

## **Chapter-3**

### **Tourism in India especially in West Bengal**

#### **3.1 International Status of Indian Tourism:**

Travel and tourism sector is an important contributor to economic growth. According to reported by World Economic Forum (WEF) travel and tourism industry accounts for 10% of global GDP and about 10% jobs. Tourism has become a priority area in India because it is creating jobs, reducing poverty and fostering development and tolerance. India's multidimensional culture and natural beauties seem to attracting foreign tourists in growing numbers. Foreign tourist's arrivals in the country are steadily rising. The rise in foreign tourist arrivals means rise in foreign exchange earnings. According to World Travel and Tourism Council's (WTTC) report 2018 Indian travel and tourism sector generated 26.15 million jobs directly in the year 2017 i.e. 5.1% of the total employment. These employments are in the following sectors- hotels, travel agents, airlines and other tourism transportation services (Mahanti 16-18)<sup>81</sup>.

#### **3.1.1 Why is tourism growing?**

The tourism sector in the recent years influenced due to several economic, cultural and technical factors that are not only important for the development of the travel trade but also these play very significant role for the development of tourism industry as a whole. Principal among these are:

- i) Industrial Development, Urbanization and Globalization ;
- ii) Education, Culture and International Understanding ;

- iii) Rising Standards of Living ;
- iv) Change in taste and preferences;
- v) Revolution in Transport ;
- vi) Publicity and Promotion.
- vii) Effect of telecommunication technology etc. (Swain and Mishra 38)<sup>114</sup>.

Nevertheless, every year more and more central and State Government look at tourism as a way of achieving social and economic development. Sadly, often there is inadequate integration of tourism policy with other relevant policies such as transport, education, which reduces the potential role of tourism in creating truly sustainable development.

Tourism is a growing industry in India. Earning from hotel industry shows steady growth and at the same time tourism amount holds a major portion of our foreign money income. The declining value of the rupee and a good image of India make it a popular tourist destination.

It is very surprising to note that small countries like Indonesia, Malaysia, Honkong and Thailand have been doing very well on the tourism front.

The country-wise details of the foreign tourists who visit India every year along with the name of the country from where largest number of tourists come to India are given in the following table

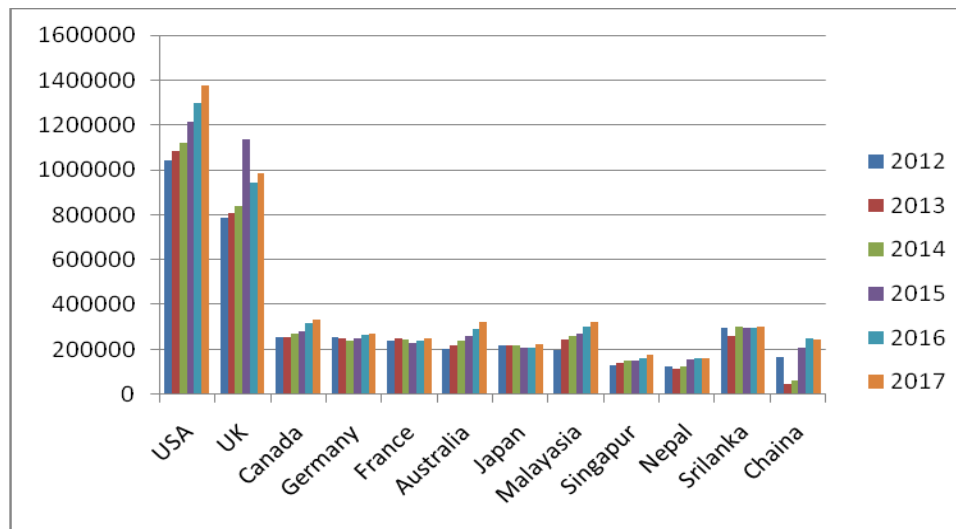
**Table- 3.1**  
**Foreign tourists arrivals in India during 2012-17**

Arrivals from Country	2012	2013	2014	2015	2016	2017
USA	1039947	1085309	1118983	1213624	1296939	1376919
UK	788170	809444	838860	1133879	941883	986296
Canada	256021	255222	268485	281306	317239	335439
Germany	254783	252003	239106	248314	265928	269380
France	240674	248379	246101	230854	238707	249620
Australia	202105	218967	239762	263101	293625	324243
Japan	220015	220283	219516	207415	208847	222527
Malayasia	195853	242649	262026	272941	301961	322126
Singapur	131452	143025	150731	152238	163688	175852
Nepal	125375	113790	126416	154720	161097	164018
Srilanka	296983	262345	301601	299513	297418	303590
Chaina	168952	44897	62330	206322	251313	247235

*Source: Ministry of Tourism, Government of India.*

From the above table it is seen that largest number of tourists come to India from USA in 2017 i.e. 1376919 and USA ranks the first position from 2012 to 2017.

**Chart-3.1**



**Foreign tourists arrivals in India during 2012-17**

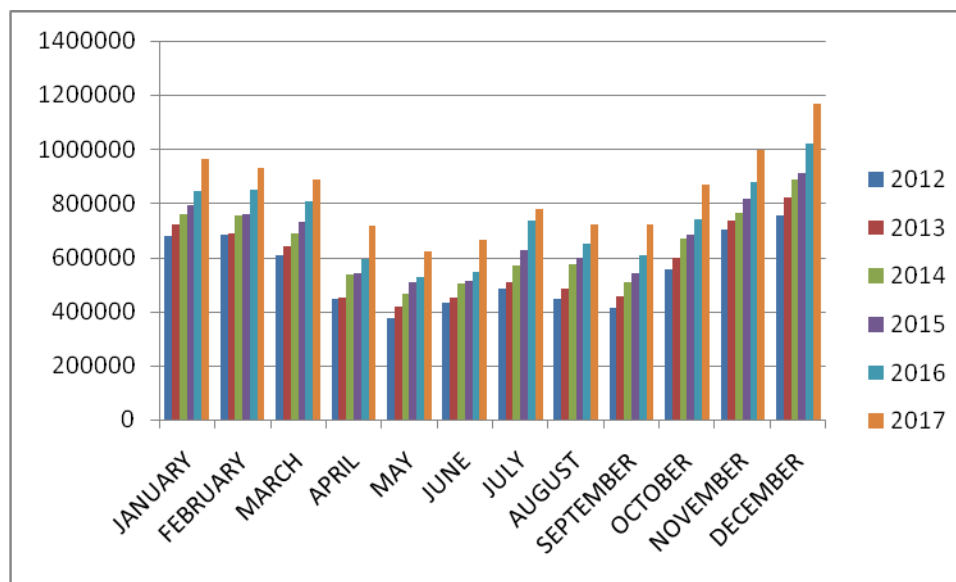
**Table- 3.2**  
**Foreign Tourists Arrivals in India (Month wise)**

MONTH	2012	2013	2014	2015	2016	2017
JANUARY	681002	720321	757786	790854	844533	964109
FEBRUARY	681193	688569	755678	761007	848782	931025
MARCH	606456	639530	690441	729154	809107	885936
APRIL	447581	450580	535321	541551	592004	717899
MAY	374476	417453	465043	509869	527466	622408
JUNE	433390	451223	502028	512341	546972	663470
JULY	485808	506427	568871	628323	733834	779309
AUGUST	445632	486338	575750	599478	652111	719129
SEPTEMBER	411562	453561	509142	542600	608177	719964
OCTOBER	556488	598095	668398	683286	741770	866976
NOVEMBER	701185	733923	765497	815947	878280	997738
DECEMBER	752972	821581	885144	912723	1021375	1167840
<b>TOTAL</b>	<b>6577745</b>	<b>6967601</b>	<b>7679099</b>	<b>8027133</b>	<b>8804411</b>	<b>10035803</b>

*Source: Ministry of Tourism, Government of India.*

The table shows the flow of Foreign Tourists' Arrival are not equal for during whole of the year. Foreign tourists mainly came to India during the month of October to March. December month was the ideal month for foreign tourist's arrival in India. It is seen that largest numbers of tourists come to India in the month of December from the year 2012 to 2017 and more specifically in the winter session.

