



Growth and Prospects of Odisha Tourism : An Empirical Study

Dr. Suratha Kumar Das

Odisha, a maritime State, on the east coast of India, is bounded by West Bengal and Jharkhand on the North, Andhra Pradesh on the South, the Bay of Bengal on the East and Chattisgarh on the West. Its location is between 17°49'N to 22°34'N latitudes and 81°27'E to 87°29'E longitudes. The State ranks eleventh in terms of total population and ninth in terms of total area. It has a total coastal length and perpetually washed by the blue waters of the Bay of Bengal. The state is endowed with a vast reserve of mineral and other natural resources like : river, fountain, mountain, hills, forest, abhayaranya, pilgrims, historical places etc. The state has worldwide unique recognition for its works of Appliqué, Metal Crafts, Silver Filigree, Patta Chitra, Pipili Chandua, Sambalpuri Bastralaya as well as high attraction both in domestic and international markets for its exquisite Art and Crafts. The state like Odisha offers immense tourism delight and pleasure to the visitors owing to its rich and varied topography, vibrant culture and captivating festivities. There are 321 Identified Tourists Centre in Odisha as on May 2012. Out of it 20 tourists centre in four districts are selected as study areas for the present study.

The tourism sector has a potential to generate high employment growth through a mix of activities of hotels, transport, shopping, food,

entertainment and other areas. It is the hospitality sector, which binds together a lot of other employment generating sectors through backward and forward linkages. Tourism is a highly labour-intensive business. It not only creates direct employment but also creates opportunities for indirect employment. About 92,206 persons are directly engaged and 276,618 persons are indirectly engaged in this sector in Odisha. The ratio of indirect jobs to direct jobs is approximately 3:1 in Odisha. The State has several sources and triggers for attracting tourists. There are sites that are abound in natural beauty. There are also places like Puri that attract a large number of devotees to the abode of Lord Jagannath. There is considerable scope for religious and recreational tourism. However, Odisha's full potential for tourism is yet to be realized. The following identified tourists places are shown on the table No.1.

Table No: 01 Showing Identified tourist places in Odisha

Districts	No. of tourist places
Anugul	13
Balangir	08
Balesore	21
Bargarh	09



Bhadrak	08
Boudh	03
Cuttack	22
Deogarh	02
Dhenkanal	10
Gajapati	05
Ganjam	22
Jagatsingpur	06
Jajpur	13
Jharsuguda	05
Kalahandi	17
Kandhamal	06
Kendrapada	05
Keonjhar	16
Khurda	18
Koraput	13
Malkanagiri	06
Mayurbhanj	16
Nuapara	07
Nawarangpur	05
Nayagarh	13
Puri	20
Rayagada	07
Sambalpur	07
Subarnapur	06
Sundergarh	12

Source: OTDC

REVIEW OF LITERATURE.

Adger, N. (2003). *Economic Geography*, 79(4), 387-404. The study highlights cases of collective action coping with climate change such as extreme weather in coastal areas in Southeast Asia and of community based coastal management in the Caribbean. The study also given priority on the importance of social capital

framing both the public and private institutions of resource management that build resilience in the face of the risks of changes in climate.

Amelung, B & Viner, D. (2007). Implications of Global Climate Change for Tourism Flows and Seasonality. *Journal of Travel Research*, 45, 285-296. This research study identifies the possible future implications of climate change for tourism on a global level with a seasonal emphasis. This study shows that in some places experiencing a decrease in tourism attractiveness while other areas will become substantially more attractive due to global climatic change.

Bark, R.H., Colby, B.G., & Dominguez, F. (2009). Snowmaking adaptation and the future of low latitude, high elevation skiing in Arizona, USA. *Climatic Change*, Retrieved January 14, 2010: This article states that climate change models predict declining snowpack, shorter and more variable snow seasons, warmer winter temperatures with increased snowmelt, and increased snowmelt at higher elevations. The article focuses on two, low latitude, high elevation ski areas in Arizona (Snow bowl and Sunrise). Using information from USDA, NOAA and IPCC and other worldwide climate research organizations, future predictions of climate change effects were made.

