

Chapter-5

Purba Medinipur Tourism Survey and Data Analysis

I conducted a survey among tourists visiting tourist spots as identified by me. Department of Tourism, Government of West Bengal listed 7 tourist spots of Purba Medinipur, i.e., Digha, Shankarpur, Mondermoni, Tajpur, Junput, Haldia and Mahishadal (“Destinations West”)⁵. Haldia Development Authority highlights 20 places of tourist attraction out of which 8 tourist spots included in my study i.e. Matangini Hazra Hogla gram, Moynagarh, Tamluk Rajbari, Bargabhima Temple, Kukrahati, Gneokhali, Nayachar and Haldia (“Tourism and”)³. Besides I included 8 places into my study namely, Kajlagarh Rajbari, Kapalkundal Temple, Reyapara Shibmandir, Nachinda Temple, 16 shibmandir of Murari Kalua village, Masnad-E-ala Hijli, Khejuri Post Office, Raghunathbari Rather Mela. I selected these places either because of historical value or because of their uniqueness and popularity.

Kajlagarh Rajbari- Situated at Egra Sub-division near Bajkul. Kajlagarh was the capital of Sujamuth’s ancient dynastic seat.

Kapalkundal Temple- This old temple is situated at Contai Sub-division is famous for its association with Bankimchandra Chattopadhyay’s 19th century novel Kapalkundala.

Reyapara Shibmandir- This temple is situated at Hijli. As mentioned by ancient poet Rameswar Bhattacharya it was founded by Chandan Sadagar. In ancient time Reyapara was a harbor.

Nachinda Temple- Situated at Contai sub-division. In every year on the auspicious day of 'janmastami', birthday of Lord Krishna, according to Hindu belief a big festival is held at the area of temple. It is also famous for Sitala Temple.

16 shibmandir at Murari Kalua Village- Famous for 200 years old shibmandir.

Hijli-Masnad-E-Ala- Situated at Contai Sub-division. The mosque and mazar of Masnad-e-ala, the king of Hijli during Mughal Empire.

Khejuri First post office of India- it was established in 1794-95. It was famous port of Bengal and 1st telegram line was established here in 1851.

Raghunathbari Rather Mela- Situated near Panskura. The place is popular for Ramchandra temple. Big hindu festival of rather mela is held every year from 'bijaya dasami', (tenth day of Durga Puja or Dussera) for one month.

I interviewed tourists visiting the above mentioned places. I tried to identify their information requirement, to know their information seeking behavior and the information channels they use. In this chapter, I am presenting those data in organized manner.

Following table is showing the distribution of sample of tourists as per gender at different tourist spots in Purba Medinipur district.

Table-5.1
Data on Tourist respondents

Sl. No.	Tourist Spot	Male	Female	Total
1	Digha	71	29	100
2	Sankarpur	17	8	25
3	Mondermoni	17	8	25
4	Tajpur	16	9	25
5	Junput Sea Beach	14	11	25
6	Mahisadal Rajbari	14	6	20
7	Tamluk Rajbari	11	9	20
8	Kajlagarh Rajbari	17	3	20
9	Haldia	16	4	20
10	Nayachar	18	2	20
11	Gneokhali	17	3	20
12	Kukrahati	18	2	20
13	Kolaghat	14	6	20
14	Kapalkundala Kalimandir	9	11	20
15	Reyapara Shibmandir	5	15	20
16	Bargabhima Mandir	6	14	20
17	Nachinda Mandir	15	5	20
18	16 Shibmandir of Murari Kalua village	6	14	20
19	Pilgrimage Masnad E-Ala	18	2	20
20	First post office of India in Khejuri	18	2	20
21	Moynagarh	16	4	20
22	Birth place of Sahid Matangini Hazra Hogla Gram	15	5	20
23	Raghunathbari Rather Mela	18	2	20
Total		386	174	560

Source: Field Survey

The above table prepared from the total data collected by field survey shows that in 23 tourist spots in Purba Medinipur of West Bengal. I have surveyed 560 respondents, out of which 386 are male respondents and 174 are female respondents. The above table

shows that most of the tourists are males. Number of female visiting temple is more than male.

I have divided all the 23 tourist spots in Purba Medinipur district by 4 sections- coastal region, rajbari, river side, temples and others. The following table is showing the sample data of coastal region.

Table-5.2
Respondent's data from Coastal region

Sl. No.	Names of the tourist Spot	Male	Female	Total
1	Digha	71	29	100
2	Sankarpur	17	8	25
3	Mondermoni	17	8	25
4	Tajpur	16	9	25
5	Junput Sea Beach	14	11	25
Total		135	65	200

Source: Field Survey

The above table shows the data collected by field survey from 5 coastal region tourist spots in Purba Medinipur of West Bengal. I have surveyed 200 respondents from this region, out of which 135 are male respondents and 65 are female respondents. Maximum sample in this region are found from male respondents.

Table-5.3
Respondent's data from Rajbari

Sl. No.	Names of the tourist Spot	Male	Female	Total
1	Mahisadal Rajbari	14	6	20
2	Tamluk Rajbari	11	9	20
3	Kajlagarh Rajbari	17	3	20
4	Moynagarh	16	4	20
Total		58	22	80

Source: Field Survey

The above table shows the data collected from 4 Rajbari in Purba Medinipur of West Bengal. I have surveyed 80 respondents from this Rajbari out of which 58 are male respondents and 22 are female respondents.

Table-5.4
Respondent's data from River side

Sl. No.	Names of the tourist Spot	Male	Female	Total
1	Haldia	16	4	20
2	Nayachar	18	2	20
3	Gneokhali	17	3	20
4	Kukrahati	18	2	20
5	Kolaghat	14	6	20
Total		83	17	100

Source: Field Survey

The above table shows the data collected from 5 river side tourist spots in Purba Medinipur of West Bengal. I have surveyed 100 respondents from these sites out of which 83 are male respondents and 17 are female respondents.

Table-5.5
Respondent's data from Temples and others

Sl. No.	Names of the tourist Spot	Male	Female	Total
1	Kapalkundala Kalimandir	9	11	20
2	Reyapara Shibmandir	5	15	20
3	Bargabhima Mandir	6	14	20
4	Nachinda Mandir	15	5	20
5	16 Shibmandir of Murari Kalua village	6	14	20
6	Pilgrimage Masnad E-Ala	18	2	20
7	First post office of India in Khejuri	18	2	20
8	Birth place of Sahid Matangini Hazra Hogla Gram	15	5	20
9	Raghunathbari Rather Mela	18	2	20
Total		110	70	180

Source: Field Survey

The data collected from 9 temples and others tourist spots in Purba Medinipur of West Bengal. I have surveyed 180 respondents from this spot out of which 110 are male respondents and 70 are female respondents.

Table-5.6
Tourist from districts visiting Coastal region of Purba Medinipur

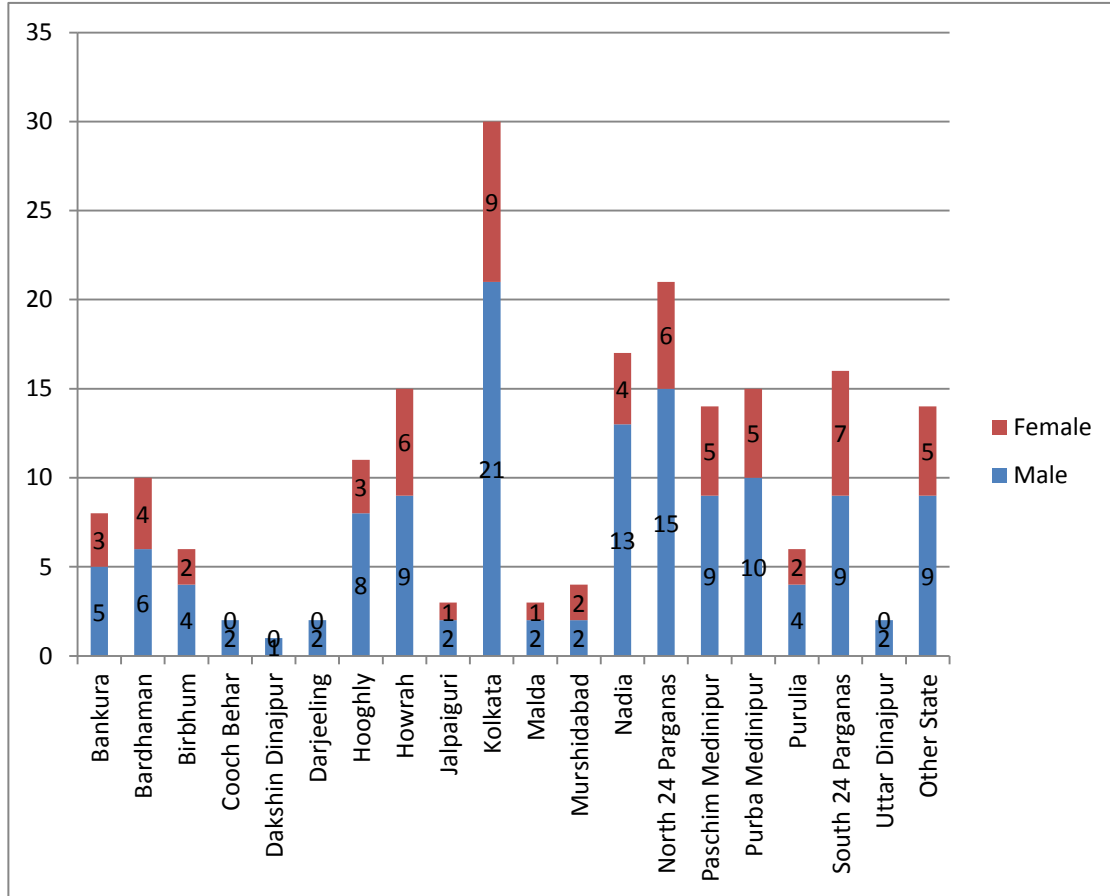
Sl. No.	Names of the District	Male	Female	Total	Percentage
1	Bankura	5	3	8	4.00%
2	Bardhaman	6	4	10	5.00%
3	Birbhum	4	2	6	3.00%
4	Cooch Behar	2	0	2	1.00%
5	Dakshin Dinajpur	1	0	1	0.50%
6	Darjeeling	2	0	2	1.00%
7	Hooghly	8	3	11	5.50%
8	Howrah	9	6	15	7.50%
9	Jalpaiguri	2	1	3	1.50%
10	Kolkata	21	9	30	15.00%
11	Malda	2	1	3	1.50%
12	Murshidabad	2	2	4	2.00%
13	Nadia	13	4	17	8.50%
14	North 24 Parganas	15	6	21	10.50%
15	Paschim Medinipur	9	5	14	7.00%
16	Purba Medinipur	10	5	15	7.50%
17	Purulia	4	2	6	3.00%
18	South 24 Parganas	9	7	16	8.00%
19	Uttar Dinajpur	2	0	2	1.00%
20	Other State	9	5	14	7.00%
Total		135	65	200	100%

Source: Field Survey

The above table shows the data of tourist's arrival in coastal region from different districts of West Bengal and other states. I have surveyed 200 respondents from this region. The maximum tourists are coming from Kolkata district i.e. 30 (15%), 2nd from

the North 24 Parganas i.e. 21 (10.50%), 3rd Nadia i.e.17 (8.50%) respectively. Tourists from other states are only 14 (7%). I observed that most of the tourists are coming from nearest districts of South Bengal in coastal region for short holiday tour.