**Chart-3.2**



**Foreign Tourists Arrivals in India (Month wise)**

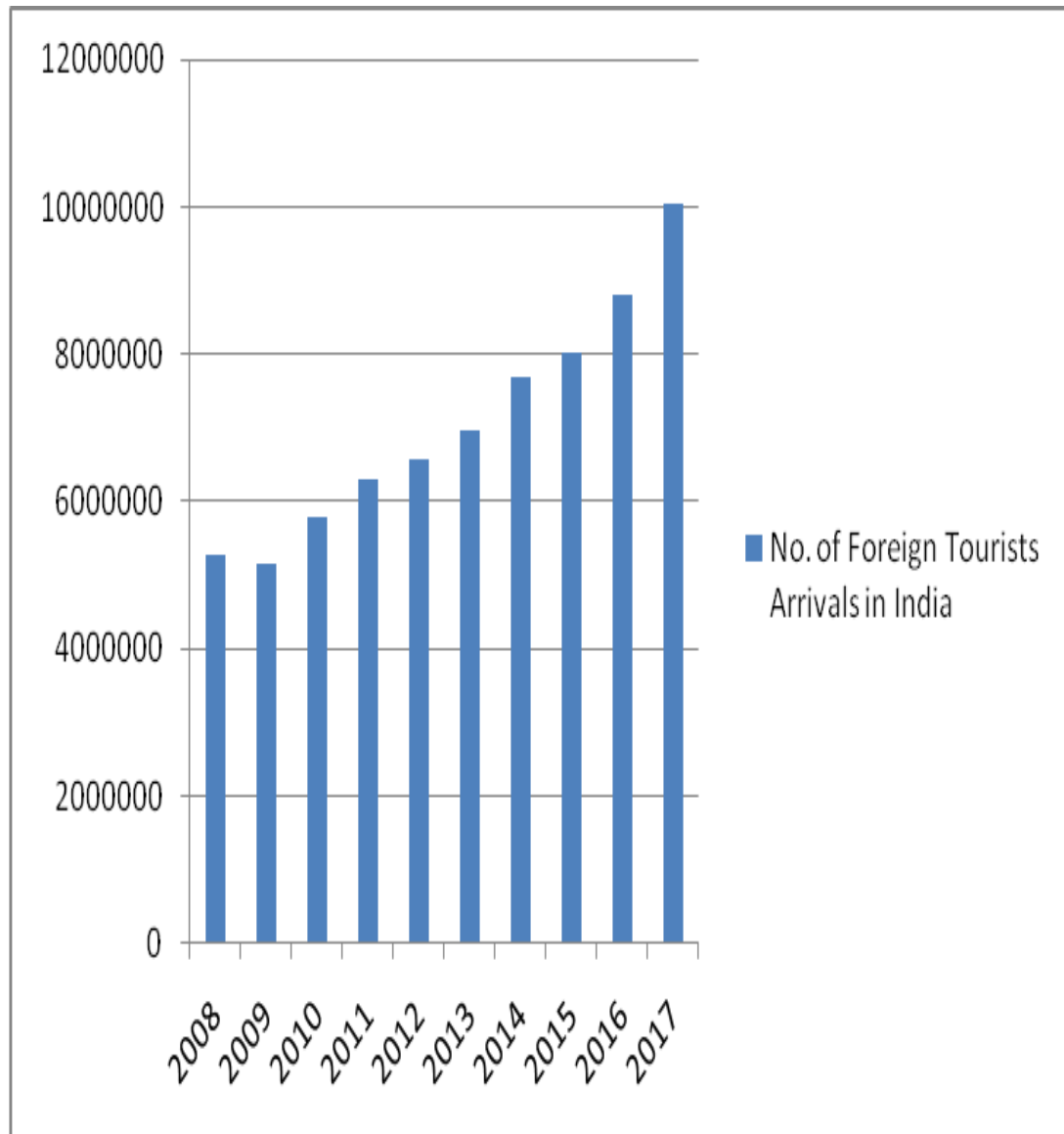
**Table- 3.3**  
**Foreign Tourists Arrivals in India during 2008-2017**

<b>YEAR</b>	<b>No. of Foreign Tourists Arrivals in India</b>
2008	5282603
2009	5167699
2010	5775692
2011	6309222
2012	6577745
2013	6967601
2014	7679099
2015	8027133
2016	8804411
2017	10035803

*Source: Ministry of Tourism, Government of India.*

From the above table it is seen that number of foreign tourist's arrival in India is gradually increasing since 2008. It was 5282603 in 2008 and but decreased slightly in 2009 i.e. 5167699. From 2010 it is increasing steadily.

**Chart-3.3**



**Foreign Tourists Arrivals in India during 2008-2017**

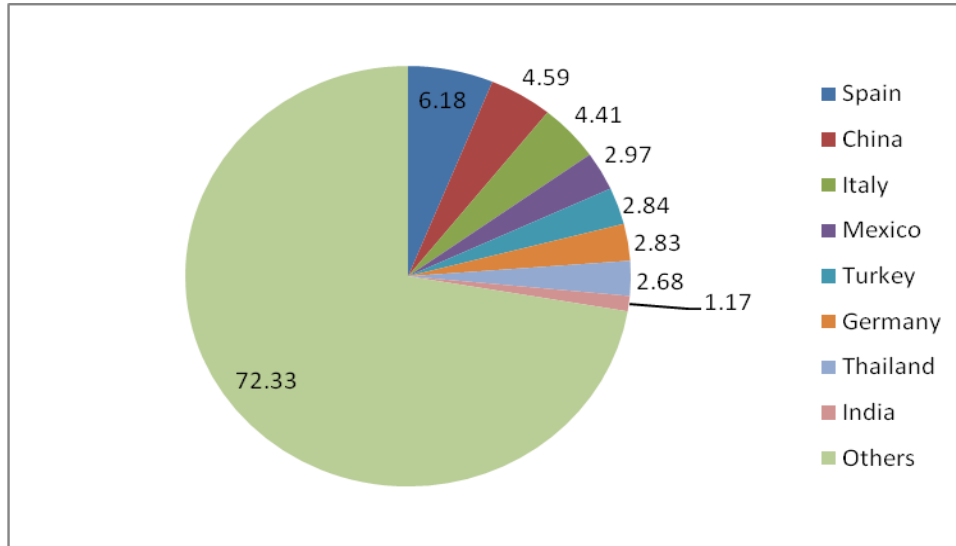
**Table- 3.4**  
**Share of top 10 countries of the world and India in International**  
**tourism in 2017**

Rank	Country	International tourist arrivals (Million)	Percentage (%) Share
1	Spain	81.8	6.18
2	China	60.7	4.59
3	Italy	58.3	4.41
4	Mexico	39.3	2.97
5	Turkey	37.6	2.84
6	Germany	37.5	2.83
7	Thailand	35.4	2.68
	France	NA	NA
	USA	NA	NA
	UK	NA	NA
	Total top countries	350.6	26.50
	India	15.5	1.17
	Others	956.9	72.33
	World Total	1323	100

*Source: India tourism statistics 2018, Government of India.*

India holds only 1.17 percent of total world tourism, which is very low. **India needs to boost its tourism industry. Government should give more attention to this sector.**

**Chart-3.4**



**Share of top 10 countries of the world and India in International tourism in 2017**

**Table – 3.5**

**Last five years foreign tourists arrivals in World and Percentage share of India**

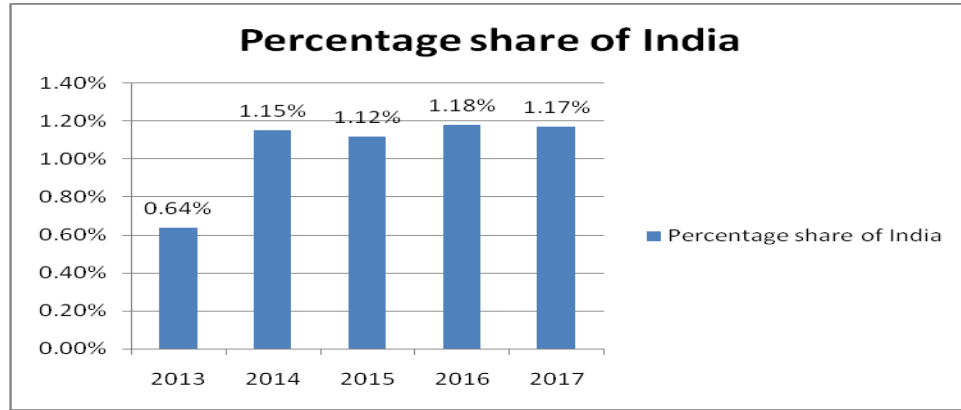
<b>Year</b>	<b>Tourist Arrivals (India)</b>	<b>Tourists Arrivals (World) in millions</b>	<b>Percentage share of India</b>
2013	6967601	1088	0.64%
2014	7679099	1137	1.15%
2015	8027133	1189	1.12%
2016	8804411	1235	1.18%
2017	10035803	1323	1.17%

*Source : Ministry of Tourism. Government of India.*

From the above table it is seen that last five years percentage share of India comparison with World tourists' arrival in which India are maximum in 2016 i.e. 1.18% and minimum in 2013 i.e.0.64%.



**Chart-3.5**



**Last five years foreign tourists arrivals in World and Percentage share of India**

**Table –3.6**

**Foreign tourists arrivals to India from the top 15 countries during the year in 2017**

S.N.	Name of the country	Tourist arrivals	Percentage (%) Share
1.	Bangladesh	2156557	21.49
2.	USA	1376919	13.72
3.	United Kingdom	986296	9.83
4.	Canada	335439	3.34
5.	Australia	324243	3.23
6.	Malaysia	322126	3.21
7.	Sri Lanka	303590	3.03
8.	Russian Federation	278904	2.78
9.	Germany	269380	2.68
10.	France	249620	2.49
11.	China	247235	2.46
12.	Japan	222527	2.22
13.	Singapore	175852	1.75
14.	Nepal	164018	1.63
15.	Afghanistan	149176	1.49
	Total of 15 Countries	7561882	75.35
	Others Countries	2473921	24.65
	Total	10035803	100.00

*Sources: India Tourism Statistics 2018, Government of India.*

From the above table it is seen that Bangladesh ranks highest in case of foreign tourist arrivals to India from the top 15 countries during the year 2017 i.e. 2156557 (21.49%) and the second position is for USA i.e. 1376919 (13.72%). Afghanistan ranks 15<sup>th</sup> position i.e. 149176 (1.49%).

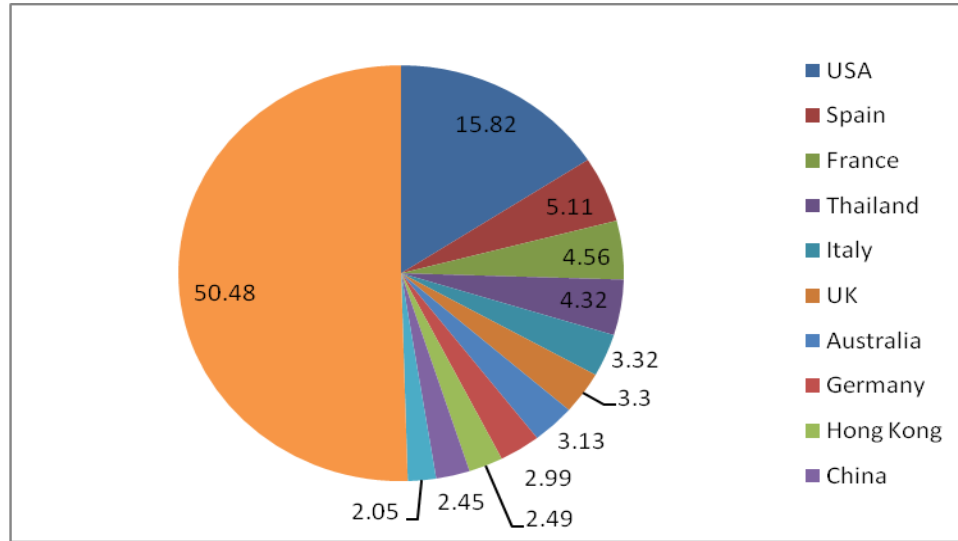
**Table- 3.7**  
**Share of top 10 countries of the world and India in International tourism receipts in 2017**

Rank	Country	International tourism receipts (in US\$ billions)	Percentage (%) Share
1	USA	210.7	15.82
2	Spain	68.0	5.11
3	France	60.7	4.56
4	Thailand	57.5	4.32
5	Italy	44.2	3.32
6	UK	43.9	3.30
7	Australia	41.7	3.13
8	Germany	39.8	2.99
9	Hong Kong	33.2	2.49
10	China	32.6	2.45
	Total top countries	632.3	47.47
	India	27.3	2.05
	Others	672.4	50.48
	World Total	1332	100

*Source: India tourism statistics 2018, Government of India.*

From the above table it is clear that total receipt from tourism industry in the world is 1232 billion dollar. Receipt in India is only 27.3 billion dollar in 2017. The share of India in International Tourism Receipt is only 2.05% and India's Tourism Receipt rank in World is 13<sup>th</sup> in last two years. As economic development is dependent on tourism industry in various ways, so every Government should pay attention to this. If it is done by the all state governments, in future must be included within 10<sup>th</sup> rank in the India in International Tourism Receipt.

