoological Park which are located within 20 kms from Bhubaneswar the capital city in the recent years have set more than world records. The lion safari and white tiger safari of Nandan Knana, the majestic Mahanadi gorge at Tikarapara with the added attraction of the Crocodile Sanctuary and coming of millions of Olive Ridley turtles to Gahirmatha twice a year to lay eggs has attracted wild life lovers. Odisha has a paradise for the birds as well as in the Chilika Lake, which is the only and largest brackish water lake in Asia, where dancing dolphins, are an added attraction of the place. Most of the eco-tourism destinations are located throughout the state. The lovely beaches of Odisha stretch over 480 kms from Chandaneswar to Gopalpur are still virgin and rated among the best in the world. Major beaches in Odisha include Gopalpur, Puri, Chandipur and Chandrabhaga and the waterfalls of Barehipani and Joranda, Badaghagra, Sanaghagra and Khandadhar are common attractions. The hot springs at Atri, Deulajhari, Taptapani and Tarabalo also attract tourists. Locations which attract tourists because of their natural scenery include Darjeeng, Daringbadi, Barunei, Dhamra, Chandbali, Tensa, Narayani and Saptasajya.

Places of natural beauty are in abundance in Western Odisha, which reflect from the natural streams and forest resources at Harisankar in Bolangir and Nrusimhanath

in Baragarh district. Kalahandi district is endowed with the wealth of forests with rare species of black tigers, a natural waterfall at Rabandar and a host of temples situated at the peak of mountain hills at Bhawanipatna. These are places of tourist's importance. The Patala Ganga spot at Nuapara district, Ushakothi, Hirakud and Badrama in Sambalpur district, the Mahanadi and the Tel River in Suvarnapur district present beautiful natural scenes and the confluence of two rivers present a memorable sight to the tourists.

### III

Tourism has been recognized as an industry in Odisha. Time to time top priority is being given for the promotion of tourism in Odisha. Since independence lots of initiations are being taken to attract tourists to this land. The Government during the Third Five-Year Plan first mooted the idea of tourism, which was refurbished during the Fifth Five-Year Plan. The creation of Department of Tourism in the State dates back to 1973, however, a lot of modifications have been made from time to time as regards the sphere of function of the Department. In order to expand the scope of tourism the State Government in the year 1995 has renamed the department as the Department of Tourism and Culture. A public sector undertaking namely, Odisha Tourism Development Corporation Ltd. (OTDC) was created in March 1979 and has been incorporated under Companies Act in September 1979 (Government of Odisha, 2002). Tourist facilities, like accommodation and transport, hitherto operated by the Department as promotional ventures, were entrusted to OTDC for commercial management.

To develop and promote tourism in the State, a two pronged strategy is being adopted by the State Government i.e. creating required infrastructure within the other strategy is to organize effective publicity outside the State. For wide marketing and publicity, the Department organizes or supports tourism fairs and festivals, releases attractive advertisements and write-ups in the media, produces informative brochures, maps, audio visuals, CD-ROMs, etc. Hospitality to travel writers, tour operators, etc. is also provided. The Department has encouraged private sector for more investment in the field of tourism in Odisha. The State Tourism Policy, 2013 envisages the development of tourism infrastructure through collaboration between the state government and the private sector. The Tourism Policy encourages private investment and provides various incentives for new investments in tourism sector. The state has taken up various projects on roads, bridges, ports and harbors, airports, airstrips, industrial parks, special economic zones and townships which have direct bearing on the growth of tourism in Odisha. Odisha Tourism Development Corporation (OTDC) plans to upgrade its existing hotel units in the state, at par with private properties. OTDC is calling for tenders with selective private players. Four major hotel units of OTDC at Rambha, Gopalpur, Paradeep, and Puri has been



planned to transfer to private sector under public-private partnership (PPP). The PPP approach will bring more quality services and increase the flow of tourists. The state government with the objective of establishment and promotion of tourism shall develop a land and property bank at key tourist locations throughout the state. It will facilitate investors to get land for tourism projects.

