

Chapter-4

Present state of tourism in Purba Medinipur district

1. Infrastructure

UNWTO introduced Global Code of Ethics for Tourism to maximize tourism's socio-economic contribution for minimizing its possible negative impacts, and is faithful to promote tourism as an instrument in obtaining the SDGs (Sustainable Development Goals), geared towards reducing poverty and fostering sustainable development worldwide. As per the Code of Ethics, tourism infrastructure should be designed and tourism activities programmed in such a way as to protect the natural heritage composed of ecosystems and biodiversity and to preserve threatened species of wildlife. The stakeholders are responsible for tourism development, especially tourism professionals. They should agree to reduce or constraint their imposition activities when these are exercised in particularly responsive areas i.e. tropical forests or wetlands, desert, polar or high mountain regions, **coastal areas**, auspicious to the creation of nature reserves or protected areas ("Global Code")⁸.

As per the WHO (World Health Organization) report (2011) there are nearly 1 billion persons with disabilities in the world. It is equates to 15% of the world population having various disabilities. Besides this the number of aged person (over age 60) is gradually increasing. Because of ageing population the rate of disability among people with the capacity to travel is increasing. But the infrastructure in the tourism sector is not favourable for them ("Recommendations on" 3)¹⁷. For tourism development we should consider both the Global Code of Ethics and this WHO Report.

Infrastructure is an important part of tourist destination. In India development of tourist infrastructure facilities is primarily the responsibility of State/ UT Governments (Swain and Mishra 384-385)¹¹³.

Tourism sector comprises activities of several service providers like tour operators, transport operators, and hotel owners. The development of tourism industry depends on their service and basic infrastructural facilities like road, rail, and air connection, electricity and other communication facilities. The basic structures, features and facilities are necessary for an organization to function efficiently, are:

Accommodation- Accommodation includes Hotel (National & International), Resorts, Cottage, Home stay, Holiday camps, Paying Guest Facility etc. reasonable accommodation is insufficient here in Purba Medinipur. As per ethics every hotel should have sufficient accommodation for all categories of tourists. But large numbers of hotels do not have lift facility. As a result aged person, children and persons with disability feel uneasy to stay in such hotels (“Global Code”)⁸.

Food- Food providing facilities include restaurants, snack bar, bars, tea rooms, café centre, caterers, beverage etc. As per UNWTO recommendation an adequate number of restaurants, coffee shops, cafés and bars in the area should be provided with accessible facilities which take into account the ease of external access, furniture should be designed to be used by wheelchair users, counters at different heights, menus with easy-to-read text, in Braille or in alternative formats (web or applications for mobile computers), accessible toilets, etc.

Menus should include alternative options for people with different types of food intolerances. (For example: diabetics persons with sugar intolerance, vegetarian are meat intolerance etc.)

These facilities should be properly marked by signboard for easy location (“Recommendations on” 11)¹⁷.

Entertainment- Dance, music, drama, cinema, exhibitions, folklore, special events etc. Entertainment facilities are not available in Purba Medinipur. Requirements of Multiplex cinema hall with well designed picture and sound system are there. Only during Beach festival time some entertainments are arranged. Local ethnic cultural performance should be arranged for tourists throughout the year.

Historical coverage- Monuments, museums and buildings of historical, cultural and religious interest are open for visitors should have good accessibility by providing ramps or lifts for aged and persons with disability. The required information should be prominently provided for all categories of visitors who are deaf or blind. So, all information should be provided in both formats i.e. written and audio. Training of personnel is necessary to welcome and for communication to visitors. On special occasions organizers can arrange wheelchair or extra trained personnel in terms of loan from service providers or agency. These types of facility are not available anywhere of Purba Medinipur tourist places.

Sports adventure- Water sports, winter sports, skating rinks, football, volleyball, badminton, tennis, hand ball, golf courses, swimming pools, water skiing, ramps, mountain climbing facilities should be available for tourists. Access for persons with all categories to sports facilities (stadiums, race tracks, etc.), are essential and also their

participation as much as possible, in mainstream sporting spirit at all levels should be encouraged and promoted. Equipped sports facilities under the guidance of trained personnel should be available for visitors, and safety norms should be strictly maintained. Some kids' water sports facilities are available on beach nowadays but there is doubt over maintenance of security norms.