**Chart-3.6**



**Share of top 10 countries of the world and India in International tourism receipts in 2017**

**Table – 3.8**

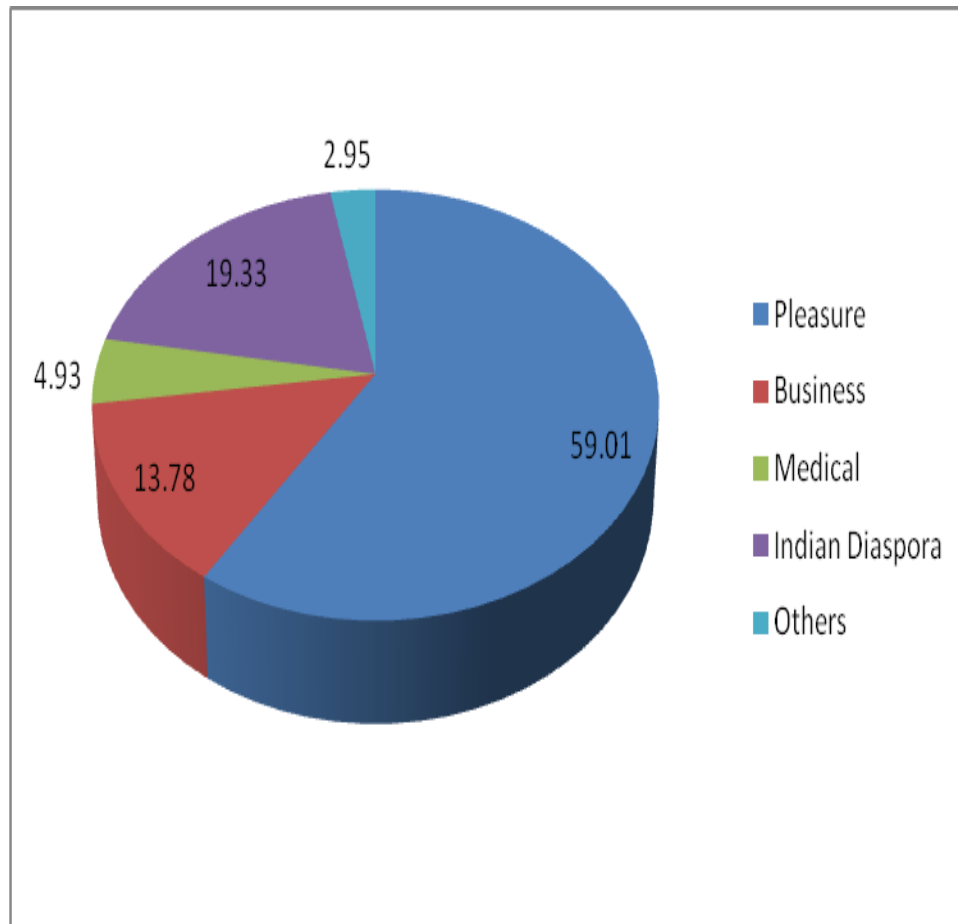
**Percentage distribution of Foreign Tourists Arrivals according to purpose of visit**

Sl. No.	Purpose of visit	FTA (Number)	Percentage
1	Pleasure	5922127	59.01
2	Business	1382934	13.78
3	Medical	494765	04.93
4	Indian Diaspora	1939921	19.33
5	Others	296056	02.95
Total		10035803	100

*Source: India Tourist Statistics 2018, Government of India.*

From the above table it is seen that most of the tourists visit for pleasure i.e. 5922127 (59.01%) and second one is Indian Diaspora i.e. 1939921(15.58 %). Others purposes means Study and research, sports, journalist, meeting friends relatives, transfer of Visa, transit etc. i.e. 296056 (2.95%).

**Chart-3.7**



**Percentage distribution of Foreign Tourists Arrivals according to purpose of visit**

**Table- 3.9**

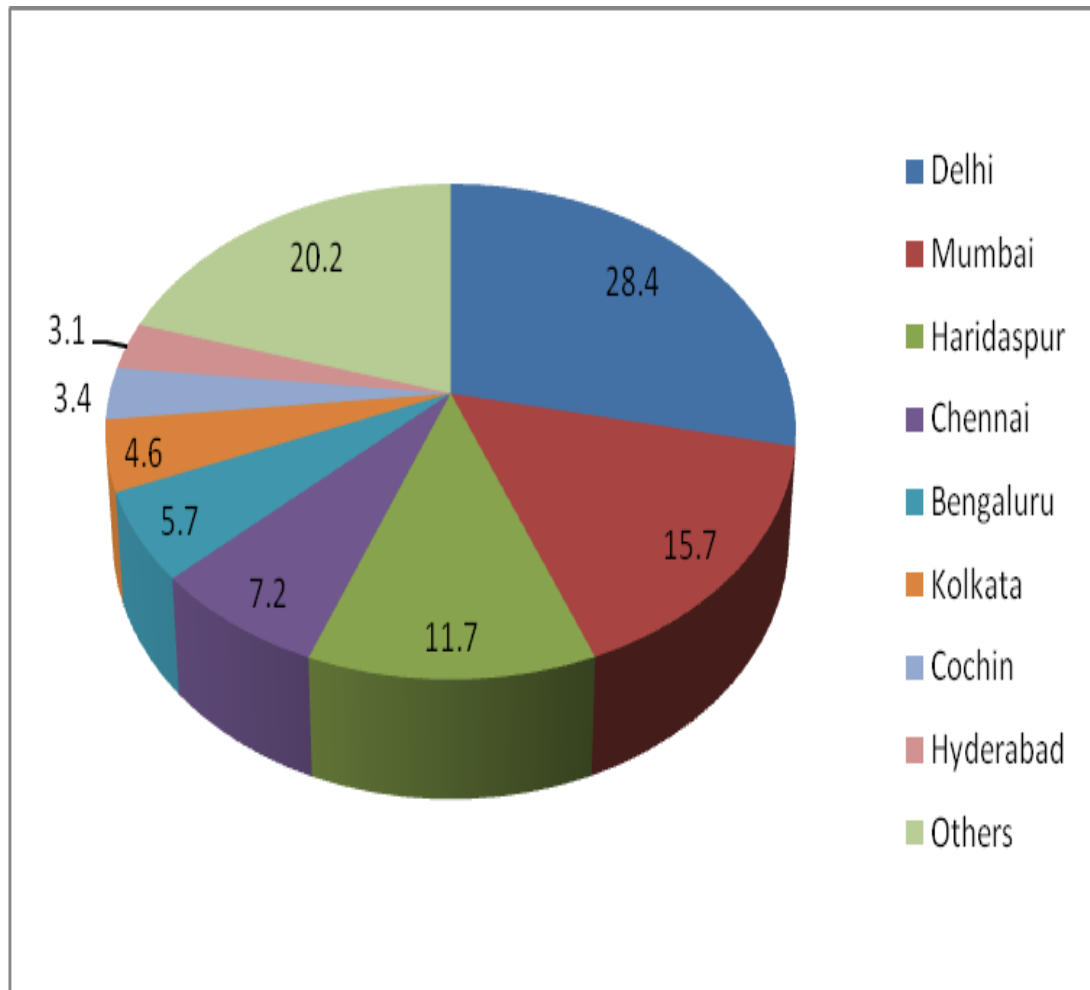
**Top 8 International check post for Foreign Tourists Arrivals (FTAs) in India in 2017**

Sl. No.	International check post	FTAs	Percentage (%) Share
1	Delhi	2850168	28.4
2	Mumbai	1575621	15.7
3	Haridaspur	1174189	11.7
4	Chennai	722578	7.2
5	Bengaluru	572041	5.7
6	<b>Kolkata</b>	<b>461647</b>	<b>4.6</b>
7	Cochin	341217	3.4
8	Hyderabad	311110	3.1
	Total top 8	8008571	79.8
	Others	2027232	20.2
	Grand Total	10035803	100

*Source: India tourism statistics 2018, Government of India.*

From the above table it is seen that the Delhi airport had registered maximum number of Foreign Tourist Arrivals in India in 2017 i.e. 2850168 (28.4%). Among the eight metro airports the position of Kolkata airport in respect to Foreign Tourist Arrivals in India was 6<sup>th</sup> in 2017. i.e. only 461647 (4.6%). Because only few international airlines are fly from Kolkata. Kolkata have direct connectivity only with few countries. Another ovation is Kolkata-Digha, Kolkata-Haldia, Kolkata-Sundarban, Kolkata-Shantiniketon air route are to be introduced immediately to attract more foreign tourists arrivals in West Bengal.

