

AN EMPIRICAL STUDY ON TOURISM POTENTIALITY OF KORAPUT DISTRICT

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***Abstract:** Tourism is considered to be one of the fastest growing sectors across the globe. In fact, it has become the mainstay for economic development for various countries generating foreign exchange, income and job opportunities. In a country like India, tourism is an important segment contributing considerably towards sustainable development of the country. The state of Odisha has been the tourists' paradise right from the hoary past. In spite of the presence of picturesque tourist spots and places of historical and religious importance, tourism in Odisha has occupied a backseat. This is due to the fact that some of the districts in Odisha despite their richness in natural resources and scenic beauty have failed to attract the domestic as well as foreign tourists. One such district is Koraput located in south Odisha. The objective of this study is to identify the grey areas that are hampering the growth of tourism in Koraput District using Fish-Bone analysis and Pareto analysis and suggest remedial measures.*

***Keywords:** Odisha Tourism, Koraput Tourism, Pareto Analysis, Fish-Bone Analysis*

1. INTRODUCTION

Odisha state is vastly rich in its natural resources such as rivers, hills, fountains, pilgrims and historical places. With its rich and varied topographical regions and myriad cultures and languages, the state has plethora of tourist destinations that offer immense pleasure and enjoyment to domestic as well as international tourists. The tourism sector is one the largest labour intensive sectors that offers direct and indirect employment with the help of the support services like hotels, restaurants, retail, transport, etc. The ratio of direct to indirect jobs is approximately 1:3 in Odisha. The sources of attracting a large number tourist are manifold and such place that has a huge scope for religious and recreational tourism is Puri where devotees in large numbers throng to Lord Jagannath temple. However, Odisha's full potential for tourism is yet to be realized. There are 30 districts in Odisha with various tourist places. One such district is the district of Koraput which is considered to be highly potential as far

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as the development of growth of tourism is concerned owing to its rich natural resources is selected for the present study.

2. KORAPUT DISTRICT – A BACKDROP

The district of Koraput obtained its name from the present town known as 'Kora-Putti' or hamlet of the 'Nux-vomica'. It is also believed that the word is taken from Khora, a faction of inhabitants of nearby villages. There are a theory that explains that Koraput is derived from 'Karaka-Pentho' were the literal meaning of Karaka is hail-stone. Another theory is that the term Kora is the Sun God who was worshipped by the local tribals since time immemorial. The district of Koraput was ruled by dynasties like Surya Vansha, Satavahans, Nalas, etc. It officially became the district of Odisha state on 1st April, 1936. It was in the year 1992 that the district of Koraput was further divided into districts like Malkangiri, Nabarangpur and Rayagada. The present Koraput district is located between 18 degree 13' and 19 degree 10' North Latitudes and 82 degree 5' and 83 degree 23' East Longitudes. The total area of Koraput district is 8,807 square kilometers. It surrounded by Nabarangpur in the north, Bastar district (Chattisgarh State) in the west, Malkangiri district in the south and Vizianagaram and Srikakulam districts (Andhra Pradesh) in the south.

The district mainly depends upon cultivation and out of every hundred labourers, seventy three are engaged in agriculture sector. Koraput occupies a unique place in Odisha with its beautiful mountains, roaring waterfalls, valleys and meadows. However, in spite of being rich in its natural resources and abundant beauties and favourable climate, the district is considered to be one of the most backward districts in India. The major inhabitants of the district are the several tribes who preferred to be called as 'Adivasis' which means the 'original inhabitants'. There are as many as fifty one tribes in Koraput district and they have been categorised into three major groups – Dravidian race, Auto-Asian race and Kolarian race.

The district is majorly surrounded by mountains and the area is under thick forest cover until few years ago due to deforestation, industrialization and urbanization these tribal communities moved to plain lands adopting a new life style. However, during Sundays the Adivasis can be seen selling vegetables and fruits of organic origin in markets popularly known as Hat Poda. The Hat Poda or the 'haat' has a significant role in the lives of these communities and represents their identity. The Adivasi languages, tradition and culture are very closely intertwined with their ecosystem. Climatic condition of the district is warm and humid. In terms of human development indices, the district stands at twenty seven out of the thirty districts of the state.

3. KORAPUT TRANSPORTATION

The district Headquarters Koraput is well connected by road and the cities such as Jeypore, Koraput and Sunabeda have rail connectivity with major towns and villages.

A few of the railway stations in the district that connect some of the town and villages are Koraput, Daman Jodi, Baiguda, Dumuriput, KakriGuma, Jeypore and Ambagaon. There are as many fourteen railway stations on a single line railway track with Koraput railway station serving as a junction.

Koraput District Map



3.1. Tourism in Koraput District

There are many important tourist destinations in Koraput District such as Duduma, the largest waterfall in Odisha; Deomali, the highest mountain peak in Odisha; Kolab Dam; Gupteswar Temple and the Sabara Sri Khetra Temple which is likened to Jagannath Temple, Puri. Although this temple is worshipped and admired by thousands of local denizens of the district, it has still not achieved the kind of recognition it deserves and many tourists are not aware of its existence.

3.1.1. Deomali Peak

Deomali is the highest mountain range in Odisha with a height of approximately 1672 metres above the sea-level. It is about 35 kms from Koraput and is a great tourist destination. It falls on the way on national highway 43 towards Visakhapatnam. The mountain top has flat surface and a beautiful scenic view of the mountain. The ideal time to visit this place is during winter. There are accommodation facilities for the tourists for overnight stay.

