



## TOURISM PROMOTION OF BIHAR: AN ECONOMIC GAME CHANGER

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\*Corresponding Author**ABSTRACT**

Tourism has turned out to be an economic booster contributing to the economic development of many countries over the last few decades. People see holidays as a necessity, and not as luxury in the present scenario. Tourism calls for coordination and cooperation between travel agents, tour operators, and tourists. Tourism has a few major elements-destinations, attraction, sites, accommodation, and all ancillary services. But entry of Covid-19 from Buhan (China) has turned positive into negative.

**KEYWORDS :****• INTRODUCTION**

In the era of globalisation, the world tourism has been noticed as the fastest growing service which has created opportunities to tap the potential of tourism and travel business for the improvement of economic condition of different regions of India. Bihar is one of the prominent state among them which is having good number of tourism products for their niche marketing. Efforts for improving these products at world standard could enhance footfalls of foreign tourists in a big way but introduction of **Corona** at Buhan (China) has changed the picture of tourism sector more or less all most all countries of the world. **Covid-19** has changed the world. People have no second option, either maintain social distance, use face shield and mask for safety or ready for became career of this infection. The travel and tourism industry has been emerged as one of the largest and fastest growing economic sectors at world level. According to the UNWTO (United World Tourism Organisation), tourism's total contribution to worldwide GDP had been estimated at 9% but negative worldwide impact of **Covid-19** had changed the picture.

**• Management Of Tourism**

It involves the management of multitude of activities such as studying tour destination, planning the tour, making travel arrangements and providing accommodation. It also involves marketing efforts to attracts tourists to travel to particular destinations. There is a subtle difference between just travelling and tourism.

**Alternative Tourism**

It includes individually organized tours to find first-hand information about a place, local culture, and environment. For example, biking tour planned by an individual while accommodation is catered for on the go.

**Business Tourism**

It is touring for conducting business transactions, attending business meetings, workshops, or conferences. The objective of business tourism is mainly professional.

**Pleasure Tourism**

It includes tourism for improving one's physical or spiritual well-being. For example, vacation at a Yoga or rehabilitation centre.

**Nature Tourism**

It is tourism at places famous for pristine nature and serene beauty. The main objective is to experience and enjoy nature such as farms and wild-life. Ecotourism is a part of nature tourism.

**Cultural Tourism**

This type of tourism has an objective of understanding the local history of the place, foods, local productions, and local culture.

**Social Tourism**

It includes tours conducted among relatives, friends, and others.

**Recreational Tourism**

It includes travelling to escape from routine life. This is often done for enjoyment, amusement, or pleasure, Camping or beach visit.

**Sports Tourism**

It is tourism for attending some sports event such as World Cup Cricket Match, FIFA, or Olympic.

**Religious Tourism**

It involves travelling to places of religious significance such as Vaishno Devi in Jammu-Kashmir and Golden Temple at Amritsar (India), Mecca in Saudi Arabia, Bethlehem, and other such places.

**Medical Tourism**

It involves travelling to improve one's health. It is with the objective of visiting weight-loss camps, naturopathy centers, and health resorts.

**Adventure Tourism**

It involves tourism for adventures activities such as rock climbing, bungee jumping, sky-diving, hiking, horse-riding, surfing, rafting, or skiing.

**• Role Of Government In Promoting Rural Tourism**

Considering the importance of role of rural tourism entrepreneurs in Bihar, Govt must come forward to extend following facilities to help those who take rural tourism with entrepreneurial zeal.

1. A well designed policy framework for the rural tourism development.
2. Establishment of education and training institutes for tourism studies.
3. Preparing tourism products to attracts specific categories of tourists in consonance with the determine of the carrying capacity of a tourist location
4. Declare and develop circuits for rural tourism.
5. Develop general as well as tourism infrastructure.
6. Adopt an effective tourism publicity drive involving local as well as outside media to bring to the limelight the pateriliats of rural tourism in Bihar.

The United Nations (UN) has defined 17 sustainable Development Goals (SDGs) in 2015. The SDGs given by 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 reduced inequality, sustainable cities and communities,

responsible consumption and production, climate action-life below water, life on land, peace and justice, strong institutions, partnership to achieved the goal.

#### • Potential Of Rural Tourism

Tourism sector is the most important civil industry in the world. This industry has direct contribution to GDP & to employment, it contributes to economy through visitors exports, domestic spending, leisure spending, business spending and capital investment. World Trade and Tourism Council estimated that tourism sector contribution to the Indian economy will rise more than double from Rs. 16 lakh crore in 2018 to Rs. 32 lakh crore in 2028, and one crore jobs will be created by the industry in this period.

