# Chapter-1

## Introduction of the Study

### 1. Introduction

Tourism is considered as one of the largest industries of the world. India is a developing nation. Tourism is one of the sectors supporting to national economy e.g. Switzerland and Southeast Asian Countries like Singapore, China, Thailand have tourism-based economy. Tourism industry is attracting the attention of the Governments all over the world because of its vast potential to contribute to the overall development of the countries (Baker 15-22)[40]. World Tourism Organisation (UNWTO) celebrated throughout the world on or around each year in 27th September with the sole objective of creating and fostering awareness among the international community's about the importance of tourism for its social, cultural, political and economical values. In 2019, in line with UNWTO's overarching focus on skills, education and jobs throughout the year, World Tourism Day will be a celebration on the topic 'Tourism and Jobs: a better future for all' ("World Tourism")[31].

Tourism sector is one of the largest employment generators in India and plays a very important role in promoting inclusive growth of the less-advantaged sections of the society and poverty eradication. The main objective of the Indian tourism policy is to position tourism as a major engine of economic growth and harness it's direct and multiplier effect on employment and also poverty eradication in a sustainable manner by active participation of all segments of the society. Apart from Marketing and promotion, the tourism development plan is the focus on integrated development of tourism infrastructure and facilities through effective partnership with various stakeholders

(hoteliers, travel agents, transport operators). The role of Government in tourism development has been regular to that of a catalyst ("Tourism sector")[22].

## 1.1 Why tourism?

UNWTO (United Nations World Tourism Organization) defined tourism as an economic and social phenomenon. Over the decades, tourism has experienced as growing sector and for its diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to the development of new destinations. These dynamics have turned tourism one of the drivers for socio-economic progress.

Today, the business and tourism are equals or even surpasses like that of oil exports, food products or automobiles. Tourism has continued as major players in international business, and represents one of the main income sources for many developing countries. This growth goes to increase competition among destinations.

Global outcome of tourism in industrialised and developed states has also produced economic and employment opportunities in many related sectors i.e. from construction to agriculture or telecommunications.

The contribution of tourism to economic growth depends on the quality and the revenues what the tourism offer. UNWTO assists destinations and sustainable positioning are more complex in the national and international markets. As an UN agency devoted to tourism, UNWTO points out that only developing countries stand to get benefit from sustainable tourism and acts to help make this a reality ("Why Tourism?")30.

### 1.1.1 Concept and Definition of Tourism

Some international organizations are engaged mainly for computation of tourist statistics and highlight the trend of tourism business at the regional and global levels. The

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UNWTO, WTTC (World Tourism and Travel Council), the PATA (Pacific Asia travel Association), the OECD (Organization for Economic Cooperation and Development), and the NTRRC (National Tourism Resources Review Commission) are the leading organizations those are engaged in the compilation of tourist statistics, through the United States Senate's NTP (National Tourism Policy). These organizations used the standard definitions of tourism. The object is to calculate the actual and projected tourist arrivals, revenue receipts, occupancy rates, demand of transport, etc. The UNWTO as an apex tourism body at the global level, plays an important role performed in tourism sector and explaining the definition, nature, and importance of tourism in a better, systematic and scientific way (Swain and Mishra 4)[114].

Each and every country defines tourism as per their local parameters into consideration. But the broad outlines by the UNWTO are mentioned and followed by all countries in their definition of tourism and tourists. The technical issues of UNWTO definitions emphasize are-

- ➢ Purpose of travel by whether for business or leisure or pleasure by travelers.

- ➢ Duration of visit which is determines by the length of travel time stay at least 24 hours and a maximum one year stay away from home.

- ➢ Nature of travel disqualifies remunerative visits from being part of the tourism business.

The definition practices by various developed countries such as the US, Canada, the UK, and Australia in terms of inclusion and exclusion of entry for the purpose of travel and stay of people in the tourism statistics have set examples for other countries

that refer to the definition of tourist of these countries. The practices adopted by few countries including India are given below-

**United States of America (USA)**

The NTRRC (National Tourism Resources and Review Commission) in the US in 1973 first defined tourist as 'a person who travels away from home for business, pleasure, personal affairs, or any other purpose except to commute to work whether he stays overnight or returns the same day'. In that case a distance should at least 50 miles (one way) regardless of purpose, excluding only crews, students, defense personnel on duty or mission and commuters.

**Canada**

The CTS (Canadian Travel Survey) in 1978 defined tourism in terms similar to those of the US with only a relaxation on the distance of 50 miles but the provisional authority's decisions reduced the distance to 25 miles. The CTS identified the primary group of travellers categorized to non-resident travellers, resident travellers, and other travellers. Resident and non-resident travellers both were included as same-day travellers and business travellers. 'Other travellers were categorized as immigrants, former residents, members of military staff and crews.'

**United Kingdom (UK)**

'The NTBs (National Tourist Boards) of England, Scotland, and Northern Ireland distinguish the tourist as per short (one to three nights) and long (four or more nights) durations of stay. Tourist trips include all overnight trips away from home by residents for holidays, visits to friends and relatives (non-holiday), business and conference trips,

trips for any other purpose. Five types of visitors are grouped, namely holiday independent, holiday inclusive, business, VFR, and miscellaneous.'

**Australia**

'The ABI (Australian Bureau of Industry) economics in 1979, on the lines of the US definition, fixed distance to recognize a person as tourist for the purpose of inclusion in tourist statistics.' But this bureau fixed the distance at 40 kilometers. Although, other components of the UNWTO definition are accepted, except with the term 'usual environment' that the organization used. The bureau allowed temporary and recreational visits to second homes as part of tourism, but not allowed visits by local residents.