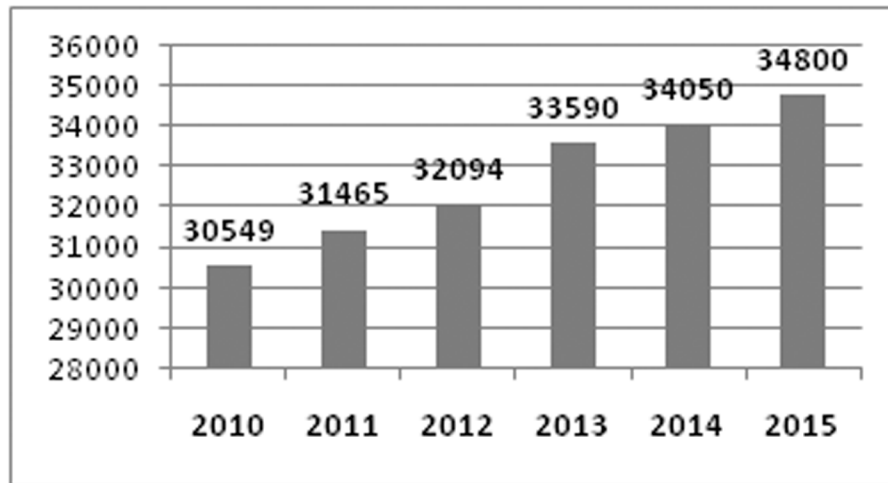


Figure 1: Domestic Tourist Arrival at Deomali (2010-2015)

Source: Odisha Tourism, 2015

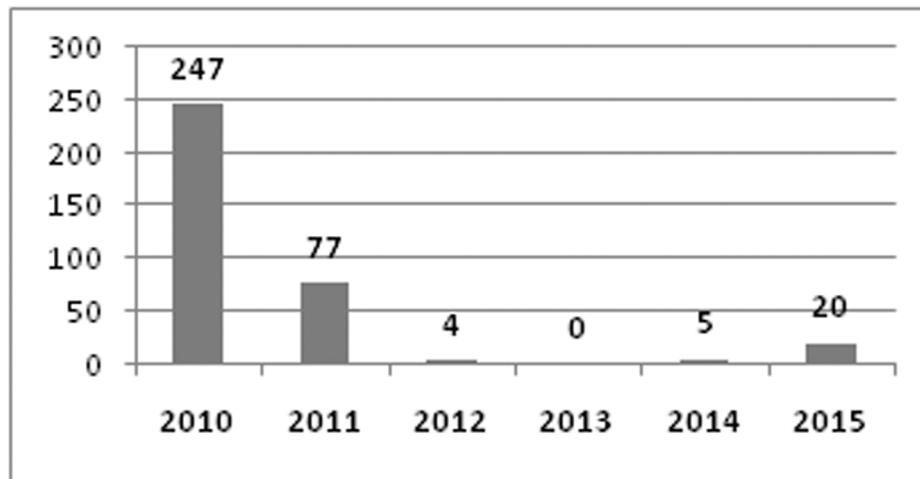


Figure 2: Foreign Tourist Arrival at Deomali (2010-2015)

Source: Odisha Tourism, 2015

3.1.2. Gupteshwar Temple

The temple is located around 60 kms from Jeypore in Koraput District and is known as the abode of hidden God. It is famous for its BolbumYatra held during the Sravana period of Oriya Calender. It is located near the Odisha border and is separated by Chhattisgarh State by the Kolab River. The Stalagtite and Stalagmite cave (made up of lime stone) was discovered in the 19th century by a hunter. According to Hindu mythology, the by temple was unearth by Lord Rama during his exile period. Hence,

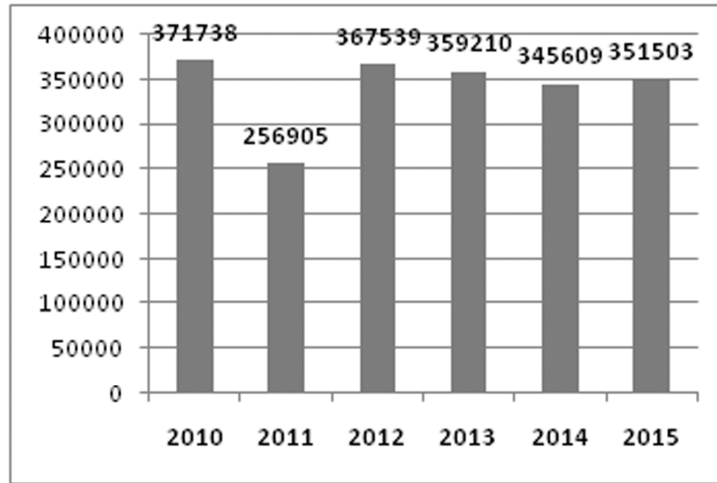


Figure 3: Domestic Tourist Arrival at Gupteswar (2010-2015)

Source: Odisha Tourism, 2015

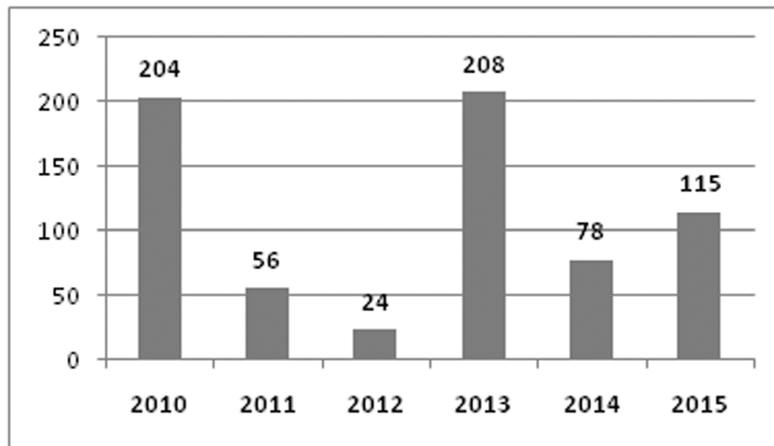


Figure 4: Foreign Tourist Arrival at Gupteswar (2010-2015)

Source: Odisha Tourism, 2015

the surrounding hills were named after Lord Rama as Ramagiri hills. The temple has thousand steps and the entrance is flanked by tree on the either side. The prime attraction in the temple is the massive Shiva Linga which is believed to be growing in size with the passage of time. BolBomyatra is the major attraction where thousands and thousands of devotees take bath in the MahaKund and offer their prayers near the Shiv Linga. In Shivaratri festival, lakhs of devotees from neighboring states throng the temple to get a glimpse of Shiva Linga. It is also believed that the people come to this temple to worship the Lord to get cured from several diseases.

3.1.3. Kolab Dam

The Kolab dam is constructed on Kolab River at an altitude of 3000 feet. The reservoir is a major tourist attraction for boating where tourists spend their weekend picnic in Kolab Botanical Garden situated beside the dam. There are as many two hundred varieties of flower plants in this botanical garden.

