



An Economic Game Changer: Bihar's Tourism Promotion

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ABSTRACT

Over the past few decades, tourism has proven to be an engine for growth, boosting the economies of many nations. Today, people view vacations as necessities rather than as a luxury. Tourism necessitates coordination and collaboration between travellers, tour guides, and travellers. Destinations, attractions, sites, lodging, and all related services are the main components of tourism. However, the Covid-19 experiment from Buhan (China) has gone from positive to negative.

KEY WORDS

Economic, Tourism, Bihar.

INTRODUCTION

The globalisation period has led to an increase in tourism around the world. As the service with the fastest rate of growth, there are new opportunities for the travel and tourism industry to reach its full potential. Various Indian regions', economic conditions have improved. One of the notable states among them is Bihar, which has a sizable selection of tourism goods for its target marketing. While efforts to raise the quality of these products could significantly increase foreign visitor foot traffic. The introduction of Corona in Buhan, China, has fundamentally altered the global tourism industry. People are forced to choose between keeping their distance from others, protecting themselves with face shields and masks, or getting ready to become carriers of this infection. The travel and tourism business has become one of the largest and fastest expanding global economic sectors. The UNWTO (United World Tourism Organisation) had

previously calculated that tourism made up 9% of the global GDP, but the detrimental effects of COVID-19 over the world have altered that number.

Management of Tourism: It entails managing a wide range of tasks, including researching the tour destination, organising the trip, arranging transportation, and providing lodging. Additionally, marketing initiatives are used to encourage tourists to visit specific locations. There is a thin line separating travel alone from tourism.

Alternative Tourism: It comprises privately arranged trips to discover first-hand knowledge about a location, the local way of life, and the environment. For instance, a person might plan a biking trip while arranging lodging on the spot.

Business Tourism: The purpose of business travel is to carry out transactions, go to conferences, workshops, and meetings. Business travel's primary goal is professional development.

Pleasure Tourism: It also includes travel with the purpose of enhancing one's physical or mental health. Consider taking a vacation at a yoga or rehab facility.

Nature Tourism: It is travel to locations known for their pristine landscapes and calm beauty. The major goal is to observe and appreciate nature, including farms and wildlife. Nature tourism includes ecotourism.

Cultural Tourism: Understanding the region's local history, cuisine, arts and crafts, and culture is the goal of this kind of tourism.

Social Tourism: Tours with family, friends, and other people are included.

Recreational Tourism: Travelling is a part of it to get away from daily life. Camping or a trip to the beach are frequent reasons for engaging in this.

Sports Tourism: Attending a sporting event, such a World Cup cricket match, an Olympic competition, or a FIFA tournament, is considered tourism.

Religious Tourism: It include visiting holy sites like Vaishno Devi in Jammu and Kashmir, the Golden Temple in Amritsar, India, Mecca in Saudi Arabia, Bethlehem, and other such locations.

Medical Tourism: In order to advance one's health, travel is involved. Visiting weight-loss camps, naturopathic clinics, and health resorts are the main goals.

Adventure Tourism: It incorporates travel for adventurous pursuits like skiing, skydiving, bungee jumping, horseback riding, surfing, rafting, or rock climbing.

Role of Government In Promoting Rural Tourism

Given the significance of the role played by rural tourist entrepreneurs in Bihar, the Government needs to step up and offer the following facilities to individuals who pursue rural tourism with entrepreneurial favour:

1. A carefully crafted policy framework for the growth of rural tourism.
2. Creation of educational and training facilities for tourism-related subjects.
3. Creating tourism-related items to appeal to particular visitor demographics in accordance with estimates of a destination's carrying capacity.
4. Establish and provide routes for rural tourism.
5. Create both general and tourism-related infrastructure.
6. Adopt a successful tourism PR campaign combining both domestic and international media to highlight the pioneers of rural tourism in Bihar.

In 2015, the UN established 17 Sustainable Development Goals (SDGs). The SDGs set forth by the UN to this end are: no poverty, zero hunger, good health and wellbeing, quality education, gender equality, clean water and sanitation, affordable clean energy, decent work and economic growth, industry innovation and infrastructure that reduces inequality, and sustainable cities and communities. Responsible production and

consumption, tackling climate change, promoting peace and justice, strong institutions, and working together to attain the goal.

Potential of Rural Tourism

The global tourism industry is the most significant civil sector. This sector of the economy directly affects GDP and employment, as well as domestic and international travel, retail sales, leisure activities, and capital investments. According to the World Trade and tourist Council, the contribution of the tourist sector to the Indian economy would more than double between 2018 and 2028, from Rs. 16 lakh crore to Rs. 32 lakh crore, and during this time, the sector will generate one crore employment.

