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Socio-Economic Impacts of Tourism in Orissa: A Case Study on Puri, Konark and Bhubaneswar



Dillip Kumar Das

Assistant Professor,
Deptt. of Tourism Management,
The University of Burdwan,
Burdwan, West Bengal

Abstract

The golden triangle comprising Puri -Konark-Bhubaneswar is not only the USP of Orissa tourism but has huge tourism potentials to attract large number of tourists. Situated in the eastern sea coast of India, Orissa is a potential State in India with multiple options and plethora of attractions. The state is endowed with beautiful beaches, art & craft, temples and monuments, lakes, forest and wildlife, etc. The Sun Temple at Konark is the only World Heritage Monument and the temple of Lord Jagannath attracts millions of devotees from round the globe for being one of the holiest of holy dhams in India. Bhubaneswar being the capital city is famous for its varied tourism resources including the famous Lingaraj temple, The Rajarani Temple, which is popularly known as the gem of Kalingan architecture, the famous Khandagiri and Udaygiri Jain caves, Nandankanan which is popular for white tiger breeding takes place, The famous Dhauligiri, where Kalingan war takes place and many more destinations of repute. Although the tourism potential of the state is vast and varied but still the tourist arrival is not encouraging with the kind of product Orissa possesses.

Keywords: Golden Triangle, Impact, Kalingan Architecture, USP, Dhams.

Introduction

Tourism in the 21st century will not only be the worlds largest industry, it will be the largest by far that the world has ever seen. Along with the phenomenal growth and size, the tourism industry will also have to take on more responsibility for its extensive impacts- not only on economic impact, but also its impact on the environment, on the societies and on the Culture sites.

For centuries, Orissa has a major tourist destination in our country. Since Puri is one of the four Dhams, thousands of pilgrims every year to worship lord Jagannath. Along with Puri, they also visit Sun temple Konark and Shiva temple in Bhubaneswar. Therefore Bhubaneswar, Puri and Konark have been popularly known as Golden Triangle for tourists visiting Orissa.

The approach of the present study consists of the following objectives:

1. To study the tourism potential of Orissa.
2. To understand various economic and social impacts of tourism.
3. To find out the tourism importance of Puri, Konark and Bhubaneswar. And to measure various economic and social impacts arises due to tourism development at these destinations.
4. To analyse the perception and attitude of the local community
5. To discuss the role played by the Department of tourism, Government of Orissa to develop and market the golden triangle of Orissa.

Scope of the Study

The scope of the study includes preparing a Project profile and Study the various types of positive and negative impacts arises due to the development of tourism in Golden Triangle area. This study provides some measures to enhance the positive impacts and to mitigate the negative impact of tourism for the development of tourism at Bhubaneswar, Puri and Konark Circuit. It also considers the economic and socio-cultural issues related to tourism development activities in the study area. The prime focus of the study is to evaluate the various types of economic and Socio-Cultural impact arises due to tourism development in Golden Triangle and develop the tourist facilities and infrastructure development in the study area, side by side it will focuses on improving the positive impacts and minimizing the

negative impact of tourism. Which in turn helps increase Social benefits, protect the Culture and tradition, and lastly the local community will be economically benefited through tourism activities in Golden Triangle