N:B: There were no foreign tourists arrival for the last 3-4 years in Kolab due to security issues and/or may be due to lack of entertainment facilities such as water sports and boating, etc.

3.1.4. Duduma Water Fall

It is situated in Lamtaput Block of Koraput district. It is 157 metres high water fall on river Machkund. One can see the awe inspiring gorge that the river forms as it plunges

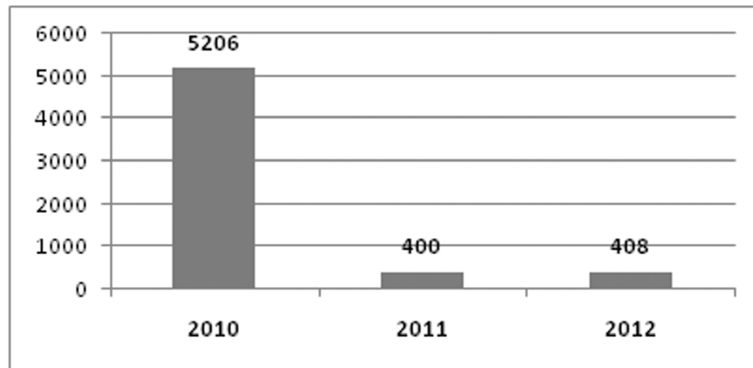


Figure 5: Domestic Tourist Arrival at Kolab Dam (2010-2015)

Source: Odisha Tourism, 2015

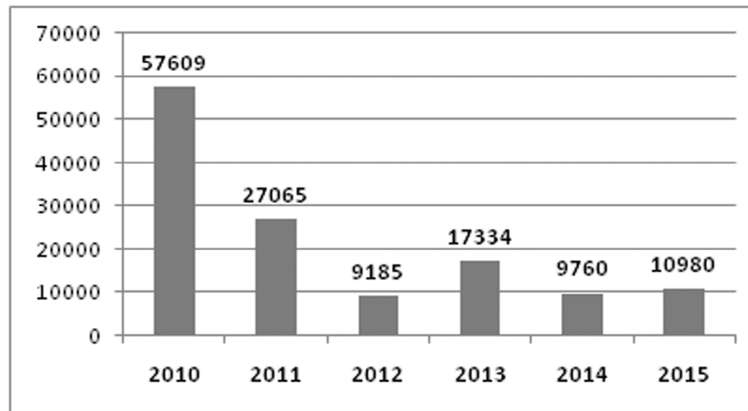


Figure 6: Domestic Tourist Arrival at Duduma Water Falls (2010-2015)

Source: Odisha Tourism, 2015

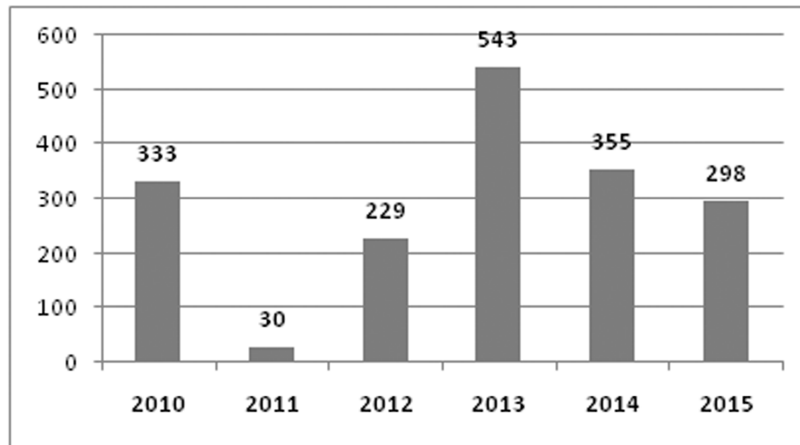


Figure 7: Foreign Tourist Arrival at Duduma Water Falls (2010-2015)

Source: Odisha Tourism, 2015

from the hills. Duduma is about 92 kms from Koraput and about 200 kms from Visakhapatnam.

3.1.5. Sabara Shrikhetra

Koraput is situated 22 kms away from Jeypore and is about 2,900 ft. above the sea-level. SabaraShrikhetra, the modern Jagannath Temple has come up on the hilltop.

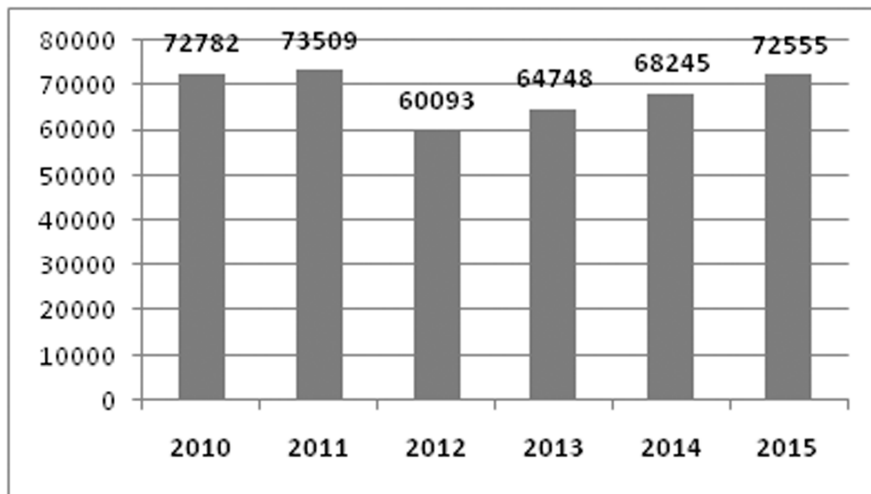


Figure 8: Domestic Tourist Arrival at SabaraShrikhetra (2010-2015)

