

# Tourism Infrastructure in Deoghar, Jharkhand



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## Abstract

From the past, Deoghar (Baba Baidyanath temple) is famous to the tourist basically as a religious place (one of the dwadash jyotirlingam). Besides this temple, there is great potentiality to develop 9 types of tourism in Deoghar, such as eco-tourism, holiday tourism, business tourism, etc. We know, the infrastructural facilities help to promote tourism in any region. But, at present the infrastructural facilities of Deoghar are insufficient to develop tourism. Because, those facilities are not arranged systematically and it require more development. That is why, I want to point out those lacking through the differential studies and also find the way out of these barriers.

**Keywords:** Tourism Infrastructure, Baba Baidyanath Temple, Shravani Mela, Hotel, Transport

## Introduction

Generally, "Tourism" is concerned with pleasure, holidays, travel and going on arriving somewhere. These are the motivations that make people leave their 'normal place' of work and residence for short-term temporary visits to 'other' places. But in broader sense, "Tourism" is the field of research on human and business activities associated with one or more aspects of the temporary of persons away from their immediate home communities and daily work environments for religious, business, pleasure and personal reasons. According to the W.T.O. (World Tourism Organization) "Tourism" is the movement of people away from their normal place of residence and work for a period of not less than 24 hours and not more than 1 year.

Depending upon the fore going discussion, it is said that, there is no universally accepted definition of tourism. Tourism is the summation of 'Tours' and 'Tourist'. 'Tour' is the journey which is practiced by the 'Tourist'. There are so many characteristics of a tour:

1. Religion and culture.
2. Holiday or vacation, including a visit with friends and relatives.
3. Meeting and conferences, including other business activities.
4. Health and sports.
5. Special interest.

So, 'Tours' and 'Tourists' make the concept of 'Tourism'. Based on the concept, 'Tourism' plays an important or a significant role in the modern world. Like other countries, India is not an exception one. India has a rich natural and manmade resources for tourist attraction. Among the every state of India, Jharkhand is one of the important states, which has vast resources of tourist attraction. It has attractive waterfalls (Hundru, Jonha, Dasam, Hirni, Panchgagh etc.) near Ranchi city, National Park at Hazaribagh and Betla (Palamu), Wild life sanctuary at Dalma in Jamshedpur, Udhya Lake Bird Sanctuary at Sahebganj, plateaus with dense mixed forest (Saranda forest etc.) and lush green plains. Besides this natural beauty, it has manmade resources like historical monuments, archeological remains, rich heritage, religious temple such as, Deoghar and Parasnath (Giridih) etc.

Based on the natural and manmade tourist resources, multiple number of tourism can be developed in any destination such as eco-tourism, mountain tourism, cultural tourism, heritage tourism, religious tourism etc. On the basis of these tourism, the infrastructural facilities have been developed over any destination which make a socio-cultural and economic impact over this place.

Among the main tourist destination points of Jharkhand, Deoghar is one of them. Old Shiva temple, traditional heritage and the old cultural beauty are the major attractions or the basic characteristics of this region. Deoghar has the natural and man made tourist resources for attracting tourist towards itself.

### The Study Area

Deoghar district is located in the north eastern part of Jharkhand. Deoghar town is the administrative headquarters of this district. This district is known for the Baidyanathdham Jyotirlinga shrine. This district is part of Santhal Pargana Commissionary. The district extends from 24°02'N to 24°36'N latitude and 86°27'E to 87°04' E longitude. The study areas are bounded by Banka and Jumai district (Bihar) in north, Dumka in east, Jamtara in south and Giridih in west. The Deoghar district covers an area of 2478.61 sq. km. It has population of 14, 91,879 persons (census-2011). Administratively the study area is divided into ten community development (C.D.) blocks viz, Madhupur, Sarath, Margomunda, Karon, Sarwan, Sonarathadi, Deoghar, Mohanpur, Devipur and Palojori and two important towns viz. Baidyanathdham and Madhupur.

### Important Tourists Attractions in Deoghar

Baidyanathdham Temple is a wonderful spot for the tourists. In Shrawan month (July-August) peoples from all over India come to worship Lord Shiva. It is the peak time for tourists. Apart from Babadham temple, the district is famous for Deva Sangha Math, Jain Temple, Lila Temple, Nandan Pahar, Naulakha Temple, Pagla Baba Ashram, Rikhia Ashram, Ram Krishna Mission Vidyapeeth, Satsang Nagar & Ashram, Shitala Temple, Shivaganga, Tapovan, Trikuta Parvata, Kali Mandir (Pathrol) etc. That is why; the district of Deoghar is the pride of Jharkhand and excellent tourist attraction point.