Buzinde, C. Navarrete, D., Kerstetter, D., & Redcliff, M. (2010). Representations and adoption to climate change. *Annals of Tourism Research*, 37 (3), 581-603. This study makes an honest effort to promote tourism, hoteliers and other tourism service providers seek to present what they perceive the travelers will want. However, the image that is presented is rarely what the traveler actually receives.

Ali, Manafi, Hussein (2012): This research paper wishes to provide new insights into the nature of tourism entrepreneurship thereby



addressing main characteristics of main dimensions of entrepreneurship. In particular, by bringing previous study findings as well as universally recognized quotations, tourism entrepreneurship will be characterized in terms of culture, the nature of ventures, and personal characteristics of tourism related entrepreneurs.

Alistair McKinnon (2003) *Entrepreneurship and Globalisation A Literature Review*. This study examines some of the issues of entrepreneurship as they relate to globalisation. The first major element under investigation is the relationship between small and medium sized enterprises (SMEs) and globalisation. SMEs are often characterised as being entrepreneurial, therefore much of the literature on SMEs and globalisation is relevant to entrepreneurship. This also includes internationalization, where globalisation has forced many entrepreneurial firms to 'go global' to successfully compete and survive. By focusing new initiatives on quality and differentiation of products and services, the entrepreneur can find a place in the global marketplace, irrespective of firm size.

Shervin & Farsi (2012) *Scanning of Entrepreneurial Opportunities in the Agritourism in Villages Located in the Suburbs of the Metropolitan Cities of Iran : An Imperial Review in International Conference on Business, Economics and tourism Management, CBETM 2011, in Dubai, UAE 28-30 December*. This study Paying attention to small and medium sized enterprises – given the special characteristics they have and the limitations they face in the vicinities of metropolitan cities – in the rural and particularly the agricultural tourism sectors can provide the basis for the improvement of advantages gained from tourism especially with regards to employment and entrepreneurship and additionally it leads to an optimized management of rural tourism activities.

CHOOSING THE STUDY AREA.

- Un-polluted environment
- High quality of natural attraction and suitable Agro-Tourism areas.
- Breath taking landscapes and untouched natural areas.
- Rich cultural heritage and historical background (archaeological and architectural remains, handicrafts, traditional dance and music, traditional food, authentic/traditional agricultural products, custom, myths and legends, festivals and musical events etc.)
- Favorable climate conditions that extends the tourist season up to 12 months.
- The richness of flora and fauna (birds, turtles, wild donkeys): vacations
- Hospitality of the inhabitants.
- Number of the newly established micro and small enterprises is gradually increasing.
- Pilot experiences for the re-vitalization of old villages positively carried out.
- Advantages of the short transporting distances.
- Good price/value of rural produce and catering (food/drinks) (VFM-Value For Money)
- Existence of Government Scheme to encourage Village livelihoods

RELEVANCE OF THE STUDY

Tourism Industry in Indian can attract foreign as well as local tourist. At present, many tourists wanted to visit a place like farm house, medicinal farms so there is a possibility to develop categorical medicinal-farms for the cure of different disease. Hence, agri-tourism is a tool to



development of the rural farmers as well as villages. Odisha is enriched with enormous potentialities of tourism like: eco-tourism, rural tourism and agri-tourism. Day by day more and more tourists are attracted to come Odisha to witness and inculcate especially tribal culture, car festivals/ratha yatra, Konark sculpture, historical importance of Dhauli, Odishi dance, Chilika and other local festivals that strengthen our state economy as well as national economy by inflow of foreign currency. Hence Government and private players are ought to play all out possible efforts and initiatives to tourism sector in Odisha. On this backdrop it is interesting to make a empirical study on tourism sector in the state of Odisha.