Source: Odisha Tourism, 2015

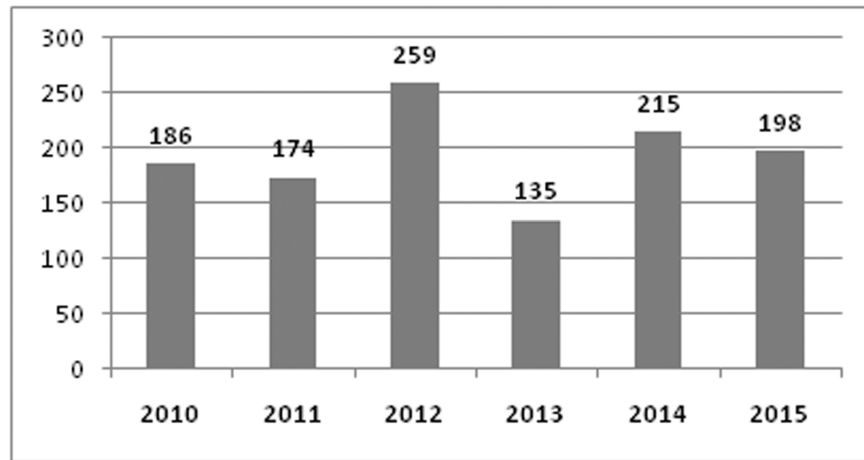


Figure 9: Foreign Tourist Arrival at SabaraShrikhetra (2010-2015)

Source: Odisha Tourism, 2015

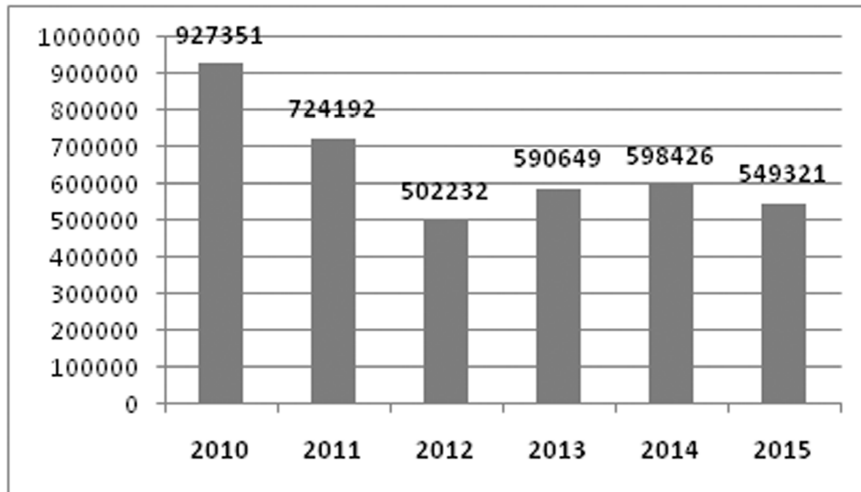


Figure 10: Total Domestic Tourist Arrival in Koraput (2010-2015)

Source: Odisha Tourism, 2015

Srikhetra is normally referred to as PuriJagannath, the uniqueness of this temple is that no section of the society is barred from entering into the temple.

3.1.6. Surya Mahal

Surya Mahal is centuries old palace and is an architectural wonder. However, due to negligence from the concerned authorities, it has been in a state of serious attention.

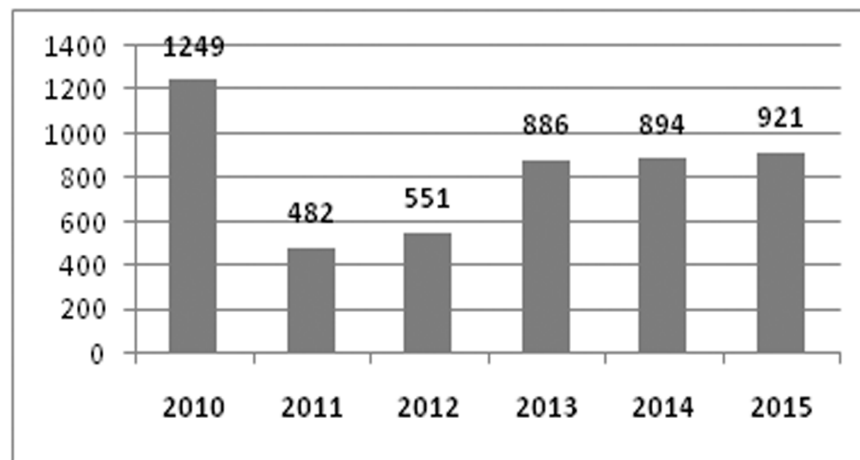


Figure 11: Total Foreign Tourist Arrival in Koraput (2010-2015)

Source: Odisha Tourism, 2015

4. LITERATURE REVIEW

Kabita Kumari Sahu (2013) cited various problems pertaining to the growth of tourism in the state of Odisha. According to her in order to make Odisha the ultimate destination for tourists, the following areas need special attention such as well-developed transport and communication facilities, creation of eco-tourism and adventure tourism spots and development of various tourist spots.

Anupama Sharma et al., (2012) concluded that although tourism as an industry is growing by leaps and bounds and contributing towards the growth and development of the society, there are some major issues which can be eradicated by the concerted endeavours of government, tourism organisations, media and local communities.

Amutha Joseph (2012) harped upon the promotion of sustainable tourism. She opined that through augmented tourism policies, capacity building and awareness programmes in and around local areas and proper guidelines for inclusive growth, sustainable tourism can become a reality. This in turn will support the eradication of poverty, production and consumption. She concluded by saying that all these can be achieved only by the support from all the stakeholders including the people from the industry.

Suratha Kumar Das (2013) suggested that the growth of tourism has gained momentum over the last few years in the form of health tourism, religious tourism, sports tourism, educational tourism, agri-tourism, etc. He expounded that the Odisha tourism sector can sustain its growth through innovations and value added services.

D.S. Bhardwaj, Manjula Chaudhary and S.S.Boora(2006) elucidated that tourism will be the next big thing in India and it is going to be the largest employer of manpower

in the coming decade. According to them the major issues the tourism industry is facing is the customer satisfaction with respect to quality of food, service and accommodation facilities.

Motiram(2007) opined that there is a huge impact of globalization on mass tourism in India. According to him, the tourism sector has amassed huge foreign exchange and created huge employment opportunities which in turn have facilitated the development of infrastructure in India. He finally suggested that in order to attract more and more foreign tourists, India has to develop infrastructure facilities.

J. Vijayan(2007) in his study found out that the involvement of local people has a positive impact on the economy of destination. He suggested that, the government of India should take initiatives to train and educate the local youth for the overall development of tourism sector.