**Chart-3.8**



**Top 8 International check post for Foreign Tourists Arrivals (FTAs) in India in**

**2017**

**Table- 3.10**  
**Number of Foreign Tourists visit to different States/UTs during 2013-2016**

Sl. No.	State/UT	2013	2014	2015	2016
1	Andaman & Nicobar Island	14742	17235	14674	15466
2	Andhra Pradesh	69552	66333	237854	341764
3	Arunachal Pradesh	10846	5204	5705	6598
4	Assam	17638	21537	24720	19456
5	Bihar	765835	829508	923737	1010531
6	Chandigarh	40124	28365	29538	31549
7	Chhattisgarh	3886	7777	6394	9220
8	Dadra & Nagar Haveli	1582	1799	1797	1891
9	Daman & Diu	4814	4620	5858	5669
10	Delhi	2301395	2319046	2379169	2520083
11	Goa	492322	513592	541480	680683
12	Gujrat	198773	235524	284973	343752
13	Haryana	228200	314757	303118	331291
14	Himachal Pradesh	414249	389699	406108	452770
15	Jharkhand	45995	154731	167785	169442
16	J&K	60845	86477	58568	63207
17	Karnataka	636378	561870	636502	461752
18	Kerala	858143	923366	977479	1038419
19	Lakshadweep	371	514	1173	753
20	Madhya Pradesh	280333	316195	421365	363195
21	Maharashtra	4156343	4389098	4408916	4670049
22	Manipur	1908	2769	3260	3064
23	Meghalaya	6773	8664	8027	8476
24	Mizoram	800	921	798	942
25	Nagaland	3304	2585	2769	3260
26	Odisha	66675	71426	66971	76361
27	Puducherry	42624	83291	106153	117437
28	Punjab	204074	255449	242367	659736
29	Rajasthan	1437162	1525574	1475311	1513729
30	Sikkim	31698	49175	38479	66012
31	Tamil Nadu	3990490	4657630	4684707	4721978
32	Telangana	153966	75171	126078	166570
33	Tripura	11853	26688	34886	36780
34	Uttar Pradesh	2054420	2909735	3104062	3156812
35	UttaraKhand	97683	101966	105882	117106
36	<b>West Bengal</b>	<b>1245230</b>	<b>1375740</b>	<b>1489500</b>	<b>1528700</b>
	<b>Total</b>	<b>19951026</b>	<b>22334031</b>	<b>23326163</b>	<b>24714503</b>

Source: Ministry of Tourism, Government of India.

The above table gives an overview of Number of Foreign Tourists visit to different States/UTs in India during the period of 2013-2016.

**Table- 3.11**  
**Comparison of Rank of Top 10 State/UTs of India in Number of Foreign Tourists visit during 2013-16**

2013				2014		2015		2016	
Sl. No.	State/UTs	Foreign Tourist Visit	Rank	Foreign Tourist Visit	Rank	Foreign Tourist Visit	Rank	Foreign Tourist Visit	Rank
1	Maharashtra	4156343	1	4389098	2	4408916	2	4670049	2
2	Tamil Nadu	3990490	2	4657630	1	4684707	1	4721978	1
3	Delhi	2301395	3	2319046	4	2379169	4	2520083	4
4	Uttar Pradesh	2054420	4	2909735	3	3104062	3	3156812	3
5	Rajasthan	1437162	5	1525574	5	1489500	5	1513729	6
6	<b>West Bengal</b>	<b>1245230</b>	<b>6</b>	<b>1375740</b>	<b>6</b>	<b>1475311</b>	<b>6</b>	<b>1528700</b>	<b>5</b>
7	Kerala	858143	7	923366	7	977479	7	1038419	7
8	Bihar	765835	8	829508	8	923737	8	1010531	8
9	Karnataka	636378	9	561870	9	636502	9	461752	11
10	Goa	492322	10	513592	10	541480	10	680683	9

Source: *Ministry of Tourism, Government of India.*

The above table studies the comparison of foreign tourists visit in India to different States/UTs from 2013-16 that shows the competition is going on rank 1<sup>st</sup> between Maharashtra and Tamil Nadu, Rank 3<sup>rd</sup> competition is going on between Delhi and Uttar Pradesh, but West Bengal position's is fixed in 3 years from 2013 to 2015 that is 6<sup>th</sup> and also Rajasthan's position is 5<sup>th</sup> but in 2016 shows that West Bengal shows little improvement in 2016 and went up the ladder to 5<sup>th</sup> position.



**Table- 3.12**

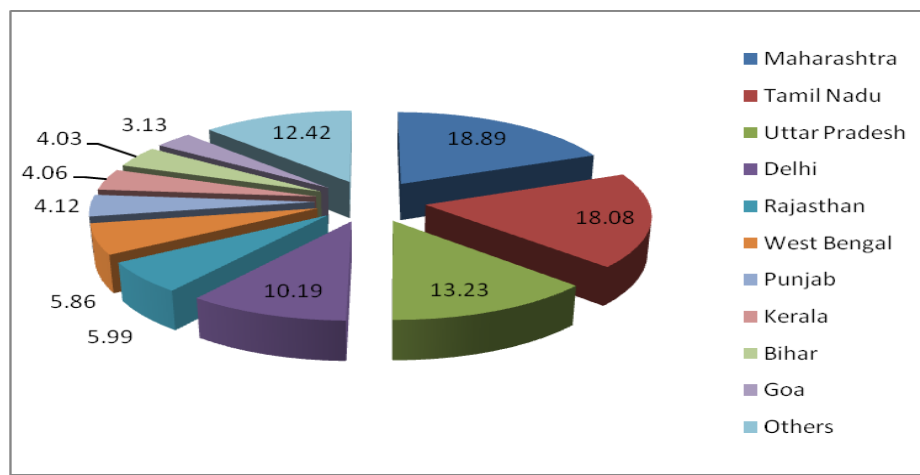
**Share of Top 10 State/UTs of India in Number of Foreign Tourists visit in 2017**

Rank	State/UTs	Foreign Tourist visits in 2017	
		Number	Percentage (%) Share
1	Maharashtra	5078514	18.89
2	Tamil Nadu	4860455	18.08
3	Uttar Pradesh	3556204	13.23
4	Delhi	2740502	10.19
5	Rajasthan	1609963	5.99
6	<b>West Bengal</b>	<b>1574915</b>	<b>5.86</b>
7	Punjab	1108635	4.12
8	Kerala	1091870	4.06
9	Bihar	1082705	4.03
10	Goa	842220	3.13
	Total Top 10	<b>23545983</b>	87.58
	Others	<b>3340655</b>	12.42
	Total	<b>26886638</b>	100.0

Source: *India Tourism Statistics 2018, Government of India.*

It has been observed from the above table that the total number of Foreign tourists visit India in 2017 i.e. 26886638. The 1<sup>st</sup> rank where foreigner come to Maharashtra i.e. 5078514 (18.89%) followed by Tamil Nadu i.e. 4860455 (18.08%) and Uttar Pradesh 3556204 (13.23%) is 2<sup>nd</sup> and 3<sup>rd</sup> position. West Bengal Ranks 6<sup>th</sup> position i.e. 1574915 (5.86%). In 2016 West Bengal's rank was 5<sup>th</sup> position.

**Chart-3.9**



**Share of Top 10 State/UTs of India in Number of Foreign Tourists visit in 2017**

**Table- 3.13**

**Comparison of Rank of Top 10 State/UTs of India in Number of Domestic Tourists visit during 2013-16**

Sl. No.	State/UTs	2013		2014		2015		2016	
		Domestic Tourist visits	Rank	Domestic Tourist visits	Rank	Domestic Tourist visits	Rank	Domestic Tourist visits	Rank
1	Tamil Nadu	244232487	1	327555233	1	333459047	1	343812413	1
2	Uttar Pradesh	226531091	2	182820108	2	204888457	2	211707090	2
3	Andhra Pradesh	152102150	3	93306974	5	121591054	3	153163354	3
4	Karnataka	98010140	4	118283220	3	119863942	4	129762600	5
5	Maharashtra	82700556	5	94127124	4	103403934	5	116515801	6
6	Madhya Pradesh	63110709	6	63614525	7	77975738	7	150490339	4
7	Telangana	54084367	7	72399113	6	94516316	6	95160830	7
8	Rajasthan	30298150	8	33076491	10	35187573	10	41495115	10
9	Gujarat	27412517	9	30912043	11	36288463	9	42252909	9
10	<b>West Bengal</b>	<b>25547300</b>	<b>10</b>	<b>49029590</b>	<b>8</b>	<b>70193450</b>	<b>8</b>	<b>74460250</b>	<b>8</b>
11	Jharkhand	20511160		33427144	9	33079530		33389286	12

Source: Ministry of Tourism, Government of India.

The above table studies the comparison of domestic tourist's visit India to different States/UTs during 2013-16 that shows the Tamil Nadu rank position is every time 1<sup>st</sup> and Uttar Pradesh ranks 2<sup>nd</sup> position. West Bengal's position was 10<sup>th</sup> in 2013 but fixed in next three years that is 8<sup>th</sup> from 2014 to 2016.