OBJECTIVES OF THE STUDY:

The present study attempts to analyse the growth and prospects of tourism industry in Odisha. The specific objectives of the study are:

- To analyze the performance of the tourism industry
- To review the origin and growth of tourism industry in Odisha since pre-independence period.
- To review the problems and hindrances of the tourism industry in Odisha and
- To suggest concrete measures for the growth of tourism industry in odisha

METHODOLOGY:

The secondary data are used in analysing the present study. The data were collected from various reports and records of office the Tourism Department, Government of India, Odisha Tourism Development Corporation (OTDC), department of Tourism, Govt. of Odisha, internet etc. The various journals and books are also referred in the present study. The collective data are analysed with help of suitable statistical techniques like percentage, ratios and chart.

DATA ANALYSIS :

Table No: 02 showing Tourists visits in odisha

Year	Domestic	%Change	Foreign	%Change	Total	%Change
2002-03	34,29,027	8.4	23,488	6.9	34,52,515	8.4
2003-04	38,05,968	11.0	25,556	8.8	38,31,524	11.0
2004-05	43,26,002	13.7	30,300	18.6	43,56,302	13.7
2005-06	46,95,647	8.5	35,731	17.9	47,31,378	8.6
2006-07	53,77,123	14.5	39,407	10.3	54,16,530	14.4
2007-08	62,10,586	15.5	43,311	9.9	62,53,897	15.4
2008-09	64,82,213	4.37	42,303	-2.32	65,24,516	4.32
2009-10	71,04,079	9.59	47,105	11.35	71,51,184	9.6
2010-11	77,70,741	9.38	53,212	12.96	78,23,953	9.4
2011-12	84,72,208	9.03	62,816	18.05	85,35,024	9.09

Source: statistical bulletin-2012 (Odisha tourism)



Analysis:

From table No. 02 it is depicted that number of domestic tourists is constantly increasing to visit various tourists' places and also interested to enjoy culture, festivals and especially tribal culture in the state of Odisha during the study period 2002-12. The domestic tourists are 34,29,027 in 2002 and now touched to 84,72,208 in 2012. The highest percentage increase (15.5%) of tourists in 2007-08. Where as lowest percentage increase (4.37) in 2008-09. Similarly foreign tourists are constantly increasing to visit and enjoy Odisha tourism. It is found that highest percentage (15.4%) increase of foreign tourists has been during 2007-08 and lowest increase (4.32%) percentage has been during in 2008-09. finally it is concluded that overall growth and rise of tourists are positively inclined.

Chart No: 01 showing Tourists visits in Odisha

Chart No: 01 shows that both domestic and foreign tourists are increasing throughout study period (2002-12) interested to come to Odisha to enjoy Odisha tourism.

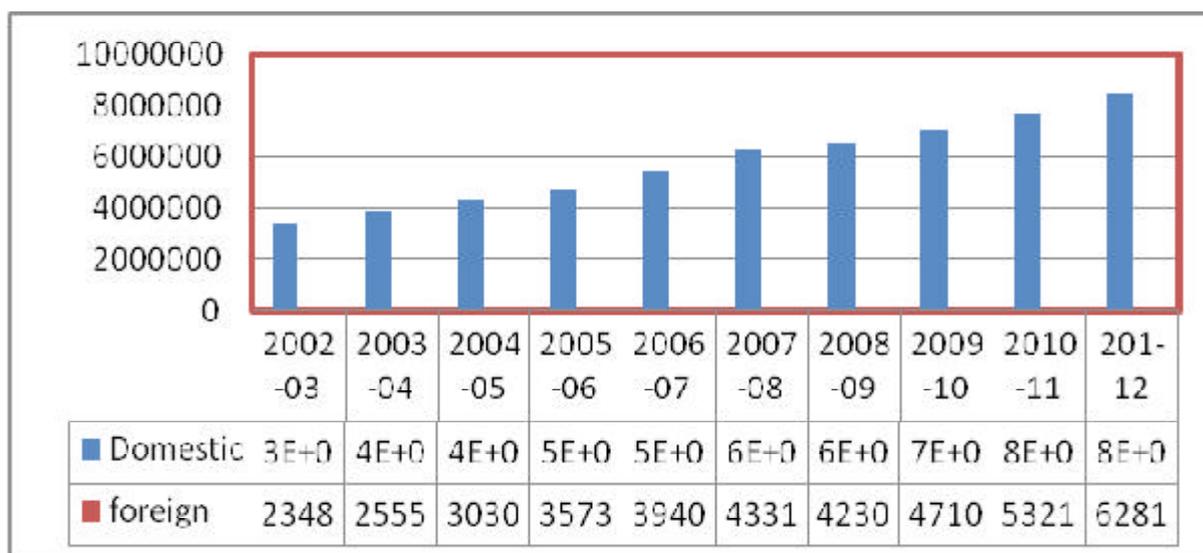
Table No: 03 showing Odisha's Share In National Tourists Arrival.

