Tourism marketing is a combination of tourism generating area, journey by tourists and value of travel. In other words, it is the actual and potential demand for a tourism product based on a specific tourism motivation. When we talk about tourist generating markets, we have to take about the geographical region with popular characteristic knowledge of tourists generating market is essential for the marketing of tourism products or services. This helps you not only in segmenting the market but also in targeting your customers.

According to Department of Tourism, Govt of India, an “international visitor is any person visiting the country on a foreign passport and the purpose of the visit is other than the exercise of an activity remunerated from within the country or establishment of residence in the country.” In this definition two segments of visitors are covered.

i) Foreign tourists

ii) Excursionist.

Let us discuss about the two segments of the visitors.

i) Foreign tourists who stay at least 24 hours in India and purpose of whose journey can be classified under any of the following :-

(a) Leisure, Recreation, Health, Study, Holiday, Religion and Sports
(b) Business, Family, Mission and Meeting.

But the following three categories are not regarded as tourists.

(a) Person arriving with or without contact to take up an occupation or engage in activities remunerated from within the country
(b) Person coming to establish residence in the country.
(c) Person who come as Excursionist.

ii) Excursionist is a visitor, who stays less than 24 hours in the country. For example:- those visitors who come to the country by cruise ships and do not stay a night at an accommodation, establishment in the country.

As tourists are divided into two categories i.e. Foreign and Domestic tourists, now we have to discuss about the definition of domestic tourist.

DOMESTIC TOURIST

As per the definition of Deptt. of Tourism, Govt. of India, a person will be considered a domestic tourist who travel within the country to a place other than his usual place of residence and stays at hotel or any other commercial establishment run on commercial basis on paying room rent for a period of not less than
12 months at a time for any of the following purposes:-
(a) Pleasure (Holiday, Leisure, and Sports etc)
(b) Pilgrimage, Religion, and Social function.
(c) Business, Conference and Meeting.
(d) Study and Health.

**TYPES OF TOURISM:-**

As per the Odisha Tourism Policy 1997 and 2013, Tourism in Odisha are divided into 10 types for promotion of Tourism in the State. They are as follows:-

1. Archaeological and Pilgrimage Tourism.
2. Convention Tourism.
3. Beach and Lake Tourism.
5. Cultural Tourism – Handicrafts and Handlooms and Tribal Arts.
6. Holiday and Leisure Tourism.
7. Wildlife Tourism.
8. Sports and Adventure Tourism.
9. Reservoir Tourism.
10. Caravan Tourism.

Now steps are being taken for Eco-tourism development in the State.

**TOURISM CENTRES OF ODISHA**

There are 331 identified tourist centers in Odisha as on 1st Sep’2013 out of which only 2 are in Deogarh district. The names of such tourist centres along with their importance are given as under:-

<table>
<thead>
<tr>
<th>Name of the Centre</th>
<th>Importance</th>
<th>Distance from Dist. Hqrs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pradhanpat</td>
<td>Waterfall</td>
<td>Very close to Deogarh town – 1 Km.</td>
</tr>
<tr>
<td>Kailash</td>
<td>Scenic spot</td>
<td>18kms. (Pradhanpat hill range)</td>
</tr>
</tbody>
</table>

Odisha in the Eastern coast of India attracts thousands of domestic and foreign tourists every day to visit the place of tourist interest.

As per the Statistical Bulletin 2012 of Deptt. of Tourism Govt. of Odisha, we come to know that the tourists who arrive in Odisha firstly prefer to visit Puri, Konark, Bhubaneswar, Chilika Lake, Peace Pagoda at Dhauli, Biological Park at Nandankanan, Similipal National Park, Bhitarkanika National Park, Buddhist Circuit at Lalitgiri, Ratnagiri, Udayagiri, Langudi as well as the artists village Raghurajpur, tribal district Koraput, Rayagada, Kandhamal, Kalahandi, and lastly Sambalpur, Sundargarh, Deogarh, Balangir etc. Due to naxal activities the tourist flow to certain tourist centres has been decreased. Now Deptt. of Tourism and ST and SC Development Deptt. have issued some guidance for visiting to some particular areas only those who have obtained proper permission to enter PVTG’s area from the concerned District Collector and District Magistrate.
PLACES TO VISIT:

DEOGARH: Deogarh, the capital of ex-Bamanda state and at present the district headquarters is located in the bosom of green maturing. It is believed that panoramic view of the place is dear to the Divine being for which it is named Deogarh (Deba Durga). In the heart of the town, the old palace stands majestically with some royal building bearing an artisan excellence.

Places of tourist interest of deogarh include Pradhanpat waterfall which offers a rare scenic beauty, another waterfall is Kurodkote in the hill range of Pradhanpat. Once the Kurodkote was producing hydroelectricity power in the state 2nd in India. These two waterfalls are very close to Deogarh. On the other hand the two beautiful guest houses namely Basant Nivas and Lalita Basanta were providing better accommodation to the royal families. Besides, there are temples like Gopinath, Jagannath, Gokarnika, Gopaljee, Saraswati, Hanuman, Jhadeswar Baba and Gundicha.