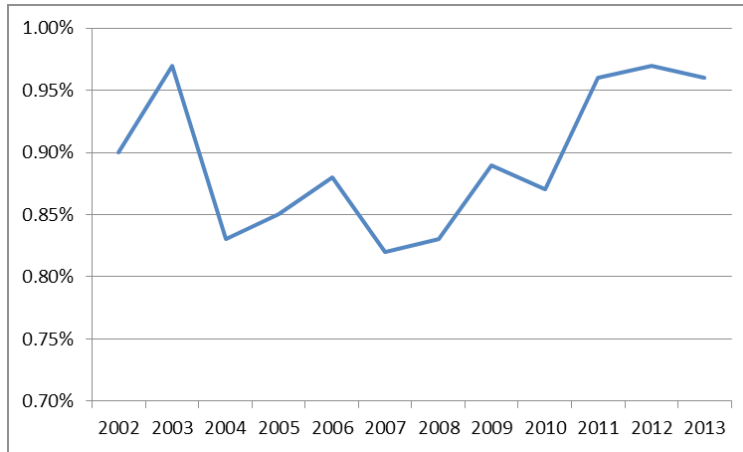
As a facilitation venture there are 35 tourist offices opened throughout the country. 30 tourist offices are in 30 district of the State, 2 destination offices are in Bhubaneswar and Konark, and 3 Tourist Offices out-side the State are at New Delhi, Kolkata and Chennai. To assist the tourist the department has opened 3 tourist counters inside Odisha and one each at Howrah (WB), Vizianagaram (AP) and Raipur (Chhatisgarh) (Department of Tourism, Govt. of Odisha, 2012).

To facilitate tourists, the department of tourism is taking the help of Indian Institute of Travel and Tourism Management, Bhubaneswar in providing guide training to various interested candidates. The State Tourism Policy, 2013 aims to streamline and strengthen the Human Resource Development activities which include; capacity building programs, sensitization of stake holders in tourism industry and making available trained manpower for hospitality sector.

The tourism sector has a potential to generate high employment growth through a mix of activities of hotels, transport, shopping, food, entertainment and other areas. It not only creates direct employment but also creates opportunities for indirect employment. About 92 thousand persons are directly engaged and 2.77 lakh persons are indirectly engaged in this sector in Odisha (Economic Survey, 2014-15). The state has also promoted tribal tourism, adventure tourism and Leisure tourism in the state. This clearly indicates the potentiality of tourism sector for creating employment.

Figure 3 indicates that the relative share of foreign tourists to Odisha is small. It may be observed from Figure 3 that foreign tourists are presently contributing just about 1% of the total tourist traffic while Domestic tourists data indicating the break-up between tourists from within the State and those outside shows that mostly tourists from within the State form the lion's share of the tourist flow (Table 1). A reason for this could be the presence of key religious spots at Puri and Bhubaneshwar that involves largely local pilgrim tourist traffic. Figure 4 shows that after 2002 though the number of tourists from outside state is increasing the percentage of tourists is getting down. There is around 10% decrease in other States tourists visit to Odisha in last ten years. Domestic and foreign tourist arrivals have been increasing continuously during twenty first century in Odisha with just 31.1 lakh domestic tourists and 22,854 foreign tourists in 2001 to 10790622 domestic and 71426 foreign tourists in 2014 (Statistical Bulletin, 2014, Tourism Dept, Government of Odisha). However, in absolute terms, the number of tourists from within the State, outside the State and abroad has been increasing.





**Figure 3: Share of Odisha in Total Foreign Tourist Arrivals in India, 2002-2014**  
**Source: Economic Survey, 2014-15 & Statistical Bulletin, Department of Tourism, Govt. of Odisha**

As per the records of tourism department, Government of Odisha around 60% domestic tourists is from within the State. Around 14% tourists are coming from West Bengal (2014). The rest 26% are coming from other States and UTs. UK and USA were the major tourist generating markets from overseas during 2014, and nearly 50.6 percent foreign tourists visited Odisha came from Western Europe. Monthly tourist inflow data reveals that maximum tourists whether domestic or foreign used to come during the month of October, November and December (Statistical Bulletin 2014, Odisha Tourism). The data reflects that the department has to go a long to attract tourists from other States.

