



An out-of-town Trip in the province of Bihar: A multidimensional Analysis of the rural tourism attractiveness and Territorial development of the localities

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Abstract

Tourism growth potential can be harnessed as a strategy for Rural Development. The growth of spending on leisure and recreation activities has significantly boosted the size and importance of the rural tourist industry. The development of a strong platform around the concept of Rural Tourism is useful for a country like India, where almost 70 percent of the population resides in its 7 million villages. Nowadays, rural tourism has become a leading economic activity and studies show a positive relationship between developing rural tourism and an increase in income. It can be a suitable way to enhance economic advantage and employment. One of the basic concepts of tourism in rural areas is to benefit the local community through the creation of employment opportunities. Tourism can generate large-scale employment and additional income sources for skilled and unskilled manpower. It will create employment for the rural people and generate income for them; the only requirement is that the potentialities be tapped efficiently. It can also develop

1. social
2. cultural and
3. educational values.

Tourism development at both the national and international levels can make a positive contribution to the life of a nation provided the supply is well planned and of a high standard and protects and respects the cultural heritage and values and the natural, social, and human development. It indirectly indicates that in no way should the carrying capacity of a particular site be exceeded. Tourism has to be related to this, not that we should indiscriminately, inject tourists into a particular site, which has got a limited or no carrying capacity at all. Tourism must be directly correlated to the resources that are available and this aspect needs to be closely looked into very carefully. So, it is high time that we should develop and manage tourism from the resource

point of view so that it is compatible with the environment and does not degrade it, is a major factor in achieving sustainable development of tourism itself and has some positive and some negative effects.

Keywords: - Social, cultural, educational value, leisure, and recreation economic activity, rural tourism, employment

REVIEW OF LITERATURE

Bihar has good potential for the development of tourism in the state. In flood-prone areas and with minimum opportunities for other industries, tourism could be the first way to economic growth and employment generation in the state. Tourism has been identified as one of the ten sectors as priority sectors for the industrial development of Bihar.

The soul of Bihar lives in its villages. Bihar has 45,098 villages 8,463-gram panchayat and more than 70 percent of the state population lives in villages. It ranks 3rd in the country in terms of its population. It has a 6.55 percent to forest areas out of total areas, that is 94,163 sq. km. The state has a humid subtropical monsoon climate and annual rainfall is 127 mm. The best time to visit Bihar is October to March every year. The landlocked state of Bihar is surrounded by Nepal, West Bengal, Orissa, Madhya Pradesh, and U.P. and comprises four cultural regions — Bhojpuri, Mithila, Magadh, and Hastinapur. It has 38 districts. The length of the National Highway in Bihar is 3754 Km. and the length of the railway track is more than 5400 Km. In this way, Bihar has great potential to develop as a tourist destination.

We are at the threshold of the 21st century and the whole world becomes a global village of the rapid progress of transportation and telecommunications. The rapid growth of science and technology has changed the scenario of tourism completely. People get various information within a fraction of a second about many places in the world. Therefore, people are eager to enjoy tours and traveling. So, rural tourism has got a special status in tourism. It is not only a potential source of foreign exchange earnings but also a perennial source of generating employment in rural areas.

Today most people do not like tension - torn Murry and bustle urban lifestyle and so they prefer rural tourism. They want to enjoy quiet and calm surrounding avoiding noisy and urban atmospheres. Now tourism does not mean only visiting historical and natural beauty spots, but also a means to understand the significance of heritage as in arts, crafts, music, songs, and culture of rural people. Bihar's rural areas are more attractive, heart-catching, and even cheap as far as the cost of concern in comparison to other states of India, Bihar has full of scenic beauties scattered throughout the land with various flora and fauna and wildlife. Here tourists may enjoy the pleasure of tourism in every season. This is the reason why tourists from all over the world prefer to visit Bihar, especially south Asian tourists. Many tourists come to India and Bihar in search of peace and tranquility and also to satisfy their spiritual and mental hankering. South-Asian tourists prefer to visit Bihar Buddhist Circuit and Sufi Circuit to satisfy their spiritual sentiments. Bihar believes in India's oldest tradition of "Atithi Devo Bhava".