PRADHANPAT: The Pradhanpat hills with its picturesque waterfall offers a rare scenic beauty. These falls are close to Deogarh town which is attractively situated in the backdrop of green hills. While Pradhanpat is the main water source of Deogarh and Kurodkote was the main source of energy, the 1st one of its kind in Odisha. The place wears a new look everyday with the influx of visitors. During winter there is a heavy rush of tourists to the Pradhanpat waterfall every year beginning from October.

KAILASH: The king of ex-Bamanda state has left behind many heritage building as their honeymoon palaces inside the hills and mountain. Kailash is one of them. Kailash is ideally located on a beautiful mountain—by the side of NH No.6 towards Sambalpur within a distance of 15 kms from Deogarh Dist Hqrs. and has been declared as one of the eco-tourism sites of Deogarh district.

GOHIRA DAM: About 16 kms distance of Deogarh in Reamal block is Gohira Dam, water reservoir of Deogarh district. It is an ideal place for supply of water for irrigation and picnic spot.

MADANMOHAN TEMPLE AND KALAJIRA M.I.P AND GADAVARI TANK: Ballam is situated at a distance of 16 kms from Deogarh town on NH No.6. God Madannohans temple was constructed by the ex ruler of Bamanda during the year 1892 at a hillock and both Kalajira M.I.P and Gadavari tank. 11/2 kms length is also constructed during the year 1891 for which was water sports, and supply of water to mangoes groove and paddy fields. During winter some migratory birds also come to the lakes.

RIVER BRAHMANI: Barkote is 30 kms away from Deogarh in NH No.366 towards Kolkata. River Brahmani is the main river flowing in Deogarh district which is producing hydroelectricity at Rengali dam, controlling flood and provide irrigation facility. The miles long reservoir water is fine looking during sunset and sunrise. The two bridges are very beautiful. The local fishermen fish there and this place is also ideal for boating. There is also a shrine of Goddess Rambha Devi and a fair is held one day before Aswina Purnima every year.

RAMBHA DEVI PITHA, SUGUDA: An other enchanting place is Goddess Rambha Devi Pitha, near a mountain cave at Suguda which is 8 kms away from Deogarh town in Deogarh – Chheplipali road side. Every year during the month of Jyestha a big fair is held here with the congregation of 25,000 to 30,000 visitors.

FAIRS & FESTIVALS:-The following are the fairs and festivals held in different places of
Deogarh district for congregation of both local people and domestic tourists in large numbers.

i) **Utsav Pradhanpat** :- Held during the month of January – February every year with Sambalpuri folk dance, Tribal dance like Kisan, Kharia, Karma. Gadjar women dance and Badya Bichitra with sponsored programme of Sangeet Natak Academy and Odissi from eastern Odisha are performed. This year the Utsav was celebrated from 15th to 18th Feb’2013. Next year the Utsav will be celebrated in the last week of January’2014.

ii) **Ganesh Chaturthi Mela** :- This fair is the biggest festival of Deogarh district like the Gajalaxmi Puja of Dhenkanal and Angul. The fair is being held for a period of 3- 5 days starting from Ganesh Chaturthi day and this year it was observed from 9th Sep’2013.

iii) **Rath and Bahuda Yatra** :- The Rath and Bahuda Yatra is being held at Purunagarh since Gadjar period. The chariots are drawn from Jagannath temple to Gundicha temple. The representatives of royal family generally perform the”Chhera Pahanra” work.

iv) **Durga Puja** :- The Durga Puja is held during the month of September- October every year at Ballam and Barkote with much pump and ceremony.

v) **Gajalaxmi Puja** :- Gajalaxmi puja is held during the month of September- October on the full moon day at Kandhal. The festival is being celebrated for last 45 years.

vi) **Mahashivaratri Mela** :- Mahashivaratri Mela in Deogarh district is celebrated in Jhadeswar Baba temple complex near Purunagarh and at Ballam in a befitting manner for 2 days with congregation of thousands of devotees.

vii) **Chandan Yatra** :- The Chandan Yatra at Kalla 34 kms from Deogarh is being celebrated every year for a period of 3 days during the month of April-May. Here various entertainment programmes, opera shows, mina bazaar, merry-go-round etc. are organized by the organizing committee of Chandan Yatra.

GUIDE SERVICES: - 18 nos of Local Tourist Guides have been trained by the District Administration and Tourism Department for rendering better assistance to the tourists visiting this district.

ACCOMMODATION FACILITIES: - To provide better accommodation to the tourists visiting this district hotels and lodging houses like Hotel Magmata Palace, Hotel Mamata, Hotel Moonlight, Hotel Raunka Plaza, Tarangini Guest House, Tourist Home, Shree Agrasen Bhawan etc. are built. Tourists visiting to Barkote side may also stay at Hotel Jasmine in an affordable room rent.

TOURIST INFORMATION AND ASSISTANCE :- Tourist intending to visit Deogarh may contact the District Tourist Officer at Collectorate or dial over his Cell Phone:- 08102111898 or call 18002081414 (Toll free number) for further information and assistance or visit our website : www.orissatourism.gov.in.

Dasharathi Patra, Statistics & Research Cell, Department of Tourism, Odisha, Paryatan Bhawan, Bhubaneswar-14.