Manish Srivastava (2009) explained that heritage tourism has a huge potential in India. He found out that the foreign tourists are satisfied with food, accommodation and culture in India, however, there is a huge dissatisfaction in terms of infrastructure facilities like poor roads, delays in immigration formalities, poor airport facilities, incompetent guides and poor maintenance of heritage destinations.

Viju Mathew (2009) expounded tourism functions at two levels viz., micro and macro considering all dimensions of sustainability and competitive advantage.

LalithChandralal(2010) pointed out that a large number of local population perceive that there is a positive impact of tourism on local community. The positive impacts are job opportunities, increase in real estate value, city image and infrastructure facilities.

5. RELEVANCE OF THE STUDY

Tourism Industry in Indian can attract foreign as well as local tourist. Odisha is enriched with enormous potentialities of tourism like eco-tourism, rural tourism, tribal tourism, medical tourism and agritourism. Tourism strengthens the state economy as well as national economy by inflow of foreign currency. In spite of abundant natural resources and scenic beauty, the district of Koraput is at its lowest ebb when it comes to the growth and promotion of tourism. According to Pattnaik (2009), there are various issues which are a major bottleneck in the growth of tourism in Koraput District and these are lack of infrastructure development, literacy, and red terror in form of Maoists strikes. Similarly, temples like Gupteshwar and SabaraSrikhetra are also witnessing a decline in the influx of domestic as well as foreign tourists. Although Koraput is a throughout the year destination, it is not able to match with the growth and development of its neighbouring state Andhra Pradesh. Hence, over the last few years, the district of Koraput has failed to attract tourists both domestic as well as international

due to lack of infrastructure like transport and communication, safe drinking water, toilets, accommodation facilities, amusement and recreation facilities. In this regard, the government and private players ought to play a significant role by their concerted efforts and initiatives to promote and develop the tourism in the said district. On this backdrop, it is of a paramount importance to carry out an empirical study on the potentiality of tourism in Koraput district.

6. OBJECTIVES OF THE STUDY

The present study attempts to analyse the potentiality of tourism in Koraput district. The specific objectives of the study are:

- To analyse the problems and hindrances of tourism sector in Koraput district
- To suggest remedial measures for the growth of tourism sector in Koraput district

7. METHODOLOGY

7.1. Research Design

The present work has employed a descriptive and exploratory design. Further, this study intends to understand the problems and hindrances that are hampering the growth of tourism in Koraput district, Odisha.

7.2. Sample

In order to make the study effective one, a survey was conducted assuming that the samples were well presentation of the population. One hundred and thirty (130) respondents were originally identified to participate in the study. Twenty (20) of them were excluded because of their busy schedule and unwillingness to cooperate and ten (10) questionnaires filled were not usable. The response rate was relatively high (nearly 76.9%) since the questionnaire were personally distributed and collected. So, the survey was conducted to the sample of hundred respondents (100) who were selected among the tourists visiting the tourist places in Koraput district in Odisha state.

7.3. Procedure

Primary data was collected through convenience sampling as per the design of the study. The structured questionnaires with five point Likert scale were given to the respondents. Instruction was given by the investigator to all the respondents regarding the method to be adopted for recording their responses. The doubts were cleared by the investigator. The filled in questionnaires were collected and based on the data, the data sheets were prepared. The collected data were analysed with the help of suitable statistical techniques like Pareto Analysis and Fish-Bone Analysis. The secondary data were collected from various reports and records of Tourism Department, Government of India, Odisha Tourism Development Corporation (OTDC), Department of Tourism,

Govt. of Odisha, internet, etc. The various journals, magazines, literatures and books were also referred in the present study.

To identify the problems and hindrances that are hampering the growth of tourism in Koraput district, the focus of the research was based on four major areas such as Man, Infrastructure, Systems/Policies and Destination as per the Fish bone diagram mentioned below:

In order to find out the potential reasons that may have a positive or negative impact as far as the tourism of Koraput district is concerned, the first focus area i.e., MAN from the fish-bone (diagram-1) is taken. Further, the possible sub-factors under MAN (here the tourist guides) that impact the outcome of the analysis were identified as follows: *knowledge about the place, motivation, education, training, language proficiency and responsiveness*(diagram-2). The tourist guides must possess knowledge about the tourist places and should be able to provide adequate information to the tourists. Moreover, the guides must have multilingual proficiency at least in two to three languages (especially the language spoken by the major chunk of tourists belonging to a particular region) other than the local language of the place. This will not only enable them to attract tourists but also bond well with them. Tourist guides need to

Diagram - 1
Fish Bone Diagram

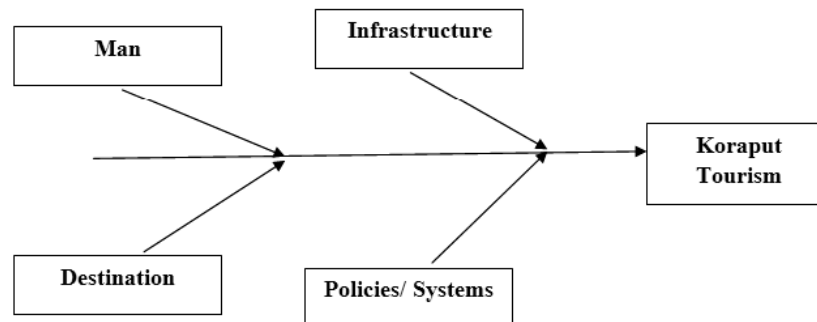
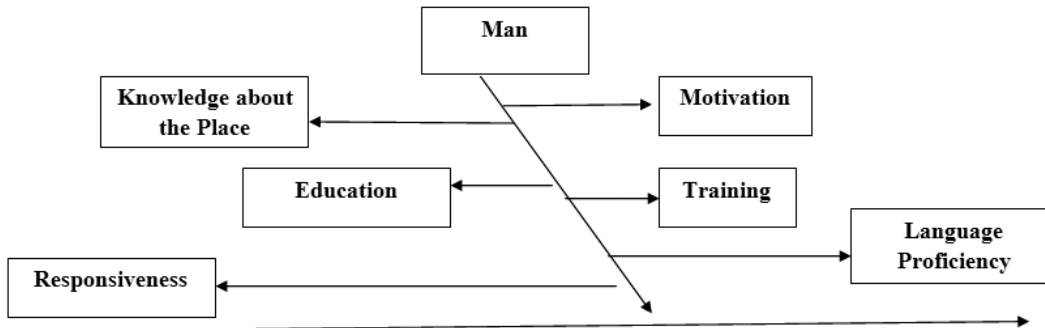
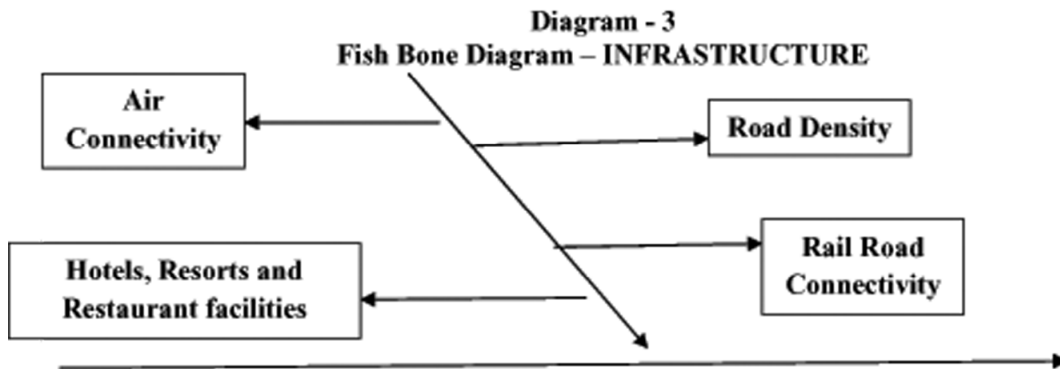