Chart-5.1



Tourist from districts visiting Coastal region in Purba Medinipur

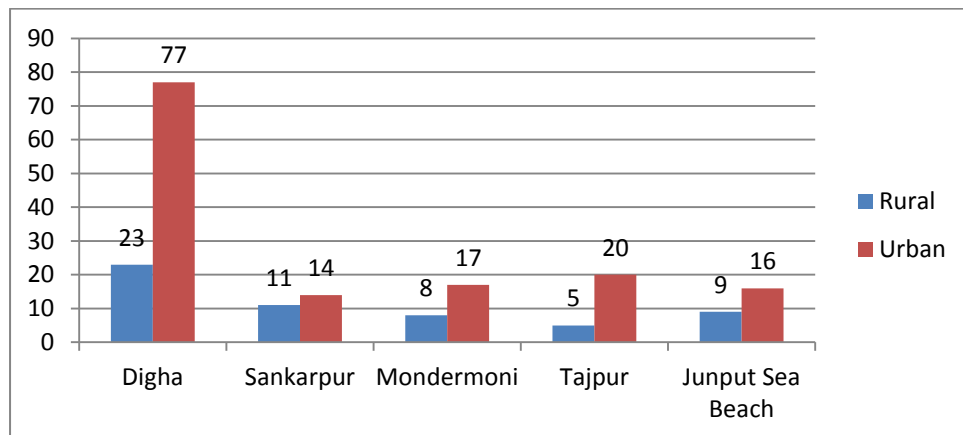
Table-5.7
Respondents from different areas in Coastal region

Sl. No.	Names of the tourist Spot	Rural	Urban	Total
1	Digha	23	77	100
2	Sankarpur	11	14	25
3	Mondermoni	8	17	25
4	Tajpur	5	20	25
5	Junput Sea Beach	9	16	25
Total		56	144	200
Percentage		28%	72%	100%

Source: Field Survey

The above table shows the respondents arrived from different areas in coastal region i.e. Urban/Rural. The maximum tourists are coming from Urban area i.e. 144 (72%), and the tourist coming from rural area i.e. 56 (28%). In Digha maximum tourists are coming from urban area. Urban area people are usually from economically high strata so they are interested to enjoy visiting new place in their holiday time. Another reason is, due to various social and economic cause they are more mobile than rural people.

Chart-5.2



Respondents from different areas in Coastal region

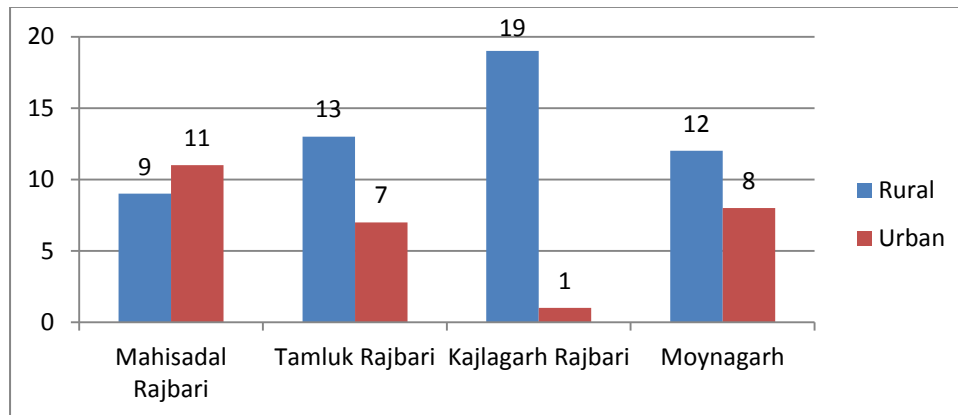
Table-5.8
Respondents from different areas in Rajbari

Sl. No.	Names of the tourist Spot	Rural	Urban	Total
1	Mahisadal Rajbari	09	11	20
2	Tamluk Rajbari	13	7	20
3	Kajlagarh Rajbari	19	1	20
4	Moynagarh	12	8	20
Total		53	27	80
Percentage		66.25%	33.75%	100%

Source: Field Survey

The above table shows respondents arrived in Rajbari from different area i.e. Urban/Rural. It is astonishing that the maximum tourists are coming from Rural area i.e. 53 (66.25%), and the tourist coming from Urban area is only 27 (33.75%). These rural people are interested to visit nearby tourist places for only day visit. The reason behind this phenomenon is that these places are unknown to other people who are staying at distant places. These places should be highlighted by the tourist department. Rajbari authority may also think of advertise the property.

Chart-5.3



Respondents from different areas in Rajbari

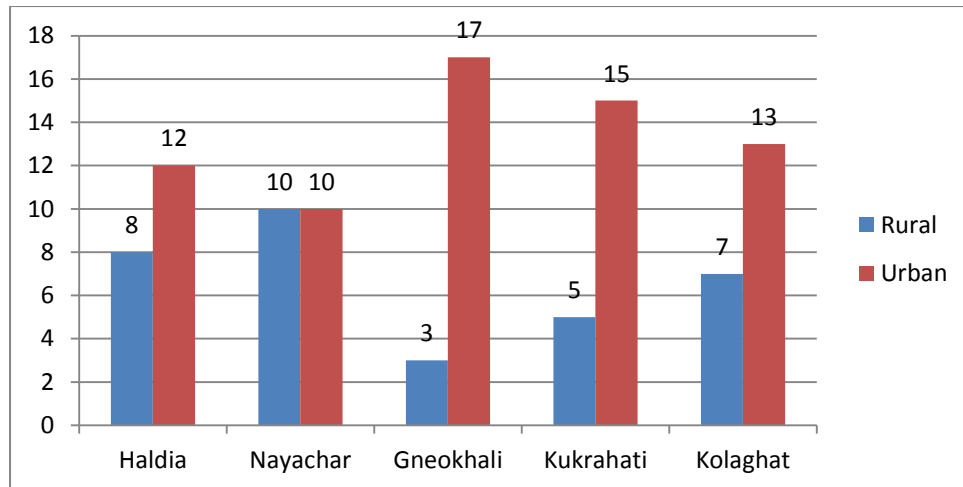
Table-5.9
Respondents from different areas in River side

Sl. No.	Names of the tourist Spot	Rural	Urban	Total
1	Haldia	8	12	20
2	Nayachar	10	10	20
3	Gneokhali	3	17	20
4	Kukrahati	5	15	20
5	Kolaghat	7	13	20
Total		33	67	100
Percentage		33%	67%	100%

Source: Field Survey

The above table shows the data about tourist respondents arrived in river side from different area i.e. Urban/Rural. The maximum tourists are coming from Urban area i.e. 67 (67%), and the tourist coming from Rural area is 33 (33%). Most of the rural people are not interested in the river side visit. May be the cause is that, they live in riverside so they do not find it much interesting.

Chart-5.4



Respondents from different areas in River side

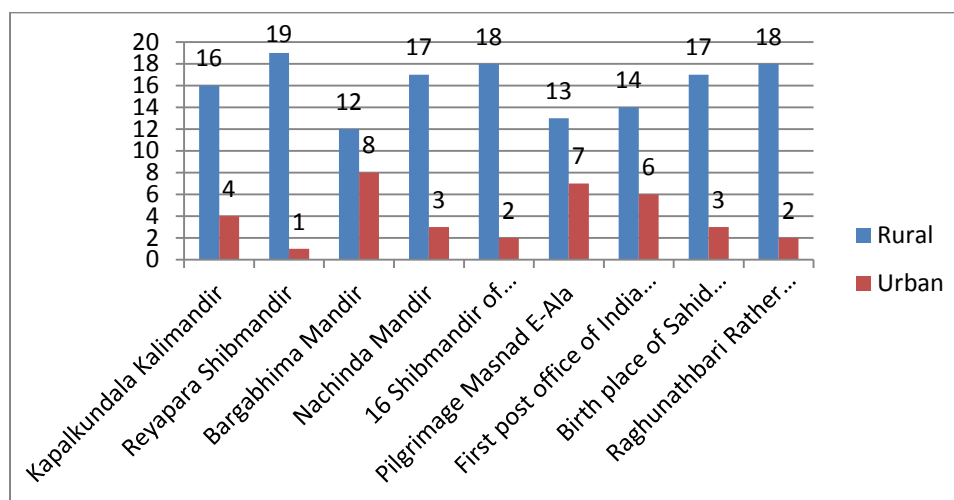
Table-5.10
Respondents from different areas in Temples and others

Sl. No.	Names of the tourist Spot	Rural	Urban	Total
1	Kapalkundala Kalimandir	16	4	20
2	Reyapara Shibmandir	19	1	20
3	Bargabhima Mandir	12	8	20
4	Nachinda Mandir	17	3	20
5	16 Shibmandir of Murari Kalua village	18	2	20
6	Pilgrimage Masnad E-Ala	13	7	20
7	First post office of India in Khejuri	14	6	20
8	Birth place of Sahid Matangini Hazra Hogla Gram	17	3	20
9	Raghunathbari Rather Mela	18	2	20
Total		144	36	180
Percentage		80%	20%	100%

Source: Field Survey

The above table shows the data about tourist respondents arrived in temples and other places from different area i.e. Urban/Rural. The maximum tourists are coming from Rural area i.e. 144 (80%), and the tourist coming from Urban area is 36 (20%). They visit temple as religious place. These places are found mostly unknown to distant people. Mostly people from surrounding rural areas are visiting these places.

Chart-5.5



Respondents from different areas in Temples and others

Distribution of tourist respondents by profession

Following table represents the distribution of tourist respondents available in respective tourist destinations of Purba Medinipur as per their profession. The table has categorized tourists into five group's viz. Serviceman, Businessman, Students, Retired Persons, Others group. This sample distribution depicted in table by different section i.e. coastal region, rajbari, river side, trample and others.

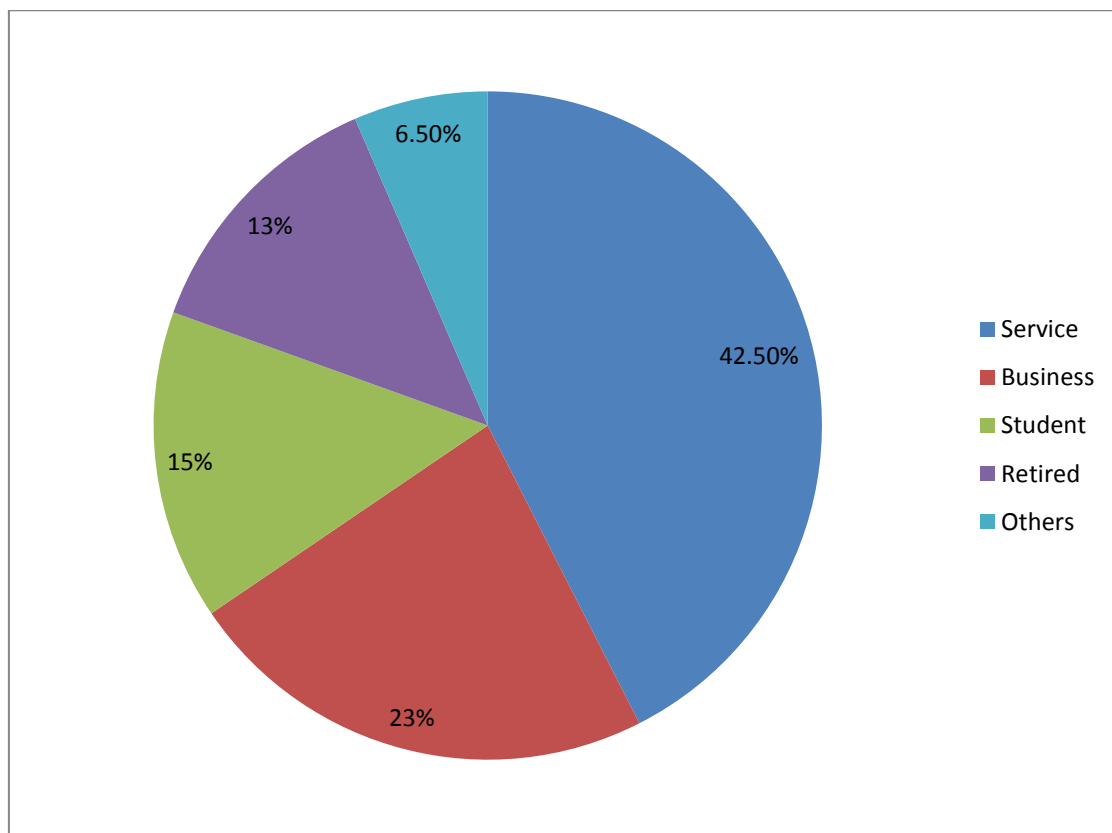
Table-5.11
Respondents by profession in Coastal region

