

Tourism and Its Prospects in Jharkhand – An Analytical Study Towards Impacts and Sustainable Approach

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Abstract: Jharkhand is a dynamic and upcoming competitive state for the tourist in domestic and international as well. As situated at the eastern part of India, the destination is highly praised for its natural landscape, green valleys and high hills and varieties of rich cultural heritage. Jharkhand is gifted with different kind of natural ecotourism sites and has a massive potential compared to other states of India. This paper attempts to examine the prospects of tourism in Jharkhand in the context of their impacts and sustainable approach towards preserving it. The purpose of this study is to identify the actual status and potential of tourism in Jharkhand and to understand the tourism policy of Jharkhand. The researcher also making some suggestions to sustain the natural and cultural heritage of the state for the future generation.

Keywords - Tourism, Jharkhand, Impacts, Sustainability

1. INTRODUCTION

Tourism sector is not only recognized as a revenue generation for the country but also a major part for generating the employment and it is accepted by every section of the society. This industry is the fastest growing industry compare to other industry, but still the importance of tourism is not being realized by various state and the reason is may be the lack of education or awareness of tourism benefits. “The importance of tourism as an instrument for economic development and employment generation, particularly in remote and backward areas, has been well recognized the world over”. (mishra & Rout, 2013). Tourism is viewed as a global activity of employment, revenue generation and general economic growth. It is a world’s largest smokeless and fastest growing industries today. In developed and developing countries both have a great significance of tourism. It has achieved a huge social, cultural and economic significance in modern society. “Tourism is now viewed as one of the key sectors of economic growth and development of the country, both from the point of view of income and employment generation as well as a source of revenue”. (Singh & Pathak, 2009). The consequence of tourism has reached new heights and has committed place all around the globe. “Tourism is an important driver of growth, which raises the national income of many countries”. (Chatterjee & Das, 2015).

It is necessary to determine the role of tourism development in improving local communities, especially in a country with plentiful community resources such as India. For the tourist of 21st century the resources of the community, such as local culture, religions, rituals and most important their life in nature are becoming the main attractions. Native villagers are unwilling to accept the change in their occupations and livelihood which have been traditionally followed by them but it can only happen by creating awareness and trust in them for change and improvement. The public and private sector should encourage them by an enormous diffusion of knowledge to accept the gift of their nature for the development of tourism with a happy heart. Although rural communities are becoming familiar with the changes of globalization, they are not willing to accept the same in their practical life easily, so for that they must be trained to accept the culture of tourists and respect the same. “Tourism has been neglected area hitherto in our country. Of late, though, the government has identified the revenue earning potential of tourism as an industry and has stated giving some real improvements. The ‘Atithi Devo Bhav’ campaign of ministry of tourism is slowly but surely picking up, yet, lot has to be done”. (singh & pathak, (-)). According to the Jharkhand economic survey 2016-2017 “The state has been ranked 17th among the 36 states and union territories for the total tourist inflow, according to the latest figures of the union tourism ministry. The latest batch of official tourism statistics from the government of India, states that Jharkhand has recorded a 40% increase in tourism from 2012 to 2014, with 33.5 million 1 Data adjusted using the information from ministry of tourism visitors in 2014, including 154731 foreign tourists, a commendable raise from a miniscule of 3111 foreign visitors in 2001.” “Merely 3,111 foreign tourists had visited Jharkhand in 2001. That number rose to 1.54 lakh in 2014. Likewise, inflow of domestic tourists also increased 73 times in the last 15 years. Around 4.50 lakh domestic tourists visited Jharkhand in 2001, which increased to 3.30 lakh in 2014”. (Dey, 2016)“Jharkhand has the potential to become a very popular tourism destination given the various tourist attractions it can offer. In fact, there is something for every kind of tourism in the state-right from pilgrimage to eco-tourism”. (singh & pathak, (-)).