Diagram - 2
Fish Bone Diagram – MAN

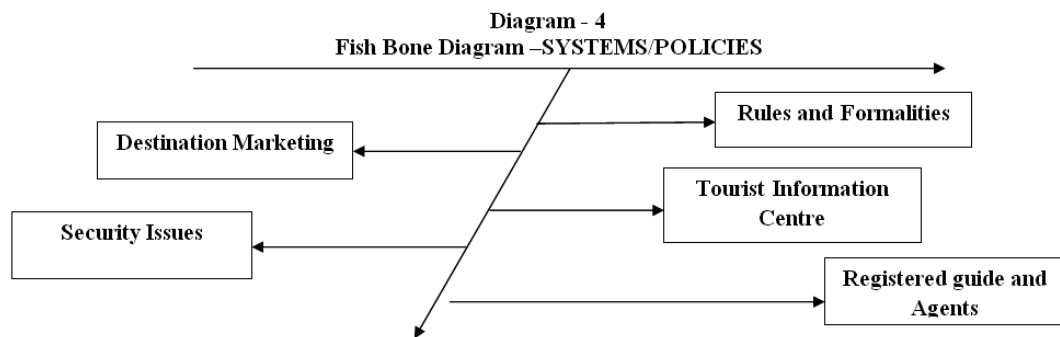




have loads of patience and high on motivational quotient as the nature of work demands high degree of dedication and ingenuity. Finally, the guides will have to be responsive towards their work.

In order to find out the potential reasons that may have a positive or negative impact as far as the tourism of Koraput district is concerned, the second focus area i.e., INFRASTRUCTURE from the fish-bone (Diagram-1) is taken. Further, the possible sub-factors under INFRASTRUCTURE that impact the outcome of the analysis were identified as follows: *air connectivity, raod density, hotels, resorts & restaurants and rail-road connectivity*(diagram-3). Good roads connecting villages to towns and cities and to prominent tourist destination is the key to the growth of domestic as well as international tourism. Proper rail-road connectivity and air connectivity to the nearest possible destination will multiple benefits such high footfalls in terms of domestic as well as international tourists, reduction in travel time and safety and security of tourists. Safe and secured accommodation facilities with budget hotels and resorts will help to retain tourists (in terms of the number of room nights spent), thereby, generating revenue for the tourism industry.

In order to find out the potential reasons that may have a positive or negative impact as far as the tourism of Koraput district is concerned, the third focus area i.e., SYSTEMS/POLICIES in the fish-bone (Diagram-1) is taken. Further, the possible sub-



factors under SYSTEMS/POLICIES that impact the outcome of the analysis were identified as follows: *destination marketing, rules & regulations, security issues, tourist information centers and registered guides & agents*(diagram-4). Destination marketing is about communicating with the potential tourists and visitors to influence their decision making in terms of their destination preference and intention to travel. Hence, it is one of the major sub-factors that will have an impact as far as the influx of domestic and international tourists is concerned. Legal and regulatory framework is necessary for sustainable development and management of tourism and facilitation & involvement of local communities. This framework ensures the rights of local as well as international tourists, inbound – outbound tour operators and other concerned players in the tourism field. Further, safety and security issues are of paramount importance. More than any other economic activity, the success or failure of the tourism