**TABLE 1: TOURIST VISITS IN ODISHA**

Year	Domestic		Total	Foreign	Grand total	% of growth
	From Odisha	Outside Odisha				
2006	2699654	2540242	523588	39141	562729	13.1
2007	3252380	2692510	5944890	41880	5986770	13.4
2008	3846512	2511933	6358445	43966	6402411	6.9
2009	4139456	2752054	6891510	45684	6937194	8.35
2010	4562742	3028873	7591615	50432	7642047	10.16
2011	4657402	3613855	8271257	60722	8331979	9.03
2012	5437254	3615832	9053086	64719	9117805	9.43
2013	5881714	3918421	9800135	66675	9866810	8.21
2014	6474077	4316545	10790622	71426	10862048	10.08

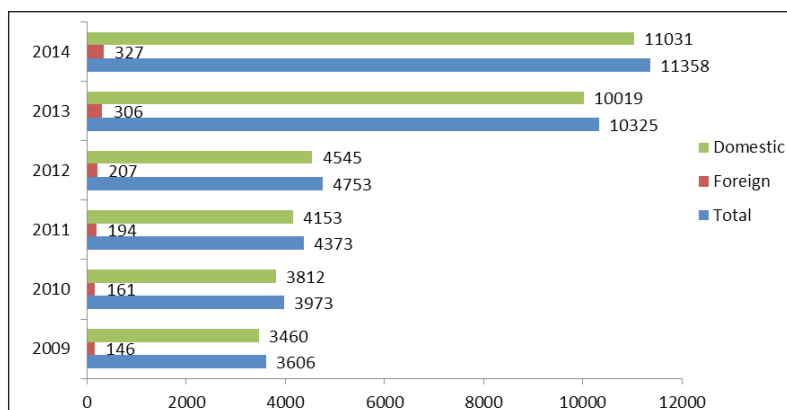
Source: Statistical Bulletin, Govt. of Odisha, Tourism Dept. 2014.

As per the tourist profile survey (2013-2014), the average duration and per capita expenditure of a domestic tourist is 3.7 days and ₹2763 per day respectively, while that of a foreign tourist is 11 days and ₹4167 per day. Based on this, the estimated inflow of money through tourist spending to Odisha during 2014-15 has been assessed at ₹11,628.92 crore, an increase of 9.73 percent over 2013-14 (Statistical Bulletin, Govt. of Odisha, Tourism Dept, 2014). The Table 3.2 shows that though the percentage of foreign exchange earned from tourist arrival in Odisha is very less (0.27%) in 2014 comparison to all India figure but it reflects a growth since 2007.

**TABLE 2: INFLOW OF MONEY THROUGH FOREIGN TOURIST EXPENDITURE**

Year	Earning from Foreign tourists Arrival (in crores)		Share (in %)
	Foreign exchange earnings (India)	Inflow of money through tourist expenditure in Odisha	
2007	44,360	103.39	0.23
2008	50,730	108.54	0.21
2009	54,960	146.28	0.27
2010	64,889	161.49	0.25
2011	77,591	194.44	0.25
2012	94,487	207.24	0.22
2013	1,07,671	305.62	0.28
2014	1,20,083	327.39	0.27

Source: Statistical Bulletin, Govt. of Odisha, Tourism Dept, 2014.



**Figure 4: Tourist expenditure in Odisha (Rs. Crore)**

Source: Statistical Bulletin, Govt. of Odisha, Tourism Dept, 2014

It is depicted from Table 2 that tourism sectors are recognized as the most potential sectors in India and in the state. It strengthens national and state economy by contributing a lot to increase foreign currency. During the study period (2007-14),

it is concluded that there is a constant rise of revenue from the tourists' expenditure in the state of Odisha.

The inflow of money through tourist spending has been increasing over the years but saw an exceptional growth in 2013 over the previous years' level. The following figure presents the tourist expenditure both by domestic and foreign tourism, since 2009.

Tourism has been recognized as an industry in Odisha and sizeable revenue is earned for the State from domestic as well as foreign tourists. During 2012-13 huge revenue is being collected due to leasing out of few tourist places to private sectors as an initiation for Public Private Partnership (Table 3.3).

**TABLE 3: YEAR WISE REVENUE COLLECTION (IN THOUSAND) FROM TOURISM**

<i>Year</i>	<i>Revenue</i>
2005-06	20,74
2006-07	12,01
2007-08	14,79
2008-09	18,14
2009-10	17,39
2010-11	22,20
2011-12	17,44
2012-13	2,11,95
2013-14	75,54
2014-15(RE)	2,13,52
2015-16(BE)	2,09,00