Review of Literature

1. In their book "*Tourism – Past Present and Future*" (1981) Brukart and Medlik have mentioned that tourism is an important human activity not only of economic significance, but also of social, political, cultural, and educational significance. According to them tourism is also an economic and industrial activity, in which many individuals, firms, and other organizations are engaged, and which is of direct and indirect concern to many others. To them study of tourism is of practical necessity and usefulness.
2. In his study on "*Socio-Economic and Eco-environmental Impact of Tourism in the Developing Countries*", (1990) Negi has highlighted that in an economic and industrial activity in which many individuals, firms, corporations, organizations are engaged and tourism direct concerns to so many others. It is economically important as tourism provides income, employments, brings an infrastructural development and also helps in regional development resources
3. In his book "*Managing Tourism*", (1991) Medlik has discussed various types of impacts like economic, social, cultural and environmental impact of tourism and their significance on tourist attractions, transportation, accommodation and other sectors which include management, marketing and planning of tourism. He in his study has discussed the inter relation between tourism planning, policy making and forecasting. He has also described various forecasting methods and techniques which are useful for tourism development in various countries.
4. In his book "*Tourism Planning- An integrated and sustainable Development Approach*" (1991) Inskeep tried to provide a framework for linking tourism planning activities with contemporary policy concerns. He maintains that there is a valid and practical means of planning tourism to meet the collective need of travelers, host communities, government and non-governmental organization and the private sector. He in his book explained that due to the relatively new activity, unplanned and haphazard growth of tourism can produce harmful results with often irreparable damage to the environment and negative consequences for the socio-cultural values of a society.
5. In their book "*The Tourism System an introductory text*" (1992) Mill and Morrison makes an attempt to define tourism industry in different point of views namely political view point and image view point. They have provided an understanding of how to benefit from the existing movement and future changes and provide knowledge on how destination attraction and service can optimized tourism contribution to the destination .they have also gave importance on marketing of tourism destination and how it act as a mean to reach the target market by developing a marketing planning. They have also give a different view of tourism by saying tourism is not an industry but it an activity. According to them study of tourism is the study of phenomena and its effects. They also describe tourism as a system comprises of four parts namely market, travel, destination and marketing.
6. In his book "*Tourism Management Problems and Prospects*" (1994) B.K.Punia has mentioned that the growth of tourism after the First World War has been phenomenal as it improves the economic condition and increase the foreign exchange of a country. In India tourism is an important factor not only for maintaining and promoting communal harmony and peace but also for strengthening the economic base. According to him because of immense growth prospects of tourism and its multifarious benefits there is increasing competition among the nations for enlarging their share in international market of tourism.
7. In their study "*International Tourism*" (1995) Vellas and Becheral have mentioned various aspects of tourism and explained predicted trend through demand supply conditions, marketing, finance, socio-cultural and ecological impacts, development issues and tourism policy by adopting direct and pragmatic approach. In their study, they have also analyzed the economic and environmental impact of tourism by using various economic theories like comparative cost theory and demand theory. They have also explained how tourism industry can compete globally with larger leisure industry at world level by improving tourism infrastructure system, communicate product offered, better strategy of communication and increase efforts in research and development so as to offer proper satisfaction to the consumers..
8. In their book "*Tourism management a global prospective*" (1995) Batra and Chawla have analyzed how tourism can be accepted as an important catalyst for economic development in tune with globalization and liberation in the world economy. They have also highlighted the fact that impact of tourism on national economics becomes increasingly important because of growing size of the tourist market and the global business changing in India. They were in view that the study of carrying capacity should be undertaken in tourism development plans keeping in view of various economic, social, cultural and environmental problems arising out of unplanned growth of tourism industry.
9. In their book "*Tourism Development Environmental and community issue*" ETD. (1997) Cooper and Wanhill have explained various themes of environment and community issues on tourism development which was

presented by leading tourist scholars in a conference held in Cairo in June 1995. They have discussed some of the important concept of tourism like tourism carrying, sustainable tourism, role of information technology and tourism development. They have also analyzed various economic, environmental and socio-cultural impacts of tourism and their cost and benefit on various destinations of the world. They have also addressed some strategic options on these issues in that conference.

10. In their book "*The Economics of Tourism*," (1997) Sinclair and Stabler have mentioned that tourism should not be treated entirely as an economic activity. They have discussed on various aspects of tourism in their studies including demand supply analysis, market structure, price and output decision, growth and environment in both domestic and international tourism context. In their studies they examine the role of quantitative variable in tourism phenomena as this is where, the contribution of economics to tourism research is more significant. They have also analysed the study of the issue of non priced environmental resources and the various causes of market failure. They have also analyzed extensively the role of planning and policy making in relation to tourism development globally.
11. In his study "*Understanding Tourism*", (1997) Medlik has analyzed how several aspects of tourism are appeared to be neglected in many countries. He in his study also analyzed the meaning, nature and basic components of tourism industry and the role of statistics in tourism research and interpretation. He has also tried to analyze the systematic studies of historical development of tourism in 19th and 20th century which can provide important prospective for understanding tourism. He in his study tried to analyze various aspects of social impact of visitors on the communities and their contribution to the national economy of different countries.
12. In his book "*Economic Dimension of Tourism*", (1998) Malhotra has mentioned the relationship between hotel and tourism industry and how they are inseparable and crucial to the present day context. His study has provide information on various aspects like economics and business, economic impact of tourism, significance of tourism to national economy, production and cost of tourism goods and services, tourism marketing, policies and failures, fundamental of tourism demand on tourism, different developmental strategy for economic response of tourism. He has also discussed various other issues in tourism like environmental, ecological and legal aspects including safety, technological advances, financial and human recourse issues and their impact and contributions to both tourism and hospitality industry.
13. In their study "*Tourism in India –Development, Performance and Prospects*", (1998) T Singh and S Singh explained that despite the global

recession and recent economic difficulties in south east Asia and political instability in India, still our country will show the better growth provided we should take note of environmental consideration, marketing strategy to promote our tourist product, better regional and sub regional cooperation so that we can make our country a leading tourist destination worldwide.