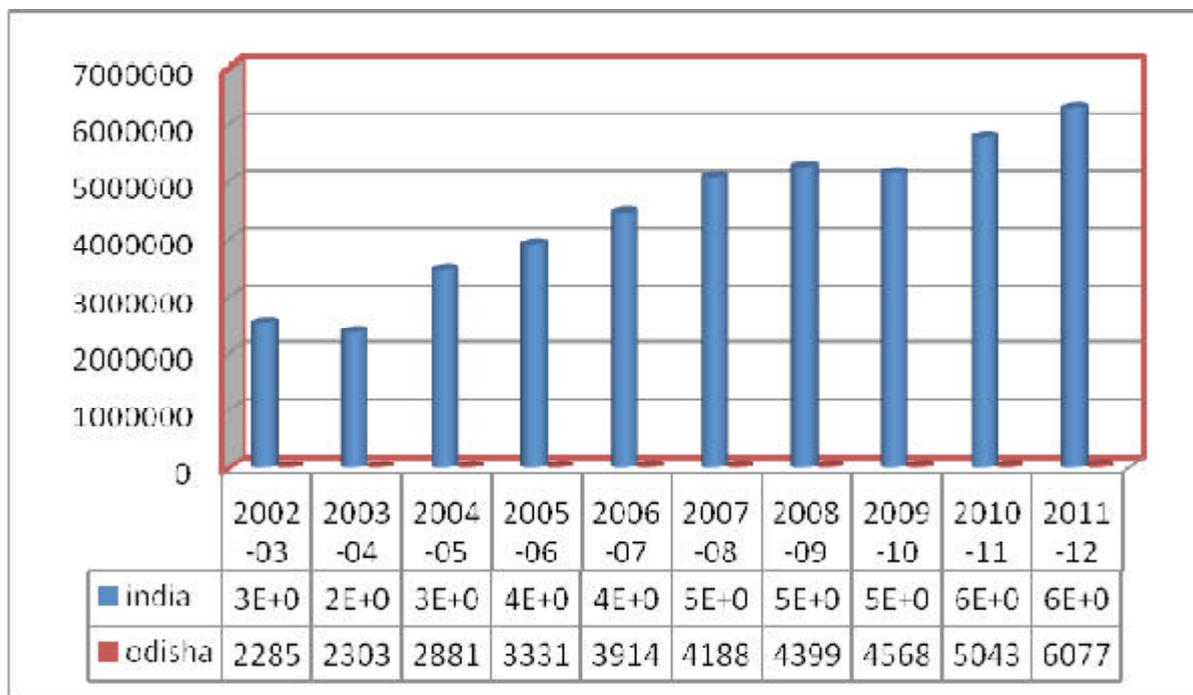
Year	India	Odisha	Share
2002-03	25,37,282	22,854	0.90
2003-04	23,84,364	23,034	0.96
2004-05	34,57,477	28,817	0.83
2005-06	39,18,610	33,310	0.85
2006-07	44,47,167	39,141	0.88
2007-08	50,81,504	41,880	0.82
2008-09	52,82,603	43,966	0.83
2009-10	51,67,699	45,684	0.89
2010-11	57,75,692	50,432	0.87
2011-12	62,90,319(P)	60,722	0.96