Diagram - 5
Fish Bone Diagram – DESTINATION

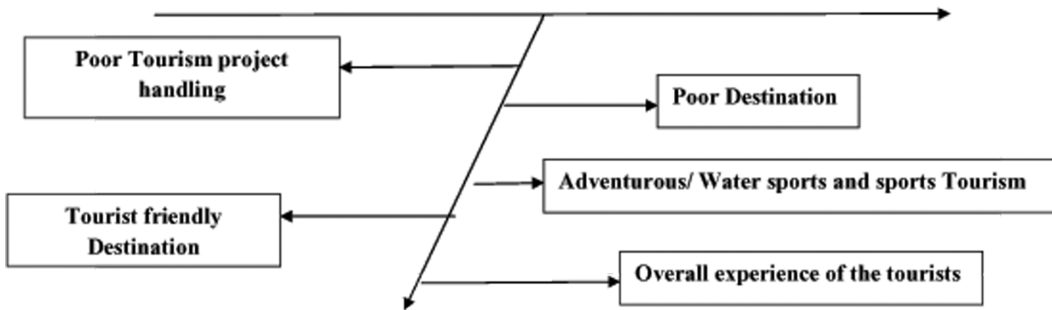
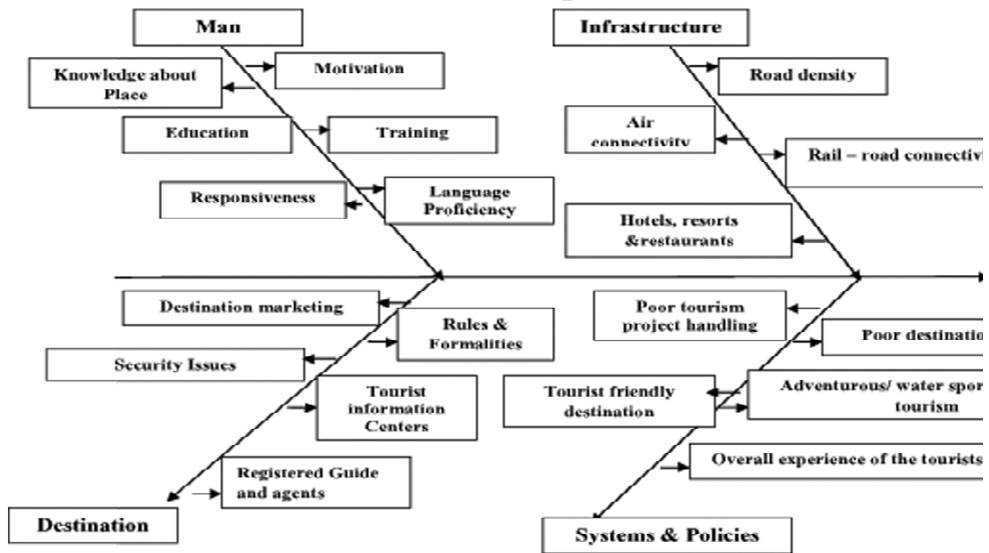


Diagram - 6
Fish Bone Diagram – TOTAL



destination depends on the security of its visitors. As far as the tourist information centers are concerned there are only three information centers out of seven in Odisha. These centers play a major role in providing visitors with information on area's attractions, lodging, maps and other relevant information pertaining to local tourism. Lastly, the number of registered travel agents and guides is also necessary to promote tourism and to cater to the needs of the local and international tourists.

In order to find out the potential reasons that may have a positive or negative impact as far as the tourism of Koraput district is concerned, the fourth and final focus area i.e., DESTINATION in the fish-bone (Diagram-1) is taken. Further, the possible sub-factors under DESTINATION that impact the outcome of the analysis were identified as follows: *poor handling of tourism projects, poor destination, tourist friendly destination, adventurous, water & sports tourism and overall experience of the tourists* (diagram- 5).

7.4. Data Analysis

In order to find out the issues pertaining to the poor performance of Koraput Tourism, the Pareto Analysis was carried out based upon the twenty (20) sub-factors taken in the Fish-bone Analysis. Pareto analysis is a statistical technique used to identify the

Table 1
Pareto Analysis (Weightage in Descending Order)

Factors	Total Number Weightage of Disagree & Strongly Disagree	Factors in of Each Factor	Weightage Descending Order of Weightage	Cumulative in Descending Order	Weightage
1	00	0.00	09	11.93	11.93
2	83	9.90	08	11.81	23.74
3	01	0.11	12	10.38	34.12
4	02	0.23	11	10.02	44.14
5	18	2.15	02	09.90	54.04
6	77	9.18	17	09.54	63.58
7	00	0.00	14	09.19	72.77
8	99	11.81	06	09.18	81.95
9	100	11.93	13	09.07	91.02
10	05	0.59	20	02.62	93.64
11	84	10.02	05	02.15	95.79
12	87	10.38	15	02.15	97.94
13	76	9.07	16	0.95	98.89
14	77	9.19	10	0.59	99.48
15	18	2.15	04	0.23	99.71
16	08	0.95	03	0.11	99.82
17	80	9.54	19	0.11	99.93
18	00	0.00	01	0.00	99.93
19	01	11.00	07	0.00	99.93
20	22	2.62	18	0.00	99.93
Total	838	99.93(100)			

Source: Primary Data

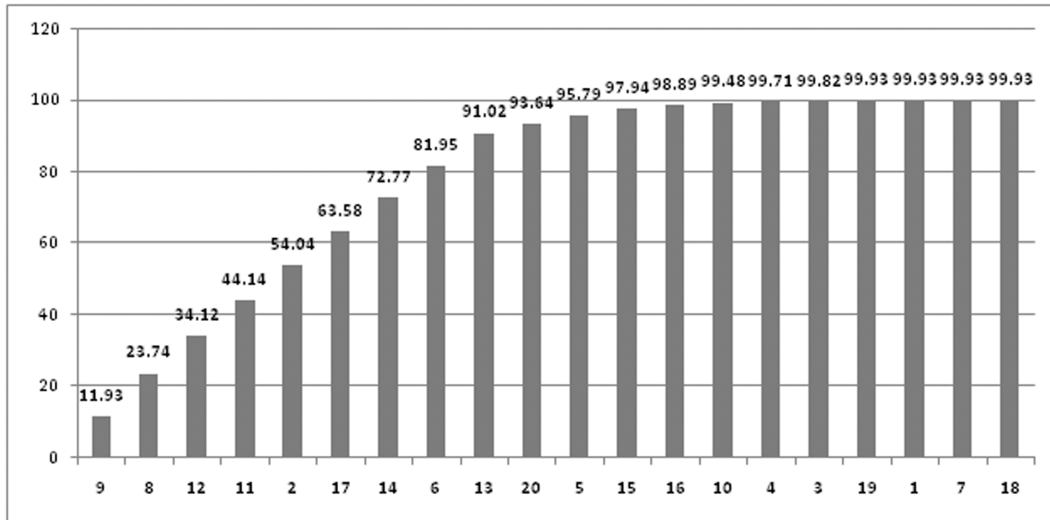


Figure 12: Pareto Analysis (Factors with Cumulative Weightage)

Source: Primary Data

limited number of issues that has a significant impact on the overall outcome. It uses the Pareto principle (80/20 rule) – that is, the idea of doing 20% of the work generates 80% benefits. The frequency of response from the tourists on each factor is mentioned below:

After the Pareto Analysis with the twenty (20) sub-factors and their cumulative weightage it was found that eight sub-factors (08) under four focus areas i.e., man, infrastructure, destination development and systems/policies are the problematic areas that need major attention as far as the growth and development of Koraput Tourism is concerned. These eight sub-factors are as follows:

8. MAN

Sub-Factor-2: Tourist guides are not well educated and knowledgeable to handle domestic as well as foreign tourists

Sub-Factor-6: Tourist guides are not trained to provide better services such as counselling/suggestions as when required by the tourist.