The average annual growth rate of tourism in Bihar has been around It is 94% from 2014 to 2018. In terms of domestic tourism, Bihar is ranked 30th in the nation and 8th in terms of foreign traveller. In recent years, the Bihar Government has placed a high premium on the growth of the tourist industry in the state, designating it as one of the top 10 priority industries for the state and supporting it financially and in other ways. In Bihar, hundreds of tourist places must be enhanced to serve as locations for experiences for tourists from around the world. that could be possible if a category of entrepreneurs having insight and calibre to develop tourism products will come forward and take the challenges in right sprits. In Bihar there are 45 103 villages, having rich natural sites, pilgrimages world level Yoga Centre, prehistoric sites, rich cultured legacy, distinct cuisines, Meals and festivals of rich tradition arts and crafts.

Recent Development

There are already a number of well-established and recognised tourist routes, including the Buddhist Circuit, Jain Circuit, Ramanyan Circuit, Su Circuit, Gandhi Circuit, and Eco Circuit. There are enough resources in Bihar that, if tastefully combined to create a top-notch tourism offering, may pique the interest of modern travellers. The following can be done to repackage these locations:

Heritage Tourism: With so many significant historical and archaeological sites. Religious sites constructed in antiquity, such as the Mundeswari temples, Rohtas Fort, and many others, can attract both domestic and international tourists.

Religious Tourism: The just finished 350th birthday celebration (PrakashaParwa) of Guru Govind Singh jihat drew attention from all over the world and improved Bihar's reputation. If appropriately promoted, Bihar's Chatt Puja, which is equally well-known, can be used to draw tourists.

Health Tourism: The potential for health tourism at the Spring site is enormous. Many physical ills are cured by hot springs, which also promote health. Locations like Sitakund in Munger, Bramha Kund in Rajgir, and Bhimband in Munger district may be able to develop as health resorts for the growth of therapeutic tourism. The current Bihar School of Yoga is also quite well-liked and can be utilised to draw tourists.

Cruise at River Ganga: There should be a deluxe, air-conditioned ship that travels along the Ganges. The cruise will be done across both short and long distances. The short-haul cruise should include dining options in addition to a cultural programme showcasing Bihar's culture. Long-distance cruises can operate with stops along the way at tourist hotspots from Banaras in the north to Kolkata in the east.

Ganga Dolphin Watch: There are just four rivers in the world where dolphins can be found. One of them is the Ganges River. It is said that 1100 river dolphins, out of the 2000 that are present in the Ganga, can be found in the Ganga's water body in Bihar. Watching dolphins may become a popular activity for both domestic and international tourists.

Arts, Crafts and Rural Tourism: Rural tourism is quite popular since it allows visitors to experience village life and learn about how villagers live. These role-model villages ought to have all fundamental.

Problems faced by the Tourism Sector in Bihar

The state's security situation, which affects perceptions of Bihar as a safe and secure destination, the

quality of facilities and services at tourist attraction places, the quantity and quality of transport service and related infrastructure, and the limited availability of tourist information have been the primary competitive constraints faced by the tourism sector in Bihar.

The inability to fully remove the restrictions mentioned above has posed the biggest internal obstacles to the growth of the tourism sector. These include safety and security, a lack of skilled labour, poor connectivity, accommodations, and other essential infrastructure like roads, electricity, etc., as well as a failure to promote the state's tourist destinations. The competition from other states like Rajasthan, Kerala, and Uttar Pradesh is not being addressed by external threats.

CONCLUSION

In Bihar, rural tourism has a huge potential for success as a socio-economic endeavour that supports the preservation and promotion of rural biodiversity, which will be essential to the state's sustainable development. However, this dream can only come true if the issue of rural tourism is approached as an innovative strategic marketing endeavour by the business community. Government initiatives must back this up if the rural tourism sector is to grow and rural tourism entrepreneurs are to succeed. In order to best utilise its natural resources, the nation has created amenities including modern hotels, motels, rest houses, All tourist destinations have youth hostels, restaurants, and modern communication tools. Due to this, Bihar must build lodging, restaurants, a good communication and transit system, restrooms, parking facilities, and other amenities close to the state's tourism attractions. All of Bihar's tourist destinations need to be upgraded to international standards, however COVID-19 has altered this industry. Hence, to turn this sector's negatives into positives, Government should reconsider its approach.

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