Shopping corners- Shopping corners are to be well decorated. Local products and artistic handicraft products should be available. These products are available in coastal region of Digha but these are not available in other tourist spot of Purba Medinipur.

Transportations- Road, highways, Airports, railway stations, bus stands, taxi stands, traffic signal, ferry and shipping, all types of passenger vehicles, including buses and coaches, taxis, funiculars (cable cars), trains, commuter ferries and cruise ships should be designed to allow safe and comfortable transport of aged people and people with disabilities or reduced mobility. Here service providers are not conscious about this.

Public Safety- As per the Global code of Ethics it is the task of the public authorities to provide protection for tourists and visitors and their belongings. They must pay particular attention to the special safety of foreign tourists and facilitate the introduction of specific means of information, security, insurance and assistance consistent with their needs. In case of any attacks, assaults, kidnappings or threats against tourists or workers in the tourism industry happen, as well as the willful destruction of tourism facilities or of elements of cultural or natural heritage should be actively condemned and punished in accordance with their respective national laws ("Global Code")⁸.

Sanitation and drainage systems- Sewerage treatment plants, drainage, garbage pickup and dumping places, in particular where toilets are located should be maintained. Accessible toilets and washbasins should also be installed. In these toilets, the dimensional aspects and the necessary technical aids needed to transfer between the wheelchair and the toilet should be taken into account. Special care should also be taken with regard to the approach space for both the toilet and the sink, as well as to faucets and actuate mechanisms. A system should be available to find and use emergency lighting signs when persons are inside the toilets. Washing facilities on beach should be done with necessary arrangements. Local administration found negligent about this.

Telecommunication systems- Landline, Mobile phone, fax, wi-fi, cable service, Internet service - optical fibre/broadband/dial-up connection systems as per UNWTO recommendation should be designed and made available for public use so that they can be used by everyone.

Health Service- Hospitals, clinics, paramedical, medicine service, laboratories, and ambulance facilities are not sufficient in the study area.

Academic and Education System- Information about Schools, Colleges, Universities, Research Institutions, Libraries should be provided. Attention can be given to Academic or Study tourism.

Others essential Services- Electricity supply, water resource and supply system, natural gas delivery system, bank, post office, insurance companies are insufficient in the area.

In this chapter I am discussing state of infrastructure in relation to number of hotels, number of police stations, electrification, and transportation etc. of Purba Medinipur district. For this discussion we have collected data from Digha and Sankarpur Development Authority, Haldia Development Authority, Purba Medinipur DM office etc. Besides these we have gathered data from individual service providers and tourists.

Electricity Infrastructure:

Table: 4.1

Condition of electricity in Purba Medinipur

	Electricity coverage Mouzas	No electricity coverage Mouzas	Total Mouzas
Number	2979	56	3035
Percentage (%)	98.15%	1.85%	100%

Source: District Statistical Handbook of BAES & Economic Review, 2014, Govt. of West Bengal

The above data shows that in major parts of Purba Medinipur district electrification coverage is sufficient in whole area. There are 3035 (now 3198) mouzas in purba Medinipur district, out of which 2979 mouzas have electric coverage but only 56 mouzas are not covered by electrification. That may be covered now in this year. But problem is arising during months of May–June and any rainy season when voltage remains very low and load shedding occurs or there is no power supply most of the time in a day. During these seasons due to lack of electrification tourists suffer from many problems. So stake holders have to depend on generator or emergency light which is not suitable for tourism purpose because it is more expensive and many stake holders can not avail these services for financial problems. During the break off the power supply tourists

do not get facility such as Air Condition facility in their hotel so they feel uncomfortable. Moreover this is not good for environment.

Transport Infrastructure:

Road Transport:

Transport is another important infrastructure for any tourist spots for conducting tours. National Highway NH-6, NH-41 and NH-116B (Under Construction 87 KM) runs through this area under study.

Transport system in Purba Medinipur district is not good because, linking roads with rural areas mainly village areas and even in urban areas are not good. In most cases, 'pucca' or pitched or remain un-repaired for a long time. Due to lack of pitched on concrete road in rural area, in rainy season communication become inaccessible. Very few buses ply in the village areas. Only carts, rickshaw vans, machine van, toto, cycles are the common vehicles used for transport purposes. During rainy season these also cannot be used because of road condition. So transport is another problem. One of the problem is that in evening time no communication is available from Digha, main tourist spot to Kolkata. Last bus available is at 7.00 pm.

