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An Inquest into Prospects of Tourism in Balasore District

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Abstract:

In the current world of cut-throat competition and money earning, tourism industry provides a delightful deviation with its beautiful idea of job satisfaction and also it fuels an individual's inner desire of travelling the world around. Tourism increases a country's economic growth in terms of income generation, entrepreneurial skills and establishes the country in world's map more vividly. However with its vast sea-shores, sprawling forests and rich cultural heritage, a district like Balasore on Odisha state, still suffers from high rate of unemployment and poverty due to the underutilisation of its tourism sector. In the present research article, focus has been made to find out problems of tourist places in Balasore districts. A series of site visits were conducted with a view to assess the tourism product in the study area. Primary research carried out as part of the assignment was: survey of visitors to the spot was conducted and fieldwork was undertaken by the researcher. A total of 50 interviews were completed at several tourist points throughout the study area. Statistical methods like Chi-square test have been used for data analyse. The study has strongly suggested a large number of improvements are necessary to make tourism a pleasure with safety in Balasore District.

Keywords: Tourism, Tour operator, District

1. INTRODUCTION:

The term tourism is a newly developed phenomenon stemming from the human need for leisure. The Industrialization, Urbanization and Modernization have great pressures in present human life; speed, stress and strain have made it more necessary for people to relax and refresh their body and mind. A wide array of interests - entertainment, sports, religion, culture, adventure, education, health and business are the motivators of tourism. The concept of modern tourism is changing, the tastes and desires of tourists are much more varied, and they have different ideas about travel.

Tourism as a global phenomenon is well recognised all over the world because of its manifold advantages. India, the second largest population country in the world has its past glory with

rich heritage, culture, monuments, architecture and scenic beauty. Added to these, Government recognised tourism as a vital sector and efforts were initiated to develop it. Thus, tourism has become the centre of attraction for tourists.

Odisha state has rich tourist potentials. Tourism has its long history in the State as that of India, efforts are launched to develop tourism in the State in various ways. Odisha, being on the eastern shore of India boasts of a vast and pristine sea shore and also beautiful mountains laden with dense forests. With its ancient culture and scriptures and caricatures and its fare share of aboriginals, it provides one of the top tourist destinations in India. The Odisha Government took to tourism industry seriously in year 1973, when it constituted an separate department for tourism sector. Odisha is an exotic place with its natural beauties yet, at the same instance it paints a picture of serenity and tranquility. Balasore district in odisha is a place of scenic beauty and a major tourist attraction, also because of its historical monuments, such as various temples in the area.

2. LITERATURE REVIEW:

An Empirical Study by Dr. Suratha Kumar Das was conducted on Growth and Prospects of Odisha Tourism, Odisha Review, September 2013, and he suggests that unique tourism arteries have gained momentum in last few years in the form of health tourism (medical tourism), religious tourism, sports tourism, educational tourism, agri-tourism etc. With proper government incubation, tourism sectors are gaining more and more importance due to employment generation, rural development and profitability. The growth rate of tourism sectors can be sustained through innovations and also have a value addition and can accelerate further growth and thereby is concluded that the growth and prospect of tourism in Odisha is bright.

A paper by Dr. Kabita Kumari Sahu in International Journal of Humanities and Social Science Invention titled Growth and Prospects of Tourism in Odisha (2013) cited various problems on the growth prospects of tourism in Odisha and concluded that To make Odisha a tourist hub what we need most is a well-developed transport and communication facilities, development of tourist spots, creation of eco-tourism and adventure tourism spots and to have a realistic look at the tourism policy.

Paper by Dr. Anupama Sharma et al, in International Journal of Advanced Research in Management and Social Sciences, 2012 concluded that tourism industry is expanding day by day and contributing a lot towards the economic development of society by providing employment opportunities and huge increase in foreign exchange earnings. Though it has some negative sides too but this problem can be eliminated by the joint efforts of government, tourism organizations, media, and of course local communities.