Study Methods

The data for the proposed study has been collected from primary and secondary sources. The primary data has been collected through a pre structured questionnaire. To make the analysis more transparent, the sample size was restricted to 200 foreign tourists and 200 domestic tourists who visited the Golden Triangle and 200 household from of Puri, Konark and Bhubaneswar. The sample size of all category were all selected on the basis of adhoc method. The stratified random sampling method was adopted to collect the data from all categories of the respondents. The observation method was also followed during the collection of data from the communities. Considering the objectives of the study, two sets of questionnaires were designed to collect the primary data from tourists and households. First set of questionnaire was designed in such a way in which all the inputs were included for collecting the information from both the domestic and foreign tourists. The researcher had conducted a pre-test to know the accuracy. As per the suggestions based on pre-test the questionnaires were re designed and administered personally to collect the required data.

Development of Tourism in Golden Triangle

As it is not possible to develop all the tourist places simultaneously, the government of Orissa has decided to prepare the tourism development plan, certain key areas with high intrinsic potential and significance. One of the circuits identified as having high potential for tourism development in the state is the Bhubaneswar- Puri-Konark circuit, which is called as the Golden Triangle of Orissa.

The Bhubaneswar-Puri- Konark circuit provides an insight into the rich natural and cultural resources of the state. The sun temple of Konark and the temple of lord Jagannath at Puri are the most famous of these attractions. In addition, the areas around Puri and Konark offer a variety of attractions like archeological sites, golden beaches and handicraft villages.

How ever there is a need to identify and address various issues involved in the development of tourism in the circuit. This will enable the achievement of the tourism objectives for the circuit and effectively develop the tourism potential offered by it. Tourism potential should be built upon through coordinated planning and implementation. It is there fore essential to develop a plan which will involve the activities of all departments and agencies concerned.

Tourism Growth Patterns in the Golden Triangle

The major attractions for the tourists in Puri are the Jagannath temple and the beaches. Being one of the holiest places of India, this temple attracts a wide cross section of people belonging to all age

groups and income categories. Since non Hindu's are not allowed inside the temple complex, few foreign tourists are interested in seeing this temple. Thus this temple is mainly a pilgrimage site rather than a tourist destination.

By contrast, the sun temple at Konark is a Dead temple (i.e. no prayers are offered) and an architectural wonder. Hence, it attracts who are especially interested in Culture. Being a world heritage monument, it also attracts a large number of foreign visitors. It is also visited by research scholars in the area of architecture, heritage and culture.

Bhubaneswar, being the state capital and the main gate point to the state, attracts a wide range of visitors, both domestic and international.

Economic Impact of Tourism in Orissa/Golden Triangle

Tourism is the largest growing industry in the world so being the largest growing industry it is natural to discuss and understand the economic impact of tourism at all levels-regional, national and local. Evaluating the impact of tourism provides informing necessary for the formulation of tourism development policies and hence the study of economic impact of tourism in golden triangle is no exception to it.

Earnings of the State Government from tourism are difficult to estimate because of the vastness and variety of sources. A survey was conducted by the researcher to undertake a study on the tourist profile in the state of Orissa during the year 2007-08.

Socio-Cultural Impact

The social impacts of tourism development on the other hand are complex in nature and very difficult to assess. The most of the social impact are also economic in character. These relate to the creation of new jobs and the influx of new income in the area. Although such jobs are analyzed in terms of economic benefits, their social implications cannot be overlooked. Although social impacts can be quantified; many of these studies on social impacts measure perceived impacts.

There are three aspects of the socio-cultural effects of tourism.

On the Destination

How well a destination is able to assimilate given number of visitors.

On the Way of Life

The impact that visitors have on people's values and the way of life.

On the Arts

The influence of the visitors on the arts, music, dance, painting, sculptures, theater, architecture, handicrafts etc.

Role of Orissa Tourism Department to Development and Market Golden Triangle

Traditionally, the State has been promoting its destination through printing of tourist literatures, production of audio visuals, organization & participation in fairs & festivals and catering information through its network of tourist offices and counters. This has not yield the desired result. But

recently the Department has chalked out plans for organization of road shows in generating markets, lunching of user friendly websites, release of advertisement in print & electronic media, etc. in a professional manner.