*Source:* Revenue Receipts, Ministry of Finance Government of Odisha

*Note:* BE = Budget Estimate, RE = Revised Estimates

### **Tourism Infrastructure in Odisha**

Infrastructural development is very much required for the growth of tourism in anywhere in the world. The provision of quality infrastructure makes growth more sustainable. Since independence the state has invested huge money for the expansion of tourism promotion infrastructure base in different plan period. With the commencement of the 6th Five-Year Plan, sustained efforts have been being made to improve the infrastructure for the promotion of tourism in the state. During the 10th and 11<sup>th</sup> Five Year Plans, the State spent public funds of ₹38.45 crore and 157.48 crore respectively on this sector (Statistical Bulletin 2011, Odisha Tourism). This money is being spent in various aspects like establishment of tourist centers, tourist accommodation, promotion and publicity, tourist transportation, etc. During the 10<sup>th</sup> and 11<sup>th</sup> five year plan 34 projects are taken up. Out of which 20 is completed. Out of these 34 projects only four are being taken up in non-coastal

areas that are two in undivided Koraput district and two in western Odisha. Even the proposed project submitted to Government of India for the year 2012-13 also not included single project in non-coastal zone. Out of 14 rural tourism projects sanctioned during these plan periods only two are in western Odisha that to for the development of rural tourism in Barapali area only. By end of 2015 the Government of Odisha has identified around 341 tourist centers in the state and have taken some initiation for promotion of tourism.

Of late, high priority has been given to the hotel industry sector in Odisha. From 1999 to 2010, the number of hotel rooms has grown at an annual rate of 6 percent, while the number of tourists in the State has grown at the rate of 10 percent. The hotel industry has increased the rooms for tourists of various spending groups. Now the State has many quality hotels from 5 star to budget category more or less spread up in all districts. The number of hotels which was only 188 having 3202 rooms in 1980 have increased to 829 having with 17289 rooms in 2002. This has increased to 1689 hotels providing 35,373 rooms to accommodate tourists in 2014 (Table 4). The increase in the number of hotels, numbers of hotel rooms, and beds in Odisha over the time when reviewed also reflects an upward growth. They provide clean and comfortable accommodation with delicious value added with homely treatments. The trend in the standard of hotels in terms of servicing lower spending groups (LSG), middle spending groups (MSG) and high spending groups (HSG) from 2002 to 2014 can be seen from the table below. As of now the state is having 2 five star and 4 three star hotels.

**TABLE 4: YEAR WISE HOTEL POSITION IN ODISHA**

<i>Year</i>	<i>No. Of HSG Hotels/ Rooms/Beds</i>	<i>No. of MSG Hotels/ Rooms/Beds</i>	<i>No. of LSG Hotels/ Rooms/Beds</i>	<i>Total Hotels/ Rooms/Beds</i>
2002	68/2663/5403	155/4005/8125	606/10621/19263	829/17289/32791
2003	69/2715/5514	171/4364/8990	620/10760/19403	860/17839/33907
2004	76/2867/5829	183/4620/9497	646/11054/19988	905/18541/35314
2005	84/3036/6128	191/4878/10071	659/11351/20572	934/19265/36771
2006	103/3699/6128	226/5346/11089	824/13775/25359	1153/22820/43828
2007	62/2564/5143	204/5018/9069	936/15759/30736	1202/23341/44948
2008	86/3533/7212	211/4841/9583	935/15823/30014	1232/24197/46809
2009	96/3833/7812	232/5219/10329	948/15910/30267	1276/24962/48408
2010	114/4320/8829	263/6165/12126	942/16046/30278	1319/26531/51233
2011	150/5727/11652	245/5721/11544	933/15843/29671	1328/27291/52876
2012	251/8813/17810	288/6399/13096	918/15558/29171	1457/30770/60077
2013	306/10381/21303	356/7540/15335	923/15428/29329	1585/33349/65967
2014	334/11303/23344	399/8120/16864	956/15950/30392	1689/35373/70600

*Source:* Statistical Bulletin, 2014-15, Department of tourism, Govt. of Odisha.

The international airport at Bhubaneswar has direct or convenient air links with Delhi, Bombay, Calcutta, Madras, Hyderabad, etc. Even the recent direct Air Asia flight to Kuala Lumpur has widened the scope for tourism. Many fast and super-fast trains run to tourist destinations of the State links with all major cities of the country. Over the time this has also increased the inflow of both the domestic and foreign tourists into the State and their spending in Odisha which is described earlier.