**India**

The definition of tourism derived from the United Nations Statistical Commission (UN Statistical Commission) has adopted by Government of India with certain modification to meet the local requirements. The Ministry of Tourism, Government of India, divides into two categories of visitors, i.e., international and domestic. 'Only those visitors holding foreign passports who stay for at least 24 hours in India are considered as foreign tourist, whose journey can be classified under one of the purposes: i. Leisure (recreation, holiday, health, study, religion, and sports), ii. Business, iii. Family, iv. Mission, v. Meeting. On the other hand, domestic tourist is defined as a person who travels within the country to a place other than his or her usual place of residence and stays at hotels or other accommodation establishments run on commercial basis or others which offer free accommodation, for a duration of not less than 24 hours or one night and not more than six (6) months at a time for any of the following purposes:

➢ Pleasure(holiday, leisure, and sports)

- ➢ Pilgrimage, religious, and social functions

- ➢ Business, conferences, and meetings

- ➢ Study and health' (Swain and Mishra 8-10)[114].

**1.2 Indian history in travel business:**

The history of travel agency and tour operation business in India may be traced from Thomas Cook's organized package tour to the country in 1878. The success of this organized tour made a great impact on the Indian travel business scenario, as non-resident British nationals were travelling at that time between India and Europe for official and personal purposes.

Thomas Cook's business model provided enough idea to the Indian entrepreneurs to enter into the travel agency business in the early twentieth century. Subsequently, travel majors such as American Express and Cox & Kings started their operations to India. In 1880, Thomas Cook & Sons established offices in commercially important cities such as Mumbai and Kolkata. Considering the huge demand from royal families, the EPA (Eastern Princes Departments) was established in 1887, which resulted in an increase in the number of outbound travellers to Europe. During the mid-nineteenth century, a minority group of elite Indian sailed to England for higher studies and civil services examination. Indian political leaders too travelled to England to participate in several round table discussions.

J. N. Katgara was the first Indian to established a travel agency, named Jeena & Company, in the 1920. Other Indian Travel agencies such as Lee and Muirhead India Pvt. Ltd. and Jamnadas & Co. Ltd were also established in Mumbai and operated inbound and outbound tour. The three early travel agencies- namely, jeena & Company, Lee &

Muirhead India Pvt. Ltd. and Jamnadas & Co. Ltd. were merged into one company known as TCI (Travel Corporation of India Ltd) in 1961.

In the post-independence era, the Sir John Sargent Committee report began a new chapter of tourism development in the country. A separate TTB (Tourist Traffic Branch) was created under the Ministry of Transport in 1949 to deal with the task of increasing the tourist traffic to India. The TTB was mostly entrusted with coordinating with travel agencies and tour operators in India and overseas.

The TAAI (Travel Agent Association of India) was formed in 1951 by a group of twelve leading travel agents primarily to protect the interests of suppliers in the industry, to promote the industry's growth and development, and to safeguard the rights of the travelling public.

The growth in the travel sector gave birth to other travel companies in India such as SITA (Student International Travel Association) in 1963. Thomas Cook India (Ltd) was established under the Companies Act 1956 in 1978. The Asian games hosted in 1952 in India and they made a significant impact on the inbound traffic to India. Travel agents started operating in Delhi and other destinations such as Agra and Jaipur.

An ad hoc Committee on tourism, namely Jha Committee was set up in 1963, and it recommended that the public sector play a role in the promotion of tourism. As per the recommendation of the committee in 1963, the ITDC (Indian Tourism Development Corporation) was established in 1966 to plan and develop new infrastructure and strength the existing facilities. A good number of hotels were constructed at popular tourist destinations and luxury transport facilities made available to tourists. The IATO (Indian Association of Tour Operators) is the national body with International acceptance and

linkage of the tourism industry was established in 1982. It has over 1600 membership in India with the highest priority sector is tourism facilitation. In west Bengal one of the popular travel agency is Kundu Special in Kolkata conducting travel services as a trust since 1932 (Swain and Mishra 250-251)[114].

## 1.3 Tourism- India and economic perspective

**Foreign Exchange Earnings (FEEs)**

India earned the FEEs from tourism during 2017 were Rs. 1,77,874 crore with a growth rate of 15.4% as compared to FEE of Rs. 1,54,146 crore during 2016 with a growth of 14.3% over 2015.

**Foreign Tourist Arrivals (FTAs):**

During 2017, the number of FTAs in India increased to 10.04 million as compared to 8.8 million in 2016 with a growth rate of 14% as compare to 9.7% during 2016 as over 2015 ("India Tourism")[14].

## 1.4 Tourism Information

Tourism information is a combination of information about the products and services which aim to offer a complete travel experience to tourists. Information pertaining to tourist destination may be classified as the information about-a) Potential market, taste, and purchasing capacity of the market, b) competition in the market, c) customer satisfaction, d) the perception of destination, and the perception of the hosts. The success of tourist spot lies in the effective collecting, gathering, handling, processing, managing and dissemination of information to tourist and suppliers of tourism services (Swain and Mishra 23)[114].

## 1.5 Information System

Information systems are made up of different types of components that can be assembled in many different compositions, resulting in a variety of information systems and applications, much as development materials can be assembled to build varieties of houses. The size and cost of a house depends on the purpose of the building, the availability of money, and restraint such as ecological and environmental legal needs. As there are varieties of houses, there are varieties of information systems. It is more useful to classify the information systems into groups that share similar characteristics. Such a classification may help in identifying systems, analyzing them; new information may be planned depending on integrating each data and the possible outcome of decision making after analyzing the data. This classification can be done in lot of alternative ways. Information systems are classified by levels of organizational procedure of data processing, system objectives, and by the type of platform provided (Rajan and Sen 182)[94].