2. LITERATURE REVIEW

- **Tourism and associated development in and around nilachal kamakhya a geographical analysis.** This research paper analyzing the existing trends of tourism development in the Nilachal Hill and finding out the impact of tourism on the local community and the environment. And also recognizing the other forms of tourism in the study area. (Juthika, 29/06/2017)
- **Impact of tourism on environment a case study of north and south male atolls of Maldives.** Researcher Identifying the current growth and development of tourism in the Maldives and the location growth and development of accommodations like resorts and hotels with transport hubs of the study area. This research examines both Positive and Negative economic and environmental impacts of tourism on local communities of Maldives. (Suresh Kumar, 2013)
- **Positioning a state as a tourism destination - a case study of Jharkhand.** The present research work has been carried out to explore the existing tourism potential of the Indian state Jharkhand and some important management strategies to promote this state as the best tourism destination. (SINGH & PATHAK)
- **Socio-cultural Impacts of Tourism on the Local Community in Petra, Jordan.** The main objective of this research work is to recognize, examine and appraise the perceptions and behavior of the local people in Petra about the socio-cultural impacts of tourism on their own community of Petra. (Alhasanat & Hyasat, 26 october 2010)
- **Tourism in Jharkhand – An Evaluative Study.** The present research paper finding out the complete assessment of challenges issues and problems and the potential of tourism in Jharkhand state. Research work is based on the secondary data and the researcher pointing out the major areas where the action is required for making Jharkhand more attractive as a tourism point of view. (Singh & Pathak, 2009).

3. OBJECTIVE OF THE STUDY

- To study the status of tourism in Jharkhand.
- To review the current tourism policies of the Jharkhand government.
- To make a suggestion to sustain the natural and cultural assets of Jharkhand.

4. RESEARCH METHODOLOGY

- **Types of Research:** The rationale for the study and its proposed objective indicate that the study be undertaken as descriptive research, as the major purpose of this type of research is describe the current situation of the state which is exists at present.
- **Data collection:** The present study is entirely based on secondary data collection. The data was collected from different sources like forest office, books, related research paper, journals, newspaper, and govt. published report and policies.

5. DESCRIPTION OF THE STUDY AREA

Jharkhand is those kinds of destinations, which offer a perfect holiday option to almost all kind of tourist. The state has a lot for tourist to offers like overabundance of rolling hills, green lush forest, and numerous narrow hill streams. It is gifted with many aspects to attract tourists and all those who are in love with natural beauties. Its evergreen forests, wildlife, lakes, waterfalls and beautiful scenic beauty present a real bonanza for the nature lover tourists. Diversity of flora and fauna, as well as social-cultural assets, are really amazing and incomparable. Ecotourism is a tool through which people are encouraged to visit the natural beauty of forests and as well as promote actions to preserve it for future generation. The aim of ecotourism is to achieve a harmonious synergy between the cause of conservation, the aspirations of local communities and the need for sustainable travel. It entertains visitors in such a way that it is minimal destructive to the environment and as well as maintain and supports the original culture. There is also a demand to build mass movement to protect the natural forest as a national heritage by the National Forest policy, 1988. With this background, the Jharkhand government has created a primary area in the state to promote ecotourism.

According to the Jharkhand tourism policy (2015), The unique values (Unique Selling Points) of Jharkhand will be identified and agreed through a participatory, consensus-building process involving all stake holders such as key Government Departments, nongovernment organisations, private sector entrepreneurs and the community concerned. This will provide the basis for establishing as a Jharkhand brand and responsible marketing of sustainable tourism, in which community-based ecotourism in and around protected areas will play a significant role.

Table No. 01: Foreign and Domestic Tourist Flow in Jharkhand from 2007 to 2014

YEAR	FOREIGN TOURIST	DOMESTIC TOURIST	TOTAL TOURIST FLOW
2007	4004	4906394	4910398
2008	5803	6030028	6035831
2009	13872	7610160	7624032
2010	15695	6885273	6900968
2011	72467	10796286	10868753
2012	31909	20421016	20452925
2013	45995	20511160	20557155
2014	154731	33427144	33581875

Source: Ministry of Tourism, Government of India (retrieve on 20/08/2018)

Above table reveals that the tourist arrival in Jharkhand has continuously been increased on an average since 2007. The reason behind such rise in tourist may be the green lush forest and religious tourism in Jharkhand. May be the other reason is the ample opportunities for business expansion in new Jharkhand.