Odisha Tourism Development Corporation Ltd (OTDC Ltd) is playing a major role in the promotion of tourism in the state. The State had 12 panthaniwas in the year 1997 which increased to 20 in the year 2014. In 1997 there were 242 rooms and 512 beds in 12 panthaniwas of Odisha, while the number of rooms increased to 513 covering 1096 beds in the year 2014 (Statistical Bulletin, Odisha Tourism, 2014-15). With respect to the guests checked in panthaniwas shows that there were 46074 Indian tourists in 1997 which increased to 55390 in 2003. The income raised from tourism by Panthaniwas was ₹1.37 crores in 1997 which increased to the tune of ₹1.81 crores in 2003. The Indian tourist flow to different panthaniwas reflect low demand of few panthaniwas located at places like Taptapani, Rourkela, Konark, Lulug, Gopalpur, Sambalpur, while for the foreign tourists panthaniwas located at Puri, Bhubaneswar and Taptapani only attracts. While the growth rate for the foreign tourists visiting panthaniwas increased @ of +20.21 per cent during 1997, it was -13.48 per cent during 2003 (Panigrahi & Sahoo, 2012). As regards the spending by the tourists an Indian tourist spend ₹3348/- per day while one foreign tourist spends ₹11, 861/- (ibid). To provide accommodation the Department of Tourism has opened nine Panthasala with 59 rooms having 164 beds. However, the data reflect that since 2010 there is no change in accommodation facilities created by Government (Statistical Bulletin 2014-15, Tourism, Govt. of Odisha).

To promote tourism the State government has brought a tourism policy, 2016. In this policy an extensive importance is being given on promotion of different tourisms like (1) Beach Tourism, (2) Eco Tourism, (3) Buddhist Tourism, (4) Heritage Tourism, (5) Religious Tourism, (6) Knowledge Tourism, (7) Medical Tourism, (8) Travel Tourism, (9) Caravan Tourism, (10) Wellness Tourism, (11) Cruise Tourism, (12) Sand Art Tourism, (13) Adventure Tourism, in a mission mode. To attract more tourists to Puri the Government of Odisha in its 2017 budget introduce a scheme called Abhada or Augmentation of Basic Amenities and Development of Heritage and Architecture for the overall development of Puri, the spiritual capital of the state. The scheme will be implemented at a cost of ₹100 crore. Last year the Central Government had announced Heritage City Development and Augmentation Yojana (Hriday) allocating ₹22 crore for the holistic development of the Puri city. Another gray area in Odisha tourism is the absence of public-private co-operation. For the wholesome development of tourism industry like the one achieved by Srilanka, what we need is effective public-private co-operation. Though there is much opportunity for tourism development in Odisha Government apathy

for long period and lack of public interest for which tourism has not made much headway in Odisha (Mishra, 2013). It has been observed here that the collective action or community participation was quite prevalent in the traditional system of resource management in rural and tribal Odisha. The local knowledge, community cohesion, social capitals, traditional practices, values and beliefs were playing the most important roles in the traditional system of management (Mishra, 2008). Realizing this last year the govt. invited both domestic & foreign private investment companies to participate in joint venture or in Public Private Partnership (PPP) mode for development of long term infrastructure in the tourism sector. To promote local people's involvement community based ecotourism society is being developed in few places. To promote tourism the Government has encouraged private sector for providing tourist amenities centers like public convenience, parking, cafeteria, souvenir shop, medical facilities etc. alongside important roads. To facilitate tourists for traveling smoothly State Government has invited private agencies to develop small air strips inside the state on PPP mode and to run aircrafts in different parts of the state in connecting to Bhubaneswar. To attract Buddhists special Buddhist Circuit is being proposed to develop by linking all the Buddhist sites. As a part of institutional mechanism for promoting tourism the government has taken an initiation to constitute the State Tourism Promotion Council (STPC) and Tourism Advisory Committee (TAC).

#### IV

##### **Approaches Towards Ecotourism in Odisha**

The Tourism Department of Odisha Government has given new dimension to the tourism sector by promoting ecotourism. The Forest Department of Government of Odisha has taken major initiation in promoting ecotourism in wild life sanctuary and national parks. Promotion of tourism in the protected areas of Odisha is very important since it encapsulates economic development of the poor tribal and rural people in the form of creation of jobs, maintaining supply chain and can have related effects on the local economy.