Sl. No.	Names of the tourist Spot	Service	Business	Student	Retired	Others	Total
1	Digha	46	23	13	15	3	100
2	Sankarpur	7	6	5	5	2	25
3	Mondermoni	11	6	3	2	3	25
4	Tajpur	12	7	2	2	2	25
5	Junput Sea Beach	9	4	7	2	3	25
Total		85	46	30	26	13	200
Percentage		42.5%	23%	15%	13%	6.5%	100%

Source: Field Survey

The above table shows the relationship between profession with tourism in coastal region of Purba Medinipur. I have surveyed 200 respondents out of which the maximum tourists are Service holders those who are having secured income to spend for holidaying and many of them are getting allowance for this purpose. 2nd category profession are found Business people those who are having enough money to spend for holidaying with their family i.e. 46(23%). Students enjoy tourism with their friends in coastal side i.e.30 (15%), and retired persons are 26 (13%), in other category, most of them are housewife i.e. 13 (6.5%).

Chart-5.6



Respondents by profession in Coastal region

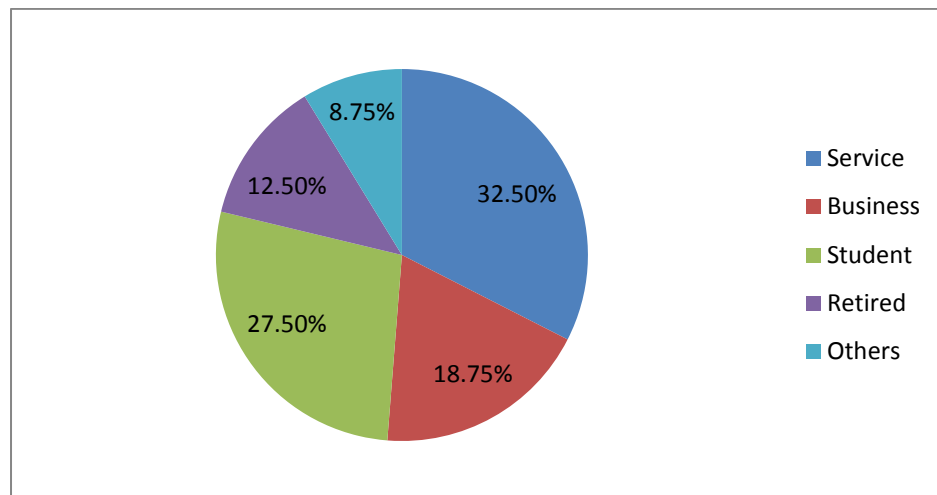
Table-5.12
Respondents by profession in Rajbari

Sl. No.	Names of the tourist Spot	Service	Business	Student	Retired	Others	Total
1	Mahisadal Rajbari	8	3	4	4	1	20
2	Tamluk Rajbari	7	5	6	1	1	20
3	Kajlagarh Rajbari	4	2	9	3	2	20
4	Moynagarh	7	5	3	2	3	20
Total		26	15	22	10	7	80
Percentage		32.50%	18.75%	27.50%	12.50%	8.75%	100%

Source: Field Survey

The above table shows tourist by profession in Rajbari of Purba Medinipur. I have surveyed 80 respondents out of which the maximum tourists are Service persons i.e. 26 (32.50%), Students are 22 (27.50%), Business people are 15 (18.75%), retired person are 10 (12.50%) and from others category is only 7 (8.75%). Those are the people who are interested in short trip at nearest places of interest with their friend and family to avoid monotonous life.

Chart-5.7



Respondents by profession in Rajbari

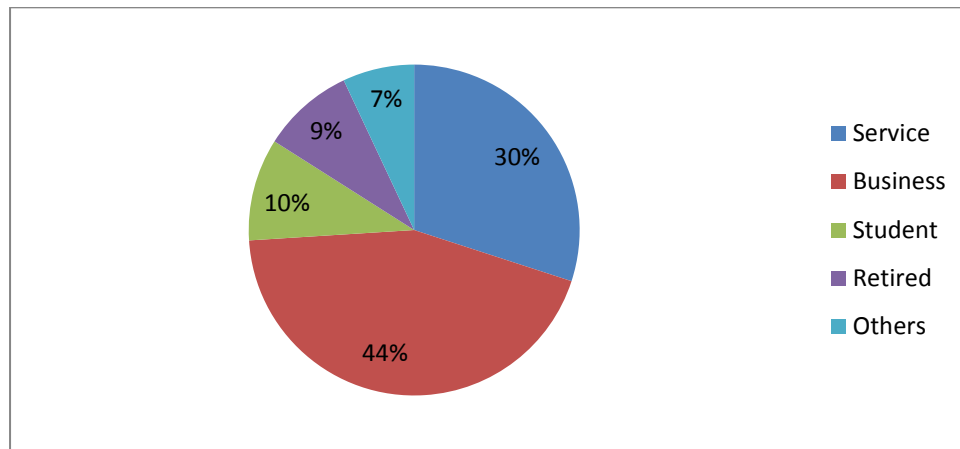
Table-5.13
Respondents by profession in River side

Sl. No.	Names of the tourist Spot	Service	Business	Student	Retired	Others	Total
1	Haldia	9	7	2	2	0	20
2	Nayachar	1	17	0	0	2	20
3	Gneokhali	8	5	4	1	2	20
4	Kukrahati	5	9	1	3	2	20
5	Kolaghat	7	6	3	3	1	20
Total		30	44	10	09	7	100
Percentage		30%	44%	10%	9%	7%	100%

Source: Field Survey

The above table shows the data of tourist by profession in river side of Purba Medinipur. I have surveyed 100 respondents out of which the maximum tourists are Businessmen by profession i.e. 44 (44%), Service persons are 30 (30%), students are 10 (10%), retired person are 9 (9%).and from other category are 7 (7%).

Chart-5.8



Respondents by profession in River side

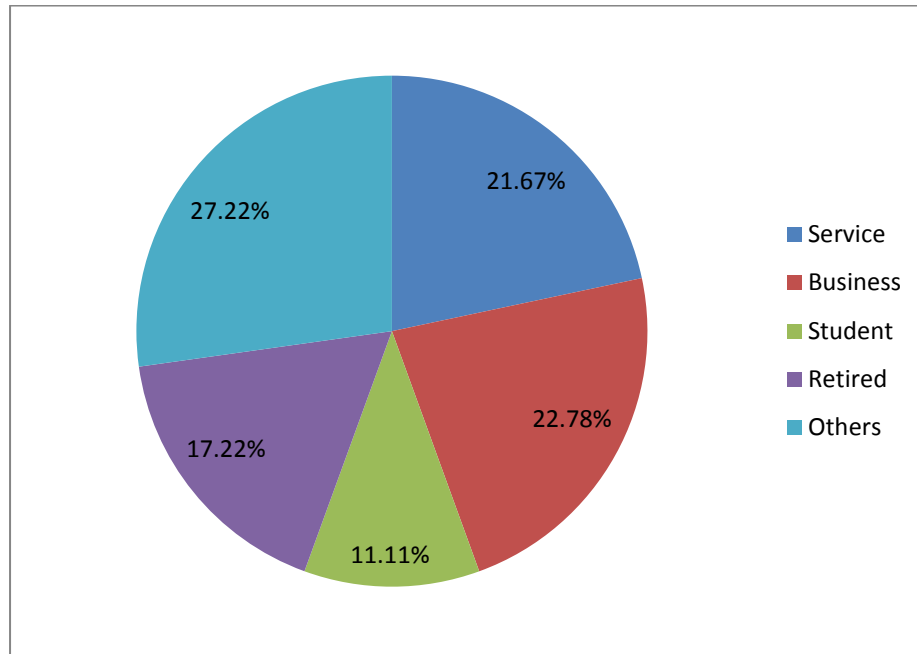
Table-5.14
Respondents by profession in Temples and others

Sl. No.	Names of the tourist Spot	Service	Business	Student	Retired	Others	Total
1	Kapalkundala Kalimandir	1	6	1	3	9	20
2	Reyapara Shibmandir	2	3	1	3	11	20
3	Bargabhima Mandir	3	5	1	2	9	20
4	Nachinda Mandir	7	7	2	2	2	20
5	16 Shibmandir of Murari Kalua village	1	5	2	3	9	20
6	Pilgrimage Masnad E-Ala	6	6	2	4	2	20
7	First post office of India in Khejuri	8	2	5	3	2	20
8	Birth place of Sahid Matangini Hazra Hogla Gram	8	1	4	4	3	20
9	Raghunathbari Rather Mela	3	6	2	7	2	20
Total		39	41	20	31	49	180
Percentage		21.67%	22.78%	11.11%	17.22%	27.22%	100%

Source: Field Survey

The above table shows tourist by profession in temples and other places of interest of Purba Medinipur. I have surveyed 180 respondents out of which the maximum tourists are found to be housewife as they are interested in temple visit as religious place i.e. 49 (27.22%), Business persons are 41 (22.78%), Service holders are 39 (21.67%), and retired person are 31 (17.22%). and the lowest category of tourist respondents are Students i.e. 20 (11.11%). Religion is one of the cultural traditions of our society. So peoples are interested to visit different temple, church, mosque etc. for their inherent willingness.

Chart-5.9



Respondents by profession in Temples and others

Tourist respondents by age group

Following table presents distribution of respondents visited different spots in Purba Medinipur as per their age group. These are classified into three groups ranging from below 25 years, 26 to 50 years and above 50 years. This distribution group showing is shown in the following table.