## 1.5.1 Tourism Information System

The Tourism Information System (TIS) serves as a medium to bring tourist information to the tourist in a direct way without using traditional intermediaries. The aim of TIS is twofold: First, tourists should be supplied with up-to-date and comprehensive tourist information on countries and all tourist products that are available like hotels, transport and other places worth seeing. Second, it aims to attract the tourist to buy certain tourist services and allow the tourist to buy them online. A tourism information system is a definite type of information system. It consists of all the information channels used for the purpose of business or community for promotion itself

as a tourism attraction. These information channels include commercials advertisements, brochures, repeat visitors, employees, friends, and relatives. The priority of information and efficient information management is increasing regularly due to not only the transformation of new technologies and high-scope storage media but also to the expanding market dynamics that raise information needs ("Tourism Information")[20].

Geographical Information System (GIS) can play important role in Tourism Information System. There are two categories of information where GIS system can be applied, one for public use and the other for management use. The public needs to find geographic information about a place before they go there. They want to know where things are located, what amenities are available, what the climate is like, and how one can reach there. They want to get specific information in response to their searches. This can be achieved through Web-based information and information kiosks at key tourist areas. Management users, i.e., travel agents, tourist spot development authority, the local Government want to query the system for where the customers are coming from, their socio-economic backgrounds, facilities and entertainment they need and potential locations for new tourist sites etc (" Geographical Information")[7].

**1.5.2 Characteristics of Tourism Information System**

A tourism information system is consisting of different related and interdependent information channels. Each of these channels includes state promotional messages, regional tourist associations, travel information centers and information through other traveler. Though this list is not exhaustive, it gives some ideas about what can be used as channels. Following three characteristics that all effective tourism information systems have:

1. Every channel in the system has its own function. Travellers use alternative different channels to get different kinds of information. An example is deciding where to go on vacation. A person may consult with friend or with his/her family member for that decision; but in deciding what to do when he/ she gets there, the person may talk with an outgoing visitor or employee at the destination site.

2. All the information channels used in the system is related to each other. A tourism information system is like a novel in literature because it has many different parts tied together by the theme. Even though the every system's channels serve different functions in providing information, they are all tied together by the projected message.

3. All channels recycled in the system are interdependent. A tourism information system functions like a puzzle. The different pieces of the system, the channels, are used to communicate with tourists. If any of the puzzle pieces are missing, the puzzle's picture is incomplete. Information effectively, or if the information dispersed does not relate to the rest of the system, then the system will not effectively communicate its whole message. If any one or more of above characteristics is missing from a tourism information system, then its message must be ineffective and inconsistent (Ellsworth & Ellsworth, 1996; Helnen, 1996) (Eraqi and Ghada 2)[63].

## 1.6 Forms of Tourism

**International Tourism**

International tourism refers forms of tourism that crosses national borders. UNWTO defines the tourists those who are traveling and staying outside the nation for not more than one consecutive year for business, leisure and other purposes. There are also obstacles put by the authorities for crossing the national frontiers, with the result,

there is a need for documentations, passports, visas and other conditions of entry and movement. All this regulates the flow of the tourists (Swain and Mishra 10)[114].

**Domestic Tourism**

Domestic tourism means a peoples travels within his/her own country to a place other than his/her usual place of residence and stays at hotels or other accommodation for duration not less than 24 hours and not more than 6 months for any following purposes-

➢ Pleasure,

➢ Religious and social functions,

➢ Business, conference and meeting

➢ Study and medical (Swain and Mishra 10)[114].

**Regional tourism**

A Regional tourism is a coverage geographical region that has been designated by any governmental organization or tourism bureau as having common cultural or environmental characteristics. The states in India provide a lot of cultural heritage and variety. Every state tourism board provides its own state tourism packages that cover the entire state and offer a perfect vacation. Individual states like Kerala, Goa, Rajasthan, Assam, Orissa,Tamil Nadu, Karnataka, Maharashtra, West Bengal, Haryana, Andhra Pradesh, Gujrat, Uttar Pradesh, Madhya Pradesh and other states offer wholesome tourism states package deals ("Tourism Region")[21].

**Rural tourism**

Rural tourism is to offer unique cultural heritage in rural surroundings. Typical and traditional villages with well cultural backgrounds are the way of attractions for

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newly-seeking tourists. Such types of Model villages display exceptionally rich performances of artistic work, folk music and dance. Raghurajpur in Odisha is an ideal example of rural tourism destination to entice the tourists (Swain and Mishra 17)[114].

**Urban Tourism**

According to UNWTO, Urban Tourism is a type of tourism activity which takes place in an urban region with its inherent attributes characterized by non-agricultural based economy such as administration, manufacturing, trade, commerce and services and by being nodal points of transport ("Urban Tourism")[24].

1.7 **Types of Tourism**

**Eco-tourism**

Also known as 'Nature tourism' where the purpose of visit restricted to study and admiring the flora and fauna and local culture. The fundamental objective of ecotourism is to keep balance between tourism, environment and the well-being of the local people. Ecotourism in India includes wildlife tourism that includes trips to wildlife sanctuaries and national parks; hill stations like Darjeeling (West Bengal), Munnar (Kerala), Ooty and Kodaikahal (Tamil Nadu), Shillong (Meghalaya), Shimla (Himachal Pradesh), Nainital, Mussoorie, Rishikesh (Uttaranchal) and many more; beaches of Goa, Chennai, Kanya Kumari, Andaman Nicobar, Lakhshadweep and other coastal regions on the west and east coast of India (Swain and Mishra 19)[114].

**Social Tourism**

Social tourism is one of the tourism practiced in the form special-interest tourism by low income groups. It renders minimum services with which the tourists manage their tour. The aims of this tourism at extending opportunities to the underprivileged section's

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people who would otherwise not have gone on a tour on their own.  extend and which is rendered possible and facilitated by entirely separate and therefore easily recognizable service (Swain and Mishra 17)[114].