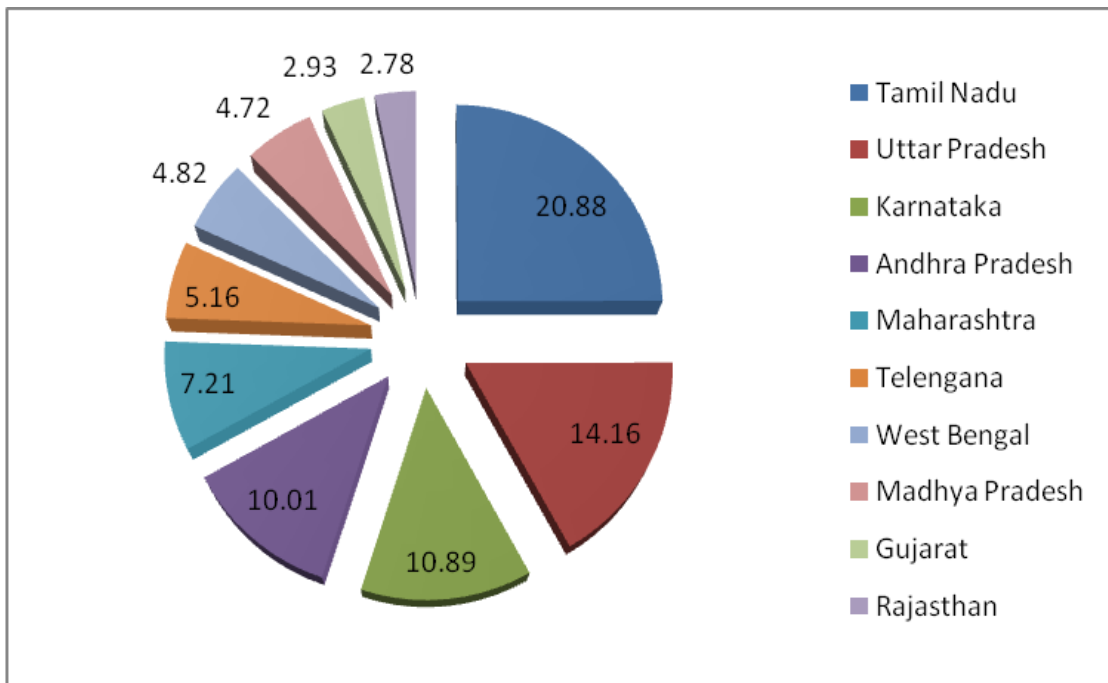
**Table- 3.14**  
**Share of top 10 State/UTs of India in Number of Domestic Tourists visit in 2017**

Rank	State/UTs	Domestic Tourist visits in 2017	
		Number	Percentage (%) Share
1	Tamil Nadu	345061140	20.88
2	Uttar Pradesh	233977619	14.16
3	Karnataka	179980191	10.89
4	Andhra Pradesh	165433898	10.01
5	Maharashtra	119191539	7.21
6	Telangana	85266596	5.16
7	<b>West Bengal</b>	<b>79687645</b>	<b>4.82</b>
8	Madhya Pradesh	78038522	4.72
9	Gujarat	48343131	2.93
10	Rajasthan	45916573	2.78
7	Total of Top 10	1380896854	83.56
8	Others State/UT	271588503	16.44
9	Total	1652485357	100

Source: *India Tourism Statistics 2018, Government of India.*

It has been observed from the above table shows that the total number of domestic tourists visit India in 2017 i.e. 1652485357. The highest rank Tamil Nadu i.e. 345061140 (20.88%) followed by Uttar Pradesh is in the 2<sup>nd</sup> position i.e. 233977619 (14.16%). Karnataka and Andhra Pradesh are in the 3<sup>rd</sup> and 4<sup>th</sup> position. West Bengal's Rank is 8<sup>th</sup> position i.e. 79687645 (4.82%).

**Chart-3.10**



**Share of top 10 State/UTs of India in Number of Domestic Tourists visit in 2017**

### **3.2 Tourism Agencies in India:**

The govt. of India sees Tourism as an upcoming industry in India. Alike the tourism statistics shows increasing demand of Indian tours and in the tourism business over the world. Tourists' interest in India is due to the varied culture of India.

Every year, tourists from all over the world visit India for vacation as well as spiritual purposes. The temples in India specially those in the holy cities of Rishikesh, Varanasi (also known as Kashi or Benaras), Haridwar, Puri, Mathura etc. attract a large crowd of foreign as well as local tourists. The architecture in India mainly the monuments depicting the history of India attracts numerous enthusiasts visit India.

India's tourism industry is prosperous due to an increase in foreign tourist's arrivals and also travel by Indians to domestic and abroad destinations. The visitors are flowing in from all over the world. Also the number of Indians travelling has increased. Manifold-many tourists come from Middle- East countries to witness the drenching monsoon rains in India, a natural phenomenon never seen in desert climates.

Among the most favoured tourist destinations in India is Kerala for its scenic beauty, Agra for Taj Mahal, Khajuraho for its sculptures and temples, Goa, Puri & Digga for its beaches.

As economic development is very much dependent on tourism industry in various ways so every State Government has given more importance on tourism industry.

The Rajasthan Government has unveiled a new tourism policy. The policy stresses on the development of tourism infrastructure. All tourist facilities will enjoy exemption from luxury tax and stamp duty and will be eligible for incentives regarding

allotment of land. The Govt. has declared an investor friendly hotel policy and new projects to improve road, rail facilities. Steps have been taken to improve night tourism. The Govt. is also diversifying tourism products. The new products are train, spiritual, adventure, film, eco, rural, health and wedding tourism.

In Sikkim, the tourist department has put in place policies to encourage public-private partnerships. The Sikkim Tourism Development Corporation (STDC) has started selling unprofitable properties through open tenders. Sikkim is also interested in promoting tourism infrastructure in collaboration with national and international agencies. The State has already signed an agreement with SNV, the Netherlands Development Agency, for the development of tourism. Sikkim is also holding talks with the Japan Bank for International Co-operation (JBEC) and the Tata Consultancy Service (TCS) for taking up tourism projects. Last year three lakh tourists visited the state.

Considering the unique strengths and potential of the State, Govt. will focus on development and promotion of new tourism products like Medical Tourism, Monsoon Tourism and Adventure Tourism.

The first ever Tourism Satellite Accounts for India compiled by the National Council of Applied Economic Research during 2002-03 showed that tourism employed 38.8 million people, directly and indirectly. This is 8.3 per cent of total employment and contributed 5.8 per cent of GDP (“Indian Tourism”)<sup>13</sup>.

### **3.2.1 India Tourism Development Corporation:**

India Tourism Development Corporation (ITDC) is a Public Sector Undertaking under administrative control of the Ministry of Tourism. Incorporated on October 1,

1966, ITDC played a key role in the development of tourism infrastructure in the country. Apart from developing the largest hotel chain in India, ITDC offered tourism related facilities like transport, duty free shopping, entertainment, production of tourist publicity literature, consultancy etc.

ITDC has played a committed and pivotal social role in the development of tourism infrastructure in backward areas, thereby trying to promote regional balance. After the disinvestment of 18 hotels, ITDC consolidated its present activities and restructured itself to take up diversified service-oriented business activities like consultancy and execution of tourism and engineering projects, human resource development consultancy in hospitality sector, event management and mounting of Son-et-Lumiere (SEL) Shows, etc. With the changing economic and business scenario, the corporation is in the process of strengthening all business verticals to increase its turnover and profitability and to position ITDC as one stop solution for travel, tourism and hospitality needs.

### **3.2.2 Network of ITDC Services:**

The present network of ITDC consists of 8 Ashok Group of Hotels, 7 Joint Venture Hotels out of which five hotel units are in operation, 1 Restaurant, 11 Transport Units, 9 duty free shops at airport and also seaport, 3 Catering Outlets and 2 Sound & Light Shows . ITDC is also managing a hotel which is situated in Bharatpur and a Tourist Complex at Kosi. ITDC has been awarded with the 7th Dalal Street Journal's Best PSU Award for 2015 under "Fastest Growing Miniratna" title. Besides Director (C&M) has been awarded the Best Professional in Business Development Tourism by Pacific Asia Travel Writers Association (PATWA) and GM (Corp. Mktg. & Sales) awarded as Best

Marketing Professional. ITDC was felicitated by Dun & Bradstreet for completing 50 Years of glorious services in the field of travel, tourism and hospitality in the year 2016.

### **3.2.3 Pattern of Shareholding:**

ITDC is a listed company with total Market Capitalisation of Rs. 1940 Crore as on 31.03.2016. The Authorised and Paid-Up Capital of the Corporation as on 31.03.2016, stood at Rs. 150.00 crores and Rs. 85.77 crores respectively.

#### **The pattern of shareholding is indicated below:-**

Government	87.03%
Indian Hotels Ltd.	7.87%
Banks & Financial Institutions	4.01%
Other Bodies Corporate	0.14%
General Public, Employees & Others	0.95%

**Table: 3.15**  
**Financial Performance**

	<b>2011-12</b>	<b>2012-13</b>	<b>2013-14</b>	<b>2014-15</b>	<b>2015-16</b>
Turnover	423.06	440.64	469.58	504.19	465.69
Profit before Tax	22.02	5.48	11.93	38.95	32.42
Profit After Tax	8.54	2.99	9.42	34.37	22.55
Foreign Exchange Earning	20.38	19.73	15.87	12.99	17.95

*Source: . Annual Report 2016-17, Ministry of Tourism, Government. Of India.*



The key figures relating to financial performance of the Corporation for the last Five years are shown in above

### **3.2.4 Memorandum of Understanding (MoU):**

The MOU for the year 2016-17 was signed between the Ministry of Tourism and ITDC envisaging targets for financial and non-Financial (Dynamic, Sector-specific and Enterprise-specific) parameters (“India Tourism”)<sup>12</sup>.

### **3.3 Tourism Agencies in West Bengal**

From the Himalayas in the north, to the Bay of Bengal in the south, the state of West Bengal abounds in a staggering variety of tourist destinations including alpine mountains and tropical forests, wildlife sanctuaries and national parks, historical and pilgrimage spots, open beaches and mangrove forests. The state thus offers a variety of opportunities for leisure and pilgrim tourism as well as adventure and eco -tourism. State tourism list key tourist destination of West Bengal Covered-

**Hill Station-** Darjeeling, Kurseong, Kalimpong, Lava, Lolegaon, Mirik, Sandakphu, etc.

**Forest-** Dooars, Jaldapara, Gorumara, Sundarbans

**Heritage-** Bishnupur, Murshidabad, Purulia, Malda, Birbhum, Hooghly, Burdwan, West Midnapore, Cooch Behar, etc

**Beaches-** Digha, Shankarpur, Mandarmoni, Junput, Bakkhali, Gangasagar, Tajpur, etc

**Religious-** Gangasagar, Belur Math, Dakshineswar, Kalighat, Tarapith, Nadia, Bolla Kali Temple, Nakhoda Masjid, Furfura Sharif, Imambara, St. Paul's Cathedral, St. James' Church, etc

**Cultural-** Shantiniketan, Kolkata, etc (“West Bengal”)<sup>28</sup>.

**Table: 3.16**  
**Number of districts in West Bengal during 1951-2011**

Year (As per Census)	Number of Districts
1951	15
1961	16
1971	16
1981	16
1991	17
2001	18
2011	19

*Source: Census of India, 2011*

Now districts in west Bengal that is 23 as on 2017.