Source: statistical bulletin-2012 (Odisha tourism)

Analysis:

It is reflected from table No: 03 that comparison is being made between number of tourists in country as well as in the state. The number of tourists visited to country as well as to state is constantly increasing during the study period 2002-12. The percentage of share tourists visited to Odisha is 0.96% to the tourists visited to India in between 2003 and 2012.



**Chart No: 02 showing Odisha's Share In National Tourists Arrival****Analysis :**

As it is reflected from chart No: 02 that more and more tourists are day by day interested to come to India and also to Odisha to visit the different tourists places and enjoy the rare social culture, natural scenery, festivals etc.

Table No: 04 showing inflow of money through tourists' expenditure in Odisha

Year	(in crores)		
	Domestic tourists	Foreign tourists	Total
2007-08	3,088.21	106.93	3,195.14
2008-09	3,254.65	135.46	3,390.11
2009-10	3,566.89	150.83	3,717.72
2010-11	3,901.61	170.39	4,072.00

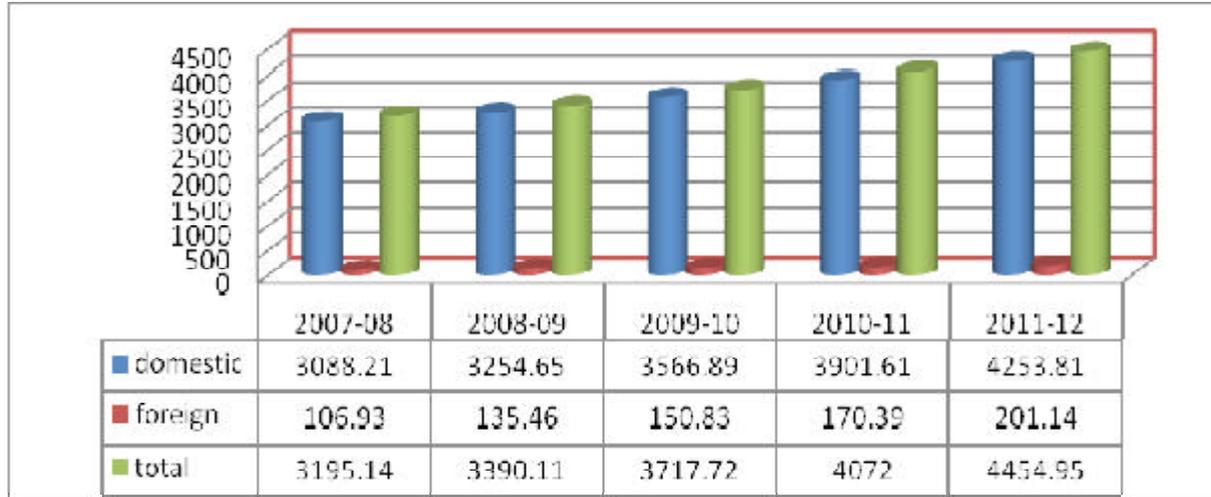
2011-12 4,253.81 201.14 4,454.95

Source: statistical bulletin-2012 (Odisha tourism)

Analysis:

It is depicted from Table No: 04 that tourism sectors are recognized as the most potential sectors in India and in the state. It strengthens national and state economy by contributing a lot to increase foreign currency. During the study period (2007-12), it is concluded that there is a constant rise of revenue from the tourists' expenditure in the state of Odisha.

Chart No : 03 reflect that tourism sector has significant contribution to strengthen the state economy. This chart shows that revenue from domestic and foreign tourists have increased constantly during the period 2007-12.