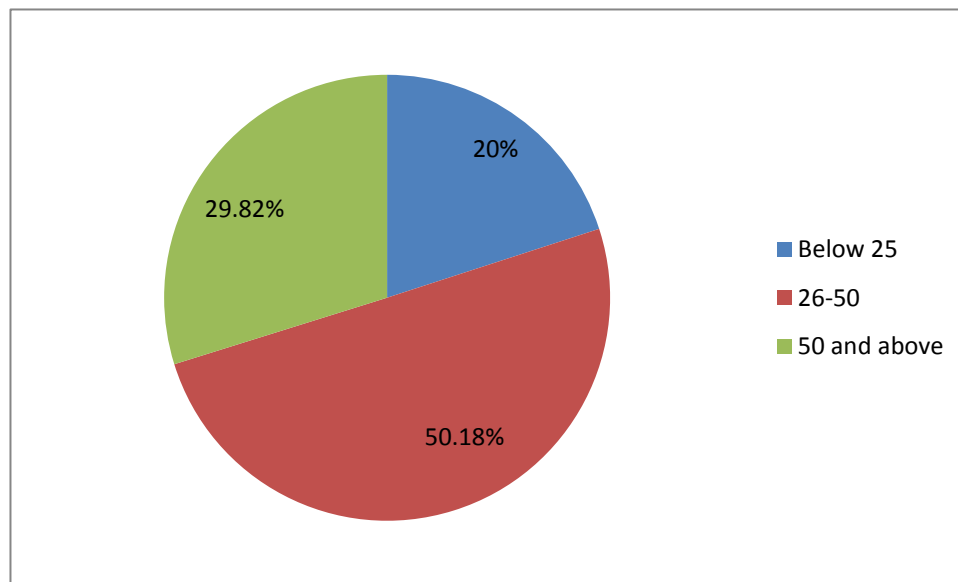
Table-5.15
Classification of Tourists by age group

Sl. No.	Names of the tourist Spot	Below 25	26-50	50 and above	Total
1	Digha	22	54	24	100
2	Sankarpur	5	11	9	25
3	Mondermoni	5	13	7	25
4	Tajpur	3	12	10	25
5	Junput Sea Beach	7	13	5	25
6	Mahisadal Rajbari	5	7	8	20
7	Tamluk Rajbari	6	10	4	20
8	Kajlagarh Rajbari	9	7	4	20
9	Haldia	3	12	5	20
10	Nayachar	2	16	2	20
11	Gneokhali	2	12	6	20
12	Kukrahati	2	12	6	20
13	Kolaghat	4	13	3	20
14	Kapalkundala Kalimandir	5	4	11	20
15	Reyapara Shibmandir	2	5	13	20
16	Bargabhima Mandir	1	12	7	20
17	Nachinda Mandir	2	14	4	20
18	16 Shibmandir of Murari Kalua village	3	9	8	20
19	Pilgrimage Masnad E-Ala	4	7	9	20
20	First post office of India in Khejuri	5	9	6	20
21	Moynagarh	4	13	3	20
22	Birth place of Sahid Matangini Hazra Hogla Gram	5	8	7	20
23	Raghunathbari Rather Mela	6	8	6	20
Total		112	281	167	560
Percentage		20%	50.18%	29.82%	100%

Source: Field Survey

The table shows the data of the tourists by different age groups. I have surveyed 560 respondents out of which the maximum tourists are in the age group of 26-50, i.e., 281 (50.18%), who are healthy, active and having money in hand to spend for holiday. The 2nd age group is 50 and above, i.e., 167 (29.82%), in this age group most of them are retired persons who are having ample time in their hand. So they want to spend some of their time to be free from daily boredom of their life. The 3rd category is of below 25 age group, i.e., 112 (20%), and most of them are students who want to have some fun from holidaying.

Chart-5.10



Classification of Tourists by age group

Following table shows the distribution of each group of tourist at different places of Coastal region. Solo travelling is preferable to some people while some like to travel in company. Some like the company of the closest person so they usually tour as couple while others like groups. The collected sample data shows percentage of such groups.

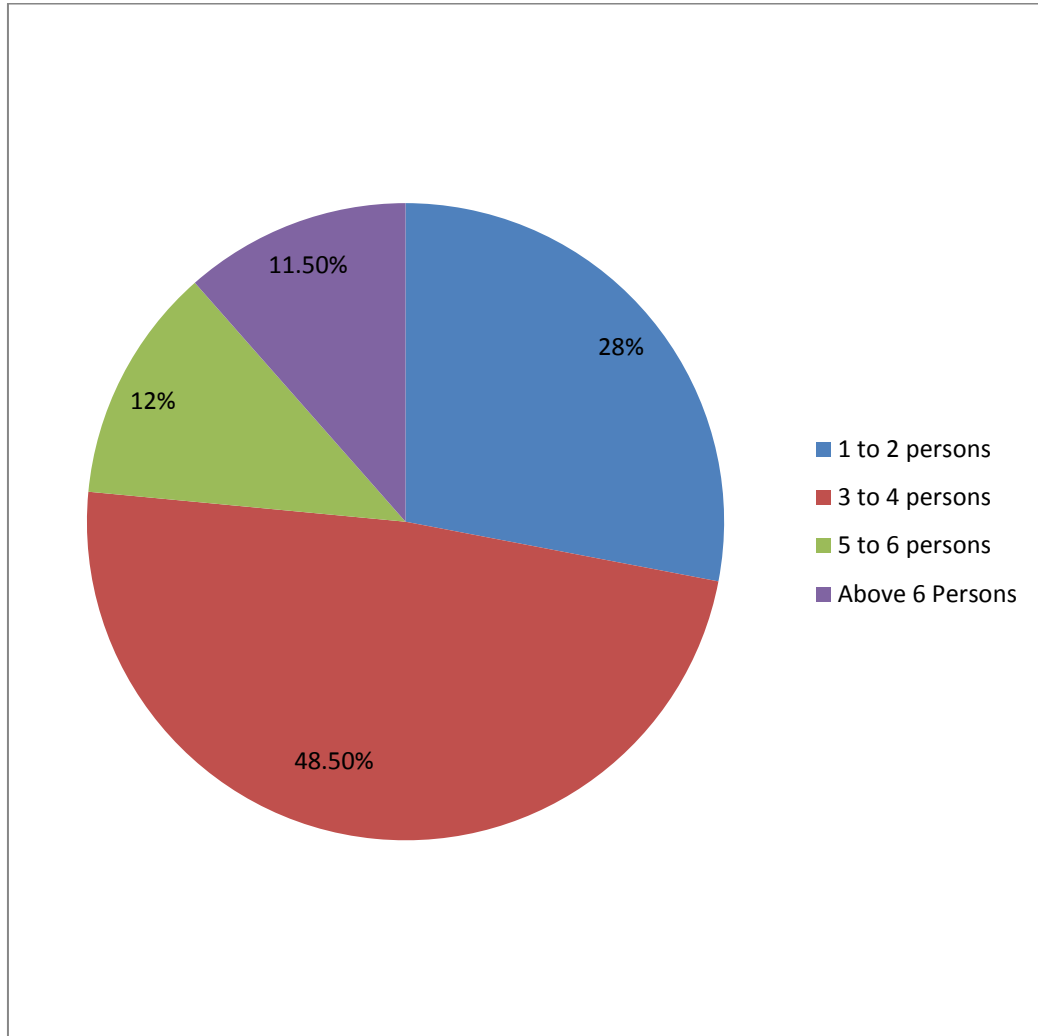
Table-5.16
Number in each group of Tourists in Coastal region

Sl. No.	Names of the tourist Spot	1 to 2 persons	3 to 4 persons	5 to 6 persons	Above 6 Persons	Total
1	Digha	34	46	11	9	100
2	Sankarpur	3	9	5	8	25
3	Mondermoni	9	13	2	1	25
4	Tajpur	5	18	2	0	25
5	Junput Sea Beach	5	11	4	5	25
Total		56	97	24	23	200
Percentage		28%	48.50%	12%	11.50%	100%

Source: Field Survey

The above table shows the data collected by field survey of tourists in a group visiting coastal region of Purba Medinipur. I have surveyed 200 respondents out of which the maximum tourists groups consist of 3-4 persons, i.e., 97 (48.50%), so it is observed that people are more interested to tour in family or in small groups of friends. The 2nd group is 1-2 persons i.e. 56(28%). The 3rd group consist of 5- 6 persons i.e. 24 (12%),,. And the last group is above 6 persons i.e. 23 (11.50%), in this type of group, most of them are employed in same working place.

Chart-5.11



Number in each group of Tourists in Coastal region

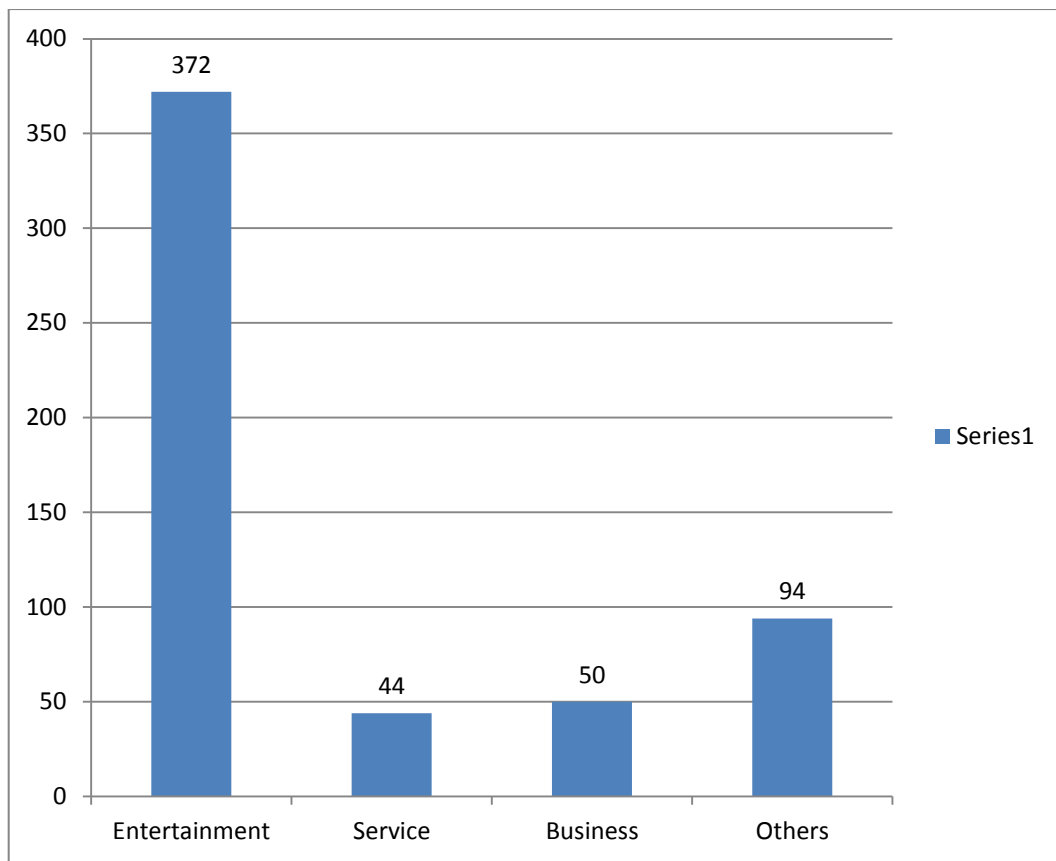
Table-5.17
Purpose of visit

Sl. No.	Names of the tourist Spot	Entertainment	Service	Business	Others	Total
1	Digha	85	4	3	8	100
2	Sankarpur	20	0	2	3	25
3	Mondermoni	19	3	2	1	25
4	Tajpur	21	1	3	0	25
5	Junput Sea Beach	19	1	5	0	25
6	Mahisadal Rajbari	16	1	1	2	20
7	Tamluk Rajbari	16	3	0	1	20
8	Kajlagarh Rajbari	18	0	0	2	20
9	Haldia	7	7	6	0	20
10	Nayachar	10	0	10	0	20
11	Gneokhali	14	3	3	0	20
12	Kukrahati	3	12	5	0	20
13	Kolaghat	11	3	4	2	20
14	Kapalkundala Kalimandir	7	1	2	10	20
15	Reyapara Shibmandir	5	1	1	13	20
16	Bargabhima Mandir	2	4	1	13	20
17	Nachinda Mandir	3	0	2	15	20
18	16 Shibmandir of Murari Kalua village	6	0	0	14	20
19	Pilgrimage Masnad E-Ala	20	0	0	0	20
20	First post office of India in Khejuri	20	0	0	0	20
21	Moynagarh	20	0	0	0	20
22	Birth place of Sahid Matangini Hazra Hogla Gram	20	0	0	0	20
23	Raghunathbari Rather Mela	10	0	0	10	20
Total		372	44	50	94	560
Percentage		66.42%	7.86%	8.93%	16.79%	100

Source: Field Survey

The above table shows the purpose of visit by the tourists in different tourist spots of Purba Medinipur. I have surveyed 560 respondents out of which the maximum tourists visited for entertainment purpose i.e. 372 (66.42%), other purposes to visit may be religious purposes i.e. 94(16.79%), 3rd category is business purposes i.e. 50 (8.93%) and the last category is service purposes i.e. only 44 (7.86%).