Rail Transport:

In Purba Medinipur district rail connection is from Howrah to Mecheda/ Panskura/ Haldia/ Digha. The state has an excellent railway network, but in this district there are few numbers of trains running between Digha to Mechada and Howrah. So tourists are more dependent on bus service.

Air Transport:

The Netaji Subhas Chandra Bose Airport in Kolkata an international airport is the nearest linking airport, which is 190 km away from Digha. There are two domestic terminals i.e. Kolkata and Bagdogra in this state. There is no airport in Purba Medinipur District. Only on Saturday one Helicopter services is available from Kolkata (Behala) to Digha, which was started from 14 October, 2016.

Accommodation Infrastructure:

Accommodation facilities are essential component of tourism. The maximum accommodation facilities available at Digha which is the most popular tourist spot in West Bengal. Numbers of Hotels are increasing every year. Accommodation facilities are also available in Mondermoni and Tajpur. According to DSDA there are 412 places to stay in this region. But my personnel observation says there are very poor accommodation facility in Sankarpur and Junput in the coastal region. In Purba Medinipur district accommodation facilities also available in Contai, Tamluk, Haldia. Accommodation should be available for other tourist location in Purba Medinipur. Different types of accommodations for tourist from different economic strata are available at Digha but at other places facilities are inadequate.

Security infrastructure

Table: 4.2
Police stations in Purba Medinipur

Sub-Division	Police Station	Police Station Name	Mouza	Population
Tamluk	6	Tamluk, Kolaghat, Panskura, Moyna, Nandakumar, Chandipur	867	1567458
Haldia	6	Haldia, Mahisadal, Sutahata, Bhabanipur, Sutahata, Nandigram	436	820149
Contai	11	Contai, Contai Women, Digha, Digha Mohana, Mandarmoni Coastal, Junput Coastal, Talpatighat Coastal, Marishda, Ramnagar, Khejuri, Bhupatinagar	1172	1202047
Egra	3	Egra, Bhagwanpur, Pataspur	723	827723
Total	26		3198	4417377

Source:-District profile Purba Medinipur

There are 26 police stations in Purba Medinipur. Total numbers of Mouzas are 3198. One police station's coverage area is 123 Mouzas. In Egra Sub-division security arrangement is very poor. In this Sub-division one police station covers 241 Mouzas. In Haldia sub-division security arrangement is satisfactory i.e. one police station covered mouzas are 73. So, the above table shows that overall position is not satisfactory for security arrangement in this district.

2. Financing

Financing means providing money for investment to any organisation in the form of fixed capital and working capital needed for day to day operations. Funds can be secured from various sources. The availability of finance is vital to any organization for conducting work.

Tourism industry and its related industry need fixed as well as working capital. Fixed capital is required for purchase of land, construction of hotels, interior designing, latest technological gadgets, purchase of furniture, purchase of car, security deposits and other things. Whereas, working capital is needed for engaging tourist guide, hotel staff maintenance and to meet the day -to-day operational cost (Bera 109)⁴⁵.

Source of Finance

The sources of finance in tourism Sectors are:

- (a) Institutional finance.
 - (i) Loans and grants sanctioned through Central and State Govt. Budgets.
 - (ii) Financing from Reserve Bank of India through NABARD Scheme of tourism finances.
 - (iii) Loan from other banks and co-operative Societies.
- (b) Private finance includes:
 - (i) Loan from Money Lenders
 - (ii) Loan Local Markets etc (Bera 109-110)⁴⁵.

Table: 4.3
Outlay and Expenditure under the 12th Five-Year Plan (2012-17) in West Bengal

Head	Projected outlay-12 th Plan	Expenditure		
		2012-13	2013-14	2014-15
Tourism	12-17	Actual	Actual	Actual
	575.70 crore	28.81 crore	40.70 crore	43.19 crore
Total	166044.40 crore	85120.62 crore	91179.12 crore	103024.84 crore

Source-WB Statistical Handbook-2015

The above data shows that projected outlay and expenditure under tourism during the 12th Five-Year plan (2012-2017) in West Bengal. Here projected outlay in this period i.e. only 575.70 crore. The amount of expenditure steadily increased i.e. in 2012-13 actual expenditure was only 28.81 crore, but in 2013-14 it was 40.70 crore and in 2014-15 it was 43.19 crore respectively.