**Table: 3.17**  
**Some indicators of progress of tourism in West Bengal**

Variables	2012	2013	2014	2015	2016
Total No. of Vehicles SBSTC	577	577	616	616	721
SBSTC Depots	15	15	12	13	14
Working Govt. Tourists Lodges	24	24	25	25	25
Foreign Tourists	1219610	1245230	1375740	1475311	1528700
Domestic Tourists	22730205	25547300	49029590	70193450	74460250

*Source: Dept. of Tourism, Govt. of West Bengal.*

From the above table it appears that between 2012 and 2016, the number of vehicles owned by the SBSTC has increased, but the number of SBSTC depots has

decreased. The state Tourism Department had owned 25 working lodges in 2016. Domestic tourists are more increased in 2015 and 2016 but the foreign tourists are steadily increased from 2012 to 2016. That is good sign for progress of tourism in West Bengal. I considered only SBSTC, there are also other Government and Private Transport agency are available.

**Table: 3.18**  
**Development expenditure of the state of West Bengal**

(Rs. In crores)

<b>Particulars</b>	<b>Actuals, 2014-2015</b>	<b>Budget Estimate, 2015-2016</b>	<b>Revised Estimate, 2015-2016</b>	<b>Budget Estimate, 2016-2017</b>
Revenue Expenditure	103651.61	113100.22	119304.30	128944.91
Capital Expenditure	19390.81	25273.79	25875.72	30628.77
Total Expenditure	123042.42	138374.01	145180.02	159573.68
Total State Plan Outlay	39444.02	49507.00	53954.82	57905.00
<b>Tourism</b>	<b>92.52</b>	<b>257.00</b>	<b>246.31</b>	<b>295.00</b>

*Source : Annual Financial Statement of the Govt. of West Benga.,2016-17.*

The above table shows that tourism expenditure are very small developmental expenditure in West Bengal with comparison to total expenditure. Total expenditure was 159573.68 where tourism development expenditure is only 295 (.18%) in budget estimate of the year 2016-17.

**Table: 3.19****Outlays for Heads of Developmental expenditure of the state of West Bengal**

(Rs. In crores)

<b>Heads</b>	<b>Actual, 2014-2015</b>	<b>Budget Estimate, 2015-2016</b>	<b>Revised Estimate, 2015-2016</b>	<b>Budget Estimate, 2016-2017</b>
1.Agriculture and Allied Activities and Rural Developments	11358.54	12416.65	16463.70	15758.69
2.Irrigation and Flood Control	1546.13	2607.52	2113.88	2836.68
3.Energy	1275.11	1293.65	1551.29	1457.38
4.Industry and Minerals	745.84	1458.59	1387.25	1643.07
5.Transport	1894.31	1803.24	2966.59	2294.49
6.Science, Technology and Environment	145.15	240.57	260.75	265.39
7.Education, Culture and Information	5948.14	10088.48	6152.44	10820.24
8.Health and family welfare	3053.95	2636.76	3532.33	3057.66
9.Water Supply, sanitation and Urban Development	7294.66	8083.95	9516.63	8541.01
10.Welfare of SC, ST and other Backward Classes	968.85	1032.82	1029.22	1342.54
11.Others	88811.75	96711.79	100205.93	111556.53
<b>Total</b>	<b>1,23,042.42</b>	<b>1,38,374.01</b>	<b>1,45,180.02</b>	<b>1,59,573.68</b>

*Source : Annual Financial Statement of the Govt. of West Benga.,2016-17.*

### **3.3.1 West Bengal Tourism Development Corporation Ltd.**

WBTDCL was set up in April 1974, with a view to develop tourism in West Bengal. The corporation is now running 34 tourist lodges situated at different places of West Bengal. The Corporation is running a luxury vessel with 44 berth capacity named “M. V. Chitralkha” and another having almost same capacity named “M.V. Sarvayaya”. The corporation also started House Boat and Sumangal. The corporation has also started inter-state and intra-state conduct tours for the budget tourists. Apart from the above, the corporation has identified some tourist spots in the state that has been trying to develop the same spots as a promotional venture, with special emphasis on Sunderban area (“West Bengal”)<sup>26</sup>.

### **3.3.2 West Bengal State Tourism Budget 2017 – 2018:**

West Bengal Finance Minister Dr. Amit Mitra presented the State Budget for 2017-18 at the Legislative Assembly on 10<sup>th</sup> February, 2017. The Finance Minister in his 2017-18 estimates targeted to collect revenue of Rs.55786.74 crore against the revised FY 2017 of Rs. 48926.69 crore and projected the growth rate of the state’s economy at 9.2%. The plan outlay for the year has been proposed at Rs.64733 crore and the government proposed to continue all the social sector schemes for the year. The Finance Minister Dr. Mitra proposed to increase the plan outlay of the Tourism Department from Rs. 295 crore in the 2016-17 to Rs.335 crore in 2017-18; the allocation has increased only by 13%. According to officials of the tourism, the state hopes will prove to be a double boon for Bengal-“on one hand that will get much needed revenue particularly, with our targeting of foreign tourist, who already come to Kolkata, but rarely venture out

into the districts. Secondly, this will give also employment opportunities for many small-scale entrepreneurs (West Bengal”)<sup>25</sup>.

**Table: 3.20**  
**Population in six important states in tourism**

State	Population
Goa	1457723
Karnataka	61130704
West Bengal	91347736
Kerala	33387677
Rajasthan	68621012
Sikkim	607688

*Source: Census of India, 2011*

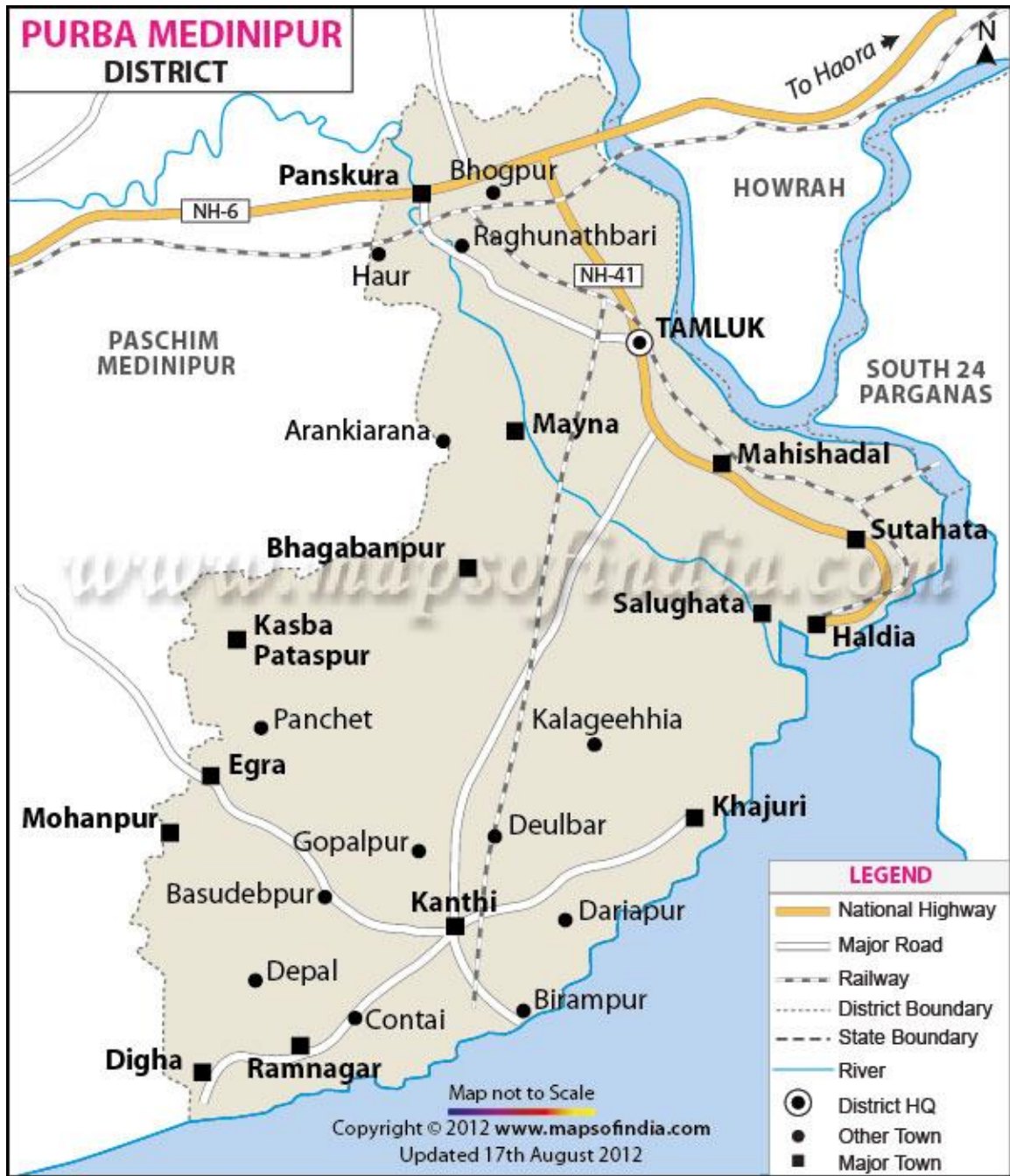
From Table 2.23 it is clear that West Bengal is a large state than Goa, Sikkim, Kerala, Rajasthan even Karnataka as per population. But the Governments like Goa, Sikkim, Kerala, Rajasthan and Karnataka are earning much from tourism industry than West Bengal. If tourism industry is developed in Purba Medinipur then West Bengal can earn much from tourism industry as there is a possibility to develop tourism industry in Purba Medinipur. Moreover it leads to high employment opportunities.