Chart-5.12



Purpose of visit

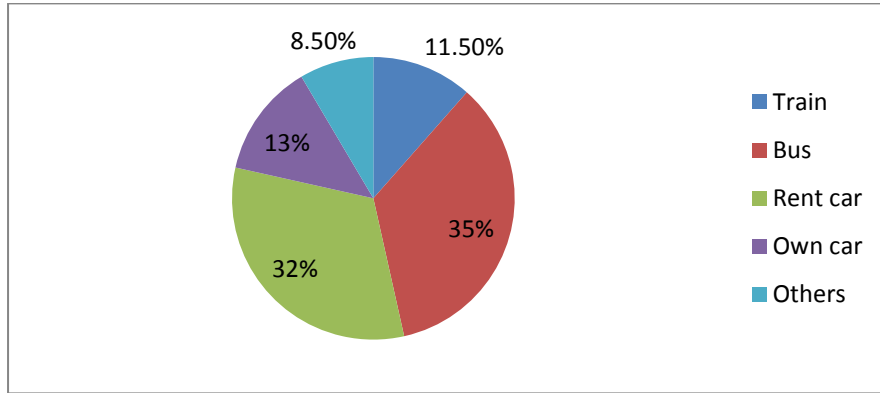
Table-5.18
Respondents using different mode of transports in Coastal region

Sl. No.	Names of the tourist Spot	Train	Bus	Rent car	Own car	Others	Total
1	Digha	23	54	11	8	4	100
2	Sankarpur	0	5	15	3	2	25
3	Mondermoni	0	0	18	4	3	25
4	Tajpur	0	0	13	8	4	25
5	Junput Sea Beach	0	11	7	3	4	25
Total		23	70	64	26	17	200
Percentage		11.50%	35%	32%	13%	8.50%	100%

Source: Field Survey

The above table shows the mode of transport used by tourists in coastal region of Purba Medinipur. I have surveyed 200 respondents out of which the maximum tourists used bus i.e. 70 (35%), because buses are coming from different parts of the state and timing is convenient, and also available from Howrah and Esplaned which are the two main terminals. The 2nd used mode of transport is rented car i.e. 64(32%) because most of the tourist spots having no public transport system available so people hire car to visit these places. Other reason is some tourists like exclusive mode of transport for themselves. The 3rd group of respondents used own car i.e. 26(13%), respondents used mode of transport by train is 23(11.50%) because limited number of train is available to destination of Purba Medinipur. Only few respondents used other mode of transport (bike) i.e. 17(8.50%).

Chart-5.13



Respondents using different mode of transports in Coastal region

Table-5.19

Respondents using different mode of transports in other region

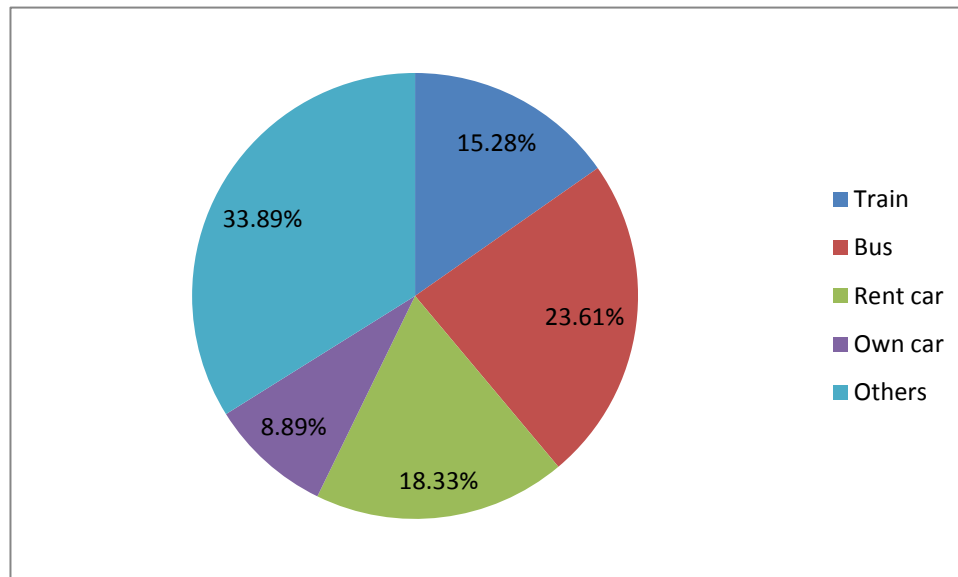
Sl. No.	Names of the tourist Spot	Train	Bus	Rent car	Own car	Others	Total
6	Mahisadal Rajbari	7	9	2	2	0	20
7	Tamluk Rajbari	7	7	4	1	1	20
8	Kajlagarh Rajbari	0	0	0	1	19	20
9	Haldia	9	7	2	2	0	20
10	Nayachar	0	0	0	0	20	20
11	Gneokhali	0	11	4	2	3	20
12	Kukrahati	0	13	4	2	1	20
13	Kolaghat	12	3	3	2	0	20
14	Kapalkundala Kalimandir	0	0	15	0	5	20
15	Reyapara Shibmandir	0	3	6	2	9	20
16	Bargabhima Mandir	7	7	3	2	1	20
17	Nachinda Mandir	0	9	5	4	2	20
18	16 Shibmandir of Murari Kalua village	0	0	7	1	12	20
19	Pilgrimage Masnad E- Ala	0	7	4	3	6	20
20	First post office of India in Khejuri	0	2	2	1	15	20
21	Moynagarh	0	5	4	4	7	20

Sl. No.	Names of the tourist Spot	Train	Bus	Rent car	Own car	Others	Total
22	Birth place of Sahid Matangini Hazra Hogla Gram	0	0	1	3	16	20
23	Raghunathbari Rather Mela	13	2	0	0	5	20
Total		55	85	66	32	122	360
Percentage		15.28%	23.61%	18.33%	8.89%	33.89%	100%

Source: Field Survey

The table shows mode of transport used by tourists in different tourist spots of Purba Medinipur other than in coastal region. I have surveyed 360 respondents out of which the maximum tourists used other mode of transport (bike) i.e. 122 (33.89%), the 2nd used mode of transport is bus i.e. 85(23.61%), 3rd group used rented car i.e. 66(18.33%). Respondents used train is 55(15.28%) and only few people used own car i.e. 32(8.89%). From this preference of transport we can say most of the people are coming from nearby places.

Chart-5.14



Respondents using different mode of transports in other region

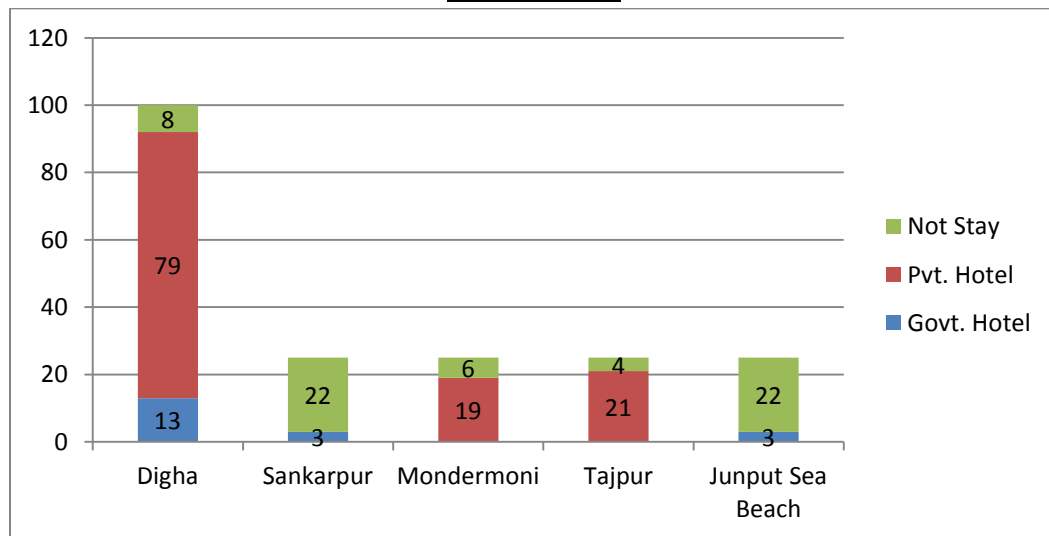
Table-5.20
Tourist respondents by place of staying

Sl. No.	Names of the tourist Spot	Govt. Hotel	Pvt. Hotel	Not Stay	Total
1	Digha	13	79	8	100
2	Sankarpur	3	0	22	25
3	Mondermoni	0	19	6	25
4	Tajpur	0	21	4	25
5	Junput Sea Beach	3	0	22	25
Total		19	119	62	200
Percentage		9.50%	59.50%	31%	100%

Source: Field Survey

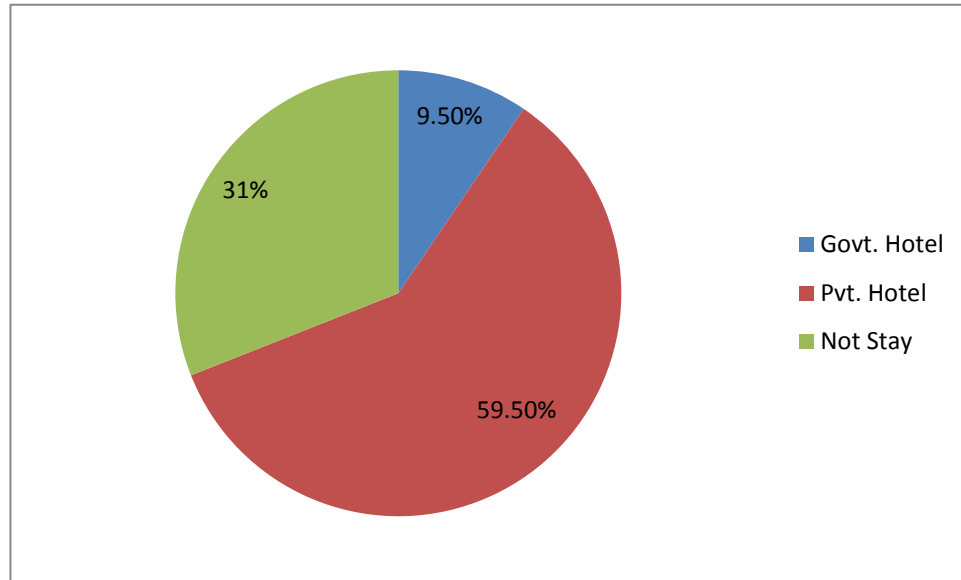
The above table shows that the maximum respondents are staying in private hotel i.e. 119 (59.50%), Government Hotel is used by 19 (9.50%) and number of respondents who are not staying in hotel is 62(31%). These are day visitors. Out of total respondents in coastal region tourists stay in Private Hotel of Digha is 79(39.50%). Digha is the most popular place for staying.

