

SCOPE OF TOURISM DEVELOPMENT IN A SOCIO-ECONOMICALLY BACKWARD AREA: A CASE STUDY OF SHYAMSUNDARPUR MOUZA, BALESHWAR, ODISHA

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Abstract

Tourism has multi-disciplinary aspects which provide economic support to the destination and mental satisfaction to the tourists. Tourism industry, if properly utilised has a huge scope of income generation. Shyamsundarpur mouza in Baleshwar district of Odisha has enough potential for tourism development. The proper and systematic utilization can easily bring micro and meso level economic development. In this paper, an attempt has been made to analyze the scope of development of tourism circuit and employment generation for this dry cropping region using the database procured from primary sources.

Keywords: Tourism, tourism circuit, micro and meso development, employment generation

Introduction

Tourism contributes a noteworthy economic assistance to the development of an area. The spending of tourists generates income for both public and private sectors, by providing employment opportunities (Bhatia, 2009). Tourism has been increasingly recognized as essential part of contemporary life serving mental peace, relaxation, satisfaction, comfort, quietness for the refreshment of body, mind and soul. Proper planning, healthy management of tourism can play a pivotal role in changing the intervening obstruction to the development of an area. From the concept of R.W. Butler's Model (Tourist life cycle model), it may be supposed that the study area lays on the initial stage of life cycle i.e. the stage of Exploration and hence development of infrastructure can draw more tourists.

Study area

The study area i.e. Shyamsundarpur mouza lies between 21°16' north and 21°20' north latitude and 86°42'30" east to 86°47'30" east longitude. The elevation of Shyamsundarpur mouza lies between 75m to 100m.

Objectives

1. To elucidate status of tourism attractions in the study area.
2. To find out causes of existing socio economic backwardness of the study area.
3. To find the scope for development of tourism.

Methodology

The scope of the tourist spots has been assessed based on different dimensions like physical, scenic, cultural, religious aspects etc. The area is purposively chosen and then field survey has been based on random sampling where 100 tourists were interviewed from each of the selected six tourist sites, and 50 household from the study area. Study methods include both personal interview and questionnaire survey. Secondary data was availed by the Panchayat office of Shyamsundarpur, District Statistical handbook, publication of Government of Odisha etc. Descriptive statistical technique has been used for analyzing the data.

A brief profile of the study area and its surroundings

Physical aspect:

Baleshwar, lying in the Eastern Ghat side is physically divided into three regions: (i) coastal belt (ii) inner alluvial plain (iii) North west hill. The study region falls under second division. The annual average temperature is 26.5⁰ C and annual temperature is below 1600 mm, much occurring in the rainy season. The region is basically a dry one where mono-cropping is hard to practise. The Coastal alluvial and coastal sandy soil is found in the eastern part, the central region is dominated by older alluvial and red gravel while the western part consists of red and yellow soil generally of lateritic type. The maximum vegetation lies in the western part of the district with no such dense vegetation. Kuldiha reserve forest comprises mainly Sal trees. A small portion the Nilgiri hill is declared as protected forest with sparse deciduous trees. Scattered coconut, palm trees are found throughout the region. The district is made of sedimentary unconsolidated rocks like alluvium.

Socio-economic aspect:

Population

As per 2001 census, the total population of Shyamsundarpur Mouza is 1890. From the primary data obtained, 52.63% of the population is male and remaining 47.37% are female. The caste composition shows that 1163 persons belong to the general category, 343 persons belong to the schedule caste category and 348 persons belong to the schedule tribe category (data received from the Panchayat Office). The census data of 2001 depicts that most of the people are engaged in agriculture. Land is divided into small holdings. Some remain landless. 85.5% are main workers while 14.5% are marginal workers. The growth of tourism can feed this huge population by rendering various ways of livelihood among youth.