Table: 4.4
Banking Sector in Purba Medinipur

Particulars	Central Co-operative Bank	Regional Rural Bank	Commercial Bank	Others Bank	Total
No. of Banks	5	1	21	2	29
No. of Branches	50	49	198	14	311

Source: District Profile Purba Medinipur

From the above table it is seen that total number of banks in Purba Medinipur district are 29 and total number of branches are 311. Total number of commercial banks is 21 and there branches 198. Total number of rural bank is only one and branches 49. Total number of Central co-operative banks is 5 and branches 50. There are 5

Municipalities and 223 gram-panchayats in Purba Medinipur district. Every gram-panchayat should have at least one commercial bank. The table shows the shortage of commercial banks. Numbers of rural and central co-operative banks are very poor. Investor of tourism sector can be increased if sufficient banks are available. They can get easy loan from these banks otherwise they will dependent on the local market where the interest is very high. So banking sector can support smooth running of the tourism services, to promote tourism industry.

3. Marketing

Marketing surrounds us and affects our lives in countless ways. Marketing is crucial for the success of every organization that may be large or small, for profit or not-for-profit, for domestic or global. Marketing is a vital factor for the success of business and obviously for the success of tourism industry. Marketing means working with markets for the purpose of satisfying human wants and needs. Exchange process involves different types of works. Sellers must reach to buyers, identify their needs, design good products, promote them, store and deliver these products, and set prices for them. Activities of product development, research, communication, distribution, pricing, and services are known as core marketing activities. A product of the market is for actual and potential buyers. A market can grow up through a product, a service or anything else of value.

Tourism industries have a very good market / demand. Some tourist spots have occupied a good national / international market because of their quality, cleanliness, law and order, scenic beauty etc. But today this industry is facing different problems, one of them is the problem of marketing.

Marketing is a combination of activities to motivate people to buy the product. It is one of the ways to give more importance to customer satisfaction. Marketing programme is a mixer of a number of aspects for an integrated, viable and strategic plan, which is known as marketing mix. Marketing mix is the combination of elements designed to get a particular set of consumers to buy a product at a particular price.

According to McCarthy, “marketing mix is consisting of product, price, promotion and place”. Marketing professionals have expanded the four Ps to eight Ps in order to better position the tourism products strategically in the market. Eight Ps are (Swain and Mishra 620-624)114 –

Product: Tourism products include accommodation, transportation, food, entertainment, package tour, cruises, travel services etc. The nature of tourism products is different from other products which is intangible, inseparable, perishable and heterogeneous.

Price: Pricing is different in tourism market for the peak season and the off season for their services. According to Heath and Wall in 1992, “the price is highly variable due to seasonality and the interdependent nature of services”.

Promotion: It is the communication of tourism product to its target customers which includes different activities like advertising, sales promotion, public relations, personal selling etc.

Place: The place is the target point of channel through which the product reaches the final customer. This is a channel that provides customer an access to the tourist products which emphasized by Middleton in 1988.

People: In tourism industry, varieties of services are dependent on the human factor. Quality of travel services satisfying the human needs, involves people.

Physical evidence: Tourism services are intangible in nature. Heritage building is one of the physical evidence of the tourism product. Tour operators are publishing leaflet or brochure, CD, Video about the destination of heritage building to show to the potential buyers. Heritage building means which building possessing aesthetic, architectural, historical and cultural values and also declared by Authority or Heritage conservation committee or any other Competent Authority (“What is”)²⁹. Total numbers of heritage buildings in West Bengal are 124, in Purba Medinipur it is 7 which is declared by West Bengal Heritage Commission (“Beautiful Bengal”)².

Programming: Special activities, events, or other programs are added to the tourist destination for increasing tourist’s interests and attractions. It is one of the appeal to augment the core attraction.

Partnership: The tourism industry depends more on collaboration and cooperation with all stakeholders namely service providers, policy makers like Govt. agencies, local communities etc. Working relations with the competitors and with also their service providers need to be developed systematic functioning of tourism industry.

Information platform of tourism in Digital era

Today, people and businesses are connected to exchange information and perform transactions in ways never before imagined. The combination of digital platforms, user-generated content and feedback system, social media integration, global standing services, and the use of massive data and artificial intelligence, has converted the way people experience, consume and share information.

This is the result of successive advances in telecommunications, computers, Internet, mobile and wireless technology, global positioning systems and smart phones.