Chart-5.15



Tourist respondents by place of staying

Chart-5.15A



Tourist respondents by place of staying

Table-5.21

Requirements of dressing room for day visitors in coastal region

Sl. No.	Names of the tourist Spot	Requirements	Not Requirements	Total
1	Digha	07	01	08
2	Sankarpur	21	01	22
3	Mondermoni	04	02	06
4	Tajpur	03	01	04
5	Junput Sea Beach	19	03	22
Total		54	8	62
Percentage		87.10%	12.90%	100%

Source: Field Survey

The table shows the maximum day visitors require room for changing their dress after bathing i.e. 54 (87.10%). Day visitor are coming from local places. They visit 1st Chandaneswar then visit any coastal side in Purba Medinipur. At Digha changing rooms are there, but at other places the facility is not available.

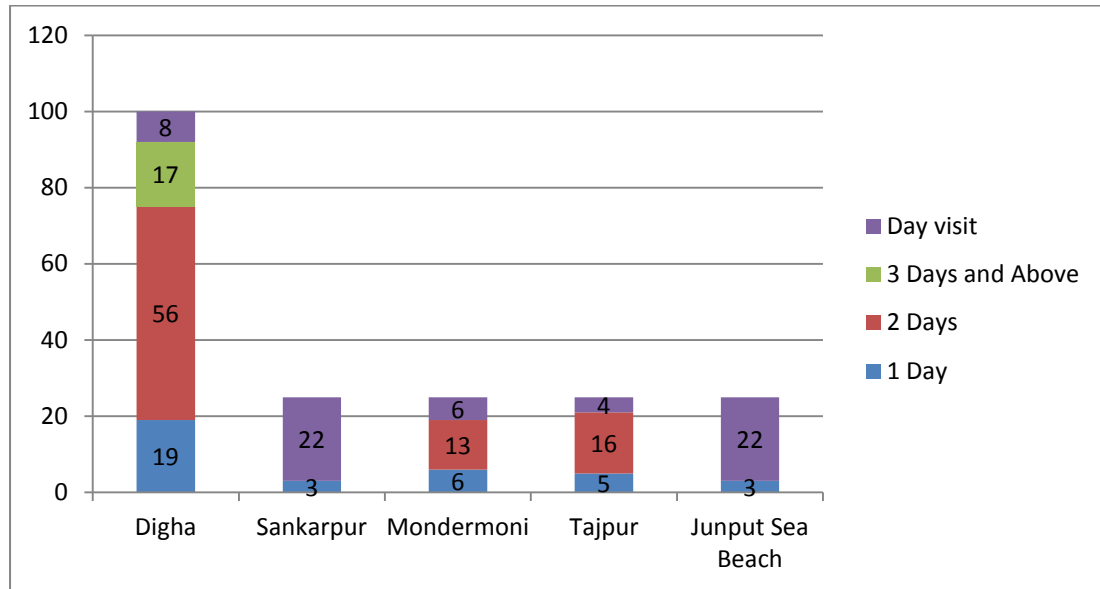
Table-5.22
Tourist respondents by duration of stay in Coastal region

Sl. No.	Names of the tourist Spot	1 Day	2 Days	3 Days and Above	Day visit	Total
1	Digha	19	56	17	8	100
2	Sankarpur	3	0	0	22	25
3	Mondermoni	6	13	0	6	25
4	Tajpur	5	16	0	4	25
5	Junput Sea Beach	3	0	0	22	25
Total		36	85	17	62	200
Percentage		18%	42.50%	8.50%	31%	100%

Source: Field Survey

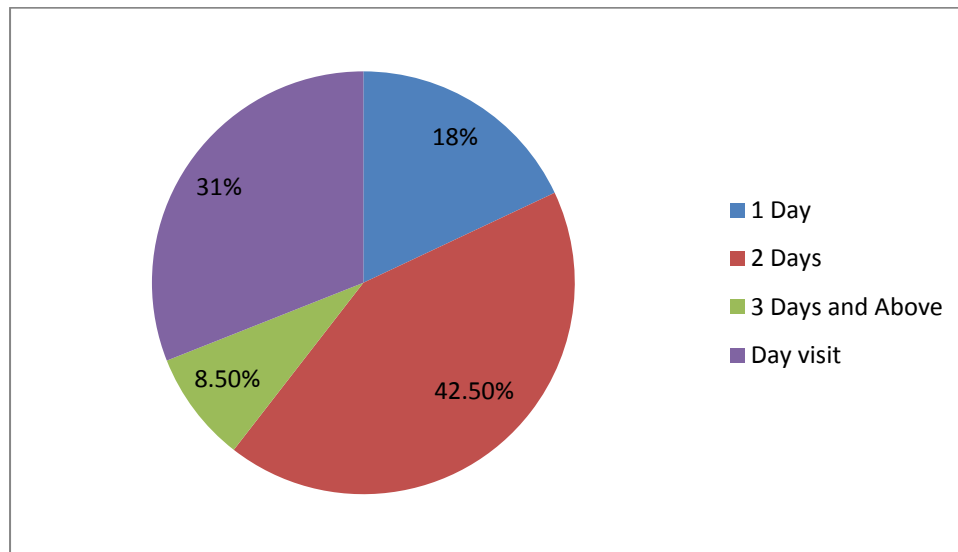
The above table shows duration of stay in different tourist spots of Purba Medinipur in coastal region. I have surveyed 200 respondents out of which the maximum tourists stay in for 2 days i.e. 85 (42.50%), the 2nd group of tourists do not stay in this spot i.e. 62(31%) because they are day visitors, few tourists stay for 1 day i.e. 36 (18%). Maximum stay in for 2 days in Digha i.e. 56 (28%). These coastal tourist spots are known as weekend tourist destination, so most of tourists visit for 2 days.

Chart-5.16



Tourist respondents by duration of stay in Coastal region

Chart-5.16A



Tourist respondents by duration of stay in Coastal region

Table-5.23

Basic requirements of respondents stay for one or more days in Coastal region

Sl. No.	Basic requirements	Digha	Sankarpur	Mondermoni	Tajpur	Junput
1	Lodging	92	3	19	21	3
2	Food	92	3	19	21	3
3	Parking	19	3	19	21	3
4	Driver Room	14	3	17	17	3
5	Rental car	27	3	17	15	3
6	Filtered water /Mineral Water	92	3	19	21	3
7	Generator	92	3	19	21	3
8	Medical Treatment	92	3	19	21	3
9	Cleanliness	92	3	19	21	3
10	Wi-Fi	54	2	8	9	2
11	Security	92	3	19	21	3
12	Indore Game	12	2	5	7	0
13	Shopping Mall	79	3	19	21	3

Source: Field Survey

Above table shows the demanded of the respondents who are staying for one or more days in coastal region. They want good and clean hotel, fresh drinking water, 24 hours power supply, parking zone, drivers' room, security, medical treatment, shopping facility mainly of local product, different types of food, and availability of rental car to move around nearby places, etc.

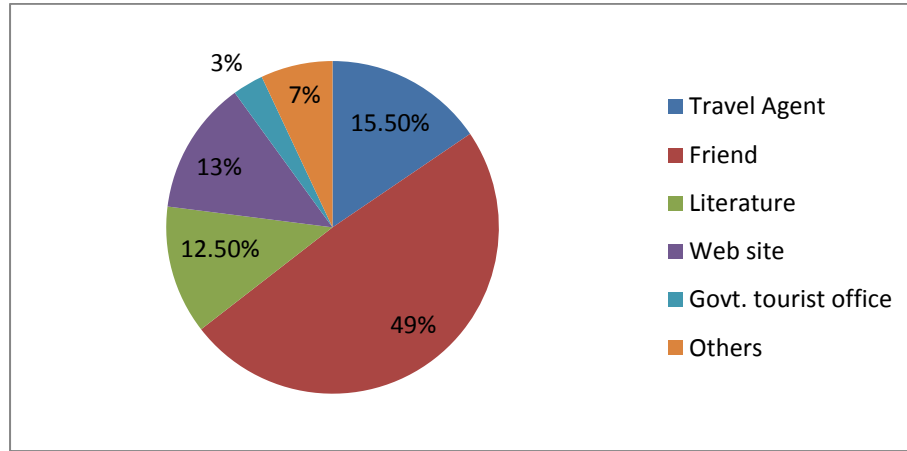
Table-5.24
Sources of information for tourists about Coastal region

Sl. No.	Names of the tourist Spot	Travel Agent	Friend	Literature	Web site/ Social Networking	Govt. tourist office	Others	Total
1	Digha	12	54	13	09	03	09	100
2	Sankarpur	03	15	02	02	0	03	25
3	Mondermoni	05	13	02	03	0	02	25
4	Tajpur	05	09	03	05	03	0	25
5	Junput Sea Beach	06	07	05	07	0	0	25
Total		31	98	25	26	06	14	200
Percentage		15.5%	49%	12.5%	13%	3%	7%	100%

Source: Field Survey

The table clearly shows that tourists got maximum information about these spots in coastal region from their friends, i.e., 98 (49%), second source of information is from Travel agents, i.e., 31 (15.5%), third source of information is from Website i.e. 26 (13%), from literature 25(12.5%), from govt. tourist offices and other sources are used by 6(3%) and 14(7%) respectively. People become interested in tourist spots whose friend visited that particular place. So mostly they collected information from their friend. Some persons are interested in the tourist spot that are highlighted in website or any social medias. Some tourists collected information from travel agent for easy accessibility. Literatures are also another source for tourists, those who study for information about existing and new tourist spots.

Chart-5.17



Sources of information for tourists about Coastal region

Table-5.25

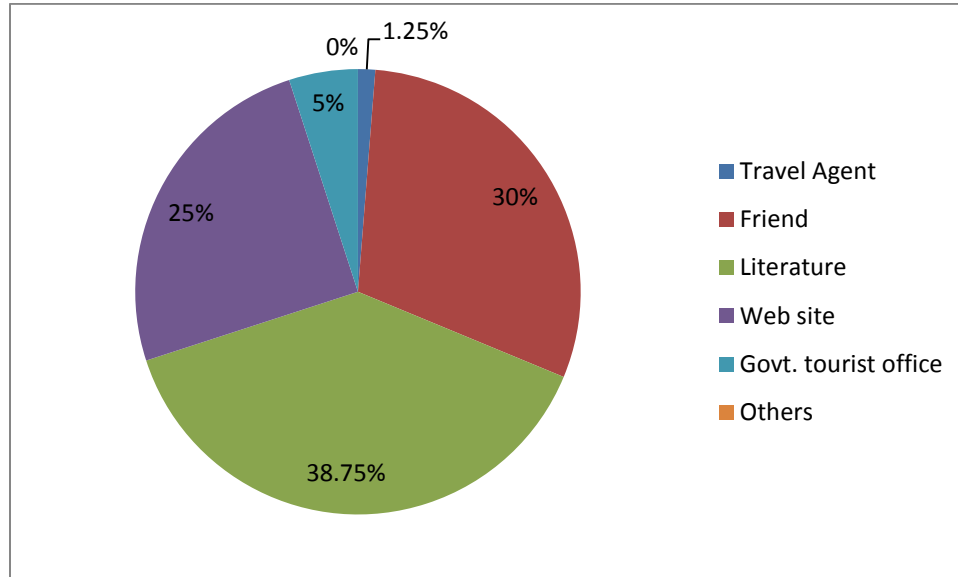
Sources of information for tourists about Rajbari

Sl. No.	Names of the tourist Spot	Travel Agent	Friend	Literature	Web site /Social Networking	Govt. tourist office	Others	Total
1	Mahisadal Rajbari	0	05	08	06	01	0	20
2	Tamluk Rajbari	0	02	10	07	01	0	20
3	Kajlagarh Rajbari	0	11	04	05	0	0	20
4	Moynagarh	1	06	09	02	02	0	20
Total		1	24	31	20	4	0	80
Percentage		1.25%	30%	38.75%	25%	5%	0%	100%

Source: Field Survey

The table clearly shows that tourists got maximum information about these spots like Rajbari from literature i.e. 31 (38.75%), second source of information is from Friend i.e.24 (30%), third source of information is from Website i.e. 20 (25rom %).These are main sources of information.