In Bihar Cumulative Average Growth Rate of Tourism over 2014 to 2018 is 94%. Bihar is at 30<sup>th</sup> place in the country in respect of domestic tourism and at 8<sup>th</sup> place in respect of foreign tourist. In recent years govt. of Bihar has attached special importance to the development of tourism in state, recognized this sector as one of the 10 priority industries of Bihar for providing financial and other supports to this industry. Particularly in Bihar hundreds of tourists destinations are required to be improved as attraction points of experiences for global tourists, 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 45103 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 following well defined and identified tourism circuit broadly classified as Buddhist Circuit, Jain Circuit, Ramayan Circuit, Sufi Circuit, Gandhi Circuit and Eco Circuit. Bihar posses enough resources which can be if decently packaged into world class tourism product can grab the interest of new age tourist. These places can be repackaged into following:

**Heritage Tourism:** With so many place of historical and archeological importance. Religious site built in ancient time, e.g. Mundeswari temples, Rohtas Fort and many more can become major interest of tourists from domestic and across the world.

**Religious Tourism:** Recently Concluded 350<sup>th</sup> birthday celebration (PrakashParwa) of Guru Govind Singh jihad attracted attention of world and created very position image of Bihar world wide. Bihar is alsoknown for its Chatt Puja can be also used to attract tourism if properly marketed.

**Health Tourism:** Spring site have tremendous potential for health tourism. Hot springs cure many physical ailments and ensure good health. Place such as Sitakund of Munger, BramhaKund of Rajgir and Bhimband of Munger district can have potential to become health resort for development of therapeutic tourism. The present Bihar School of Yoga is also very popular and can be used to attract tourist.

**Cruise at River Ganga:** Luxurious air-conditioned cruise should be run which should ply on river ganga. The cruise be run both on short and long haul. The short haul cruise should have facility for food along with display of cultural program on board showing the culture of Bihar. Long haul cruise can run from Banaras in north to Kolkata in East with stoppage in between at the place of tourist interest.

**Ganga Dolphin Watch:** There are only four river which have dolphin in the world. River Ganga is one of them. It is understood that out of 2000 of River Dolphin available in Ganga 1100 dolphin are available in water body of Ganga in

Bihar. Dolphin watch can be developed as major interest for tourist both from domestic as well as foreigner.

**Arts, Crafts And Rural Tourism:** There are huge demand for rural tourism where tourist want to have taste of life of village and want to see how people are staying in the village. These model villages should have all basic

#### • Problems Faced By The Tourism Sector In Bihar

The main competitive constraints faced by the tourism sector in Bihar have been the poor quality of the environments surrounding many of state's main tourist sites, the security scenario in the state that effects the perception of Bihar as a safe and secure destination, the quality of facilities and services at tourist attraction places, the quantity and quality of transportation service and related infrastructure, limited availability of tourist information in-source markets and at destinations, insufficient marketing of Bihar in its domestic and international markets, limited and poor facilities and services especially in rural areas and limited financing of attractive projects by the private sector.

The main internal threats to the development of the tourism sector have been the inability to fully resolve the constraints identified above. These are security, safety, absence of trained manpower, inadequate connectivity, accommodation and other basic infrasture like roads, electricity etc, and failure to market the tourist destinations in the state. External threats are not addressing the competition from other states like Rajasthan, Kerala and Uttar Pradesh.

#### • CONCLUSION

In Bihar Rural tourism has immense scope of flourishing as a socio-economic venture supportive to the conservation and promotion of natural biodiversity of the countryside which will be the instrumental in sustainable development of Bihar, but such dream could be realized only when the issue of rural tourism would be taken up as an innovative strategic marketing endeavour by the entrepreneurial. That will must be supported by Government Initiatives in the interest of rise and development of Rural Tourism industry and Rural Tourism Entrepreneurs. To make best use of the natural gift, the country has developed facilities of modern hotels, motels, rest houses, youth inns and restaurants, well modern modes of communication, are available at all tourist attractions. In view of this, Bihar needs to develop accommodations, eateries, good communication and transportation system, toilet facilities, parking facilities, parking facilities etc. near the tourist spots of the state. It needs to develop international standard facilities at all the tourist spots of Bihar, But **Covid-19** has changed this sector. Hence. Government should rethink about this sector to bring negative into positive.

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