Rural tourism is essentially an activity that takes place in the state of Bihar. Any form of tourism showcases the natural life, folk art, folk culture and heritage, and rural locations thereby benefiting the local community economically and socially as well as enabling interaction between the tourist and the locals for a more enriching tourism experience can be termed as “rural tourism”.

Having a fascination with rural tourism, our small-scale industry gets boosted. Handicrafts embroidery, pottery works, appliqué work, and other sculptures get further impetus which in turn creates a new avenue of different jobs, trade, and training. We know that the economic disparity between the poor and rich has been rising daily. Rural people especially farmers, cultivators, and artists have been losing their social status and bread in society gradually. In these circumstances, rural tourism can alone create various job opportunities in the rural areas of Bihar and minimize the gap.

In the changing dimension of the world, there is competition for economic development among nations. Tourism has emerged as a challenging area playing a pivotal role in the development of any economy. Tourism has rapidly won considerable recognition as an activity generating several social and economic benefits like promotion of national integration, coordination and understanding creation of employment opportunities, removal of regional imbalances, augmentation of foreign exchange earnings, etc.

Given these dimensions of rural tourism and the potentiality which exists in Bihar, there is tremendous scope for the growth of rural tourism industries in Bihar. In this background, proper development and promotion of rural tourism can strengthen the rural economy. It becomes, ultimately, the reason for the improvement in the lifestyle and status of rural people. Industrialization and the process of development have accelerated the growth and pressure on urbanization and due to immense urbanization, people feel tensed life causing so many physical and mental diseases and disorders. This phenomenal change in the life cycle has created favorable support for rural tourism.

India is yet to realize its true potential of visualizing its tourism assets to make a significant contribution to the country's economic development with inclusive growth (Subramaniam, 2015). Rural Tourism is considered one of the best green options for addressing poverty, employment, and economic diversification initiatives in developing countries (James, 2015). Rural sustainable tourism, in particular, has the potential to create new jobs, reduce poverty and increase export revenues.

Bihar has the least urbanization next only to Himachal Pradesh. So, still, Bihar is a land of the rural populous state. The major challenges before our policymakers are to draft policies to eliminate poverty, generate employment and develop infrastructure in rural areas. Rural tourism is one such sector, which has tremendous potential to resolve these issues to a great extent and also bridge the gap between rural and urban people (Thakur, 2010).

Tourism is an economic activity of immense global importance today. Mobility of man for exploration of new land and resources, and learning about the customs and manners of people in other countries laid the

foundation of awareness in tourism in the history of civilization. Tourism although a late corner on the scene is now a fast-growing sector earning a substantial amount of foreign exchange for the state. In the changed economic scenario, the Govt. of Bihar has begun viewing the industry in mega forms by announcing huge investment plans. Bihar is full of natural scenic beauty centralized old temples and heritage pilgrimage places of different regions like Buddhism, Jainism, and Muslims. Bihar is full of forests, mountains, rivers, and lakes.

Bihar's economy has experienced little structural change over the years and is not well diversified. It has a predominantly agrarian economy with a small manufacturing base. By developing the right bend of the marketing mix and pilgrimage tourism strategy we can improve the economic condition of Bihar.

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Bihar is famous for religious tourism & cultural heritage sites. The historical importance of Bihar has been established again with the discovery of the 'biggest ever Buddhist stupa' at Kesaya by the Archeological Survey of India (ASI). The most important religious & heritage sites are Bodhgaya, Rajbir, Nalanda, Vaishali, Valmiki Nagar, Manner Sharif, Motahari, etc.

Places of tourist attraction in the state can be broadly classified as;

1. Places of Religious Importance and Archeological/Historical Sites,
2. Wildlife Sanctuaries and National Parks,
3. Adventure tourism,
4. Arts and Craft, Fairs & Festivals & Dances,

Based on the above classification different circuits have been identified for tourist destinations.