Chart-5.18



Sources of information for tourists about Rajbari

Table-5.26

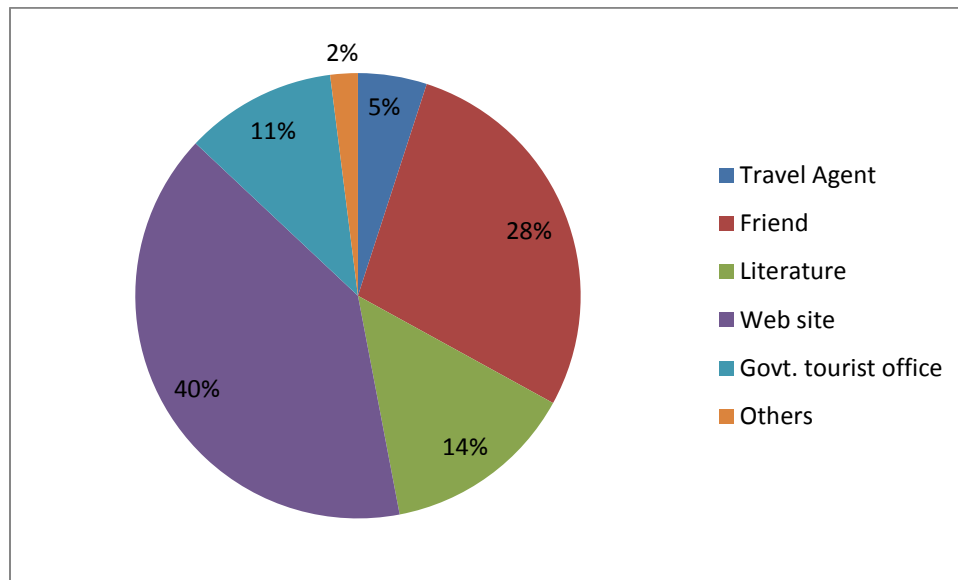
Sources of information for tourists about River side

Sl. No.	Names of the tourist Spot	Travel Agent	Friend	Literature	Website/ Social Networking	Govt. tourist office	Others	Total
1	Haldia	0	6	03	07	4	0	20
2	Nayachar	0	2	05	11	2	0	20
3	Gneokhali	3	6	01	07	3	0	20
4	Kukrahati	0	4	03	09	2	2	20
5	Kolaghat	2	10	02	06	0	0	20
Total		5	28	14	40	11	2	100
Percentage		5%	28%	14%	40%	11%	2%	100%

Source: Field Survey

The table clearly shows that tourists got maximum information about the spots in River side from website i.e. 40 (40%), second source of information is from Friend i.e.28 (28%), third source of information is from Literature i.e. 14 (14%), from goverment tourist offices 11 (11%) ,and from Travel Agent 5 (5%).

Chart-5.19



Sources of information for tourists about River side

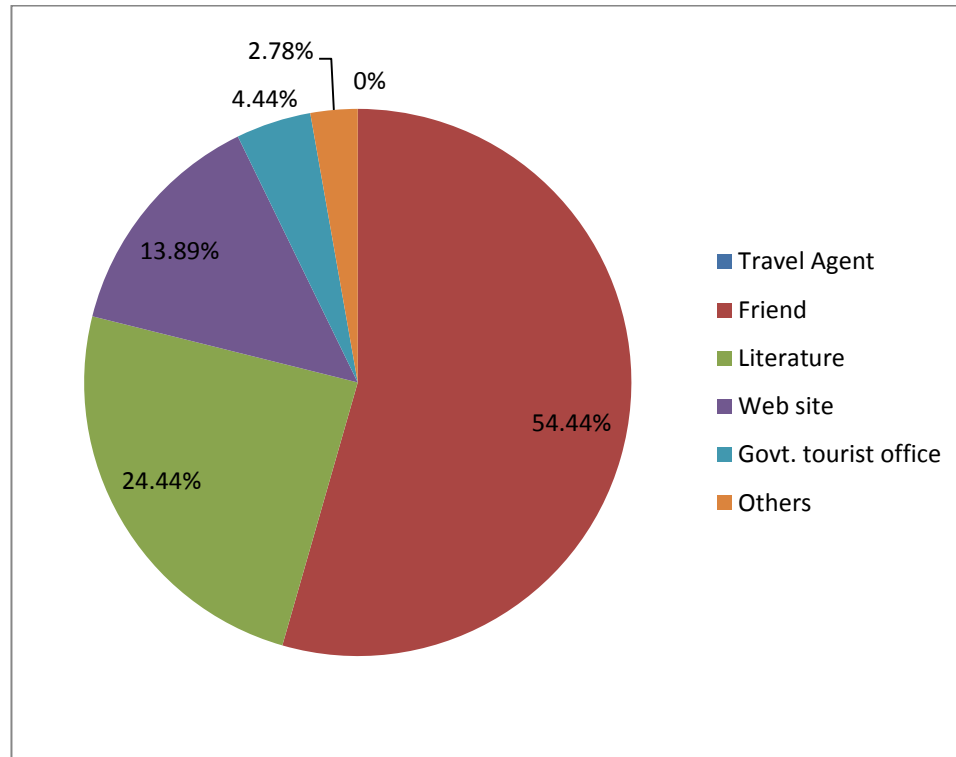
Table-5.27
Sources of information for tourists about Temples and others

Sl. No.	Names of the tourist Spot	Travel Agent	Friend	Literature	Web site/ Social Networking	Govt. tourist office	Others	Total
1	Kapalkundala Kalimandir	0	11	02	7	0	0	20
2	Reyapara Shibmandir	0	16	00	0	0	4	20
3	Bargabhima Mandir	0	15	02	2	1	0	20
4	Nachinda Mandir	0	17	01	1	1	0	20
5	16 Shibmandir of Murari Kalua village	0	13	05	0	2	0	20
6	Pilgrimage Masnad E-Ala	0	04	07	6	3	0	20
7	First post office of India in Khejuri	0	10	07	3	0	0	20
8	Birth place of Sahid Matangini Hazra Hogla Gram	0	04	13	2	1	0	20
9	Raghunathbari Rather Mela	0	08	07	4	0	1	20
Total		0	98	44	25	8	5	180
Percentage		0%	54.44%	24.44%	13.89%	4.44%	2.78%	99.99%

Source: Field Survey

The table clearly shows that most tourist got information about Temples from friend i.e. 98 (54.44%), second source of information is from Literature i.e.44 (24.44%), and third source of information is from Web site i.e. 25 (13.89%).

Chart-5.20



Sources of information for tourists about Temples and others

Table-5.28

Types of information for Coastal tourist spots

Sl. No.	Names of the tourist Spot	Geographical Location	Accessibility	History/ Background	Accommodation	Food	Number of respondent
1	Digha	78(78%)	97 (97%)	23(23%)	60 (60%)	47(47%)	100
2	Sankarpur	16(64%)	22 (88%)	3(12%)	2 (8%)	0(0%)	25
3	Mondermoni	17(68%)	23 (92%)	5(20%)	14(56%)	8(40%)	25
4	Tajpur	19(76%)	23 (92%)	10(40%)	9(36%)	6(24%)	25
5	Junput Sea Beach	14(56%)	21 (84%)	13(52%)	4(16%)	3 (12%)	25

Source: Field Survey

Table shows that the types of information needed by number of respondents in coastal region i.e. geographical location, history, accommodation, food and accessibility. Maximum tourists required information about the accessibility of Digha 97%, Mondermoni and Tajpur are equal i.e. 92%.

Number of tourists needed information about the accommodation facility in tourist spot of Digha 60%, 2nd is Mondermoni 56%, 3rd is Tajpur 36%.

Tourists inquired about the food (Breakfast, Lunch and Dinner) of Digha 47%, 2nd place is about Mondermoni 40%, 3rd place is about Tajpur 24%.

Tourists need of information about the geographical location of Digha 78%, 2nd place is about Tajpur 76%, 3rd place is about Mondermoni 68%.

Minimum information needed for Sankarpur as few people stay at this place.

Table-5.29

Types of information for other tourist spots (Excluding Costal Region)

Sl. No.	Names of the tourist Spot	Geographical Location	History/ Mythological Background	Accommodation	Food	Accessibility	No. of Respondent
6	Mahisadal Rajbari	17 (85%)	14 (70%)	8(40%)	12(60%)	19 (95%)	20
7	Tamluk Rajbari	17 (85%)	9 (45%)	9(45%)	16 (80%)	20(100%)	20
8	Kajlagarh Rajbari	10 (50%)	8 (40%)	0(0%)	0(0%)	17(85%)	20
9	Haldia	19 (85%)	13 (65%)	12 (60%)	15(75%)	20 (100%)	20
10	Nayachar	11 (55%)	14 (70%)	0(0%)	0(0%)	14(70%)	20
11	Gneokhali	16 (80%)	9 (60%)	4 (20%)	9 (45%)	17 (85%)	20
12	Kukrahati	19 (95%)	10 (50%)	6(30%)	11(55%)	19 (95%)	20
13	Kolaghat	20 (100%)	13 (65%)	5 (25%)	10 (50%)	20(100%)	20

Sl. No.	Names of the tourist Spot	Geographical Location	History/ Mythological Background	Accommodation	Food	Accessibility	No. of Respondent
14	Kapalkundala Kalimandir	9 (45%)	8 (40%)	0(0%)	4 (20%)	16 (80%)	20
15	Reyapara Shibmandir	17 (85%)	7 (35%)	0(0%)	4 (20%)	18(90%)	20
16	Bargabhima Mandir	19 (85%)	13 (65%)	4 (20%)	16 (80%)	19 (85%)	20
17	Nachinda Mandir	20 (100%)	14 (70%)	0(0%)	12 (60%)	20 (100%)	20
18	16 Shibmandir of Murari Kalua village	9(45%)	7 (35%)	0(0%)	0(0%)	15 (75%)	20
19	Pilgrimage Masnad E-Ala	17 (85%)	13 (65%)	0(0%)	0(0%)	16(80%)	20
20	First post office of India in Khejuri	13 (65%)	18 (90%)	0(0%)	0(0%)	15(75%)	20
21	Moynagarh	17 (85%)	11 (55%)	0(0%)	0(0%)	17 (85 %)	20
22	Birth place of Sahid Matangini Hazra Hogla Gram	14 (70%)	13 (65%)	0(0%)	0(0%)	14 (70%)	20
23	Raghunathbari Rather Mela	14 (70%)	8 (40%)	0(0%)	0(0%)	13 (65%)	20

Source: Field Survey

Tourist's inquired about different types of information about the spots other than costal region i.e. geographical location, History, accommodation, food, accessibility. Maximum tourists previously had information about the accessibility of Tamluk Rajbari, Haldia, Kolaghat, Nachinda Mandir (100%).