There are many institutes small and big, offering courses in hospitality and tourism management including Indian Institute of Tourism & Travel Management and Institute of Hotel Management, Catering Technology & Applied Nutrition, Bhubaneswar. However, there is a dearth of a quality institution offering education in travel & tourism management in southern Odisha, especially in Koraput region (mingle box, 2012). Hence, qualified tourist guides proficient with adequate training and knowledge about

hospitality and tourism related products is the need of the hour in the district of Koraput for the benefits of tourists and betterment of tourism as a whole.

9. INFRASTRUCTURE

Sub-Factor- 8: Tourist destinations do not have proper rail-road connectivity for the convenience of tourists and travellers

Sub- Factor-9: Airport service is not available at Koraput or nearby areas

As far as the air connectivity is concerned, the nearest airports to Koraput are Visakhapatnam Airport which is 208 kms, Swami Vivekananda Airport, Raipur which is 391 kms and Rajahmundry Airport, Rajahmundry which is 401 kms. The nearest local airport is Jeypore Airport, Jeypore which is 21 kms and Jagdalpur Airport which is 100 kms (travelmath, 2014). Jeypore Airport is not functioning to its fullest capacity and most of the times, the services are not available to the travellers. All the mentioned airports are quite far away from Koraput, hence, it is not convenient for the tourists to travel from such a long distance. The rail-road density is very low and very limited number of railway stations exists in Koraput. Currently, nine express trains and two passenger trains run via Koraput district.

10. SYSTEMS/POLICIES

Sub-Factor-11: There are no proper rules and regulations for the convenience of domestic and international tourists

Sub-Factor-12: Tourist information centers are not available at strategic points like railway stations, bus stops, etc.

Sub-Factor-14: Safety & security of tourists are not given the topmost priority in Koraput

All though rules & regulations are in place for both domestic as well as international tourists, there should be a single window point - of - contact for all the official formalities and clearances of the tourists, particularly, the foreign tourists who have to undergo various legal procedures upon their arrival to the destination. The fact remains is that there is not a single tourist information Centre in Koraput till date and moreover there are only three tourists centers in the entire Odisha state (Odisha tourism, 2012). As far as the safety and security of the tourists are concerned, very few security personnel are deployed in different destinations with inadequate arms and ammunition. Hence, there should be special police patrolling services round the clock so that miscreants can be kept at bay.

11. DESTINATION DEVELOPMENT

Sub-Factor-17: Water and adventurous sports are not available for tourists' entertainment

For any tourism destination to grow, it is pertinent to have added facilities for the entertainment of the tourists. Water sports and adventurous sports are some of the biggest draws that can attract thousands of tourists every year. Other than the regular tourist spots, the department of tourism need to focus on the above mentioned activities to boost the economy of the place. This will enable the tourism department to retain the tourists for a longer duration. The topography of Koraput is ideal for adventurous sports like parasailing or boating. A boat house, aimed at providing boating facilities to tourists was inaugurated four years ago. Today, the boats are lying dilapidated and the service has been stopped due to lack of maintenance. There are no signboards for most of the important places.

11.1. Remedial Measures

In the view of the above mentioned road-blocks in the growth of tourism in Koraput district, the researchers have suggested the following:

- The state government should plan for an exclusive tourism circuit in Koraput district on PPP mode to augment the infrastructure facilities
- Priority should be given to the rail-road transport for better connectivity to all major tourist destinations in and around Koraput district
- Airport facilities at Jeypore can be started again offering minimal support services to the international and domestic tourists
- The state government should plan to open a quality institute offering travel & tourism studies for generating skilled manpower
- Effective measures should be taken by the state government to address the various issues and other legal formalities of both domestic and international tourists
- Topmost priority should be given to safety & security of tourists with trained and security personnel offering patrolling services round the clock
- The state government should give more emphasis on promoting the Koraput tourism by allocating budgets on advertisements in various mass media like television, social networking sites, website, etc.

The district of Koraput is one of the jewels in the crown of Odisha state. The district can make for an excellent tourism package with places like Gupteswar Cave Temple, Duduma Waterfalls, SabaraSrikhetra, Deomali (the highest peak of Odisha) and Kolab Dam. This would not only streamline the entire processes and attract a large number of tourists but also would ensure a sustainable income for the local community. Hence, it is suggested that sincere and dedicated efforts have to be made to revamp the tourist spots to make Koraput a sought after destination.

12. CONCLUSION

A lot of ambitious projects by the Department of Tourism, Odisha have been earmarked. None of these projects have seen the light of the day and it has been more than five to

six years since they were announced. Moreover, the budget allocated for these projects is far below than the actual requirement. Apparently, tourism infrastructure and recreational facilities are a misnomer in the district despite the fact that the Tourism Department has been providing funds for the purpose. In the last five years, five crore has been provided for tourism development in Koraput. While one crore was sanctioned for Gupteswar, it was ' two crore for Kechla and Machkund and one crore for Deomali. The cave temple of Shiva at Gupteswar, Duduma waterfalls, vast heritage wealth of Subai and Nandapur, SabaraSrikhetra at Koraput, Deomali-the highest peak in Odisha, that is ideal for aero-gliding and trekking and Maliguda, a small hill-top village where India's highest broad gauge is located are all part of Koraput. All these can make a grand tourism package to boost the tourism in the area. In the last five to six years, not a single project has been undertaken by the department of tourism, Odisha. A sizeable amount from the revenue generated through tourism should be allocated for the growth and development of tourism in Koraput district. The state government can work out on projects in PPP model for inclusive growth. The focus of these projects should be to work on a concerted basis to remove the bottlenecks found from the analysis of the study. Tourism industry can play a major part in a regional economy of Koraput district by driving infrastructure improvements that will benefit local residents and the wider economy and the tourists. The development of budget hotels, restaurants, and other tourism related products can boost the quality of life for local denizens. Further, development of collective investments in public utilities and transportation infrastructure including roads, airports, electricity, sewerage, potable water, and communication infrastructure by the department of tourism in Koraput district will not only generate revenue and create employment but also provide additional quality of life benefits to the local residents.

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