



The Empirical Study of Raghu Rajpur, Odisha-Community Participation

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ABSTRACT

Tourism in Odisha has developed considerably in recent years due to various attractions ranging from natural scenery, wildlife reserves, beaches, temples, monuments and also the colourful art and festival. Tourism industry is an industry which is completely supported by people, without them it can't be get their importance as an industry. For successful and sustainably running of a tourism industry community participation is very much need. The development of the local people will help to maintain the sustainability of the particular nation.

KEYWORDS

Introduction

Raghu Rajpur is a heritage craft village of Odisha which is situated in the Puri district. The place is mainly famous for patachitra paintings – the most unique tourist attraction of the place. Apart from that the village is also home to crafts like Tussar paintings, palm leaf engravings, stone and wood carvings, wooden, cow dung and papier mache toys, and masks. especially the Sambalpuri Saree depicting Mathura Vijay, Raslila and Ayodhya Vijay owe their origin to 'Raghurajpur patachitra paintings.

Community participation in sustainable tourism

Raghu rajpur is a village where the sustainable tourism is to be needed. It is a place where there is no industry attached the local people maintain their regular life with their own tradition. They are also not being paid properly for their work. But this beautiful work is imported to the other part of the world and other people doing business from that. For improvement of the work community participation is very much appreciated.

Patachitra paintings are the work which is complete hand-made and time taking. If we are able to influence the local people who are in the below poverty level to do the work

then it will be helpful. For that we have to pay them properly. If they are nicely able to maintain their livelihood then they are also taking interest to do the innovative work which will help us to promote our country. With the help of this patachitra paintings will be sustainable in Indian market as well as internationally. To benefit the local community economically we have to think about to create the market properly which is only possible through proper promotion.

In any parts of the world if the host community is not interested to the guest then as per the doxy's irritation index it will be problematic to promote the destination to the tourist and that will also give a negative impact of place.

Conclusion

From my empirical study I will come to the point that economical independence of the local community will always benefit the place to sustain in the market for the long run. Each and every destination in the world would like to sustain in the market for the long run for that community participation is badly needed. Community participation can only given a light and can provide the backbone of a destination.