### Objectives of the Study

My objectives of the study are to determine:

- The present day infrastructural situation or level in Deoghar, in which I have included transport, accommodation, restaurant, guide, security etc.
- Standard character of infrastructural facilities and their lacking.
- To examine the optimality of infrastructural development or to understand how much those facilities are able to satisfy tourist in Deoghar.
- Recommendations on the future development of infrastructural facilities to boost up the tourism industry.

### Significance of the Study

Deoghar is an agrarian district of Jharkhand. About 80 percent of working populations are engaged in agricultural sectors either as cultivators or as agricultural labourers. Agriculture of the district is backward in comparison with that of the other districts of Jharkhand. In spite of hard work the people of the district are still lacks far behind good income from the agricultural activities. No comprehensive work in this regard has yet been initiated. As such, apart from the agriculture sector of the district, tourism industry could be improved for the alternative source of employment and income of the people of the district. So the needs and attention of appropriate plan for improvement of tourism infrastructure in the district.

### Sources of Data

The database used in the present study has been collected from primary as well as secondary sources. The required data of the tourism infrastructure in the district has been obtained through questionnaire scheduled survey by authors from Deoghar and Madhupur town situated in the district. The district level

data have been collected also from Tourism Office, District Statistics Office, Collectorate Office, etc.

### Methodology

The selection of suitable indicators for measuring tourism infrastructure is the root of methodology; therefore the important indicators selected for the studies are types of hotels on the basis of availability of facilities, restaurants, markets, transport and communication etc. In this paper a micro level study of the infrastructure facilities has been obtained. The studies on Tourism Infrastructure is conducted in three stages namely- 1) pre-field stage 2) field stage and 3) post-field stage.

- The pre-field stage involved collection, reviewing and assessment of information relevant to the area and visual interpretation.
- The second stage involved field work, undertaken for investigation.
- The post field stage involved analysis of the infrastructure of tourism.

### Existing Level of Infrastructural Facilities in Deoghar

Though there is a significant relationship between transport and tourism but the intra-city transportation system of Deoghar is not satisfactory. The mode of transport is rickshaw and auto rickshaw. The roads are concentrated in the core area of the city. From the core area to the peripheral area, the road density is gradually decreasing. The spatial distribution is not developed in proper planning that is why the development of infrastructural facilities is less grown in this area.

While away from home, the tourist needs to eat and sleep properly. To fulfill these requirements, hotel industry plays an important role in every tourist spot. In Deoghar there is no exception in these matters. 15 to 20 years back, there was some hotel and Dharmashala but after the creation of Jharkhand as a separate state from Bihar in 15<sup>th</sup> Nov. 2000, the destiny of the district has changed. Now days there are about 200-250 hotels, lodges and Dharamshala in Deoghar district. So, it may be stated that rejuvenation period of tourism in Deoghar is 2000.

Hotels are broadly divided into 4 categories (based on the facilities and rate per day). These hotels are ranked by travellers:

#### A, Hotels in Deoghar City

##### A Grade Hotel (Rs.2000 onwards)

- Hotel Amrapali (Clarksinn Group) (Rs.4500 onwards)
- Mahadev Palace Hotel (Rs.2100 onwards)

##### B Grade Hotel (Rs. 1000-2000)

- Yashoda International (Rs.1900 onwards)
- Hotel Maharaja (Rs.1200 onwards)
- Hotel Rajkamal (Rs.1100 onwards)
- Relax Hotel (Rs.1100 onwards)
- Hotel Rameshwaram (Rs.1100 onwards)

##### C Grade Hotel (Rs. 500-1000)

- Hotel New Grand (Rs.900 onwards),
- Manorama International Hotel (Rs.800 onwards),
- Hotel Natraj Vihar (Rs.800 onwards),
- Hotel Ganga (Rs.800 onwards),
- Siddhartha Hotel (Rs.700 onwards),
- Hotel Basera (Rs.700 onwards),
- Hotel Meera Palace (Rs.650 onwards),

8. Hotel City Palace (Rs.650 onwards),
9. Hotel Sudha (Rs.600 onwards),
10. Shivam International Hotel (Rs.600 onwards),
11. Hotel Madhumala International (Rs.600 onwards),
12. Hotel Chandrajyoti, (Rs.600 onwards),
13. Baidyanath Hotel (Rs.500 onwards),
14. Hotel Sarita (Rs.500 onwards),