## Cultural tourism

Cultural tourism consider travel for purposes of widening one's knowledge about their places and people, their ways of life, their culture and includes journeis to places of art and heredity wealth, religious shrines and other civilizations. Contemporary developments in various spheres of human activity and progress in scientific, technological, educational, sociological and other fields are also a few may combine rest and relaxation, with culture as the basic purpose of their travel such as Khajuraho, Konark, Vaishnodevi, Tirupati etc. (Swain and Mishra 14)[114].

## Rest and Relaxation Tourism

This type of tourism includes tourists who wish to combine physical and mental relaxation with the temporary change of their location to get away from a society of tension to enjoy natural scenic beauty (Swain and Mishra 13)[114].

## Sports Tourism

Travel for participation in sports activities including local, regional or international events, is an important aspect of tourism. The great variety of sports activities widens the scope for tourist interest and participation tours to nearby cities (Arunmozhi and  Panneerselvam 88)[37].

**Business Tourism**

Corporate executives and employees attend the conferences, conventions, symposia and meeting etc. These corporate activities lead to the formulation of opportunities for the promotion of business tourism (Swain and Mishra 13)[114].

**Educational Tourism**

Teachers, students, researchers, and scholars visit educational institutions for exchange programmes and for pursuing higher studies are called educational tourism (Swain and Mishra 13)[114].

**Health Tourism**

Tourists travelling to spas and ayurvedic treatment or any other modern health care facilities for treatment, rejuvenation, and any other medical purposes are called health tourism. Health tourism is rapidly growing practice of travelling across international borders to obtain health care. Health care includes joint replacement, cardiac surgery, dental surgery, cosmetic surgeries etc. (Swain and Mishra 13)[114].

**Cruise Tourism**

Cruise Tourism is fast emerging as a new marketable product. India with its vast and beautiful coastline, virgin forests, rich historical and cultural heritage, can be a fabulous tourist destination for cruise tourists. The Ministry of Cruise Shipping Policy was approved by the Government of India on 26th June 2008. The objectives of the policy are to make India as an attractive cruise tourism destination with the state-of-the-art infrastructure and other facilities at various parts in the country to attract the right segment of the foreign tourists to cruise shipping with Indian tourists ("Annual Report")[1].

**Adventure tourism**

Adventure tourism includes travel to remote, unfamiliar areas, for exploration as for undertaking activities which test the ability of both a person and his equipment. In India Central Government financial assistance is continued to State Governments and Union Territory Administrations for infrastructure development of tourism destinations including adventure tourism destinations. These include facilities for trekking, rock climbing, mountaineering, aero-sports, winter related sports, water related sports, trekker huts, wildlife viewing facilities, etc ("Annual Report")[1].

**Film Tourism**

Film tourism includes both film production and shooting and film-induced tourism activities. Both the production and distribution processes involve extensive travel in terms of duration as well as the volume of people travelling and the necessary logistics ("Annual Report")[1].

**Wedding Tourism**

It is also known as Marriage Tourism or Destination Tourism. Wedding Tourism is a tourism grand plan of travelling in order to get married of both bride and groom to any tourism place other than their home town (Suklabaidya)[113].

**1.8 Relevance of the Study**

Tourism is an instrument of economic development, employment generation and highlights the local cultural heritage in all over the world. Tourism generates local employment both directly in the tourism sector and in various support and service sectors. Tourism stimulates profitable domestic industries like hotels and other lodging services, restaurants and other food services, transportation systems, and other tourism services.

Tourism generates foreign exchange for the country and injects capital and the new money into develop the local economy. The tourism business develop the general economic condition of those, who are directly involved in this sector.

Tourism encourages improvements to local transportation, communication and other basic community infrastructures. It also advantages to the infrastructural development of the underdeveloped tourist destinations. Tourism creates recreational facilities which can be used by domestic and international visitors and also local communities. It also encourages and helps to pay for preservation of archaeological sites and historical buildings.

Tourists tend to spend their income in the country they are visiting. They also utilizes more leisure time with which they use on various shorter vacations throughout the year. Most tourists are well educated and also have sophisticated tastes which they demand for better service and products. Tourists travel with their families to need for more family-oriented vacation spots such as coastal tourist spots, river side, rajbari, temples and other historical places.

## 1.9 Statement of the Problem

- Indian tourism information is available in scattered manner through different offline and online information channels.

- In Purba Medinipur there are 23 tourist spots. Some are popular, others are not well known.

- Information is available on popular spots but there is dearth of information about lesser known spots.

- This study is to identify all information channels about these spots and to design a model of integrated information system consisting of all these information channels, so that Tourism Information System of the country can follow this model.

## 1.10 Scope of the study

To study the 23 tourist spots of Purba Medinipur and the information available in different information sources about it.

## 1.11 Brief description of the study area Purba Medinipur

West Bengal is a state situated in the eastern part of India, which shares its international border with Bangladesh, Nepal and Bhutan. The state also shares ethno-linguistic similarity with Bangladesh. It stretches from Himalayas in the north side to the Bay of Bengal in the south side. West Bengal stands encircled by Assam and Sikkim in the northeast, in southwest Orissa and the states of Jharkhand and Bihar in the west. The State lies between 27°13'15" and 21°25'24" north latitudes and 85°48'20" and 89°53'04" east longitudes. Geographically, the state is quite diverse, consisting of high peaks of Himalaya in the northern extremes and coastal regions in the southern parts, with plateaus and Ganges delta coming in between. This state has been constantly known for its rich culture and heritage. As present West Bengal (WB) state comprises 23 districts ("West Bengal")[27].