A paper by D. Amutha Joseph, St. Mary's College, June 2012, suggested that promotion of sustainable tourism, through the development of policy tools, capacity building and awareness-

raising programmes with local involvement, guidelines for good practice and actual implementation remain essential goals for sustainable tourism. This should aim to directly support poverty eradication and sustainable production and consumption. Making progress on a larger scale will be a fine balancing act and will require a massive “sea-change” in approach from the entire Travel and Tourism industry but it is an approach that is clearly worthy of support from all stakeholders interested and involved in the industry.

Today coastal tourism and marine tourism is the largest segment of the travel tourism industry. (M. Honey, 2007; D. Krantz, 2007). More number of tourists is getting attracted towards nature based tourism destinations like beaches, rivers & islands.

M. Honey, et al., (2007) suggests that these trends are expected to continue due to the increasing demand for nature (sun, sand & sea) among the urban population of US, Europe and Asia. Many coastal countries like Maldives, Cuba, Kenya, Fiji, Bali, & Mauritius etc are highly dependent on tourism industry as it is their major revenue earning sector.

M. Filip (2004) stated that the sandy beaches of Europe are considered to be of great economic importance from tourism point of view. In the same line it was found that the annual revenue generation from the state beach oriented tourism of California was about 61 Billion Dollar. (L. Pendleton, et. al., 2009).

With a vast coast line of 7517 kms studded with beaches of large diversity (sandy, rocky, coral & mangrove), India has immense potential in the coastal tourism segment. (A.K. Sanyal, 2011). Government of India in its 10th Five year plan (2002-2007) has also taken necessary steps in order to promote beach and coastal tourism in Goa, Kerala & North Karnataka beaches.

According to a research conducted on “the online destination image of Goa” it was found that its primary image is of a beach destination along with good tourist infrastructure, and attractive night life. (M. Dwivedi, et. al., 2009).

As per one of the interim report submitted to Ministry of tourism, Government of India by IL & FS, the coastal state of Karnataka has given first priority to the development of beach circuit, in order to develop tourism in Karnataka.

Further C. Gale et. al. (2013) analyzed that 40% of the people employed in beach resorts in Kerala are from nearby villages, which shows the potential of beach tourism as a tool for employment generation.

Dasgupta and et al.(2007) mentioned that Man as a traveller is known since time immemorial. Generally with the passage of time their travel turned to several new dimensions-travel as an adventure, travel as hobby, for relaxation, to enjoy natural beauty, as a pilgrimage, to acquire knowledge on historical aspects and archaeological sites. Travel sometimes is associated with adventure and sometimes for religious purpose by visiting pilgrimages or by taking holy dip. Thus,

travel or tour has a very important position in human life and ultimately tourism that is movement of people within their own country or across the national border became one of the largest and gainful industries in the economic domain of human life.

Chattopadhyay (2006) explained that Religious tourism generates revenue in a way as no other kind of tourism does. It has a distinct edge over other kinds of tourism due to the pull of huge crowds in the form of tourists. Pilgrim tourism to holy places (tirtha-yatra) is an ancient and continuing religious tradition of the Culture of Hindus. Here religion, as a cultural dimension, assumes the vital role and central focus of tourism in which the tourists (pilgrims) from all strata of the Hindus participate. In pilgrim tourism, the dimension of religion forms the basis of tourism of pilgrimage by offering the reward of purification of the soul and attainment of objectives related to the problems of mundane existence. Hindus from time immemorial were attracted to their numerous holy sites spread throughout India.

Ash and Turner (1976) argues that Tourism development also has some positive and negative upon cultural traditions, lifestyle, and environment of the local people. Tourism also causes decline in morality through unending pursuit of fun, sun and sex by the golden hordes of pleasure seekers in the vacation destinations thus increasing in prostitution, drug consumption etc. Degradation of natural environment in tourists receiving areas is another problem, which is directly proportionate to the tourists' intake.

Murphy (1990) in his book, "Tourism Community Approach" carried a more balanced assessment of the industry and its impacts, since it involves the interests of many groups within a given setting. The travel industry produces expectations, sells dreams and provides memories. The Tourist Industry is composed of variety of trades in goods and services. Primary travel trades in the tourist industry are; hotel industry, food and beverage industry, transport industry, travel industry. Whereas, secondary travel trades include; retail shops of souvenirs, antiques and gifts etc, Banks and financial institutions, hair dressers, laundries and suppliers of goods and services for hoteliers, caterers and transport undertakings.

