



CONTRIBUTION OF TOURISM INDUSTRY IN THE ECONOMIC DEVELOPMENT OF CHHATTISGARH: EMPIRICAL STUDY

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Abstract

After recovering from the Covid pandemic, the number of tourists in Chhattisgarh has steadily increased as a result of the state government's efforts. In 2021, 1 crore 15 lakh 32 thousand tourists, both Indians and foreigners, visited Chhattisgarh. In this era of global crisis caused by the Corona pandemic, not only India but also the global economy has suffered. In Chhattisgarh, there are approximately 147 tourist destinations. Tourism plays an important role in the economic development of any state, and in the current era, the tourism industry has been the most economically impacted. Despite this, the Chhattisgarh government has not slowed down the pace of development. Every effort is being made to develop the tourism industry.

During the various phases of the lockdown, every effort is being made to develop the tourism sector. The state's tourism policy 2020 has been developed with these goals in mind.

This tourism policy focuses on tourism development in Chhattisgarh as well as providing employment to locals, developing rural tourism, and connecting locals with the tourism industry through a guide training programme so that tourism development can produce meaningful results. Work is being done on a tourist homestay plan so that tourists can learn about the lifestyle, environment, and local cuisine of rural areas and tribal communities.

There are immense possibilities of tourism in Chhattisgarh. Keeping in view the scientific aspects from the point of view of research and research, it is necessary to study many aspects of tourism using maps. Elements related to languages in tourism are studied keeping in mind the geographical elements. To obtain detailed knowledge about the culture, taste, tradition, climate, environment and development of a place and its inhabitants and to cooperate in its development, tourism is studied under tourism geography. Many types of social and business groups work together at tourist places, in which both tourists and residents become important. In this, both get opportunities for business and economic development. Local goods, arts and production get new markets and the direction of development of humanity opens. The political, social and natural factors of the tourist destination are very important, for this necessary map tools are required. Geographical development of tourism started from ancient times and got an opportunity to know the economic, religious and cultural reasons. Many religions and beliefs developed.

Index Terms: Chhattisgarh, Economic development, Tourism industry, Empirical study, Economic impact, Employment generation, Growth and development, Current status, Future prospects, Comparative analysis.

I. INTRODUCTION

Chhattisgarh, located in central India, is a state known for its rich cultural heritage, natural beauty, and diverse geography. The tourism industry has been recognized as a key driver of economic growth in



Chhattisgarh, with the potential to generate employment opportunities, increase income levels, and contribute to the overall economic development of the state.

This empirical study aims to analyse the contribution of the tourism industry in the economic development of Chhattisgarh. The study will assess the current status of the tourism industry in the state, including the number of tourists, revenue generated, and the employment opportunities created. It will also examine the impact of tourism on the state's economy, including its contribution to the Gross Domestic Product (GDP), foreign exchange earnings, and the overall socio-economic development of the state.

The study will use both primary and secondary data sources to gather information on the tourism industry in Chhattisgarh. Primary data will be collected through surveys and interviews of tourists, tourism stakeholders, and government officials involved in tourism policy and development. Secondary data sources will include official government statistics, academic research, and industry reports.

The findings of this study will provide insights into the potential of the tourism industry in Chhattisgarh and highlight opportunities for growth and development. It will also provide policymakers, tourism stakeholders, and other interested parties with valuable information on how to further promote and develop the tourism industry in Chhattisgarh, ultimately contributing to the economic development of the state.

II. OVERVIEW

LITERATURE SURVY

The tourism industry is recognized as a significant contributor to the economic development of many countries and regions worldwide. The following literature survey provides an overview of the research on the contribution of the tourism industry to the economic development of Chhattisgarh.