#### **D Grade Hotel (Rs.500 below)**

1. Hotel Bindwashini (Rs.450 onwards),
2. Hotel Shiv Savitri (Rs.450 onwards),
3. Hotel Prabha (Rs.450 onwards),
4. Hotel Nagesham (Rs.450 onwards),
5. Shree Ram Palace Hotel (Rs.400 onwards),
6. Hotel Gupta (Rs.400 onwards)
7. Hotel Bhardwaj (Rs.400 onwards),
8. Hotel Suman (Rs.350 onwards),
9. Hotel Vijay (Rs.350 onwards),
10. Sri Sai Hotel (Rs.300 onwards),
11. Mayur Hotel (Rs.300 onwards),
12. Sagar Hotel (Rs.300 onwards),
13. Mamta Lodge (Rs.300 onwards),
14. Vijaya hotel (Rs.300 onwards),
15. Trishul Hotel (Rs.300 onwards),
16. Suvidha Hotel (Rs.300 onwards),
17. Yatrik Hotel (Rs.300 onwards),
18. Bharti Hotel (Rs.250 onwards),
19. Gupta Hotel (Rs.200 onwards),
20. Hotel Gitanjali (Rs.200 onwards),
21. Saraswati Panda Ashram (Rs.200 onwards),
22. Kabutar Dharamshala (Rs.100 onwards),
23. Lanten Dharamshala (Rs.100 onwards),
24. Kanwaria Dharamshala (Rs.100 onwards),
25. Ganesh Panda Dharamshala (Rs.100 onwards),
26. Mansarovar Dharamshala (Rs.100 onwards),

#### **Hotels in Jasidih**

1. Hotel Yatri (Rs.300 onwards),
2. Hotel Babadham (Rs.300 onwards),
3. Agrawal Hotel (Rs.300 onwards),
4. Shree Rest House (Rs.300 onwards),
5. Balaji Guest House (Rs.300 onwards),

#### **Hotels in Madhupur**

1. Hotel Kumar International (Rs.500 onwards),
2. Bardhaman Guest House (Rs.200 onwards),

Tower Chowk is the heart of Deoghar city. It is situated about 300 metres from Babadham temple. So, each and every tourist want to come and stay here; that is why different types of the hotels are situated near the tower chowk. Hotel Amrapali, Hotel Madhumala International, Hotel Prabha, Hotel Yatrik, Hotel Basera, Hotel Saurabh International, Hotel Mayur, Hotel Jyoti, Hotel Vaishnavi, Hotel Satya Nivash etc. are situated in a stone distance from tower chowk among them 1 hotel is A Grade, 2 are B Grade, 7 are C Grade and D Grade. A little distance from Tower chowk 3 B Grade hotel and 5 C Grade hotel are situated. Near government bus stand 1 A grade, 2 B grade, 3 C and 4 D Grade Hotels are established for fulfillment the requirement of the passengers as well as tourists. Near the railway station there are about 20 hotels. Near the VIP chowk there are 8 hotels. Near the Naulakha temple there are 2 hotels. There are 6 hotels near the Bajla chowk.

Not only for sheltering the tourists, but also fulfilling different requirements of the tourists with different economic background different categories of hotels are situated or established in Deoghar. Beside

this for providing accommodation huge number of tourists comes at the time of Shravani Mela. Hotels are increased in a rapid growth manner after the creation of Jharkhand as a separate state (2000 AD) and give special attention to this place by the Jharkhand government. It is easily identify that, Shravani Mela is a turning point for promoting tourism here. It is reflected by seeing the growth rate of the hotels. Before 2000AD there were only about 50 hotels but after that, the numbers of hotels are increased. So, we know that 2000 AD is the turning point, we can easily identify that the sharp rapid growth rate of hotels after that.

Total accommodation capacities of these hotels are about 50,000 persons per day. Among them A grade hotels provide a total accommodation of 500 persons per day, the total carrying capacity of B grade hotels are 2,000 persons per day, C grade hotels provide a total accommodation of 15,000 persons per day and finally D grade hotels are able to accommodate 30,000 persons per day.