**Chart No: 03 showing inflow of money through tourists' expenditure in Odisha****Table No: 05 showing Year Wise Plan Outlay and Expenditure For 11th Plan Period (Rs. in lakh)**

Year	Name of the Scheme						Total
	101-Tourist Centre	102-Tourist Accommodation	104-Promotion & Publicity	190-Investment in Public Sector undertaking	103-Tourist Transport	Addl. Central Assistance	
11th PLAN – outlay	50.00	2698.50	2451.51	-	-	-	5200.00
2007-08 Outlay	10.00	816.00	314.00	---	---	300.00	1440.00
Expenditure	10.00	816.00	312.80			300.00	1438.80
2008-09 Outlay	05.00	2100.00	560.00	---	600.00	1300.00	4565.00
Expenditure	05.00	1975.00	560.00	---	600.00	1300.00	4440.80
2009-10 Outlay	05.00	1545.00	790.00	---	---	1000.00	3340.00
Expenditure	05.00	1320.00	790.80			1000.00	3115.80
2010-11 Outlay		1075.90	1204.10	---	---		2280.00
Expenditure		1035.67	1204.10				2239.70
2011-12 Outlay		2910.00	1550.00	---	---	55.45(cp)	4515.45
Expenditure		2909.96	1549.49			55.45	4515.35
2012-13 Outlay	10.00	3700.00	1900.00	---	---		5600.00

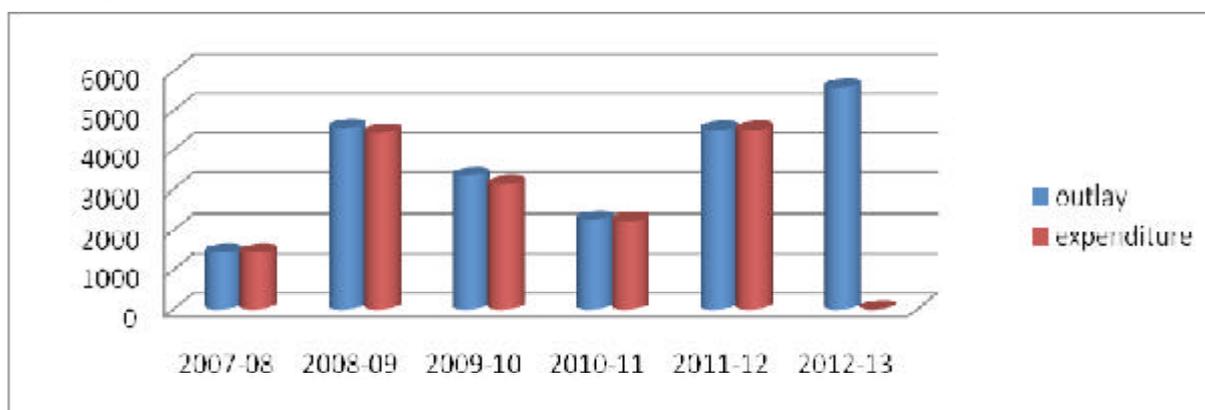
Source: statistical bulletin-2012 (Odisha tourism)



Analysis:

It is indicated from Table No: 05 that government is conscious about the budget provision for the promotion of tourism sectors in the state of Odisha during the 11th plan period. The government is constantly increasing the budget to meet the expenditures for expansion, modernization and beautification of tourists places to attract more and more tourists.

Chart No: 04 showing Year-Wise Plan Outlay And Expenditure For 11th Plan Period



The chart No: 04 shows that state and central government has made very good provision outlay for the promotion and development of 101-Tourist Centres, 102-Tourist Accommodation, 104-Promotion & Publicity, 103-Tourist Transport etc. The outlay provision for the said purposes is constantly rising except 2010-11.

GOVERNMENT INTERVENTION

The Government of Odisha has been given high priority to the development and promotion of tourism as well as the hotel industry sector in Odisha. During the 10th Five Year Plan, the State spent public funds of Rs.38.45 crore on this sector. In the first four years of the 11th

Plan (from 2007-08 to 2010-11), Rs.89.94 crore was spent for this purpose. In all, 320 tourist centres have been identified for their development and promotion in Odisha.