Tourism, is one of the world's dynamic economic sectors, has been both witness to and idol of these changes. For both public and private tourism entities, ICT has offered indispensable and very powerful tools for management, logistics, distribution and marketing. It has made a tourist more autonomous, hyper-connected and increasingly demanding, expecting personalized customer service.

Shifts in customer expectations and global trends are compelling the tourism sector to adapt business and operating models in search of enhanced customer satisfaction and operational performance. This is creating opportunities for new probationers into the tourism sector. At the same time growing up of the private platform tourism services (the so-called sharing economy).

While the tourism sector has been at the forefront of digital interruption, exponential technological change that means the sector must be innovative and also stakeholders must collaborate on a near-constant basis in order to present competitive mind. In addition, the tourism sector extends its level of responsibility to use technological change and digitalization. ("Tourism in")¹⁹.

There are different agencies in the district for marketing the tourism both in the domestic as well as international markets. They are (i) West Bengal Tourism Development Corporation (ii) Digha-Sankarpur Development Authority (iii) Haldia Development Authority. (iv) Purba Medinipur Zila parishad etc. Along with these Govt. agencies there are lots of private organizations who are doing this marketing work.

There is a greater possibility of marketing the following tourist places of Purba Medinipur district. If information of these places are properly distributed, people are to be more attracted not only domestic tourist but also foreign tourist will visit following tourist spots in this district.

Sl. No.	Name of the Block / Municipality	Possibility for development as tourist spot.	Requirements of Development
1.	Bhagwanpur – I, Bhagwanpur – II	Kajlagarh Rajbari, Pausi.	Development as Heritage Building, Eco-Tourism
2.	Contai – I, Contai – II, Contai – III, Contai (Municipality)	Junput, Nachinda Mandir, Bahiri Jagannath Temple, Kapalkundala Mandir, Dwariapur Light House.	Package Tour
3.	Egra – I, Egra – II, Egra (Municipality)	Krishnasagar, Hotnagar Shibmandir,	Maintenance requirements and highlights the spot
4.	Khejuri – I, Khejuri – II	First Post Office of India, Hijli Masnad-e-ala	Maintenance of Heritage Building, Connecting Road require for Sea Beach and accommodation facilities.
5.	Mahisadal – I, Mahisadal – II	Gneokhali, Mahisadal Rajbari	Hotels and Home Stay facilities
6.	Moyna	Moynagar	Cottage or Home stay facilities
7.	Nandigram – I, Nandigram – II, Nandigram – III	Reyapara Shibmandir, Jelinghum, Narghat Ganga Mandir	Highlights the tourism spot and facilities requirements for day visit tourist
8.	Panskura – I, Panskura – II, Panskura ((Municipality)	Raghunathbari Rather Mela(Rath fair), Murali Kalua Shiv Mandir	Maintenances requirement as a Heritage Building
9.	Pataspur – I, Pataspur – II	Bihumandir, Pachet Rash Utsab	Highlights the tourist spot and Development of accommodation facilities
10.	Ramnagar – I, Ramnagar – II	Digha, Sankarpur, Mandarmani	Home Stay , Ropeway,
11.	Sutahata – I, Sutahata – II, Haldia (Municipality)	Kukrahati, Nayachar, Haldia	Eco-Tourism Park
12.	Sahid Matangini, Tamluk – I, Tamluk (Municipality)	Kolaghat Thermal Power Station, Bargabhima Mandir, Tamluk Museum, Tamluk Rajbari.	Highlight the spot and package tour organization.

Source: Field Study

4. Dissemination of Information

Publication of tourism materials plays an important role for dissemination of tourism information. Tourism materials are available in variety of forms i.e. travel magazines, brochures, books and journals etc. These are published in regular interval i.e. weekly, fortnightly, monthly, bi-monthly, quarterly, half-yearly, yearly and special issue before puja or winter vacation. These materials are focusing on the tourism destination with background of tourism information and also social, cultural, geographical and historical information. These travel magazines also campaign the attraction of tourist destinations, highlight the hotel and restaurants, address and contract number of travel agents, success stories, employment opportunities, career opportunities etc.

As per UNWTO recommendation tourism literature and also other promotional material used in tourism that gives clear indications for accessible services and facilities, in international acceptable languages and symbols that are easily understood by all. To give priority for information to tourists with disabilities the material should include such information along with general tourist guideline and information.