3. OBJECTIVES OF STUDY:

The major objectives of the study are to make an investigation of tourism in Balasore districts. Following are the specific objectives of the study.

- To explore the major problems of tourist places in Balasore districts.
- To suggest a remedial measures for the development of tourism in the study region.

4. RESEARCH METHODOLOGY:

As the study concentrates on the possibilities of tourism development in Balasore districts, survey method has been adopted in the study to collect the primary data. The methodology used in compiling this study: A series of site visits were conducted in *Chandipur*, Talshari and Dagara beach

with a view to assess the tourism product in the study area. Primary research carried out as part of the assignment was: survey of visitors to the spot was conducted and fieldwork was undertaken by the researcher. A total of 50 interviews were completed at several tourist points throughout the study area. Questionnaire has been given in Appendix -1.

5. DATA ANALYSIS AND DISCUSSION:

The educational background of the tourist visiting Balasore districts is present in the table-1. It is seen from the table that the major percentage i.e. 32.0% educational background of domestic is Illiterate or Higher Secondary. Large number of Odisha people has visited but very small people from other state have visited. But no international tourist has visited to this sport. According to the data availed from the sample survey tourists visiting Balasore are with good mix educational background.

Table-1
Education * Native Cross tabulation

				Native		Total
				Odisha	National	Odisha
Education	Illiterate or Higher Secondary	Count		16	5	21
		% of Total		32.0%	10.0%	42.0%
	Degree	Count		12	4	16
		% of Total		24.0%	8.0%	32.0%
	P.G	Count		2	1	3
		% of Total		4.0%	2.0%	6.0%
	Technical	Count		3	4	7
		% of Total		6.0%	8.0%	14.0%
	Others	Count		3	0	3
		% of Total		6.0%	.0%	6.0%
Total	Count			36	14	50
	% of Total			72.0%	28.0%	100.0%

Source: Field Survey

Age of the tourist plays an important role in tourism. It is found from the table-2 that majority of domestic tourists in the study area were aged between 25-34 ,35-44 and 45-54 i.e. about 26.0%, 34.0% and 26.0% respectively. As regards to other state tourists, the higher percentage is between the age group of 35-44 years is 34%.The data reveals that no international tourist is coming to these places.

Table-2
Age * Native Cross tabulation

			Native		Total
			Odisha	National	Odisha
Age	0-14	Count	3	0	3
		% of Total	6.0%	.0%	6.0%
	15-24	Count	2	2	4
		% of Total	4.0%	4.0%	8.0%
	25-34	Count	12	1	13
		% of Total	24.0%	2.0%	26.0%
	35-44	Count	12	5	17
		% of Total	24.0%	10.0%	34.0%
	45-54	Count	7	6	13
		% of Total	14.0%	12.0%	26.0%
Total		Count	36	14	50
		% of Total	72.0%	28.0%	100.0%

Source: Field Survey

Information about tourist place plays a significant role in attracting a tourist to a particular place. Awareness of a certain tourist place depends on variety of factors. it can be from printed media like magazines, Audio-visuals like Television , Tourism Department and Travel guides. The table-3 reveals that awareness of the domestic tourists from friends and relatives is more i.e about 46%. It is because of strong social bondage and social networking. Domestic tourists used internet services as second awareness medium.

Table-3
Awareness * Native Cross tabulation

			Native		Total
			Odisha	National	Odisha
Awareness	Internet	Count	5	1	6
		% of Total	10.0%	2.0%	12.0%
	Friends and Relatives	Count	23	8	31
		% of Total	46.0%	16.0%	62.0%
	Odisha Tourism Department	Count	4	1	5
		% of Total	8.0%	2.0%	10.0%
	Private taxis	Count	2	1	3
		% of Total	4.0%	2.0%	6.0%
	other	Count	2	3	5
		% of Total	4.0%	6.0%	10.0%
Total		Count	36	14	50
		% of Total	72.0%	28.0%	100.0%

Source: Field Survey

Accommodation is one of the essential requirements for the tourists where the tourist can take rest and relax. The Table-4 reveals that tourist prefer lodge as lowest Accommodation and most of tourist are from nearby place so they hardly need any accommodation.