1. Buddhist Circuit
2. Tirthankara Circuit
3. Ramayana Circuit
4. Islamic/Safi Circuit
5. Gandhi Circuit
6. Nature & Wildlife Circuit

In India, Rural Tourism started in the mid-nineties, when some entrepreneurs and some NGOs started exploring the possibilities of rural tourism. One of the pioneers in this field is M R Moraka Rural Research Foundation. It first trained villagers in the Shahadat region of Rajasthan, encouraged them to do organic farming, and introduced the concept of farm Eco-Tourism and Heritage Conservation in 1995. The foundation trained villagers in the basics of the hospitality industry and then promoted the Shahadat arts and culture abroad to attract foreign tourists. The result was impressive, within a decade the inflow of foreign tourists increased seven to ten times - a remarkable achievement by any standard.

OBJECTIVE OF THE STUDY: -

The objective of the study is to identify the revenues of employment in rural Bihar via the tourism sector and pinpoint the areas of concern which may be helpful in contributing to the economic development of the rural people in Bihar. The study has been carried out with the following objectives:

1. To study the contribution of rural tourism to employment generation in rural Bihar,
2. To identify rural tourism potential in Bihar,
3. To analyze the various services provided by the tourism industry in Bihar,
4. To analyze how rural tourism can afford the promotion of the economy of Bihar,
5. To analyze the political, social, economic, and religious background of Bihar and

To make recommendations and suggestions for the speedy growth of the tourism industry, especially rural tourism in Bihar

RESEARCH METHODOLOGY

once infrastructure reaches villages and the concept is marketed well domestically and internationally, nothing can stop a mini-boom in the tourism industry in India as well.

The present study has been carried out entirely based on secondary sources of data. The nature of the study is analytical. Data for the study has been taken mainly from different

1. Books,
2. Journals and Magazines,
3. Economic Surveys,
4. Government of Bihar Economic Surveys,
5. Government of Bihar Reference Annuals,
6. Annual Reports of Department of Tourism- Government of Bihar,
7. Annual Reports of Ministry of Tourism- Government of India
8. Websites etc.

With the help of collected data and information, analysis and interpretation were made. As per suitability and requirement, simple mathematical and statistical tools and techniques like

1. Ratio
2. Proportion
1. Percentage
2. Average
3. Trend Analysis etc. have been used. Comparisons have also been made.

We have also taken the help of a pictorial presentation of facts and figures somewhere.

EMPLOYMENT GENERATION THROUGH RURAL TOURISM IN BIHAR

According to Economic Census, in 1990, there were 61,421 Hotel and Restaurant Enterprises in Bihar of which 39,822 were "Own Account Enterprises" and 21,599 were "Establishments". The "Own Account Enterprises" are defined as those which are owned and operated with the help of household labor and the "Establishment" are those which employ hired workers. In Bihar, employment in Hotel and Restaurant Enterprises was 1.44 Lakh of which 0.62 Lakh were in OAE and 81,870 in Establishments.

Tourism is highly labor-intensive in comparison to other sectors of the economy. WTTC and PHDCC Study indicate Rs 10 Lakh spent on Hotel and Tourism Industry generate 89 jobs while in agriculture it generates 45 jobs and manufacturing 13 jobs. The Labor Capital Ratio was calculated at 1985-86 Prices. In 1994-1995, direct

employment in Tourism Sector was 2.4 percent of the Total Labor Force. In the Tourism Industry as a whole, taking all segments together, the ratio is 47.5 jobs, still higher than other sectors. According to the Economic & Social Commission for Asia & Pacific (ESCAP) in their Report “Economic Impact of Tourism in India”, 1.2 international tourists employ one person while 17 domestic tourists generate employment to one person. The significant feature of tourism is that it employs a large number of women- educated, uneducated, skilled, and unskilled also generates employment opportunities, particularly in remote and backward areas.