**PURBA MEDINIPUR**
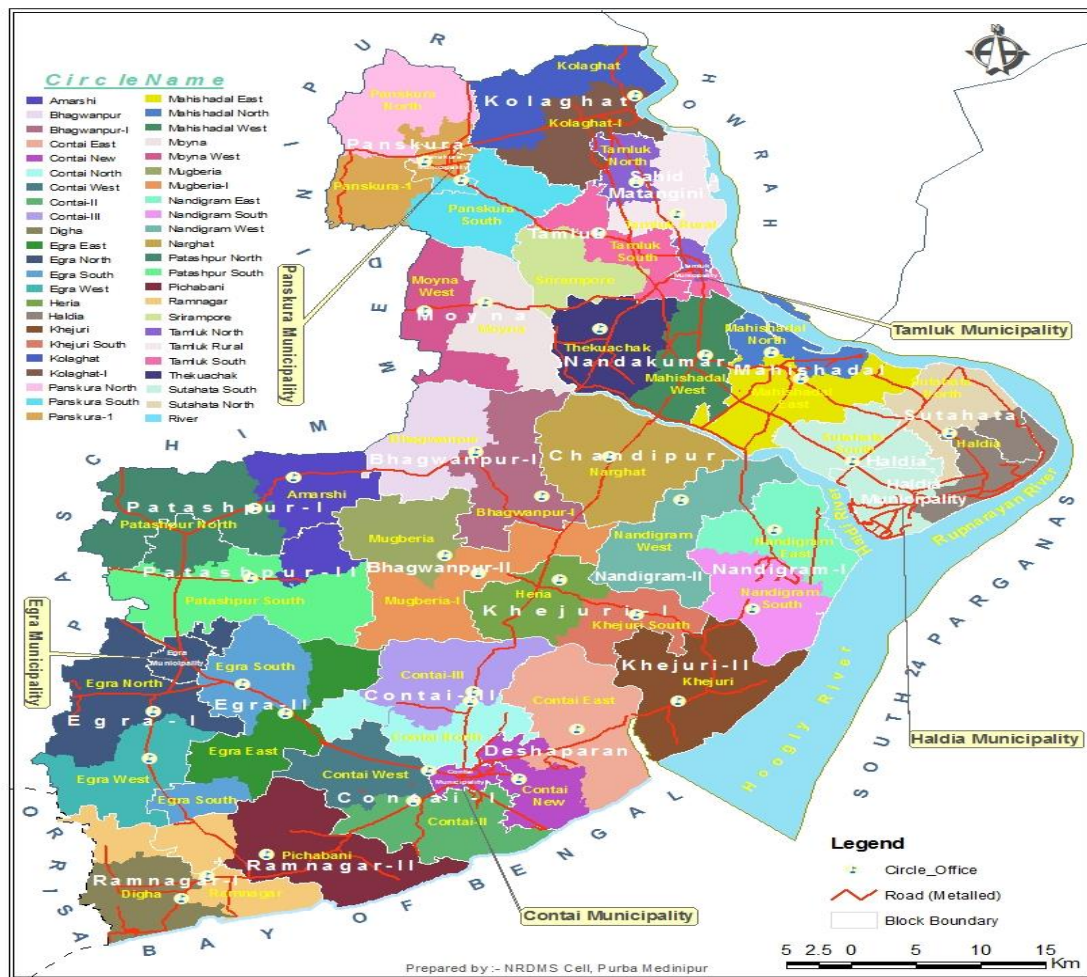
The study area consists of Purba Medinipur district or East Midnapore district is an administrative unit in the Indian state, West Bengal. It is the southernmost district of Burdwan division. The headquarter is located at Tamluk. It was established on January 1, 2002 after the Partition of Midnapore into Purba Medinipur and Paschim Medinipur which lies at the northern and western border of it. The state of Orissa is at the south-west border whereas the Bay of Bengal lies in the south; the Hooghly river and South 24 Parganas district to the east and Howrah district to the north-east.

Purba Medinipur is formed of the four sub-divisions of Tamluk, Contai, Haldia and Egra. The state government has proposed to rename the Purba Medinipur district as Tamralipta district in 2011, which was ancient port city of Tamralipta and used to lie near the modern district headquarter. Purba Medinipur saw many freedom movements during the British Raj. During the Quit India Movement in Tamluk, a parallel government was formed the name as Tamralipta Jatiya Sarkar. Major cities and towns are Tamluk, Haldia, Contai, Panskura, Egra, Mecheda, Mahisadal, Digha, Mandarmani ("Purba Medinipur")[15]

**Administrative subdivisions**

**Subdivisions:** Four (4) subdivisions namely Tamluk, Haldia, Egra and Contai.

**Tamluk subdivision:** Tamluk subdivision comprises of Tamluk municipality, Panskura municipality and seven community development blocks namely Nandakumar, Mayna, Tamluk, Shahid Matangini, Panskura–I, Panskura–II and Chandipur (Nadigram–III).

**Haldia subdivision:** Haldia subdivision consists of Haldia municipality and five community development blocks: Mahisadal, Nandigram–I, Nandigram–II, Sutahata and Haldia.

**Egra subdivision:** Egra subdivision comprises of Egra municipality and five community development blocks: Bhagawanpur–I, Egra–I, Egra–II, Pataspur–I and Pataspur–II.

**Contai subdivision:** Contai subdivision consists of Contai municipality and eight community development blocks: Kanthi–I, Kanthi–II, Kanthi–III, Khejuri–I, Khejuri–II, Bhagawanpur–II ,Ramnagar–I and Ramnagar–II.

Tamluk is the district headquarter. There are 26 police stations, 25 development blocks, 5 municipalities and 223 gram panchayats in this district.

**Demographics**

According to the census report 2011 Purba Medinipur district has a population of 5,094,238, roughly equal to the United Arab Emirates or the US state of Colorado. The district ranking position is 20th in India (out of a total of 640). The population density is 1,076 inhabitants per square kilometer (2,790 /sq mi). Purba Medinipur has a sex ratio of 936 females for every 1000 males, and a literacy rate of 87.66 %.

**Education Institutions & Allied**

The College of Engineering and Management, Kolaghat was established in 1998. There are several educational institutions in Purba Medinipur district. 15 Colleges, 736 High Schools including H.S. ,190 Junior High Schools , 3225 Primary Schools,12 Technical Schools & Colleges. There are 121 Public Libraries, 124 free reading rooms, 3083 Mass Literacy centers.