One of the major initiatives taken by Odisha tourism under the ecotourism drive is the conservation of Similipal and Bhitarkanika sanctuary into a national park. The local people are also being aware about the benefits of this project. New packages are also launched by the tourism department to lure the nature lovers who can protect the nature. For the promotion of ecotourism in Odisha, the Forest Department has classified the ecotourism destinations into different categories. Such are scenic wonders which includes waterfalls, springs, streams, rock and caves, meadow, jungle trail, beach, reservoir; green lovers which includes orchids in bloom, lush verdant forests, mangroves; adventures; experiences; animal lovers; avian glimpse. To promote tourism in sanctuary areas Forest Department has launched one day

tour package in selected sanctuary areas like Satkoshia-Baisipalli circuit, Mahanadi delta circuit, Bhitarkanika circuit, Chilika circuit, Similipal circuit, Debrigarh circuit, Chandaka circuit of the State. To attract foreign tourists in some areas department has established guest houses inside the forest.

Few approaches taken by the Government for the promotion of ecotourism are discussed below:

- (a) **Tourism Zone and Season inside Protected Areas:** Ecotourism has tremendous potential in protected areas of Odisha. The principal goal of ecotourism in protected areas is to strengthen the cause of conservation by providing informed wilderness experience to visitors, enabling the visitors to view a cross-section of values of Sanctuary and providing additional employment opportunities for local communities, thus reducing their dependence on forest resources.

A very clear 'tourism Zone' is carved out within the buffer zone of a sanctuary but touching almost all sites of tourism attraction. Considering the comfort and safety of visitors and biological requirement of wildlife the tourism season is being chalked out.

- Visitors to sanctuaries are allowed during day time only. Night camping facilities are provided in the periphery/selected and guarded sites only.
- Carrying capacity limits and check in check out timing are respected.
- Site-specific assessments about the direct and indirect impacts of tourism-related-pollution, threats to biodiversity and the cultural, social and economic conditions of the local people are continuously monitored.
- New scenes are emerging inside sanctuaries. Children are seen running after tourist vehicle. As far as possible, strict vigil is being kept to avoid erosion of cultural, traditional and human values in areas exposed nature-based tourism.

- (b) **Development of Ecotourism-Alternates:**

- Exploration of alternate ecotourism sites surrounding sanctuaries for round the year tourism in the districts. (To reorient tourism from "sanctuary-based" to other adjacent areas and to cover round-the-year.)
- Promotion of ecotourism sites outside sanctuaries.
- "Knowledge Centers". Interpretation Centers and other areas of ecotourism interest.
- "Green Shops" to sell souvenirs to tourists.
- Incorporate aspects like the following:



An appreciation of the life style of local people

- Crop-protection
  - Dispute settlement
  - Cultural programme
  - Ethnic food
  - Tribal medicine
  - Rock climbing
  - Jungle patrol
  - Census of target species
- (c) **Training:** The department used to organize several programmes for those who are directly involved or likely to be involved in tourism in the sanctuary and its periphery.
- Training of “Ecotourism Guide”: (Foundation and Refresher)
  - Workshop for Eco-Tourism operators
  - Field-training (Sanctuary-oriented) and support to ecotourism students at graduates and Diploma levels in the district.
  - Staff training on “Hospitality Technology”.
  - Private Vehicle Drivers Orientation Training.
- (d) **Creation of New Infrastructure in the Periphery of Sanctuaries:** New infrastructure will be developed only in the periphery of sanctuaries through local entrepreneurs. Some of the facilities will include the following:
- Reception center’s with toilet facilities
  - Interpretation center
  - Improved Guide Services
  - Enhancing skill of local people in communication, hosting of eco-tourists marketing local cuisine and culture
  - Marketing local handicrafts
- (e) **Improved Maintenance of Existing Infrastructure:** Now new infrastructure, particularly accommodation will be developed inside the core area of the Sanctuaries and national Parks. However, the existing infrastructure will be well maintained. This will includes an overall strategy to improve condition of the existing infrastructure facilities inside the Protected Areas, not compromising with the objectives of conservation. These will include facilities like;
- Roads
  - Rest-houses, dormitories and rest-sheds

- Drinking water facilities at camping facility
- Furnishing of camping facilities

#### **Vision for Ecotourism in Sanctuaries**

- Promote responsible travel in natural areas.
- To develop, brand and market unique “Odisha specific” visitor experience.
- To build capacity of all stakeholders in natural and cultural heritage interpretation, hospitality, business and communication skills.
- To provide one-stop solution for eco-tourists such as obtaining permission to visit designated places from competent authority, provide accommodation, facilitate transport arrangements, provide eco-guides, etc.
- Promote and develop eco-friendly infrastructure in and around protected areas.
- Optimization of the benefits of tourism in biodiversity conservation, ecosystems functioning and socio-economic development and at the same time safeguarding socio-cultural values.