It is experienced that the electronic media is now playing a significant role in creating a visual impact on the viewers and incidentally a large section of the people all over the world are viewing different channels of TV network. Hence a visual publicity through the TV network can contribute substantially in promoting a Destination. Talks are on use the networks of BBC, National Geographic, Discovery, Janmat, Zee News etc for high quality advertisements. SOTC is also been roped in for promotion of Orissa Tourism. Orissa Tourism has already initiated a dialogue with Indian Railway, Catering & Tourism Corporation (IRCTC) for operating a Palace on Wheels Train through Orissa ex-Kolkata. People traveling in this train can see the essence and flavours of Orissa.

Steps are being taken to motivate the private individuals for creating Tourism Related activities like Motels, Small Eateries, Souvenir Shops, Entertainment & Amusement Centres, Healthcare Centres, Spa etc. on their own land and buildings. The Govt. will act as a facilitator. Mudra Communication, a Media Management agency has been identified to provide professional support for an effective publicity. A new Logo with a byline Scenic-Serene-Sublime has been adopted to reposition and rebrand Orissa internationally. Organisation of Tourism related Festivals like Konark Festival, Shreekshetra Festival, Ekamra Festival, Rajarani Music Festival and Kalinga Festival is being organized to showcase the great cultural heritage of Orissa.

As a part of aggressive marketing, Orissa Tourism has been participating in international festivals like World Travel Mart, ITB, MITT, PATA, etc. and national level festivals like SATTE, TTF, IATO Conventions, ITEM etc. For the first time last year and so also this year, Mukteswar Dance Festival has been webcast live to market Orissa globally.

The golden triangle comprising Puri-Bhubaneswar-Konark is not only the USP of Orissa tourism but has huge tourism potentials to attract large number of tourists. An effort as made through this questionnaire to find out the future potentiality of linking golden triangle (Bhubaneswar – Puri –Konark) with Chilika as most of the tourists visit this area.

Data Analysis & Discussion

Keeping in mind of the objectives of the study, Two set of questionnaires (one set for tourist and second set for the community who are residing in the study area) were made to gather and collect relevant information about the tourists as well as the destinations.

Highlights of Tourist / Community Profile Survey

Average Duration of Stay

Domestic: 3.9 days

Foreign : 12.7 days

Average Tourist Spending: (Per Day Per Head)

Domestic: Rs.1275/-

Foreign: Rs.1944/-
Source of Motivation

Foreign Tourist – 29% by their friends & relatives,
 23% Previous experience.

Domestic Tourist - 57% Previous experience

Mode of Arrival

By Air - Domestic 1%, Foreign 20%

By Rail - Domestic 84%, Foreign 72%

By Road - Domestic 15%, Foreign 8%

Area of Spending

Foreign Tourist – Accommodation 35%, Food & Beverage 18%, Shopping15%, Transport & Sightseeing 32%

Domestic Tourist - Accommodation 29%, Food & Beverage 19%, Shopping22%, Transport & Sightseeing 30%

Repeat Visitors

Domestic 72%,

Foreign 22%

Purpose of Visit

In case of Domestic Tourist 40.5% are traveling for pleasure and recreation, 25% for religious, 15% for business and officials and 15% for education and 5.5 % for other purpose.

In case of Foreign Tourist 41.5% are traveling for pleasure and recreation, 2% for religious, 16% for business and officials and 8% for education and 32.5% for other purpose

Purpose	Domestic	Foreign
Pleasure and recreation-	40.5	41.5
Religious	25	2
Business and official	14	16
Education	15	08
Adv/Trekking/Tribal	5.5	32.5

Duration of Stay

In case of Domestic Tourists 43.5% are spending 3-5 days, 21% spending 6-8 days, 20.5% spending less than 2 days

In case of Foreign Tourists 56% are spending 3-5 days, 26% spending 6-8 days, 9% spending less than 2 days and 6.5% spending 9-11 days in golden triangle during their stay in Orissa.

Duration of Stay in Golden Triangle	Domestic Tourist	Foreign Tourist
>2 days	20.5	9
3-5days	43.5	56
6-8days	21	26
9-11	9	6.5
> 11 days	6	2.5

Involvement of Local Community

In case of Domestic Tourist 48% agree, 36.5% strongly agree and 15% gives no views

In case of Foreign Tourists 54.5% agree,35.5% cannot say and 30% strongly agree with the statement that involvement of local community is must to minimize the negative impact of tourism.