Table1.1: Direct Benefits from Additional Tourist Arrivals after Implementation of the Tourism Development Plan

Year	Additional Tourist Inflow (in Lakh)		Direct Receipt from Domestic and Foreign Tourists (Rs in Crore)	Value added at a factor of 0.3854 (Rs in Crore)	Total Direct Benefit. (Col. (4) + Col. (5) (Rs in Crore)
	Domestic	Foreign			
1	2	3	4	5	6
2002
2003	0.64	0.01	29.60	11.40	41.00
2004	1.37	0.01	58.80	22.66	81.46
2005	2.18	0.02	95.20	36.69	131.89
2006	3.09	0.03	135.60	52.26	187.86
2007	4.12	0.05	184.80	71.22	256.02
2008	5.27	0.06	234.80	90.49	325.29
2009	6.55	0.08	294.00	113.30	407.30
2010	7.97	0.13	370.80	142.90	513.70
2011	9.55	0.18	454.00	174.97	628.97
2012	11.31	0.23	502.40	193.62	696.02
2013	12.93	0.30	657.20	253.28	910.48
2014	15.05	0.37	850.00	327.59	1177.59
2015	17.39	0.46	879.60	338.99	1218.59
2016	19.98	0.55	1019.20	402.91	1422.11
2017	22.82	0.66	1176.80	453.57	1630.37
2018	25.96	0.78	1477.40	569.39	2046.79
2019	29.41	0.91	1540.40	593.67	2134.07
2020	33.20	1.06	1752.00	675.22	2427.00
2021	37.36	1.23	1986.40	765.56	2751.96

Source: Department of Tourism, Government of Bihar

Table:1.2 Indirect Benefits from Additional Tourists Arrivals on the Implementation of Tourism Development Plan

Year	Direct Receipts (Rs in Crore)	Direct Value Added (Rs in Crore)	Output (Rs in Crore) [Col. (2) * Factor of 1.058]	Value Added (Rs in Crore) [Col. (2) * Factor of 1.412]	Total (Rs in Crore) [Col. (4) +Col. (5)]
1	2	3	4	5	6
2003	29.30	11.40	31.31	16.09	47.39
2004	58.80	22.66	62.21	31.99	94.20
2005	95.20	36.69	100.72	51.80	152.52
2006	156.60	52.26	165.68	73.79	239.47
2007	184.80	71.22	195.52	100.56	296.08
2008	234.80	90.49	248.52	127.77	376.19
2009	294.00	113.30	311.05	159.98	471.03
2010	370.80	142.90	392.30	201.77	594.07
2011	454.00	174.97	480.33	247.05	727.38
2012	502.40	193.62	531.34	273.39	804.73
2013	657.20	253.28	695.31	357.63	1,052.94
2014	850.00	327.59	899.30	462.55	1,361.85
2015	879.60	338.99	930.61	478.65	1,409.26
2016	1,019.20	402.91	1,078.31	568.91	1,647.22
2017	1,176.80	453.57	1,245.05	640.44	1,885.49
2018	1,477.40	569.39	1,563.09	803.98	2,367.07
2019	1,540.40	593.67	1,629.74	838.26	2,468.00
2020	1,752.00	675.22	1,853.61	953.41	2,807.02
2021	1,986.40	756.56	2,101.61	1,080.97	3,182.58

Source: Department of Tourism, Government of Bihar

Conclusion:

Tourism has a great capacity to generate large-scale employment and additional income sources for skilled and unskilled manpower. It will create employment for the rural people and generate income for them; the only requirement is that the potentialities be tapped efficiently. Tourism in rural areas offers an economic boost to small communities struggling to survive as young people leave for elsewhere by luring urbanities in the opposite directions and by protecting local mom-and-pop businesses against encroaching mega-corporations. It will

create employment for rural people and generate income for them. The villagers will be able to provide better food and education for their children. They will have an additional source of income along with their agricultural income.

Creation of employment and reduction of unemployment rates, including latent unemployment, which results in inhabitants of villages being needed, and socially accepted, encourages them to develop qualifications (the psychological aspect) and facilitates the utilization of the human resource potential. It helps to sustain previously existing local levels of income, employment, and growth and generates new wealth sources. It is a rather important field in rural development that can build up opportunities and facilities, especially for employment and regional income, and play a crucial role in reviving and rebuilding rural regions.

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