**Health Services**

Present health services in Purba Medinipur district is 8 Hospitals, 21 Block Public Health Centres , 51 Public Health Centres, 706 Sub-Centers ("Purba Medinipur")[15].

**Tourism**

The coastal region tourist spots of Purba Medinipur are very famous mainly Digha. There are well known fifteen (15) tourist spots in Purba Medinipur included by the Department of Tourism, Government of West Bengal; Tourism Section Purba Medinipur; Digha-Shankarpur Development Authority, Haldia Development Authority. These are Digha, Sankarpur, Mondarmoni, Tajpur, Junput sea beach, Haldia, Nayachar, Gneokhali, Kukrahati, Mahisadal Rajbari, Tamluk Rajbari, Barghabhima mandir,

Moynagarh, Birth place of Shahid Matangini Hazra Hogla Gram and Kolaghat. In spite of presence in the state list most of these are unknown to the tourist.

Besides these 15 places there are so many places which have all features to become tourist spot. These are Kapalkundala Kalimandir in Contai, First post office of India in Khejuri, Pilgrimage Masnad E-Ala Khejuri, Reyapara Shibmandir in Nandigram, Nachinda Mandir in Contai sub-division, Kajlagarh Rajbari, Raghunath Bari Rather mela in Tamluk sub-division and 16 shib mandirs of Murari kalua village in Radhamoni.

## 1.12 Objectives

The present work attempts to study the Tourist Information System for tourism development in the Purba Medinipur District. The broad objectives of the proposed study are:

1. To collect the information about tourism facilities available in the study region.

2. To identify the needs and information seeking behavior of the users in various areas of tourism.

3. To study the condition of tourism industry including the information system exists in our study area in comparison to other Indian state.

4. To design a model namely Purba Medinipur Tourism Information System (PMTIS) for existing as well as newly found tourist places.

5. To suggest the way for the improvement of existing TIS in Purba Medinipur.

**1.13 Research Methodology**

**Study area**

Study area of my research work is 23 tourist spots of Purba Medinipur District in West Bengal. There are two development authorities namely Digha Sankarpur Development Authority (DSDA) and Haldia Development Authority (HDA). Tourist spots under DSDA are Digha, Sankarpur, Mondermoni, Tajpur, Junput. Tourist spots are located in the area of HDA are Haldia, Kukrahati, Nayachar, Mahishadal Rajbari, Gneokhali, Tamluk Rajbari, Bargabhima Mandir, Birth place of Shahid Matangini Hazra Hogla Gram, Kolaghat, Moynagarh, Reyapara Shibmandir, Raghunath Bari Rather mela, and 16 shib mandirs of Murari kalua village.

**Study group**

Study group of my research work are tourists who have visited at least one of these 23 tourist spots in Purba Medinipur District.

**Data collection period**

Primary data are collected through survey at each of the tourist spots which are mainly done during 2016. The secondary data collection period of my research work is spread through 5 years from 2012 to 2016 and also added the latest data i.e. 2017-18.

**Sample size**

In the present study Slovin's formula is used to calculate an appropriate sample size from a population. Sampling statistics is a way of looking at a population's behavior by taking a sample. It's really impossible to survey every member of a population because of time. The problem with taking a sample of the population is sample size.

While there are many formulas to calculate sample sizes, most of them require researcher to know something about the population, like the mean. Here, exact population size is not available in all the cases, where estimated population size is considered. Total sample size is determined from total number of tourists visited in Purba Mednipur each year which is found in by application of statistical formula.

Then stratified sampling technique was applied to obtain a representative sample size for each of the tourist spot. In this technique, the population is stratified into a number of strata and sample items are selected from each stratum. Here, each tourist spot is considered as strata.  On the basis of number of tourists in each place sample size of strata is determined on the basis of ratio. The sample units are selected from each stratum (tourist spots) as convenient (Rahaman et al. 147)[93].

Total number of tourists visited per year in Purba Medinipur district as per amalgamated data received from Digha Sankarpur Development Authority, Haldia Development Authority, Tourism section of District Magistrate Office - Purba Medinipur, Tourism Department- Govt. of West Bengal, Temple Committee offices, Rajbari authority offices, and where there is no official found in tourist spots, opinion of local people is considered.

| Name of the tourist Spot | Visitors (Per annum) Approx. | Visitors (Per day) Approx |
|---|---|---|
| Digha | 1000000 | 2740 |
| Sankarpur | 150000 | 411 |
| Tazpur | 125000 | 342 |
| Mondermoni | 350000 | 959 |
| Junput | 50000 | 137 |
| Mahishadal Rajbari | 50000 | 137 |
| Tamluk Rajbari | 20000 | 55 |

| Name of the tourist Spot | Visitors (Per annum) Approx. | Visitors (Per day) Approx |
|---|---|---|
| Kajlagarh Rajbari | 10000 | 27 |
| Haldia | 100000 | 274 |
| Nayachar | 10000 | 27 |
| Gneokhali | 50000 | 137 |
| Kukrahati | 50000 | 137 |
| Kolaghat | 20000 | 55 |
| Kapalkundal KaliMandir | 35000 | 96 |
| Reyapara Shibmandir | 55000 | 151 |
| Bargabhima Mandir | 75000 | 205 |
| Nachinda Mandir | 80000 | 219 |
| 16 Shibmandir of Murari Kalua village | 9000 | 25 |
| Pilgrimage Madnad-E-Ala | 100000 | 274 |
| First post office of India in Khejuri | 12000 | 33 |
| Moynagarh | 18000 | 49 |
| Birth place of Sahid Matangini Hazra Hogla Gram | 6000 | 16 |
| Raghunathbari Rather Mela | 35000 | 96 |
| Total | **2410000** | **6602** |

So, Sample size are selected by application of popular formula namely Solvin's formula which was developed by Dr. Ramus Solvin in the year of 1960. This formula is used when population is known. Here, in my present study total population i.e. per day visitors in different tourist spots of Purba Medinipur was 6602(approx).

