

Tourism in Jharkhand as a Hospitality Industry

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Abstract

Tourism as a modern term applies to both international and domestic tourists. By tourism, we mean the temporary movement of people to destinations outside their normal place of work and residence. In present day, tourism is a major social phenomenon of the modern society and it has many economic consequences. Its importance as an instrument for economic development and employment generation has now been well recognized all over the world. The importance of this industry lies on the fact that it creates more jobs per million rupees of investment than any other sector of the economy. Its positive effects are the creation of jobs, generation of income, promotion of inter-cultural relations and mutual understanding. Jharkhand is endowed with rich cultural heritage and bestowed liberally with bounties of nature. It is a fascinating state with luxuriant forest, captivating wild life, enthralling waterfalls, exquisite handicrafts, sprawling water bodies, enchanting classical and folk dances and music and above all hospitable and peace loving people. The state of Jharkhand is blessed with immense bio-diversity, moderate climate, and rich cultural and historical heritage, religious places of worship and ethnic aspects which make the ultimate destination for tourists. The given paper tries to explore the potential of Jharkhand as a tourist destination.

Keywords: Tourism, Job Creation, Government Initiative, Hospitality, Labor Intensive.

Introduction

Tourism refers to both international and domestic tourists. By tourism, we mean the temporary movement of people to destinations outside their normal place of work and residence. It has potentiality to provide employment to a wide spectrum of job seekers from the unskilled to the specialized, even in the remote parts of the country. Tourism has become an important socio-economic activity because it provides enormous scope for economic development of a particular area. According to Ziffer, tourism involves travelling to relatively undisturbed or uncontaminated natural areas with the specific object of studying, admiring and enjoying the scenery and its wild plants and animals as well as any existing cultural aspects found in these areas.

The tourism industry, unlike many other industries, is a composite of several service providers. Tourism is one of the fastest growing industries in the world. The number of tourists worldwide has been increasing and it is expected that this number would shortly touch 1.5 billion. Tourism as an industry contributes about 11% of the world's work force and 10.2% of the global gross domestic products. The importance of this industry is evident from the fact that a new job is added to this sector every 2.5 seconds.

In India, temple towns, historical monuments and sea beaches have been the attractions for tourists. But now a days, there has been a change in the fabric of tourism. Nature, heritage, and recreational destinations are gaining more importance. Recently, eco-tourism has become a top attraction for the tourists.

In India, tourism has gained economic importance and it is growing rapidly. Tourism generated Rs.8.31 lakh Crore or 6.3% of the nation's GDP in 2015 and supported 37.315 million jobs, which is 8.7% of its total employment. The sector is predicted to grow at an average annual rate of 7.5% and it will generate Rs. 8.36 lakh Crore by 2025 (7.2% of GDP).

About 8.02 million foreign tourists arrived in India in 2015 recording a growth rate of 4.4%, compared to 7.68 million in 2014 with a growth rate of 10.2% over 2013. The number of domestic tourists who visited all states and Union Territories was 1036.35 million in 2012, an increase of 16.5% from 2011. In terms of receipts from tourism, India ranked 16th in the world during 2012, and 7th among Asian and Pacific countries.

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Jharkhand as a state has rich cultural heritage and bestowed liberally with bounties of nature. It is a beautiful state with lush green forest, captivating wild life, enthralling waterfalls, exquisite handicrafts, sprawling water bodies, enchanting classical and folk dances and music and above all hospitable and peace loving people. The state of Jharkhand is blessed with immense bio-diversity, lovely climate, rich cultural and historical heritage, religious places of worship and ethnic aspects which makes it a preferred tourist destination.

Tourism in Jharkhand has grown considerably in recent years on account of more infrastructural facilities, improvement in existing tourist locations, development of new tourist destination and growth of hotels and restaurant facilities in the state.

Government Initiative

The State Government has a firm belief that development of tourism sector would not only generate immense employment opportunities directly or indirectly but also contribute in accelerated economic development by raising the income level of the people. As a result of this, the State Government has accorded tourism the status of industry in Jharkhand.

The continuous efforts of the Tourism Department have yielded good results. The number of tourists visiting the state (both domestic and foreign) has increased and it has been shown in the table given below.

Table I- Table showing the number of tourists visiting Jharkhand

Sl. No.	Period	National	International
1.	Nov.2000 to Dec. 2000	23,991	172
2	Jan. 2001 to Dec. 2001	450447	3111
3	Jan.2002 to Dec.2002	346830	2322
4	Jan.2003 to Dec.2003	386506	3141
5	Jan.2004 to Dec.2004	477507	4620
6	Jan.2005 to Dec.2005	2164483	5766
7	Jan.2006 to Dec.2006	2138685	3180
8	Jan.2007 to Dec.2007	4906394	4004
9	Jan.2007 to Dec.2007	6030028	5803
10	Jan.2008 to Dec.2008	7606160	8303
11	Jan.2009 to Dec.2009	6430083	8244
12	Jan.2010 to Dec.2010	6800000	15695
13	Jan.2011 to Dec.2011	1079600	72467
14	Jan.2012 to Dec.2012	1256582	31909
15	Jan.2013 to Dec.2013	2456580	45995
16	Jan.2014 to Dec.2014	3360000	154731

Source: Ministry of Tourism, Jharkhand

From the above table, it is evident that there has been an increasing trend of the tourists (both national and international) in Jharkhand. In the year 2000, its number of national visitors was only 23991 which increased to 3360000 in 2014. Similarly, with respect to international visitors it

is clear that in 2000 172 visitors came to Jharkhand and it increased to 154731 in 2014.