#### **CONCLUSION**

Since last decade the government of Odisha has taken lots of initiation for promoting tourism in Odisha. An initiation is being created to provide a safety and clean environment to attract tourists from all over the world. To attract foreign tourist, emphasis is being given on promotion of Buddhist Circuit. No doubt the Odisha's share in tourism has increased in the last decade. The entry of both domestic and foreign tourists has increased. Rise of money flow by the tourists has given a hope for tourism promotion in the state. The recent initiation by Govt. to promote ecotourism will attract more tourists in future. However, the rise of Maoism in south and western part of the state has discouraged the tourists to visit. The state has to go long. In comparison to other states in India, Odisha has lots of scope for tourism, but due to administrative lacuna it has not succeeded in getting a higher position in terms of attracting tourists in the country. To eradicate poverty and sustain rural livelihoods, the government should act more vibrantly to promote tourism in collaboration with the local communities. More emphasis should be given on expanding hotel industry at the tourism sites, road network and other communication facilities. Along with adopting PPP mode revenue should be allocated in state's budget for promoting tourism. There is also the absence of effective promotional campaign to woo the tourists into Western Odisha. A proper tours and travel campaign depicting the rich cultural heritage and scenic beauty of different tourist spots along with other essential information on the lines of “incredible India campaign” should be aired in Television channels as well as World Wide Web.

While promoting tourism the concentration should not only be given on a particular area, it should be holistic. If tourist inflow will be held to all parts of the state it will help in promoting rural and tribal economy.

### *References*

- Cooper, C. et. al., (2006). *Classic Reviews in Tourism*. New Delhi: Viva Books Private Limited.
- Goeldner, C. R and Ritchie, J. R. B., (2012). *Tourism: principles, practices, philosophies*, John Wiley and Sons, Inc, New York
- Jafari, J (1977). Editors Page. *Annals of Tourism Research*, Vol. 5 Spl No-6-11.
- Leiper, N., (1979). 'The Framework of Tourism: Towards a Definition of Tourism,
- Leiper, N., (1990). *Tourism System: an Interdisciplinary Perspective*, Department of
- Lickorish, L.J & Jenkins, CL, (1997). *An introduction to tourism*. Oxford: Butterworth-Heinemann.
- Masberg, B. (1998). Defining the tourist: Is it possible? A view from the Convention and Visitors Bureau. *Journal of Travel Research*, 37, 67-70.
- Mill, R. C., (1990). *Tourism: the international business*, Prentice-Hall International, New Jersey, USA.
- Mill, Robert C. and Alastair M. Morrison (1992). *The Tourism System: An Introductory Text*. 2nd ed. Englewood Cliffs, NJ: Prentice Hall.
- Mishra, N (2008). The myth of collective action: A case of irrigation management in Orissa, *Man in India*, Vol (88):4, Page No: 635-651.
- Mishra, N (2013). *Ecotourism and Sustainable Rural Livelihoods*, research study conducted by NIT Rourkela and report submitted to ICSSR, New Delhi, India.
- Neto, F. (2003). "A new approach to sustainable tourism development: Moving beyond environmental protection", *Natural Resources Forum* , Vol. 27, No. 3, pp. 212-222.
- O'Neill, Alexander C. (2002). What Globalization Means for Ecotourism: Managing Globalization's Impacts on Ecotourism in Developing Countries. *Indiana Journal of Global Legal studies*, 9 (2):501-528.
- Theobald, W. F. (1994). The context, meaning and scope of tourism. In W.F, Theobald, *Global Tourism: The next decade*. Oxford, Butterworth Heinemann.
- Tourism Dept, Govt. of Odisha (2014-15). *Statistical Bulletin*.
- Tourist and Tourist Industry', *Annals of Tourism Research*, 4, 390-407.
- UNEP, (Last Updated March 15, 2002). About Ecotourism. Retrieved April 3, 2002, from <http://www.uneptie.org/pc/tourism/home.htm>.
- United Nations. (2001) UNEP Manual for the International Year of Ecotourism, (1-18). <http://www.uneptie.org/tourism/home/html\ Zealand>.