Organization of State and District Level Festivals.

Several festivals including the Rath Yatra, Konark Festival, National Crafts Mela, Mukteswar Dance Festival and other festivities have been recognized state-level festivals in Odisha and are geared towards attracting tourists.

Similarly, there are district-level festivals like the Parab in Koraput and Mahotsava in Sambalpur. While these are official festivals, interest groups such as industry subgroups and civil society organizations also organize festivals such as beach festivals at Puri, Gopalpur and Chandipur.

Development of Shamuka Beach

The Shamuka Beach Project at Puri is in progress. Targeted towards high-end tourists, it is spread over 2,000 acres of land of which, 972 acres of land have already been acquired in the first phase. Development work is already in progress. The State Government released Rs.3.30 crore during 2010-11 to CESU and OPTCL for electrification of the Samuka Project.



Tourist Units

At present, 19 tourist units, i.e., Panthasala, Panthika, Tourist Complex and Yatrivas, with 105 rooms and 287 beds function under the Tourism Department, while 21 tourist units with 509 rooms and 1,112 beds are in operation under the Odisha Tourism Development Corporation (OTDC)

Hotel and Restaurant

This sub-sector has been growing consistently since 1950-51. Its share in the State domestic product increased from 4.85 percent in 1950-51 to 12.7 per cent in 2008-09 at 1999-00 base. The share of the sector in real GSDP has increased from 10.68 per cent in 2004-05 to 13.22 per cent in 2010-11 at 2004-05 prices. This sub-sector is expected to contribute to 13.73 per cent share in the real GSDP of Odisha in 2011-12 and has been growing in real terms at the rate of 10.38 percent. The hotel and tourism industries are strongly linked. Development of the hotel industry is essential for the growth of tourism. Over the last 20 years, the number of hotels has grown 2.76 times, and, with a compound annual growth rate of 5.21 percent. Thus, it is not keeping pace with the growth rate of the State during the same period. From 1999 to 2010, the number of hotel rooms has grown at an annual rate of 6 percent, while the number of tourists in the State has grown at the rate of 10 percent. It, therefore, follows that the growth of this sector and its contribution to the tourism sector is found to be on higher rate of capacity utilization. The trend in the standard of hotels in terms of servicing lower spending groups (LSG), middle spending groups (MSG) and high spending groups (HSG) from 1999 to 2010 can be seen from Figure 5.21. The trend and extent of total hotel beds is from 2000 to 2010, the number of beds increased by 70 per cent. During 2010, there were 1,326 hotels with 26,555 rooms and 51,317 beds, of which, 114 catered to high-spending groups (HSG), 264 to middle-spending

groups (MSG) and 948 to lower-spending groups (LSG).

The government of Odisha has designed annual budget for the current year 2011-12 for promotion and development of Odisha tourism to attract more and more tourists.

Government's Annual Plan 2011-12 (in Lakhs)

SL. No	Items	Amount
1.	Grants to State Institute of Hotel Management Bolangir	100.00
2.	Deployment of Tourist Police Personnel/ Beach Cleaning (Puri, Gopalpur,	500.00
3.	International events & seminars & Fairs & Festivals have been clubbed together.	500.00
4.	Advertisement through Electronic Media (Overseas & Domestic) Print Media	800.00
5.	Modernization of Tourist Office, Tourist Counters	100.00
6.	Acquisition of Land/ Land Bank.	300.00
7.	Development of Tourism Infrastructure.	500.00
8.	Furnishing of Tourism Units.	49.00
9.	Wayside Amenity Centre.	200.00
10.	Project Monitoring Unit and Consultancy & Architectural Fee	200.00
11.	Provision under New Tourism Policy & Critical Gap	100.00
12.	Clearance of liabilities.	0.01
Total		3000.00

STATE SHARE TO CSP.