Table-4
Accommodation * Native Cross tabulation

			Native		Total
			Odisha	National	Odisha
Accommodation	lodge	Count	4	0	4
		% of Total	8.0%	.0%	8.0%
	Hotel	Count	3	2	5
		% of Total	6.0%	4.0%	10.0%
	Relatives	Count	4	3	7
		% of Total	8.0%	6.0%	14.0%
	Friends	Count	4	1	5
		% of Total	8.0%	2.0%	10.0%
	other	Count	21	8	29
		% of Total	42.0%	16.0%	58.0%
	Total	Count	36	14	50
		% of Total	72.0%	28.0%	100.0%

Source: Field Survey

Location of hotel, occupancy rate, duration of stay and economic status, influence the hospitality sector especially in the provision of accommodation. It also creates demand for transportation. It has been found from table-5 that 76% tourist is not staying in that place because they return in the same day to home. Only 6% tourist stay in tourist place.

Table-5
Duration * Native Cross tabulation

			Native		Total
			Odisha	National	Odisha
Duration	Overnight	Count	3	6	9
		% of Total	6.0%	12.0%	18.0%
	2-4 days	Count	2	1	3
		% of Total	4.0%	2.0%	6.0%
	No Stay	Count	31	7	38
		% of Total	62.0%	14.0%	76.0%
Total	Count	36	14	50	
	% of Total	72.0%	28.0%	100.0%	

Source: Field Survey

It is clear from table-6 that local transport plays a significant role in reaching the tourist spot. In Balasore district most tourists comes in two wheeler as per in Table-6.

Table-6
Transport * Native Cross tabulation

			Native		Total
			Odisha	National	Odisha
Transport	Hiring Taxi	Count	10	3	13
		% of Total	20.0%	6.0%	26.0%
	Hiring Auto	Count	8	5	13
		% of Total	16.0%	10.0%	26.0%
	Two wheeler	Count	18	6	24
		% of Total	36.0%	12.0%	48.0%
Total	Count	36	14	50	
	% of Total	72.0%	28.0%	100.0%	

Source: Field Survey

Within the study of tourism and tourists, there is substantial interest in the choice of destinations and activities for tourism decisions. Table-7 clarifies reasons for visiting these places as provided by the tourist respondents. It has been found that leisure is the main motives of their visit.

Table-7
Destination * Native Cross tabulation

			Native		Total
			Odisha	National	Odisha
Destination	Tourism	Count	7	0	7
		% of Total	14.0%	.0%	14.0%
	Liesure	Count	19	12	31
		% of Total	38.0%	24.0%	62.0%
	Relax	Count	10	2	12
		% of Total	20.0%	4.0%	24.0%
Total	Count	36	14	50	
	% of Total	72.0%	28.0%	100.0%	

Source: Field Survey

It has been found in the following table -8 that 48% use Two wheeler and 265% each by Hiring a taxi and auto as local mode of transport.

Table-8
Local_Tran * Native Cross tabulation

			Native		Total
			Odisha	National	Odisha
Local_Tran	Hiring a taxi	Count	10	3	13
		% of Total	20.0%	6.0%	26.0%
	Hiring auto	Count	8	5	13
		% of Total	16.0%	10.0%	26.0%

		% of Total	16.0%	10.0%	26.0%
	Two wheeler	Count	18	6	24
		% of Total	36.0%	12.0%	48.0%
Total		Count	36	14	50
		% of Total	72.0%	28.0%	100.0%

Source: Field Survey

This table-9 contains the output of the Chi-Square test. Df equals the number of categories minus one.

H₀: There is no different in perception of tourist regarding tourist place.

H₁: There is different in perception of tourist regarding tourist place.