The formula is-

$n=N/(1+Ne^2)$

Where n=Number of Sample, N=Total population and e=Error tolerance (level). Error tolerance (e) can be measured by subtract our confidence level from 1 ("How to")[10].

My confidence level is 96% =96/100=0.96. So value of e=1-0.96= 0.04.

Daily visited approximate total 6602 tourists (N). According to Solvin formula -

$n=N/(1+Ne^2)$

$=6602/(1+6602*0.04^2)$

$=6602/(1+10.56)$

$=6602/11.56$

n=571

Therefore, the targeted sample size was 571 confined to tourist spot of Purba Medinipur on my study area. As convenient only 650 questionnaires were distributed and out of 650 questionnaire that were distributed only 596 questionnaires could be collected. This was done because some respondents might not respond or some might not give complete required information. The questionnaires were distributed in a way so that representative samples of each category could be covered. The criterion of categories are- gender, region, profession, age group, number of accompanied persons, purpose of visit, mode of transport, place of stay, duration of stay, source of information about the spots etc. Collected questionnaires are 594 out of which 408 received from male and 186 from female tourist. Out of the 594 returned questionnaires 34 were incomplete or not usable. Hence 560 questionnaires were finally taken for analysis purpose as the samples are representing all categories. Sample size is 560 out of which 386 are male and 174 are female.

| Name of the tourist Spot | Visitors (Per day) Approx | Sample Ratio (Per day visitors of the tourist spot*Total sample size/ Total visitors per day) | Sample considered (Adjusted for data measurement) |
|---|---|---|---|
| Digha | 2740 | 232 | 100 |
| Sankarpur | 411 | 35 | 25 |
| Tazpur | 342 | 29 | 25 |
| Mandermoni | 959 | 81 | 25 |
| Junput | 137 | 12 | 25 |
| Mahishadal Rajbari | 137 | 12 | 20 |
| Tamluk Rajbari | 55 | 5 | 20 |
| Kajlagarh Rajbari | 27 | 2 | 20 |
| Haldia | 274 | 23 | 20 |
| Nayachar | 27 | 2 | 20 |
| Gneokhali | 137 | 12 | 20 |
| Kukrahati | 137 | 12 | 20 |
| Kolaghat | 55 | 5 | 20 |
| Kapalkundal KaliMandir | 96 | 8 | 20 |
| Reyapara Shibmandir | 151 | 13 | 20 |
| Bargabhima Mandir | 205 | 17 | 20 |
| Nachinda Mandir | 219 | 19 | 20 |
| 16 Shibmandir of Murari Kalua village | 25 | 2 | 20 |
| Pilgrimage Madnad-E-Ala | 274 | 23 | 20 |
| First post office of India in Khejuri | 33 | 3 | 20 |
| Moynagarh | 49 | 4 | 20 |
| Birth place of Sahid Matngini Hazra Hogla Gram | 16 | 1 | 20 |
| Raghunathbari Rather Mela | 96 | 8 | 20 |
| Total | **6602** | 560 | 560 |

Data are collected from Digha 100 respondents and other coastal region i.e. Sankarpur, Mondaermoni, Tajpur and Junput data are collected from 25 respondents from each tourist spot. 100 Sample data are selected in Digha because availability of population is very high that are equivalent to other four coastal region tourist spots of Purba Medinipur as per the Interim Report West Bengal 2012 submitted to Ministry of Tourism, Government of India by Infrastructure Leasing & Financial Services Limited Company, India (Identification of 37)[11]. Present tourist flow of coastal region in this district is very high as per conversation with tourism department West Bengal and also district tourism department but I consider the above interim report as an authentic document as no other published report in this regard is available. In other 18 tourist spots of Purba Medinipur, data are collected in equal number i.e. I considered 20 respondents from each of the spot for data measurement though the ratios are different, keeping in mind to represent different categories of visitors.

I also selected 90 samples from service providers that is who are engaged in variety of tourist services. Out of which there are 50 hotel owners, 20 transport operators and 20 travel agents.

**Sample Method**

I applied convenience sampling technique for selection of sample because participants are selected from the tourist spots depending on availability and their willingness to share their experiences. I tried to cover various categories of visitors.

**Research Method:**

Data are collected from primary and also secondary sources. Primary data are collected from field survey. For this field survey frame questionnaire is prepared first

then from this questionnaire data are collected from respondents in different tourist spots and used the collected data in our research work.

Secondary data are collected from different publication of Govt. and non-Govt. organizations i.e. Ministry of Tourism, Govt. of India; Ministry of Tourism, Govt. of West Bengal; Statistical Hand book of tourism; journals; census reports; research papers; News papers etc.

In order to understand the Tourism Information System in Purba Medinipur district, the research methodology adopted for the present study is divided into three phases.

In the first phase literature review have been done i.e. previous work carried out by other researchers have been obtained from various journals, research report. Different information sources (such as gazetteers, travel guide books, travel magazines, travel agents' advertisements and information brochures), online information nodes are identified and research problem is identified.

In the second phase- firstly, conducted survey at different tourist spots, meeting tourists and studied their information seeking behaviour. Secondly, another survey is conducted among service providers and other facility givers and travel agents to know their information distribution channels and to get knowledge about existing facilities. Thirdly, statistical information about tourist, and the available facilities collected from administrative authority.

In the third phase, collected data and information from different sources are analysed. These analyses indicate where the information gap exists and how the information flows.

Finally, on the basis of this analysis a model is developed for TIS in Purba Medinipur district and suggestions has been recommended with the hope that this model can be applied at macro level for easy Tourism Information System and metadata for TIS is also identified.