Promotional material should state, if possible, how to contact the establishment through accessible media (text, telephone, fax or email) and if possible in alternative formats.

The tourist destinations can keep available a list of all support services for tourists with disabilities. The listing of these services should include the basic facilities for the repair and replacement of prostheses and equipments and medical salesman for specialized medical care.

Reservation systems may carry out clear information for tourists with disabilities on the level of accessibility for facilities and services in order to properly inform them and facilitate the follow up of appropriate booking procedures (“Recommendations on 6”)¹⁷.

Multilingual Tourist Helpline

The Government of West Bengal should have to launch the “24x7 Toll Free Multi-Lingual Tourist Information Line in various languages including Bengali, Hindi and English. This service should be available on the toll free number. This will be operational 24X 7 (all days) in a year offering a “multi-lingual helpdesk” in the designated languages to provide support service in terms of providing information service relating to Travel & Tourism in West Bengal to the domestic and also for foreign tourists and advice to them during the times when they visit in this state and also this District.

Domestic Campaigns

Domestic campaign is one of the campaigns that give the awareness to the domestic tourists about state tourism activity and the tourist spots of the particular state or region. (Swain and Mishra 634-638)¹¹³-

TV Campaigns

TV campaigns is one the campaigns that influences the tourist to visit that place. So for that purposes North-East region of India released an advertisement on Doordarshan and private television channels across the country to promote tourism to the North East Region. West Bengal as a tourist spot is not prominent in TV campaigns.

Radio

Radio is one of the popular modes of domestic campaigns. It is more flexible and less expensive campaigns. It has one of the advantages that people can simultaneously listen to radio while they are working. FM radio is more popular in India for advertisement of various products like the tourism product. .

Newspapers

Newspapers are published frequently and less expensive that gives a wide coverage of local market for tourism advertisement. Newspaper journalists write about their experience of the tourist destinations highlights the place of nearest attractions etc in the newspaper in which payment is made by the advertiser. The problems of this newspaper in which there printing and paper quality is very low, life span very short that do not motivate in long time.

Direct mail

Mail service is one of the most effective communication medium to disseminate information which minimizes the expenditure of advertisement cost because this mail are sent only to probable tourists. It is possible to get quick response from the respondents if the response sheet is sent to them by the mail. One problem is that through direct mail, is it requires collection, maintenance and updating of exact mail address otherwise mission will be failed. Generally address books are maintained only for old tourists.

Magazines

Magazines are published by some of the newspaper agency in regular interval that reaches to the specific customer in the market. It impresses reader in long term basis. But

problem arises when it is published in long term interval. Information may not be updated.

Hoarding or poster

Outdoor hoardings or posters are more flexible, makes good impactful, effective and of low cost. It provides attractive and colorful message for tourist. There is problem arises to identify the locations and hidden the unwanted cost. The advertisement or hoardings catch the attention of tourists.

Internet

Internet has become a most popular advertisement channel for dissemination of tourism information. Generally tourism service providers are provided brief description of message on their website. Good design of the website is more attractive to the tourist. Campaign on Google search is undertaken as a part of the Global Online Campaign. The Ministry of Tourism as a follow up action and its endeavour to promote tourism, released Incredible India Campaign in June, 2015. On the social platforms: Google, YouTube and Twitter. Problem arises when the authority not update their website regularly.

Tourism day celebration

The 'World Tourism Day' is celebrated on 27th September, 2015 for user's awareness about tourism. That makes people aware about the importance of tourism and gives an idea how the nations, states and districts can develop through tourism. Govt. should take initiatives to celebrate the day for overall development. The theme of the World Tourism Day of the year 2018 was "Tourism and the Digital Transformation". The combination of digital platforms with tourism development is important for connection

and exchanging information between people and businesses. A digitally advanced tourism sector can improve tourism management. It includes local community development, empowerment of local people, efficient resource management, etc (World Tourism’’)32. With this motto a strong digital platform for information communication should be developed which in turn will develop tourism and community of the region. Purba Medinipur Tourism Information System should be developed on this platform.

Conclusion

After reviewing all the infrastructural need and the existing facilities available in Purba Medinipur we can come to the conclusion that existing facilities are insufficient and local administration should give more attention to this. As no integrated digital platform is available abiding international norms of multilinguality and internationally accepted symbols, a digital information platform should be developed for tourism development as a whole.