Among the total room of each type of the hotels, A grade hotels have 100% room with attached bath, B grade hotels provide 90% room with attached bath and 10% room without attached bath, C grade hotels are able to accommodate 70% room with attached bath and 30% room with non-attached bath and D grade hotels provide 43% room with attached bath and 57% room with non-attached bath. So it can be stated that A and B grade hotels provide maximum no of room having attached bath. Among the total room of each grade of the hotels, A grade hotels have 8% single bed room, 81% double bed room and 11% of dormitory. B grade hotels have to provide 6% single bed room, 37% double bed room and 56% dormitory, C grade hotels are able to provide 5% single bed room, 58% double bed room and 37% dormitory and lastly, D grade hotels have 14% single bed room, 71% double bed room and 15% dormitory. In this case, A grade hotels provide maximum room with double and minimum dormitory room. So, A grade hotels are best for family tour and not good for group tour.

Based on facilities I have classified the hotels into 4 groups. A grade hotels group are able to service 14 types of facilities such as own car, room with A/C, parking facility, conference hall, 24 hours medical service (doctor on call), laundry service, own guide, spot and advance booking, discount in off season, telephone facility, T.V. with cable connection, 24 hours room service, pure drinking water, restaurant or catering service. B grade hotels have 5 facilities these are parking facilities, 24 hours room service, 24 hours reception, advance and spot booking, pure drinking water. C grade are hotels are provide only 3 facilities, spot advance booking, 24 hours reception and pure drinking water. D grade hotels have only spot and advance booking facility and pure drinking water facility.

For promoting business tourism availability of conference hall is important one. Out of 200 hotels, 30 hotels are provided with conference hall. Among them, Hotel Amrapali (Rs.4500 onwards) - 3 star, Mahadev Palace Hotel (Rs.2100 onwards), have the highest accommodation capacity, that is 500 people. Besides this 63% hotels provide only lodging and 37% hotels are providing lodging and catering facilities. Out of these types of hotels, 72% hotels provide local, Bengali,

Chinese and Indian food. About 25 hotels are provided with AC rooms which help to promote weekend tourism in Deoghar all the year round. 2 Hotels have their own travel agency and emporium. Hotel Natraj Vihar and Hotel Baidyanath Vihar are the two hotels of Government of Jharkhand, Tourism Department has the bar section and that is why the most of the tourist avail this hotel.

Telephone services take a major role in the communication system. So, it is one of the important secondary infrastructural facilities for the development of tourism in many places. Deoghar is not an exception in this regard. Deoghar provides about all the mobile services of 2G network. BSNL, Airtel, Vodafone, Idea etc. companies are also provides 3G services. It is noticeable that in the recent 15 to 20 years the services of different mobile companies are increasing rapidly. In 2014, the total numbers of service provider companies are 9, so, it can be said that the development of communication is in growing stage. In conclusion, it can be expressed that Shravani Mela (religious tourism) is one of the important stimuli for the development of communication system in Deoghar.

Besides lodging, fooding is another major infrastructural facility for the development of tourism. Restaurant fulfills this type of need. There are about 50 restaurants in all over the Deoghar (Municipal area only) at present. There are 10 restaurants are located near Tower chowk, 5 of them are on station road 6 are bus stand 4 are in Bajla chowk 4 are in VIP chowk, 2 near Satsang chowk. Most of the restaurants are introduced for supplying foods to the tourists. Though most of the hotels provide food facility but it is insufficient. Moreover, the restaurants supply foods in time of Shravani Mela to the huge number of tourists, who will come to the Mela but are not staying here. Basically, the restaurants supply Chawal, Dal, Roti, Tadka, Mixed Veg, Mutter Panir, Chicken, fish, mutton etc. Only few of them supply Chinese food and very few of them serve fast foods. Some of them provide veg. and non veg. foods in daily. We know that the carrying capacity indicate the importance of any restaurant. There are 25 restaurants having 20 seats for people of tourists, other 15 have 20-30 seats and rests of them i.e., 10 have above 30 seats. The first restaurant of Deoghar is established in the year of 1984 at Tower Chowk (Vineet Restaurant). Though the growth rate of restaurants is increasing day by day. Before 2000 there were only 10 restaurants, but after the creation of Jharkhand as a separate state and the publicity of Deoghar as a cultural and religious city of Jharkhand, 35 restaurants are introduced or established just for the fulfill the tourist's requirement.

Guide is one of the major parts of heritage tourism. Being an important religious and historical spot, Deoghar has no government registered guide. Some of the guide is locally available on the tourist spot. Generally they are well educated. The tourists come from different parts of country, they are may be domestic or international. So, for giving vivid description about the spots to them, guide should be prepared their shelves by knowing different languages. Most of the guides know more than one language. Mainly they know Hindi and Benali. Some of them know English also. So they can satisfy the demand of tourists. Here in

the case of guide facility, we can also observe that Government registered guides are still not appointed.