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Literacy

Literacy is one of the indicators of social and economic development and Education is the one of the fundamental factors determining the well being of people. Several initiatives have been taken and implemented to raise the literacy rates. But still a portion of people only lust for education despite the nation-wide educational strategies like, Right to Education, "Education for all", Sarva Shiksha Abhiyan etc. Summarising the literacy data, we can justify the study area. The household survey reveals that 59% are literate and 41% are illiterate. Most of the people are primarily qualified, while some are drop outs. Female average is far below the average.

Occupational Pattern

The primary sector has the largest numbers of engagement. The field remains dry; agriculture is basically dependent on rainfall, which occurs only in rainy season and that to a less amount only. Some are landless working in other owner's field. There are many, who commute to the nearest market for trade, others work as labourers in many shops and mills. Fishing helps to a little extent due to the fact of deficiency of water. Rearing of live stocks is common. Cows, goats are domesticated for milk and meat. In such circumstances, tourism can develop as an emerging economy, providing employment to the people.

Basic household amenities

The houses in this region are generally kaccha and mixed type. Tube wells are used as drinking water source, firstly due to the absence of convenient surface water. PHE have reached to a little extent in the study area. The people here use firewood, dung cake, dry twigs, sometimes kerosene as the basic cooking fuel. 55% of families have private latrine and 82% people rush for allopathic treatment. Witch craft is still practised for health treatment. Among 83% of families having land 38% use bio-fertilisers, 7% and 3% practise crop protection and land reclamation measures.

Tourist spots near this region***Panchalingeshwar***

Samsundarpur Mouza is the place where the Mighty Panchalingeshwar hill and temple lay. Considering the spot near about all tourist destinations can be easily availed. The king of Nilgiri stayed here for many years in disguise. A dome shaped hill with a tiny ravine cutting through the body of black rock forcefully flows down forming a rapid and fall in the knick point where five lingas lay together. Tourists visit the spot and touch these lingas (which are on the bed of knick point). The region has both historical and religious point of attraction.

Dev Kund

Around 60 km away from Panchalingeshwar, there is the Dev Kund. It is considered as one of the 51 Phithas. Lying in the cradle of Eastern Ghats, the region is known for its sanctity, picturesque site, holiness, purity, indigenous charm, virginity, quiet environment etc. Reaching Dev Kund is a toilsome activity where tourists draw a lot of adventure. The ballard of the running rapid and dancing sound of the waterfall add charms to its beauty.

Kuldiha Forest

The forest lies near to Nilgiri. Various types of deciduous decently spaced, with chanting, if birds is the welcoming symptom of this forest. Known for Indian spot-headed deer, elephants, wild buffalos, wild pigs, pythons, snakes, parrots, local birds, mules, tiger ; the jungle calls for adventure. This region has a reservoir and a feeding canal storing and supplying water for irrigation and other purposes. Sunset is the prime attraction of this spot.

Chadipur Beach

A time distance of about an hour is Chadipur beach specially known for tidal variation and an atomic centre near about. Sea attracts everybody and to tourists also.

Remuna, Khirchora temple

On way back to Balasore station, a distant away lay Khirchora Temple. Unless the Prasad (KHER) is consumed the essence of the temple can never be understood.

Table-1: Frequency of tourist visit in Balasore district, Odisha

Name of the tourist spot	No. of respondent
Baleswar	23
Chandipur	16
Debkund	4
Kuldiha	8
Nilgiri	22
Panchalingeshwar	17
Remuna	10
Total	100

Source: Field survey, January 2011

Table-1 shows that maximum tourists opt for visit Baleshwar (23%), followed by Nilgiri (22%) and Panchalingeshwar (17%). A few of them visit the virgin land of Deokund, Kuldiha thus leaving unexplored. By developing Shyamsunderpur as an axial region these untouched sites can attract the visitors.