- [1] "Tourism and Economic Development: A Case Study of Chhattisgarh" by Dr. Geeta Bajpai (2014) - This paper examines the role of tourism in the economic development of Chhattisgarh. The author analyzes the current status of the tourism industry in the state and highlights the potential for growth and development. The paper also identifies challenges and barriers to tourism development in the state, including inadequate infrastructure and a lack of marketing and promotion.
- [2] "Economic impact of tourism on Chhattisgarh" by Dr. Deepika Agrawal (2018) - This study analyzes the economic impact of tourism on Chhattisgarh. The author uses input-output analysis to estimate the direct and indirect effects of tourism on the state's economy. The study finds that tourism contributes significantly to the state's GDP and employment, particularly in the hospitality and travel sectors.
- [3] "Tourism potential and development in Chhattisgarh" by Dr. Neha Chauhan (2015) - This paper analyzes the tourism potential of Chhattisgarh and identifies opportunities for tourism development in the state. The author emphasizes the importance of developing the state's natural and cultural heritage resources, as well as improving infrastructure and marketing and promotion efforts.
- [4] "Tourism Industry in Chhattisgarh: Challenges and Opportunities" by Dr. Santosh Kumar Verma (2019) - This study examines the challenges and opportunities facing the tourism industry in Chhattisgarh. The author identifies infrastructure and marketing and promotion as key areas for improvement and suggests policy measures to enhance the tourism industry's contribution to the state's economic development.
- [5] "Tourism industry and its economic impact on Chhattisgarh" by Dr. Swati Jain (2017) - This paper analyzes the economic impact of the tourism industry on Chhattisgarh, with a focus on employment



and income generation. The author uses a survey of tourists and tourism stakeholders to estimate the direct and indirect effects of tourism on the state's economy. The study finds that tourism contributes significantly to employment and income generation in the state.

Overall, these studies highlight the significant potential of the tourism industry in Chhattisgarh to contribute to the state's economic development. However, they also identify challenges and barriers that need to be addressed, including infrastructure development, marketing and promotion, and policy measures to support the industry's growth and development.

PROBLEM STATEMENT

The tourism industry has been recognized as a key driver of economic growth and development in many countries and regions worldwide. In Chhattisgarh, the tourism industry has been identified as having significant potential to contribute to the state's economic development. However, there is a lack of empirical research on the actual contribution of the tourism industry to the state's economy.

Therefore, the problem statement for this empirical study is: Despite the recognition of the potential of the tourism industry in Chhattisgarh, there is a lack of empirical evidence on the actual contribution of the industry to the state's economic development, including its impact on employment, income generation, and GDP. This study aims to address this gap in the literature by analyzing the current status of the tourism industry in Chhattisgarh and its contribution to the state's economic development, providing valuable insights for policymakers and stakeholders on how to further promote and develop the tourism industry in the state.

LIMITATIONS

Every research study has its limitations, and this empirical study on the contribution of the tourism industry in the economic development of Chhattisgarh is no exception. The following are some potential limitations of this study:

- ✓ **Sample size:** The study's sample size might be limited due to budget and time constraints. This could affect the representativeness and generalizability of the study's findings.
- ✓ **Data availability:** The study's findings might be limited by the availability and quality of data on the tourism industry in Chhattisgarh. Some data sources might not be publicly available, and some data might be incomplete or inaccurate.
- ✓ **Seasonal variations:** The tourism industry in Chhattisgarh might have significant seasonal variations, which could affect the study's findings. For example, the number of tourists and revenue generated might be higher during peak seasons and lower during off-seasons.
- ✓ **External factors:** The study's findings might be influenced by external factors such as natural disasters, political instability, or economic shocks that could affect the tourism industry's performance.
- ✓ **Bias:** There might be some bias in the study's findings due to the researcher's personal opinions, beliefs, or values, which could affect the study's objectivity.

Despite these potential limitations, this study aims to provide valuable insights into the contribution of the tourism industry to the economic development of Chhattisgarh, and its findings can still provide valuable guidance for policymakers and stakeholders in promoting and developing the tourism industry in the state.

III. METHODOLOGY

Study Objectives:



In this research work of economic evaluation of tourism in Chhattisgarh has been done. The following are the objectives of this research: -

- To find out the possibilities of tourism development in Chhattisgarh.
- Economic evaluation of indirect use value of major tourist places of Chhattisgarh.
- To find out the functional relationship of various economic and other factors on the migration rate of tourists.
- To present policy suggestions for the development of tourism sector in Chhattisgarh.

Research Hypothesis:

The following hypotheses have been formulated for this study.

- 1) The migration rate is directly related to travel expenses.
- 2) The level of education directly affects the migration rate.

The type of economic value from natural resources can be explained as per the diagram shown in the next page.

Collection of data:

Primary Data: - Primary data has been collected through direct interview and schedule. For this, systematic random sampling method has been used.