Impacts of Tourism

- Improvement of local employment and their earnings.
- Extra regular employment and income throughout the year.
- Greater options for economic activities related to eco-tourism which helps to reduce the economic risks.
- It enhances the opportunities for that type of businesses which is locally controlled for eco-tourist.

Socio-culture Impacts

The host culture and the society are now affecting positively or negatively by the development of ecotourism all over the world. In a positive side, many local communities are benefited by the ecotourism activities either directly or indirectly. In the study area the social and cultural characteristics of the host community having the highly positive impact by the ecotourism activities. Eco-tourism plays a vital role for boosting the local economy, have greater blow on the diversification and enhancement of local products, services, and local participation to support ecotourism. The socio-cultural impacts help in improving local economy through receiving benefits from ecotourism. Ecotourism will push up local food security and local livelihood as high positive impacts. It also contributes for advancement of infrastructure system and other social and public service like health condition, children education and access to safe drinking water.

Tourism policies of Jharkhand government

The main objective of Jharkhand tourism policy (2015) are:

- To promotion of tourism in the State in such a way that it contributes to generation of employment, economic growth and pulling the tourist closer to the natural and cultural heritage and verities of traditions of the State.
- Minimum negative impact on the resources to attract the maximum number of tourists with increased in the length of stay.
- To position each and every place an exclusive tourist information centre.
- To motivate the private sector participation in the development of tourism with Government facilitation for developing basics infrastructure in the State.
- To launch Jharkhand as a prominent destination on the tourism map of the country with a demand created by tribal and trade market in Jharkhand and exploring the unexplored various heritage monuments in the State.
- To set up and implement a master plans for the development and marketing of various destinations of Jharkhand worldwide.

6. SUGGESTION TO SUSTAIN THE NATURAL AND CULTURAL ASSETS OF JHARKHAND

- Choose eco-friendly hotels: Use eco-friendly hotel that helps to control carbon emissions in destination, which produce less or no waste which can't be degradable, which use the process of reuse and recycle and give the job opportunities to local community. If one cannot find the eco-friendly hotel then tourist can bring their own toiletries and towels which can be reuse for reducing the waste material.
- Getting around the destination: Use eco-friendly transport and if possible, go for nature walk to reduce the negative impact on environment.
- Responsible towards sightseeing inside the protected areas: Do not throw garbage inside the protected areas, carry it with yourself. Do not carry flora and fauna from the destination as well as do not create Noise pollution.
- Creating awareness about green tourism: As a liable tourist for eco-tourism, extend awareness about benefits of eco-tourism and eco-friendly products.
- Follow established guidelines: Always follow the rules and regulation which is established inside the protected area, and also do not feed the animals, it will change their natural food habitat.
- Respect the local community: While travelling to eco-tourism destination always keep the positive attitude towards the local community and their culture and tradition.

Major area which needs up gradation for the development of the Jharkhand as a best destination in a world tourism map:

- Need to understand tourist desire from destination and their attitude towards destination.
- Attract more and more tourist during the peak and lean seasons.
- Encourage the tourist for travelling to new destinations and their length of stay.
- Build image and the popularity of tourism destinations through marketing strategies.
- Upgrade the tourist infrastructure and the quality of tourism services at destination.
- Government needs to improve the safety and security at tourism destination.

7. Conclusion

Tourism can say one of the significant sectors in Jharkhand because it has the capacity to bring the new employment opportunities, reducing poverty and improving the living standard especially for the local community of Jharkhand. The Indian state Jharkhand is gifted with wealthy cultural heritage and bounties of nature. An enthralling State with abundant forest, enchanting wildlife, alluring waterfalls, delicate handicrafts, sprawling water bodies, wonderful classical and folk dances and music has enough potential to attract the tourist worldwide. To sum up, Jharkhand tourism has lots of potential for generating employment opportunities, earning a large number of foreign amounts besides giving a fill up to the overall economic and social development of the state.

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