Scope for the development of Tourism Industry in the study area

- The above tourist spots act as attraction and a scope for short package tour that can be easily developed.
- These sites act as pilgrim site, adventure, entertainment, scenic beauty which can attract people of all ages. Thus the industry will not be confined to a special age group.
- The district enjoys a good communication network of rail, national highway (N.H. 5), state highway (S.H. 9) and 170 km stretching other roads. The South Eastern Railways (Howrah-Chennai section) runs longitudinally. The study area is well connected with metalled road providing an ample scope of communication.
- The region has various public utility services like 115 scheduled banks, 6 hospitals, 14 dispensaries, 38 primary health services, ATMs, etc.
- Due to poor condition in agriculture (which is basically dependent on erratic rainfall), part time service or seasonal service may be rendered to the tourist that can help the local people economically.
- Tourism industry can help in eradicating disguised unemployment and has a potential to overcome backwardness in this area.
- Rural seasonal fair in Panchalingeshwar will not only enhance tourism, rather can give chances to local culture exhibit. This will also help to develop a base of showmanship and sale of artesian goods at a fair rate.
- By developing Shyamsundarpur, a small package tour can be organised for people visiting Kuldiha only. It is best possible by introducing a tourism circuit connecting Panchalingeshwar, Dev Kund, Chadipur, Kuldiha and Khirchora temple. By staying at Shyamsundarpur, tourist can well visit Panchalingeshwar, Chadipur and Dev Kund in a day. The next day can be left for visit to Kuldiha forest. While returning home Khirchora temple can be visited.

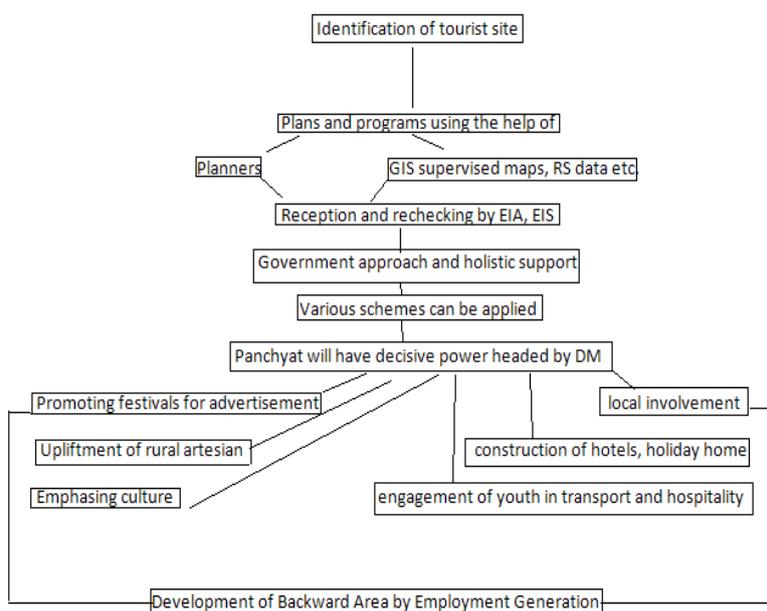


Figure-1: Employment generation through tourism

Concluding remarks

Government initiative is the best requisite for the development of tourism in this rural site. The Government, with the help of local volunteers can establish a chain of strong communication from village to national level through financial support to develop tourism to develop the local economy. Ministry of tourism has a large role to play. It can encourage and engage poor people in self help programmes in the form of cottage industrial development by putting up the products for sale. Encouragement of local cultural programs, jobs rendering post of tour operators for educated poor, etc. can help to certain extent. These sites having potential for tourism can be subjected to micro

level development strategies areas by state and central ministries. Local volunteers may indulge in keeping the local environments attractive to the tourists. Local participation irrespective of caste, creed, sex, status and other banner can ensure work force, good transport and communications system, hygienic food and water and overall security to the tourists. These will not only help to reduce backwardness but local agitations will also be suppressed and communication gap will be decreased. The interaction and good link with local people will ensure supplies of food and other items, handicrafts, entertainment at a fair and cheaper price Thus, local linkages and economy of the district may be enhanced.

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