	Domestic Tourist	Foreign Tourist
Strongly Agree	36.5	30
Agree	48	54.5
Cannot Say	15	35.5
Disagree	0.5	1
S. Disagree	0	1

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Motivational Source to Visit Golden Triangle

It is viewed from the table that apart from motivations like travel literature, travel agency and tour operator, now a days the govt. tourist offices and web sites are the great source of motivation to attract tourists to golden triangle.

	Domestic	Foreign
Travel Literature	16	32.5
T.A & T.O	19	21.5
Suggestion V.F.R	28.5	10.5
Govt. Tourist Office	24.5	20
Media/ Website	12	15.5

Interaction with Local Community

In case of domestic tourist, 39%, 34.5%, and 17% gives opinion of very good, excellent and good.

In case of foreign tourist, 35.5%, 29.5%, and 25% gives opinion of very good, good and excellent regarding their behaviour and attitude towards tourists.

	Domestic	Foreign
Excellent	34.5	25
Very Good	39	35.5
Good	17	29.5
Some how good	5.5	7
Poor	3.5	3

Empowerment of Local Community

In case of domestic tourist 54%- agree followed by 35% strongly agree In case of Foreign tourist 51.5% agree and 34.5% are strongly agree to empower the locl community in the management and dev.activity.

In %	Domestic	Foreign
Strongly Agree	35	34.5
Agree	54	51.5
Cannot Say	11	13.5
Disagree	0	.5
S. Disagree	0	0

Role of Government to Develop and Market Golden Triangle

27.5%- Domestic Tourist opines role of govt. is of great extent and 18% to small extent.

In case of Foreign Tourist, 25% opines the role of govt. is of some extent followed by 24.5% opines the role as a small extent to develop golden triangle.

In %	Domestic	Foreign
Not at all	25.5	7
To small extent	13	24.5
No views	16	21.5
To some extent	18	25
To great extent	27.5	22

Impact of Tourism on Employment, Income and Standard of Living

Over all 99.5%- opines tourism generates income.

29%- opines tourism provides employment opportunities

5.5% - opines tourism development leads to increase in living standard of the people.

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Town	Emplyment	Income	Standard of living	Respondants
Puri	24	84	9	85
Konark	15	35	2	35
Bhubaneswar	1	34	0	34
Raghurajpur	19	46	0	46

Views on Price of Land and Pricing

Both in Puri and Bhubaneswar Land prices are increase astronomically, where as in Konark all the land belongs to the government, and in case of Raghurajpur the land price is steadily increasing.

Town	Astronomically increase	Not increase	Steady increase	total
Puri	84	1	0	85
Konark	0	35	00	35
Bhubaneswar	34	0	0	34
Raghurajpur	00	0	46	46

Negative Impact on Scio-Cultural Value

66.5%- leads to Materialization.

24.5%- leads to Drug addiction

18.5% leads to crime related activities.

Town	Materil- asition	Drug Adiction	Organised Crime	Prostitutin
Puri	65	41	24	14
Konark	02	00	01	00
Bhubaneswar	34	00	00	00
Raghurajpur	32	08	12	14

Cultural Benefits

44%- positive impact on education.

30% - positive impact on attitude towards work.

22% - positive impact on Local Culture.

19% - Increase Understanding among communities.

Town	Local Culture	Spread of Education	Understandig of Community	Attitude towards Work
Puri	35	51	21	18
Konark	10	12	11	18
Bhubaneswar	05	04	00	13
Raghurajpur	14	21	06	11

Problem in Occupation on the basis of Occurrence

61.5% - facing seasonality as main threat to occupation

34.5% - facing the problem due to intervention of middle man.

2.5% - facing problems due to natural calamity.

Town	Seasonality	Natural Calamity	War/ Terrorist	Local Disturbance	A. other
Puri	75	1	0	2	07
Konark	04	0	1	0	30
Bhubaneswar	21	2	0	0	11
Raghurajpur	23	2	0	0	21

Major Findings

1. Tourists are visiting Golden Triangle/Orissa for different purpose. Foreign tourists mainly visit the place for pleasure and recreation where as travel motivations for domestic tourists are mainly for religious purpose. A strong demand for business and official is also felt for domestic tourists where as in case of foreign tourist adventure, trekking and tribal dominate their motivation.