Deoghar is the oldest places in Jharkhand having many small and cottage industry (near Jasidih). In 23<sup>rd</sup> August 2006 Jharkhand Silk Textile and Handicraft Development Corporation Ltd. (JHARCRAFT) is a govt. of Jharkhand undertaking under industry department and is registered under section 26 under Companies Act 1956 is established. In Deoghar the Jharcraft is situated in Santosh Textile, Urban Haat, Shilp Gram, near Nandan Pahar. It was established to develop and support sericulture farmers, weavers and artisans living in remote areas of Jharkhand. The organization is entrusted with the role of implementation of the Government funded schemes to promote Tasar Silk, Handloom and Handicraft of the state.

The major handicrafts products are Dhokra Craftwork, Tasar Silk, Tribal Artwork, Leather Items, Jute Products, Cotton Items, Gonda Grass Items, Lac Jewellery and Bangles, Terrecota Items, Paper Mashie, Musical Instruments, Organic silk Certificate, Wood-Craft, Conch-shell, Cane & Bamboo craft, etc. So Deoghar is the landmark for selling this product to the tourist. Shopping is a part of entertainment, which is one of the major part of tourism. So, shopping facilities is one of the important secondary tourism infrastructural facilities in Deoghar also. There is Big Bazaar near station road and V- Mart near VIP chowk is situated. Basically the small shops are centered around Babadham temple and tower chowk. These shop sold religious items, Puja related items etc. Deoghar is famous for selling Peda. Situation helps those shops for selling the products to the tourists. So here are the year of 2000 AD and Shravani Mela are the turning point for establishing this type of shops. Around 50% shops sell chura, Peda, Sindoor and other Puja products and 30%-40% shops sell toy's products, conch shell's products, jewellery, sari and 5%-10% shops sell other products to the tourists. According to the survey, we find out that buyers are basically tourists (average 75%) and 10% are business man and 15% share go to the local people and others. It also has been mark out that in tourist peak seasons (during January and July-August) the average income is about 5 times greater than the off season's (Chaitra month) average income. So, it can be said that these shops are depending on tourist in Deoghar.

#### **Main Findings and Conclusions**

By the detail study on tourism infrastructure in Deoghar some distinct features have been revealed which are helped to analyze on all sorts of aspects. At the same time, some major findings have been focused as follows.

1. Though infrastructural facilities in general as have shown an increasing trend after the creation of Jharkhand state from Bihar in 15 Nov. 2000 AD. But in general the infrastructural facilities in term of level and volume, not optimum for tourist attraction.
2. There is a scarcity of quality lodging. On the other hand, the available hotels are inadequate to shelter in the peak season, in time of Shravani Mela, Shiv Ratri, Bhadra Purnima etc.
3. Supply of quality food is quite inadequate.

4. Another disadvantage of Deoghar as tourist resource is that, the centralization of hotels in one or two pockets only.
5. Deoghar is 7 km far from Jasidih railway station which is situated on Howrah-Delhi main line. The frequency of Jasidih-Deoghar rail service is unsatisfactory.
6. Deoghar is not well connected town by road transport. No national highway road is touched with this city. The frequency of road services is not good.
7. We find that Deoghar has immense touristic significance but somehow it is neglected in terms of proper publicity.

Based on above findings I will like to proposed following recommendation for further development:

1. Frequency of bus and train services should be increased.
2. To Deoghar more attractive, there will be some arrangements of package tours which should include sightseeing of Deoghar and neighbouring area with the touristic significance.
3. There should be more hotels and their distributions should not confine to one or two pockets only. Because there are tourists with differing preference of stay in remote area, someone like to stay in the heart of the town.
4. The most important thing with all seriousness regarding publicity of Deoghar as a tourist spot.
5. Finally, I like to propose tourist complex should be introduced for the tourism development.

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Hotel Natraj Vihar Deoghar



Shiv Ganga, Deoghar



Trikut Parwat, Deoghar



Sri Sri Balananda Ashram, Deoghar



Baba Baidyanath Temple



**Satsang Ashram, Deoghar**



**Hotel Amrapali, Deoghar**



**Kali Mandir, Pathrol**



**Tower Chowk, Deoghar**



**Pagla Baba Ashram, Jasidih**



**Baidhyanath Dham Station**



**Big Bazar, Deoghar**