1.	Dev. of Mahanadi River as Tourist Circuit in Odisha.	30.00
2.	Dev. of Harishankar- Nrusinghanath- Ranipurjharial as tourist centre	30.42
3.	Dev of Tourist Circuit Bhubaneswar- Puri-Chilika-under Mega Project	150.00



4.	Dev of Nandankanan – Khandagiri-Deras-Chandaka	9.83
5.	Dev of Khurda – Barunei- Atri-Kaipadar- Odagaon- Buguda	72.51
6.	Dev of Barhampura-Nuagarh-Kuadol-Nandini-Jhanjibandha	122.07
7.	Dev of Sambalpur-Hirakud-Dhama-Pradhanpat-Khandadhar	179.26
8.	Vedavyas-Pitamahal-Khinda-Deogarh-Debrigarh	73.92
9.	Dev of Jagatsinghpur under Circuit Development.	79.36
10.	Dev of Barbati- Paramhansa-Nemala-Naraj-Charchika-Choudwar	39.99
11.	Study of Demand & Supply Employment generation in Tourism Sector	103.80
12.	Dev of Jajpur-Chandikhol-Olasuni-Gangi-Mahavinayak-Chhatiaunder	
13.	Dev of Rambha-Taratarini-Hinjilikatu-Bhanjanagar-Potagarh- Rusikulya River	55.50
14.	Dev of Bargarh-Sambalpur-Ghan-teswari-Budharaja-Gudguda-Jharsuguda	25.00
15.	Dev of Sanghagara-Ghatagaon-Keonjhar-Sitabinj-Gundicha ghaiunder	25.00
16.	Dev of Subvash Bose Memorial & Swarajya Ashram at Cuttack	0.01
17.	Development of Destination Tourism Pipili.	0.01
18.	Development of Sonepur-Boudh under Destination Scheme. New Projects to be sanctioned by GoI.	0.01

Total	1000.00
--------------	----------------

Grand total	4000.00
--------------------	----------------

Highlights the Government Activities : for Promotion of Tourism

- Publications and publicity material
- Media Management Agency & Event Managers
- Advertisements (Print Media, Electronic Media):
- Website, Toll -free Number: Audio Visual: Fairs, Festivals & Events
- Festivals Organized at Tourism Places
- Rural Tourism, Raghurajpur
- Destination Development, Puri

- Peace Park & Amphi theatre at Dhauli
- Development of Gopalpur - on - Sea.
- Development of Chilika Lake as a tourist destination of Odisha.
- Development of Similipal in the district of Mayurbhanj.
- Integrated Buddhist Circuit-Ratnagiri-Lalitagiri-Langudi-Udayagiri.
- Development of Sakhigopal.
- Development of Taptapani.
- Integrated Development Dhauli-Puri-Konark-Bhubaneswar
- Odisha Tourism Portal
- Guide Training Programme
- Hospitality related Training programme
- Recognition to Excursion Agencies, Approval of Hotels & Hotel Projects
- Completion of Ongoing Projects, Safety & Security of Tourists

CONCLUSIONS

Tourism forms a significant aspect of the service sector which contributes largely to the Indian economic development. Odisha tourism industry is growing rapidly more than the preceding years. The scope of tourism has varied branches very often depending upon the purpose and circumstances under which the activity is being taken up. Now the unique tourism arteries that have gained momentum are health tourism (medical tourism), religious tourism, sports tourism, educational tourism, agri tourism etc. With proper government incubation, tourism sectors are gaining more and more importance due its employment, rural development and profitability etc. The present growth rate of tourism sectors can be sustained and it is also have a value addition and can accelerate further growth. Hence it is concluded that the growth and prospect of Odisha tourism is bright.

Dr. Suratha Kumar Das, Lecturer in Commerce, Department of Commerce, Sri Jayadev College of Education & Technology, Naharakanta, Bhubaneswar.