2. Interpretation centre at entry point at different places of golden triangle is essential.
3. Marine Drive in Puri and Konark are considered to be the important tourist segment of Golden Triangle. This can provide different kinds of beach based recreational activities. Regarding the facilities, the foreign tourists are demanding more assistance for tourist police due to the security point of view. In case of domestic tourists requirement for way side amenity centre and changing rooms are essential.
4. There is a clear view that tourism awareness campaign emphasizing sustainability should be carried out prior to the further development of tourism in golden triangle.
5. The study reveals that there is a greater demand for both the foreign and domestic tourists to provide beach based recreational facilities like water based adventure sports , provision for restaurants, umbrella for sun bath, assistance for sea bathing, yoga and meditation centers, encouragement to sand art etc.
6. Both the foreign and domestic tourists suggest that the participation / involvement of community/ local people of golden triangle can be encouraged by creating awareness regarding the importance and benefits of tourism to the local people.
7. The local people viewed that tourism has helped the local residents in terms of providing income, employment and thus increase the standard of living of the people.
8. A strong demand for financial support was sought by the community to sustain the occupation in the study area.

Recommendations/Suggestions

So keeping in above underlining principles, the study finds some useful recommendations and conclusions for the planners, Governments and private agencies involves in tourism related activities, academicians which will provide them strict guide lines and helps them in considering various types of impact arises due to tourism development while developing a religious tourist destination like Puri-Konark and Bhubaneswar.

Changing the mindset of the tourists visiting Orissa that it is not only a religious destination but also a destination, which can satisfy each and every kind of tourist's expectations. To achieve this, the department of tourism, government of Orissa as well as private sector should take immediate step to provide information regarding the tourist attraction like Ecotourism spots, adventure tourism sports, beaches, wildlife, historical monuments, and rural tourism locations to the potential tourists.

Most of the tourists are visiting the Golden Triangle either for religious or for monuments as primary purpose. To increase their duration of these tourists some secondary and tertiary tourist attractions should be developed / created. In this regard some water sports and beach activities can be started in between Satapada and Konark seacoast. Further avenue should be created to visit the traditional

villages in the study area. In this regard some information Brochures should be prepared containing the information on the rural villages including Raghurajpur and Pipili.

Department of Tourism is considered as a neglected sector in Orissa. The budget allocation in the state for Tourism in the year 2005-06 was 7.76 crore. In comparison to the other state the budget allocation for tourism is very less. The state government should increase the annual budget substantially at least to 40 crore, so that some improvement can be taken up different tourist attractions.

Most of the attractions in our study area have historical significance as well as geographical importance. It is not possible for the tourist to visit all the places during their stay in Golden Triangle. So most of the tourists have suggested to construct interpretation centre which will provide them the information on historical development, present status as well as do's and don't do's at the sites.

It is revealed from the study that most of the tourists both domestic and foreign feel insecure at Puri - Konark marine drive and beaches. So it is recommended that the Government of Orissa should introduce and deploy tourist police at beaches of Puri and all the religious centre. The training should be provided to them regularly to make them understand the needs of the tourists and tourist friendly behaviour.

In Orissa there are different types of handicrafts and textiles available and most of the artisans are living in the rural areas. It is revealed from the study that there is a great demand for Orissan Handicrafts. The artisans need the financial support as well as encouragement to continue their present profession. So it is recommended that the Govt. of Orissa should provide them financial support and create avenues for them to attend different types of organized fairs and festivals to expose their skills and market their products.

Some local community of Puri has suggested that due to increase in tourist traffic, the negative impacts like: drug addiction, crime, materialization are increasing day by day. So a special task force should be constituted to minimize these negative impacts. Further different programme should be organized by both government and NGOs to create awareness among the community.

Conclusion

Eastern region particularly Orissa has emerged as a front runner in the growth chart. The tourism potential of the state is very high, so it is growing every day, every week, every month, and every year with a steady pace. Keeping this in mind and the growth premise, the people of Orissa, travel agencies, tour operators and other tourism related organizations including the government should not be complacent. At a time when expansion looks assured in the travel and tourism sector, it calls for some hard thinking.

The challenges before the tourism Industry in Orissa are strengthening the public private

partnership, upgrading tourism related infrastructure, clearance of projects by a single window agency, improving air and road connectivity relaxation of tax policy including exemption of entry tax and power and water subsidy for hotels etc. The government should concentrate on providing basic facilities, amenities for budget travelers and setting up more budget hotels in different tourist destination by inviting private entrepreneur to develop and operate tourist complexes, restaurants and amusement parks.

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