### **3.4 Condition of Purba Medinipur**

In West Bengal there are twenty three (23) districts and Purba Medinipur is one of them. “Purba Medinipur” has very long and fascinating history. In ancient times it boasted of the most famous sea going port on the eastern coast of India, Tamralipta whose mention is found in any ancient texts and travellers records like those of Fa-Hien and Hieuen –Tsang. The district was also known for its tradition of culture and education,

trade and commerce. Purba Medinipur was at the fore front of struggle for independence against British domination. One of the recent developments for this district is the fast developing port of Haldia as an alternative to Kolkata where very large ships cannot enter because of the growing shallowness of the river bed. Haldia is a major seaport in Purba Medinipur district of West Bengal State, located on the mouth of the Hooghly River, one of the distributaries of the Ganges. Haldia is also belonging one of the major industrial complexes in the State with a fast developing petro-chemical center and various other downstream industries. The Haldia petro-chemicals is the second largest project of such kind in whole India and lot of hopes have been pinned on it succeeding (“Purba Medinipur”)<sup>15</sup>.

In the list of State Tourism Department should include the twenty three (23) tourist spot in Purba Medinipur. 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 District; Digha-Shankarpur Development Authority, Haldia Development Authority. These are Digha, Sankarpur, Tajpur, Mondermomi, Junput sea beach, Mahisadal Rajbari, Haldia, Nayachar, Gneokhali, Kukrahati, Tamluk Rajbari, Barghabhima mandir, Moynagarh, Birth place of Shahid Matangini Hazra Hogla Gram, Kolaghat Thermal Power Station. Besides these 15 places there are so many places which have all features to become tourist spot. These are Pilgrimage Masnad E-Ala in Khejuri, Kapalkundala Kalimandir in Contai, First post office of India in Khejuri, Reyapara Shibmandir in Nandigram, Nachinda Mandir in Contai sub-division, Raghunath Bari Rather mela in Tamluk sub-division and 16 shib mandirs of murari kalua village in Radhamoni, and Kajlagarh Rajbari.



The research study, therefore, an attempt has been made to examine and identify the problems of tourism, with a model of tourism information system in Purba Medinipur and to give some suggestions about the prospect of tourism not only for the development of this region but for development of the country as a whole.



**Table: 3.21**  
**Distance from Tourist spots to State Capital and District Headquarters**

Sl. No.	Tourist Spot	Name of the Sub-division	Distance from State Capital	Distance from District Headquarters
1	Digha	Contai	186	98
2	Sankarpur	Contai	175	89
3	Mondermoni	Contai	163	85
4	Tajpur	Contai	174	87
5	Junput Sea Beach	Contai	159	73
6	Mahisadal Rajbari	Haldia	105	17
7	Tamluk Rajbari	Tamluk	80	4
8	Kajlagarh Rajbari	Egra	121	35
9	Haldia	Haldia	122	31
10	Nayachar	Haldia	131	45
11	Gneokhali	Haldia	113	23
12	Kukrahati	Haldia	127	35
13	Kolaghat	Tamluk	63	20
14	Kapalkundala Kalimandir	Contai	150	64
15	Reyapara Shibmandir	Haldia	119	31
16	Bargabhima Mandir	Tamluk	81	3
17	Nachinda Mandir	Contai	137	51
18	16 Shibmandir of Murari Kalua village	Tamluk	89	18
19	Pilgrimage Masnad E-Ala	Contai	156	70
20	First post office of India in Khejuri	Contai	150	64
21	Moynagarh	Tamluk	99	17
22	Birth place of Sahid Matangini Hazra Hogla Gram	Tamluk	84	15
23	Raghunathbari Rather Mela	Tamluk	86	22

*Source: West Bengal Tourist Road Atlas & State Distance Guide.*

### **3.4.1 Digha Sankarpur Development Authority (DSDA) :**

DDA (Digha Development Authority) was established in 1993. The planning area of the authority consists of 42 numbers of mouzas under Ramnagar P.S. and Digha P.S. covering 35.43 sq.km. of area. Since inception, the DDA is striving to build Digha and

Sankarpur as a twin beach resort. Both these destinations are very popular to the tourists in West Bengal.

In the year 1956, Development & Planning Department, Govt. of West Bengal launched the Digha Development Scheme. For comprehensive development of the area it acquired 1120 acres of land. In the year 1974, Town & Country Planning branch of Development & Planning Department prepared the land use Plan and it also revised in the year 1990. Development & Planning Department provided financial support to Digha Development Scheme construct a number of tourist accommodations and supporting infrastructure. It allotted lands for hotel/holiday home/residential sectors etc. and also created civic and support facilities like Roads, Transport facilities, Water supply, Markets, Green Zone, Sea Protection Works etc. It had also allotted necessary lands to Marine aquarium, Marine Corrossion Research Centre, Digha Science Centre, Hospital and Railway Authorities etc.

It is, however, Digha Development Scheme has been merged with Digha Sankarpur Development Authority with effect from 1<sup>st</sup> May, 2007 with its entire assets including the Tourist Establishments and the lands etc.

With the change in the overall Socio-economic scenario Govt. of West Bengal constituted Digha Planning Authority in the year 1990(28.11.1990) with 16(Sixteen) nos. of Mouzas as its Planning Area. Later on i.e. w.e.f 28.11.1991 its area was extended upto 42(Forty Two) nos. of Mouzas under Digha Police Station & Ramnagar Police Station with 8752.63 acres of land as its Planning Area. Subsequently the Digha Planning Authority was transformed into Digha Development Authority on & from 04.03.1993

with a view to ensure rapid growth of Digha, Sankarpur & its adjoining areas. The nomenclature of Digha Development Authority was revised as Digha Sankarpur Development Authority in the year 2003(24.09.2003). Very recently Mandarmoni & Tajpur having 9(Nine) mouzas comprising a total area of 8467.92 acres have been brought under the jurisdiction of DSDA for the purpose of development of Coastal Tourism and orderly development in those areas resulting to an area of 17,220.04 acres to be the “Planning Area” under the jurisdiction of DSDA.

### **Aims & Objectives of DSDA**

- To ensure Plan & integrated development of the area.
- Proper execution of Plans, Schemes & Projects etc. approved by the Board as well as State Govt.
- Shouldering the responsibility as sole executing Agency of the State Govt. for sustainable development within its planning area.
- Discharge duties assigned by the Govt. from time to time.
- Planning & preparing existing Land Use Map and Register (LUMR), Land Use & Development Control Plan(LUDCP) & Out line Development Plan(ODP).
- Creating infrastructures like Roads, Electricity, Drains, Disposal of Solid Waste and Social infrastructures like Townships, Parks, Centres of Recreation etc.
- Over all development in DSDA Planning areas.
- To develop Digha, Sankarpur, Mandarmoni & Tajpur as attractive beach tourist destination.
- To provide essential services to the tourists and also residents of Digha and adjoining places (“Digha Shankarpur”)<sup>6</sup>.

**Table: 3.22**  
**Temperatures, Humidity & Rainfall at Digha**

Month	Temperature			Humidity		Rainfall	No. of Rainy Days in a Month(Avg.)
	Max.	Min.	Mean	Max.	Min.	Average in MM	
January	24	16	20	81	42	13	3
February	28	22	25	73	41	20	3
March	32	26	29	84	45	30	4
April	32	26	29	80	60	40	5
May	32	26	29	76	60	150	10
June	34	26	30	82	68	280	16
July	34	26	30	85	61	290	20
August	34	26	30	86	71	255	22
September	32	24	28	79	75	200	17
October	32	24	28	76	58	120	10
November	28	26	27	76	55	50	4
December	22	16	19	76	38	00	0

*Source: LUDCP-Digha Sankarpur Development Authority*

**Table: 3.23**  
**Present Flow of Tourists DSDA (Per day)**

The present tourist flow to Digha (per day) has been estimated from different times of the year on the basis of (a) available hotel accommodations (b) data supplied by DSDA (c) data obtained during field survey and is indicated below.

**Weekends (Non-Seasonal)**

Hotel Beds (max.) [12000 no. Beds : 75% Occupancy]	9000
Private Accommodation [2040 no. Beds 50%]	1020
Unaccounted for 20% of Permanent Population	4083
<b>Total</b>	<b>14103</b>

**Weekends (Seasonal)**

Hotel Beds	12000
Private Accommodation	2040
Additional Beds in Hotels & Private Accommodation – 20%	2808
Unaccounted for 20% of Permanent Population	5104
<b>Total</b>	<b>21952</b>

**Weekends and Holidays (Seasonal – Peak)**

Hotel Beds	12000
Private Accommodation	2040
Additional Beds in Hotels & Private Accommodation – 30%	2808
Unaccounted for:	8650
a) 25% of Permanent Population	5140
b) 25% of hotel and private accommodation	3510
<b>Total</b>	<b>25498</b>

*Source: LUDCP-Digha Sankarpur Development Authority*

**Table: 3.24**  
**Present population characteristics**

This section gives an overall idea of the demographic features of Digha Shankarpur Planning Area as has been found from socio-economic survey and census data. Some of the parameters taken into consideration are language, religion, social background, age, sex etc. The demographic profile of Digha-Shankarpur area (2011) is given below:

<b>Description</b>	<b>Nos./ Percentage</b>
Population (2011)	47999
SC Population	6036
ST Population	246
Density of Population (no. per acres.)	5
Sex Ratio	934
Female Literacy	8652 (62.2%)
Male Literacy	11805 (79.3%)
Total Literacy	20457 (71.74%)

*Source: LUDCP-Digha Sankarpur Development Authority*

**Table: 3.25**  
**Employment Structure**

Employment structure in DSDA area is given below:

<b>Employment</b>	<b>Nos.</b>
Total Workers	8730
Marginal Cultivators	481
Marginal Agricultural Labourers	626
Main Household Industry Workers	115
Other Workers	4779
Main Workers	6884
Main Worker Cultivators	975
Main Worker Agricultural Labourer	1015
Marginal Workers	1846
Marginal Household Industry Workers	47
Marginal Other Workers	692
Non-Workers	20068

*Source: LUDCP-Digha Sankarpur Development Authority*

**Table: 3.26**  
**Development Priorities**

<b>Development Name</b>	<b>First Priority</b>
Water supply	21.54 %
Tourism	19.29 %
Drainage	13.68 %
Solid waste management	13.06 %
Development of transportation	9.31%
Beach beautification	7.35%
Development of fisheries	5.39%
Preparedness against Natural Disasters	3.39 %
Health Facilities	2.68 %
Education Facilities	2.26 %
Livelihood development	2.05 %
Total	100%

*Source: LUDCP-Digha Sankarpur Development Authority*

Stake holder meeting had been conducted to have a user based priority of development. Accordingly, 11 parameters were outlined for which the ranking has been placed. It is observed that nearly 21.54% of the households assigned first priority for water supply, whereas about 19.29% assigned first priority for improvement of tourism. Drainage, solid waste management, development of transportation are also important as about 14%, 13%, 9.31% of the people assigned first priority come on these aspects

respectively. Following table shows the ranking for development activities according to the importance (first priority) assigned by people in the Planning Area.