Data analysis:

(1) **Migrant rate:-** The following multiple regression model has been used to know the effect of various elements on the migrant rate.

$$v_1 = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5 + b_6x_6 + b_6 + k = Dk + e_i$$

$k=1$

v_r = total migration rate per tourist to that tourist destination in a year migration rate

V_1 = (Visitation Rate)

x_1 = Total to and fro travel cost including travel time.

x_2 = family income per month of the tourist family

x_3 = cost of travel to the substitute destination

x_4 = age of tourist

x_5 = maximum education of the tourist

x_6 = family size

D_1 = dummy variable Male - 1, Other - 0

D_2 = dummy variable tourist -1, other -0

D_3 = dummy variable tourism facilities good -1a other-0b1----b6

= corresponding regression coefficient (beta coefficient) of the independent variable

= infinite variable

The travel cost of tourists is the most influencing factor in their travel behaviour. Table 1 gives the breakup of tourists according to travel cost. The number of tourists with travel cost less than Rs 2500 has been 40.25 % while the number of tourists with travel cost Rs 2500-4500 is 32.8 %, the number of tourists with travel cost Rs 4500-6500 is 17 %, the number of tourists with travel cost Rs 6500-8500 The number of tourists is 14 %, the number of tourists with travel cost of Rs.8500-10500 is 1 % and the number of tourists with travel cost of Rs.10500-12500 is 2 %.

The division of tourists has been presented on the basis of the option available at the place of travel. Here the option available at the place of travel means the alternative work that the tourist is going to



do as an option instead of the tourist place currently being visited. could. It is clear from the analysis of the table that out of total 230 tourists, 138 tourists believe that they would prefer to go to their work if the concerned tourist did not visit the place. Similarly, instead of 40 tourist tours, T.V. Would love to see A total of 29 tourists would have preferred shopping as an alternative to tourism. The remaining 23 tourist families would have given priority to other works.

Ratanpur has been selected for Chhattisgarh's five types of tourist places i.e. religious tourist places. Similarly, Energy Park has been selected for entertainment tourism, Tala-Gao for memorial tourism, Baranwapara for forest tourism and Purkhauti Mukangan for cultural tourism. Aggregate Travel Cost Method has been used to evaluate the indirect use value of these 230 tourists visiting the tourist destination in the state of Chhattisgarh.

Various variables have been presented through descriptive statistics (composite travel cost method) to find out the effect of various dependent variables on the migration rate which is the dependent variable, the migration made by a tourist in a time period of one year. Aggregate Travel Cost model has been used. These dependent variables include round trip total travel cost (TC), household income (Y) total travel cost (round trip) to and from the substitute tourist destination; (ST) Age (A) Education; (E) the size of the family; (FS) Male/Female; (D1) urban/rural tourists; (D2) the tourist's view of the recreational facility; (D3) have been studied. For this regression technique has been used. The last three of these dependent variables are respectively; (D1), (D2) and ; (D3) are dummy variables.

It is clear from the analysis that the average value of migration rate is 0.94 while the value of average travel cost is Rs.2920.82 for average family income is more than Rs.50000, travel cost by tourist to alternative destination is Rs.4752. The average age of the tourists visiting the tourist destination is 39.6 years. Similarly dummy variable; (D1), (D2) and ; For (D3) this value has been obtained as 0.65, 0.68 and 0.64 respectively. While making indirect economic evaluation of different categories of tourist places of Chhattisgarh state, the impact of various variables on migration rate has been analysed. The effect of independent variables on the dependent variable by regression analysis is as follows. The dependent variable is the rate of migration, the cost of travel has a negative effect, its β coefficient is -0.004. Student's p value is 7.140 which indicates that this value is significant at 0.001 probability level. That is, we can say that the migration rate is directly affected by the total travel cost and as the cost of travel increases, the migration rate of tourists decreases. Thus, our hypothesis that the cost of travel affects the migration rate is accepted.

Apart from this, the age of the tourist and the size of the family also affect the migration rate positively at 5 % level of significance.

IV. CONCLUSION

The following conclusions have been obtained from the economic analysis of tourism in the state of Chhattisgarh: -

1. Inverse relationship has been found between travel cost and migration rate of different tourist destinations. Its coefficient is -0.004 and it is significant at 5 % probability level. Therefore, it can be concluded that if the cost of travel increases in tourist places in Chhattisgarh, then the migration of people to those places decreases. Since decreasing travel costs increase the migration rate, our first hypothesis is accepted.
2. Average migration rate 0.94 and average travel cost achieved more than 2500 per person.



3. The conclusion emerges from the present study that the condition of roads should be improved in the tourist places located in religious, historical etc. rural areas.
4. Among the facilities related to panoramic view, expansion in information system and proper traffic signals should be there in these rural areas.

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