Table-9
Test Statistics

	Percp_A ccomm	Percp _Food	Percp_T ransport	Percp_S hopping	Percp_B ehaviour	Percp_ Safety	Percp_ Conven	Percp_Inf ormation	Percp_ Mainten
Chi-Square (a,b,c)	32.680	5.120	34.720	6.480	5.120	5.120	39.280	14.560	18.000
df	2	1	2	1	1	1	3	2	1
Asymp . Sig.	.000	.024	.000	.011	.024	.024	.000	.001	.000

Source: Field Survey

Small significance values (<.05) indicate that the observed distribution does not conform to the hypothesized distribution. Since all significance values is less than .05 null hypotheses is rejected. Hence we can conclude the following.

- Accommodation is not satisfactory
- Quality food is not available
- Transportation system is not well developing.
- There is not shopping mall available in the tourist area.
- Behaviour of the people is not satisfactory
- Tourist does not feel safety in these tourist places.
- Maintenance of the tourist place is not satisfactory
- No information centre is available in these places.

6. CONCLUSION AND RECOMMENDATION:

The tourists are not satisfied with the Public Convenience, Information Centers and Maintenance of Tourist places. The information about the tourist destinations of historical importance is not available. And majority of the tourists felt that the available facilities are inadequate and not properly maintained. It is therefore imperative that there is an urgent need to improve these facilities.

Tourists or visitors came from within and outside the State with no tourist coming from outside the country. An important observation is that most of the tourists make only daily visits to these sites and leave the city soon after their visits. When asked about this behaviour, majority of the tourists expressed about the lack of adequate facilities, such as hotels, restaurants, telecommunication facilities, shops, and tourist centres. It is also noticeable that the number of domestic tourists is more and no international tourists are visiting these sites. Presence of tour guides were not noticed in the sites. There are no signage boards in the tourist spots.

Under develop Tourism impact negatively on the local economy of Balasore districts, especially on rural income of the study area. There is a huge development opportunities presented by these sites have not been exploited by the government. In particular, none of these sites have been promoted in any of the news media and those visiting the sites are either locals or those that know about the sites from previous visitors. It has been found that most of the people are travelling by two wheeler but no good public transport is available for this place. More emphasis should be given for tourism development in Balasore districts.

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APPENDIX -1

Questionnaire

Section A: Personal information

1. Name:
2. Gender: Male Female
3. Age: 0 - 14 15-24 25-34 35-44 45-54 55-64 >65
4. From which place have you come state/country:
5. Educational Background:
Illiterate/Higher Secondary Degree P.G Technical Others

Section B: Tourist related details

6. Awareness of tourist places through the medium of:
Internet /Friends and Relatives/Odisha Tourism Department/ Private taxis /other
7. Duration of stay: Overnight /2-4 days/ > 4 days /No Stay
8. Type of accommodation: lodge/Hotel/Relatives/Friends/Guest house/ other.
9. Preferred eating places: Restaurant/Fast food outlets/ cafeteria/ bars/ Friends / relatives/roadside refreshment stall/not specific.
10. Local mode of transport: Hiring Taxi/Hiring Auto/Two wheeler/Tourism dept.bus/Tour operator bus/Private Transport/Public transport.
11. Reason for selecting Balasore districts as tourist destination: Tourism/ Liesure/ Relax/ Meeting/ Conference/ Seminar/ Business/ Social/Health check up
12. Local mode of Transport: Hiring a taxi/Hiring auto/Two wheeler/Public transport

Section C: Perception/Remarks

13. Perception Regarding Facilities
 - a. Accommodation: Excellent/Good/Satisfactory/poor
 - b. Food: Excellent/Good/Satisfactory/No Comments
 - c. Transportation: Excellent/Good/Satisfactory/poor
 - d. Shopping: Excellent/Good/Satisfactory/poor
 - e. Behaviour of people: Excellent/Good/Satisfactory/No Comments
 - f. Safety: Excellent/Good/Satisfactory/poor
 - g. Public Convenience: Excellent/Good/Satisfactory/poor
 - h. Information Centres: Excellent/Good/Satisfactory/poor
 - i. Maintenance of tourist places: Excellent/Good/Satisfactory/poor