### **Digha as it is today**

- a) Most popular weekend tourist destination in West Bengal for the beach loving tourists.
- b) Over 72 lakhs tourists (including 18.00 lakhs day- trippers and picnickers) are visiting Digha every year.
- c) Accommodation mostly for budget class tourists.
- d) Overstressed infrastructure.

### **Digha Tourist Attractions**

- a) Digha Beach.
- b) Amarabati Lake-Cum-Park.
- c) Science Centre.
- d) Marine Aquarium.
- e) Cashewnut Processing Centre & Research Unit.
- f) Sankarpur Fishing Harbour.
- g) Sankarpur Beach.
- h) Picnic Spots at Udaypur and New Digha.
- i) Toy train at Kajala Dighi, New Digha.
- j) Mandarmoni Beach.
- k) Tajpur Beach.
- l) Ropeway at Amarabati Park.

### **Digha nearby attractions**

- a) Chandaneswar Mandir.
- b) Talsari beach.
- c) Kapalkundala Mandir.
- d) Junput Beach.
- e) Mandarmoni & Tajpur Beach.
- f) Naykali Mandir



## **Vision**

- a) Developing Digha, Sankarpur, Mandarmoni & Tajpur as multi attraction Beach destination for weekend Tourists.
- b) Supporting the objective of protecting the environment.
- c) Establishing linkages between Public & Pvt. Sectors for growth & development of tourist products, creation of other Tourist facilities and providing support services.
- d) Creating employment opportunities in the region.

## **Sources of earning of DSDA :**

- 1) Rent etc. of the Tourist Accommodations.
- 2) Levy of TCAC from the Tourists.
- 3) Collection of Development Charges.
- 4) Collection of entry fees from the Visitors of Amarabati Park.
- 5) Rent etc. of market units.
- 6) Income from Hoardings/LED Display Board.
- 7) Collection of lease rent etc. from the lease of Parking areas/Picnic Spots.
- 8) Sale of plots through e-tender.
- 9) Commission from the projects already executed and going to be executed on PPP Model (Passenger Ropeway/Ethnic Spa & Health Club, Toy Train Project etc.

## **Major Achievements of DSDA**

- Digha Welcome Gate
- Digha Bye-Pass Road
- Trident Light in and around Digha
- Renovation of Saikatabas & others Tourist Establishments under DSDA

- Digha Central Bus Stand
- Biswa Bangla Uddyan
- Development of Storm Water Drainage at Digha
- Hawker's Rehabilitation, Beach Amenities, Landscaping, Open Air Theatre & Allied works

**Activities to be taken up in the coming days**

- Construction and widening of Marine Drive road- from Digha Gate to Dadanpatrabarh.
- Rope way from Digha to Sankarpur.
- Amusement park with different rides on the western side of Larica.
- Beautification , boating, sitting arrangement etc. near Digha Welcome gate.
- Sapua to Mandarmoni road connectivity including 120 mtr bridge
- Toy train from Permanent picnic spot to Udaypur.
- Beautification, landscaping, parking facility at Nayakali Mandir.
- Beachfront beautification from Blue view ghat to Old cottage ghat.
- Construction of proposed Tourist Amenities Centre, Parking Facility, Toilet Block, Paved Pathway, Seating Arrangement, Landscaped Garden, Wooden Gazebo, Illumination with High Mast, Shower Cubicle near Oceana Tourist Lodge at Digha under DSDA.
- Construction of proposed Tourist Amenities Centre, Parking Facility, Toilet Block, Paved Pathway, Seating Arrangement, Landscaped Garden, Wooden Gazebo, Illumination with High Mast, Shower Cubicle near Police Holiday Home at Digha under DSDA.

- Construction of proposed Tourist Amenities Centre with rest Room, Restaurant, Lobby, Parking Facility, Toilet Block, Paved Pathway, Seating Arrangement, Landscaped Garden, Wooden Gazebo, Illumination with High Mast, Shower Cubicle at Dadan Patrabar under DSDA.
- Construction of proposed Tourist Amenities Centre with rest Room, Restaurant, Lobby, Parking Facility, Toilet Block, Paved Pathway, Seating Arrangement, Landscaped Garden, Wooden Gazebo, Illumination with High Mast, Shower Cubicle at Silampur under DSDA.
- Construction of proposed Tourist Amenities Centre with rest room, Restaurant, Lobby, Parking Facility, Toilet Block, Paved Pathway, Seating Arrangement, Landscaped Garden, Wooden Gazebo, Illumination with High Mast, Shower Cubicle, Mechanical Rider at Sankarpur under DSDA.
- Construction of proposed Tourist Arrival Centre, Tourist Amenities, Parking Facility, Toilet Block, Paved Pathway, Seating Arrangement, Landscaped Garden, Wooden Gazebo, Illumination with High Mast, Shower Cubicle, Mechanical Rider at Tajpur under DSDA.
- Construction of proposed Tourist Arrival Centre, Tourist Amenities, Parking Facility, Toilet Block, Paved Pathway, Seating Arrangement, Landscaped Garden, Wooden Gazebo, Illumination with High Mast, Shower Cubicle near Jatranala at Digha under DSDA.
- House boats at the creek between Digha and Shankarpur and between Tajpur and Mandarmoni.

- Establishment of Digha Haat along with other facilities like in Choukidhani(Rajasthan).
- Establishment of Marine Aquarium along with provision for Dolphin Show.
- Beach front beautification from SBSTC Ghat to Police Holiday Home Ghat along with Hawkers rehabilitation centers (“Tourism Department”)<sup>18</sup>.

### **3.4.2 Haldia Development Authority (HDA)**

Haldia Development Authority (HDA) is a statutory authority. It is constituted under The West Bengal Town and Country (Planning and Development) Act, 1979. The Authority is performing under the guidance of the Board of Haldia Development Authority.

The HDA performs its function through the Chief Executive Officer. CEO, HDA implements the decision of Board in accordance with the established government rules and procedures and also follows the financial norms of the Government. At present, there are near about 74 personnel engaging various activities and also responsibilities in the field of Planning, Land Acquisition & Allotment, Finance, Estate, Establishment, Engineering and Projects, ,Social Welfare, Public Relations and Information.

The Haldia Industrial region situated on Western coastal region of river Hooghly is surrounded by three rivers namely Haldi, Hooghly and Rupnarayan. The port is located at the junction of river Hooghly and Haldi, about 90 km down the Kolkata port.

**HPA Highlights:**

Sub Divisions	: Haldia and Tamluk
Community Development Blocks	: i) Haldia, ii) Sutahata iii) Mahisadal iv) Nandigram-I v) Nandigram-II vi) Chandipur vii) Moyna viii) Nandakumar ix) Tamluk x) Sahid Matangini xi) Kolaghat xii) Panskura
Municipalities	: i) Haldia , ii)Tamluk and iii) Panskura Municipality
Number of Census Towns	: 15 (2011 Census report)
Total Number of Mouzas	: 1300
Total Area of HPA	: 1982.07 Sq km (Approx)
Total Population of HPA	: 27.50 lakhs apprx. (2011 Census report)

**The main responsibilities of HDA-**

- To plan and also provide Infrastructural Support to industrial investments
- preparing the Planning of Existing Land Use Map and Register (ELUMR), Land Use Development and Control Plan ( LUDCP), Out Line Development Plan (ODP)
- Acquisition and development of Land
- Creating Infrastructures like Roads, Water Supply Network (domestic, industrial, commercial), Electrical Network, Drains, Disposal of solid waste and social infrastructures like housings, townships, parks and centers of recreation etc.
- To create investor friendly environment
- Maintaining proper coordination among the different authorities and industries
- Overall development in the Haldia planning area

## **Objectives of HDA**

- To ensure plan and integrated development of surrounding Haldia Industrial Urban Complex.
- Proper execution of plans, schemes and Projects which is approved by Board as well as State Government in connection with Industrial, Urban and Social infrastructure.
- To Responsible for sustainable development in all of Haldia Planning Area.
- Acting as cooperation and coordinating agency among different industries as well as various departments.
- Discharge of duties assigned by the Government from time to time.

## **Social Infrastructure**

### **Recreation and Sports**

The HDA has constructed a stadium at Durgachak with a seating capacity of 12000 people to encourage the sports activities in the township area. The township also houses parks which is properly developed and maintained by HDA. The riverfront of Haldi river is being developed.

### **Sanghati Maidan**

HDA has developed a 45 acres plot of land as a public Maidan available for people of Haldia to have free access to it for walk, fun, games and sports. The Famous Haldia Utsav is being organized here for 12 days.

## **Tourism and Hospitality**

A steady stream of guests and visitors like prospective entrepreneurs, Consultants, advisers, engineers, economists, technicians and CEOs from all round the globe keep coming to the port city. Engineers and executives came from Japan, Malaysia, South Korea, China, UK and other nation also often visit the region. To provide accommodation for these visitors HDA has promoted Haldia Bhawan to stay when in town for business purposes. Various industrial investments like numerous hotels, motels and guest houses have come up whose growth rate has been increasing regularly (“Haldia Development”)<sup>9</sup>.

**Conclusion:** In this chapter, I have studied my research topic through published documents. I tried to find out where India stands within global tourism and the condition of Indian tourism, specially the condition of West Bengal. The facilities provided by government tourism agencies and the detail situation of the study area through two development authorities, i.e., DSDA and HDA.