**1.14 Chapterisation:**

The study of my research work is presented in nine chapters as follows-

The present **(first)** chapter titled '**Introduction of the study'** contains general introduction, why tourism- UNWTO definition, concept and definition of tourism- USA, Canada, UK, Australia and also India, Indian history in travel business, Tourism- India and economic perspective, tourism information, information system, tourism information system, Characteristics of tourism information system, forms of tourism, types of tourism, relevance of the study, statement of the problems, scope of the study, brief description of the study area of Purba Medinipur, objectives of the study, research methodology and chapterisation.

The **second** chapter titled '**Review of existing literature and Research gap'** **which** gives an account of the related literatures which has been reviewed near about 75 literatures in the areas of Tourism related information. This enabled to identify the important variables which determine the tourism development system in a more meaningful way and this has also been explained in this chapter. Also the important variables for tourist satisfactions are identified through literature review have been explained in this chapter and also providing research gap.

The **third** chapter titled '**Tourism in India Especially in West Bengal'** described about overall tourist information in India i.e. International status of Indian

Tourism, International tourist arrivals in India (both month wise and year wise), Indian share in world tourism, number of foreign tourist visits different states/UT in the country also their rank, tourist for purpose of visit, tourism agencies in India, India Tourism Development Corporation (ITDC), tourism agencies in west Bengal, West Bengal Tourism Development Corporation Limited (WBTDCL), Digha-Sankarpur Development Authority (DSDA), Haldia Development Authority (HDA).

The **fourth** chapter titled **"Present state of tourism in Purba Medinipur district regarding Infrastructure, Financing, Marketing and Dissemination of Information".** Tourism Infrastructure comprises accommodation, food, entertainment, historical coverage, sports, shopping corners, transportation, public safety, sanitation and drainage systems, telecommunication systems, health services, education system etc. are given recommendation of the Global code of ethics which was produced by UNWTO. This chapter also described present situation of infrastructure in Purba Medinipur i.e. electricity, transport, accommodation and security.

Financing means providing money for investment in tourism sectors and required two capitals that is working capital and fixed capital. Working capital is required for day to day operation i.e. engaging tourist guide, payment of hotel staff, maintenance charges etc. where fixed capital required for construction of hotels, car purchase, and other developmental works. So in this respect here is required more sources finance. This chapter is provided outlays and expenditure of $12^{th}$ five years plan (2012-17) in west Bengal and different types of bank availability in Purba Medinipur.

Marketing is the crucial factor in any organization for success. Marketing is the expectation and involvement of work for satisfying the human demands and needs.

Service provider must reach for buyers, identify their demands, design the products, promote them, store and deliver these products, and set appropriate prices for them. Successes of such activities are depends upon product development, research, communication, distribution, pricing, and service etc. This chapter also discussed about the tourism marketing strategy in digital era and scope of development to the different tourist spot of Purba Medinipur.

Dissemination of information is to supply and highlight each users or a group of users with references of place or spot relating to tourism information in the areas of interest. So here is required to Domestic campaign i.e. social awareness campaign, TV campaign, FM Radio station campaign, Advertisement in newspapers, world tourism day celebration, events and exhibition, multilingual 24×7 toll free tourist helpline etc. UNWTO is provided recommendation for disseminating information through tourism literature in internationally acceptable language and symbol.

The **fifth** chapter titled '**Purba Medinipur Tourism Survey and Data Analysis'** deals with the primary data collected and analysed. Data are collected from different tourist spot of Purba Medinipur. Total number of respondent is 560. Tourist data are collected from coastal region 200, from Rajbari 80, from river side 100, from temples and others 180. Total number of male respondent is 386 and female respondent is 174. Tourists are coming from different area i.e. rural and urban. Tourists are by profession i.e. service persons, business persons, students, retired person and other persons. Tourists are by different age group i.e. below 25-, age group 26 to 50, age group 50 and above, no comments. Tables also given in this chapter that is tourist respondent by person accompany, tourist by purpose of visit, tourist respondent by mode of transport, tourist respondent by place of stay, tourist respondent by duration of stay in, tourist get by

source of information about this spot, tourist by got information about the spot in coastal region, tourist by got information about the spot ( excluding coastal region), Hotel booking type by tourist in coastal region, tourist by requirements of dressing room for day visit respondents in coastal region, tourist by basic requirements of respondents stay one or more days in coastal region, tourist by most attractive place in coastal region, stakeholders engaged in tourism in Purba Medinipur, Stakeholders own website, Service provided by hoteliers, stakeholders changing the design of services, Stakeholders used media for promotion of services  in Purba Medinipur.

The **sixth** chapter titled '**Findings'** of my research study. This chapter depicted the specific findings and general findings which are observed from analysis of both primary and secondary data.

The **seventh** chapter titled '**Suggestions'** of my research study. This chapter provided suggestions for development of the tourism in Purba Medinipur.

The **eighth** chapter titled '**Designing a Tourism Information System with emphasis to Purba Medinipur'** draws a design with flow chart how the tourists will get overall information about different spots in Purba Medinipur. At a glance any person will get tourist information about the spot i.e. historical background, location, distance, nearest railway station, nearest bus stand, how to reach, nearby attractions, nearest hotel, Police station, hospital, nearest city, ferry service, etc. This chapter also provided the tourist information gateway i.e. tourism website, social networking group, communication address of Government information centers, list of Government accommodations in Purba Medinipur and also their Nodal officer with contact number,

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tourism literature and lastly given some list of travel agents and their website and contact number and tourist map of Purba Medinipur. The last chapter is the conclusion.

**Conclusion:** This research study will finally give a framework for tourism information system for Purba Medinipur which will be applicable to any place. After studying minutely all the tourist places of Purba Medinipur- the facilities available are those places and the tourists visiting the places- their information needs and the information sources they use, the framework will be prepared which might be used as model framework.