The achievement of tourism industry in Jharkhand is shown in the following table.

Table II- Achievement during 11th Five Year Plan (Rs. in crores)

Financial year	Outlay	Expenditure	No. of schemes sanctioned
2007-08	26.00	20.43	48
2008-09	124.00	70.11	153
2009-10	20.00	6.88	54
2010-11	15.50	6.73	21
2011-12	25.00	25.00	-

Source: Ministry of Tourism, Jharkhand

The above table shows that there was a sudden increase in the outlay on tourism in 2008-09 but it came down in the later years. Highest expenditure on tourism was made in the year 2008-09.

The main objectives of the Tourism Department of Jharkhand are as follows:

1. The tourism policy of the State aims at making Jharkhand as one of the most preferred destinations for tourists, both inside and outside the country and to ensure accelerated development of tourism related infrastructure, increasing employment opportunities, augmenting the resources of the state as also showcasing the rich cultural heritage and traditions of the state.
2. To promote tourism in the State in such a manner that it contributes to mass generation of employment, rapid economic growth and bringing the tourist closer to the cultural heritage and traditions of the State.
3. To promote private sector participation in the development of tourism with Government facilitation to develop necessary infrastructure in the State.
4. To establish Jharkhand prominently upon the tourism map of the country with a demand created by tribal and trade market in Jharkhand and tapping the untapped potential of various heritage monuments in the state.
5. To provide quality services to all domestic and international visitors and stake holders by adopting appropriate systems of Human Resource Development, including skill development and upgradation, building capabilities, exposure visits etc.
6. To encourage cooperative tourism through people's participation in tourism promotion and to extend economic benefits to the people through such active participation and cooperation.
7. To promote sustainable and responsible tourism. This is not only environmentally compatible but

also leads to economic betterment of the rural people.

8. To promote rural tourism in a big way to showcase the customs, traditions, festivals, cuisines, dances art, music, etc. of the state so as to attract foreign tourists in the State and augment the foreign exchange reserves of the country.
9. To promote mining tourism in the State, which abounds in mineral resources amounting to 37% of the national mineral deposits, so as to mitigate poverty and raise standard of living in and around the closed and abandoned mines scattered across the state.

Conclusion

From the above discussion, it can be concluded that tourism is one of the important sectors in Jharkhand. The tourism industry in Jharkhand has the potential of creating employment opportunities as the tourism industry is labor-intensive industry compared to other industries.

The dramatic growth of tourism over the last three decades is one of the signals that through the development of tourism industry the state can make remarkable economic and social development by increasing employment and income opportunities by reducing poverty.

Suggestions for improvement of tourism in Jharkhand:

Still a lot has to be done by the Jharkhand Government for improvement of tourism. The suggestions are as follows:

1. Human Resource Development is a vital aspect of tourism. The tourists depend on tour operators, travel agents, guides and other tourism functionaries. Trained manpower is a prime need for tourism industry. Professional training creates better employment opportunities and thus the government of Jharkhand has to pay attention on Human Resource Development.

2. Creation of standard training facilities in the non-government sector in addition to those available through institutions in the public sector needs to be encouraged. Tourism Hospitality, Hotel Management courses, courses on Mass Communication and Advertising, courses for guides/travel agents/tour operators/caterers/ taxi operators/porters and other functionaries should be introduced in Universities/ Colleges and Polytechnics in addition to dedicated Professional Institutions.
3. Various offices of the department, tourist complexes and information centers are to be equipped with modern connectivity, internet, computer, telephone, television, fax etc. to support various tourism activities speedily and accurately.
4. Tourist Information Centers (TIC's) should be set up in all the district Headquarters of the State. Such centers should also be set up at all the important and popular tourist destinations.
5. Efforts should be made to operate such Tourist Information Centers (TIC's) through public-private-partnership under close monitoring and supervision of the Department of Tourism so as to ensure desired results.
6. All types of expenses for operating TIC such as wages, honorarium, contractual etc. for the worker/ electricity/ rent and other establishment cost should be made in this scheme.
7. The State government should evolve a system involving self-help groups, voluntary agencies, Non-Government Organizations, Service providers, etc. to properly maintain and manage such tourist destinations in the state involving local people, who will be trained and provided necessary equipment, etc. to carry out such responsibilities.
8. Special steps should be taken to ensure safety and security of the tourists. A special Tourist-Friendly security is needed in this regard.
9. Jharkhand state has many attractive tourist destinations. The tourist circuits and various tourist destinations in the state are required to be provided with high quality infrastructure, various public and wayside amenities etc. The approach roads to various tourist spots should be developed to provide smooth and comfortable transportation to such tourist spots. Efforts in this direction have been initiated in the 11th Five Year Plan. This scheme needs to be continued with more resources in the coming Five Year Plans.
10. Rural area in Jharkhand is also very rich ethnically, culturally and nature wise. There is a big potential of Rural Tourism in Jharkhand. Accordingly, certain

villages in different regions of the state need to be developed, to provide basic facilities to the visiting tourists.

11. Awareness program including upgradation of Rural Tourism sites should also be done to promote Rural Tourism.

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One of the most enduring prejudices in society is its gender disparity as reflected in the socio-economic and political