Information about accommodation and food facility is very poor of this tourist spot because maximum spots are situated in rural areas. Information about accommodation which is situated in urban and semi areas i.e. Haldia, Kukrahati, Gneokhali, Tamluk, Kolaghat and Mahisadal is available. Tourists do not have any

information about accommodation from 11 tourist spots (Kajlagarh Rajbari, Nayachar, Kapalkundala Kalimandir, Reyapara Shibmandir, Nachinda Mandir, 16 Shibmandir of Murari Kalua village, Pilgrimage Masnad-E-Ala, First post office of India in Khejuri, Moynagarh, Birth Place of Sahid Matangin Hazra Hogla Gram, Raghunathbari Rather Mela) and food facilities from 8 tourist spots (Kajlagarh Rajbari, Nayachar, 16 Shibmandir of Murari Kalua village, Pilgrimage Masnad-E-Ala, First post office of India in Khejuri, Moynagarh, Birth Place of Sahid Matangin Hazra Hogla Gram, Raghunathbari Rather Mela).

Most of the tourist's respondents got information inquired about the geographical location of the tourist spots but less number of people are interested in information about historical background of the tourist spots.

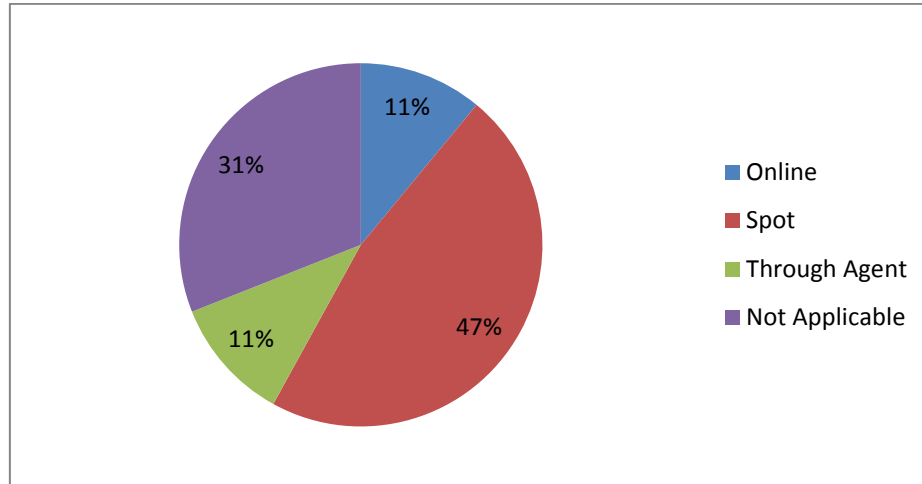
Table-5.30
Mode of hotel booking type by tourists in Coastal Region

Sl. No.	Names of the tourist Spot	Online	Spot	Through Agent	Not Applicable	Total
1	Digha	9	71	12	8	100
2	Sankarpur	0	2	0	23	25
3	Mondermoni	3	11	5	6	25
4	Tajpur	7	10	5	3	25
5	Junput Sea Beach	3	0	0	22	25
Total		22	94	22	62	200
Percentage		11%	47%	11%	31%	100%

Source: Field Survey

The above table shows that maximum tourists booked their hotel by spot booking system i.e. 94 (47%), through online and agent are equal i.e. 22 (11%). (31%).

Chart-5.21



Mode of hotel booking type by tourists in Coastal Region

Table-5.31

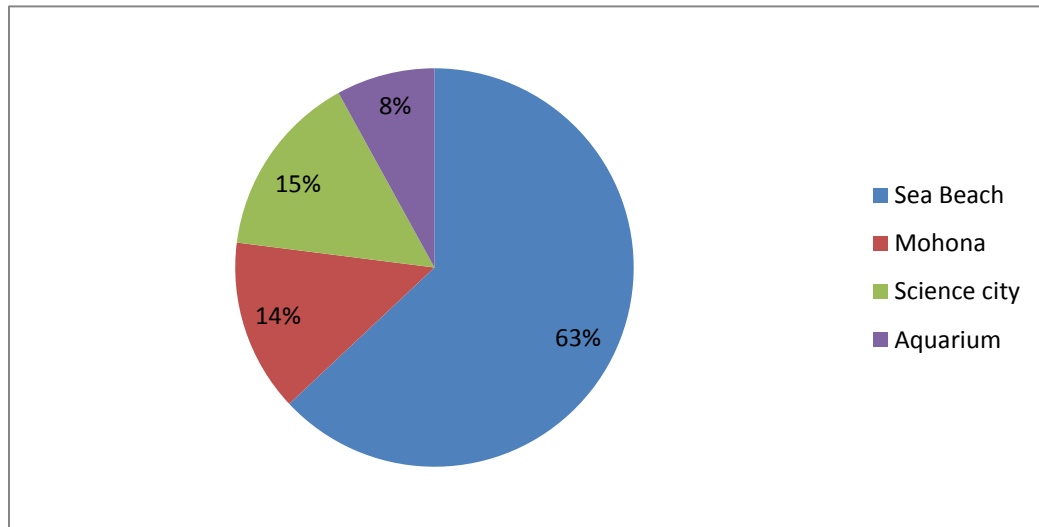
Places in which tourists are attracted most

Sl. No.	Names of the tourist Spot	Sea Beach	Mohona	Science city	Aquarium	Total
1	Digha	71	9	13	7	100
2	Sankarpur	11	5	6	3	25
3	Mondermoni	17	3	3	2	25
4	Tajpur	16	4	3	2	25
5	Junput Sea Beach	11	7	5	2	25
Total		126	28	30	16	200
Percentage		63%	14%	15%	8%	100%

Source: Field Survey

The table shows the attraction of places of coastal region in Purba Medinipur. I have surveyed 200 respondents in this region out of which the maximum tourists are attracted to sea beach i.e. 126 (63%), the 2nd place of attraction is Science City i.e. 30 (15%), 3rd place is Mohona i.e. 28 (14%) and the last place is Aquarium i.e. only 16 (8%).

Chart-5.22



Places in which tourists are attracted most

Table-5.32

**Data collected from Stakeholders engaged in tourism in Purba
Medinipur**

Sl. No.	Stakeholders	No. of Respondents
1	Hoteliers	50
2	Transport operators	20
3	Travel Agency	20
Total		90

Source: Field Survey

The above table shows the Stakeholders of different tourist spots in Purba Medinipur. I have surveyed 90 respondents out of which 50 Hoteliers, 20 Transport Operators and 20 Travel Agencies.

Table-5.33

Services provided by hoteliers

Sl.No.	Service Provided	Number	Percentage
1	Lodging	50	100%
2	Food/dining	15	30%
3	Parking	20	40%
4	Waiting room	47	94%
5	Generator	30	60%
6	Rental car	11	22%
7	Conference Hall	4	8%
8	Aqua-guard	50	100%
9	Swimming Pool	1	2%
10	Indoor game	16	32%
11	Library	2	4%
12	Laundry	18	36%
13	Wi-Fi	12	24%
14	Fire control	42	84%
15	Communication	50	100%
16	Medical Treatment	1	2%
17	Gymnasium	1	2%
18	Driver Room	18	36%
19	Room service	48	96%
20	Cleanliness	46	92%
21	CCtv	46	92%

Source: Field Survey

Above table shows the different services provided by hoteliers. Maximum services provided by hoteliers are Lodging, Filtered water, Communication i.e.100%; Room service is offered by 96%; waiting room facility is arranged by 94%; cleanliness and CC Tv coverage are priority for 92%. Limited numbers of hotels are providing Swimming pool and Gymnasium. Medical treatment facility is very poor. Library facility is provided at only 2 hotels.

Table-5.34
Stakeholders having own website

Sl. No.	Stakeholders	Yes	No	Total
1	Hoteliars	11	39	50
2	Transport operators	3	17	20
3	Travel Agency	9	11	20
Total		23	67	90
Percentage		25.56%	74.44%	100%

Source: Field Survey

The table shows that the distribution of Stakeholders having own websites. There are 90 Stakeholders out of which 23(25.56%) Stakeholders have own website and 67 (74.44%) Stakeholders have no website.

Table-5.35
Stakeholders changing the design of services in Purba Medinipur

Sl. No.	Stakeholders	Changing	Not changing	Total
1	Hoteliars	34	16	50
2	Transport operators	11	9	20
3	Travel Agency	13	7	20
Total		58	32	90
Percentage		64.44%	35.56%	100%

Source: Field Survey

The table shows that whether the distribution of Stakeholders change the design of services in Purba Medinipur or not. There are 90 Stakeholders out of which 58 (64.44%) Stakeholders change the design of services. In which Hoteliars are adopting some new technologies such as CCTV, Wi-Fi, Web site, Online booking system etc.;

Transport operators are providing online booking facilities; Travel agents are providing of online system, package tour, personalized tour etc. On the other hand 32 (35.56%) Stakeholders are not changing the design of services going on with traditional services.

Table-5.36

Stakeholders used media for promotion of services in Purba Medinipur

Sl. No.	Media Used	Hoteliers	Transport operators	Travel Agency	Total
1	Through Newspaper	13	2	15	30
2	Through Television	12	2	6	20
3	Travel Magazine	12	7	15	34
4	Brochures/Souvenirs	50	20	20	90
5	Posters	5	4	4	13
6	Website/Internet	11	3	9	23
7	Through Local Agent	50	20	20	90

Source: Field Survey

Above table shows that the highest number of stakeholders are using promotional media through Local Agents and Brochures/Souvenirs. 2nd promotional media is advertisement in travel magazine; 3rd is through newspaper. Others promotional media is Website/Internet, television, and posters respectively.

Table-5.37
Fairs and Festivals in Purba Medinipur

Sl. No.	Names of the tourist Spot	Month	Name of Fairs and Festivals	Place	Duration
1	Digha	December	Beach Festival	Digha	5 days
2	Sankarpur	January	Pous Mela and Ganga Puja	Sankarpur	6 days
3	Mondermoni	January	Pous Mela and Ganga Puja	Mandarmoni	6 days
4	Tajpur	January	Pous Mela and Ganga Puja	Tajpur	6 days
5	Junput Sea Beach	January	Soula Makar Sankranti Mela	Junput	4 days
6	Mahisadal Rajbari	June-July	Rathjatra	Mahisadal	15 days
7	Tamluk	October-November	Kali Puja	Tamluk	3 days
8	Kajlagarh Rajbari	October-November	Jagadhatri Puja	Kajlagarh	4 days
9	Haldia	February	Haldia Mela	Haldia	10 days
10	Kolaghat	January	KPTT Gramin o Krishi Mela	Kolaghat	8 gays
11	Kapalkundala Kalimandir	April	Bankim Mela	Dariapur	1day
12	Reyapara Shibmandir	March	Shibaratri	Reyapara	7 days
14	Nachinda Mandir	April	Chandan Mela	Nachinda	12 days
15	Pilgrimage Masnad E-Ala	1 st and 3 rd Saturday of Chaitra (March-April)	Hijli-Jalsha Sampriti Mela	Khejuri	2 day's
16	Moynagarh	November	Rashmela	Moyna	15 days
17	Raghunathbari Rather Mela	September-October	Rathajatra	Raghunathbari	19 days
18	Darua Contai	January-February	Gandhi Meal	Darua Maidan	7 days

*Source: 1.Choudhuri, Kamal. Medinipurer Itihas. Part-I, 2nd ed. 2014.pp.641-655.
2. Festive calendar-Purba Medinipur District Police.*

These are specific days when special festivals held at specific places. Many people visit the places during these days. Many festivals specially which held centering particular religious festival or 'puja' those are traditional. But festivals like Beach festival

or Haldia festival are recent phenomena organized by the government to promote tourism.

Conclusion:

The above analysis shows the tourists' behavior at the study area which indicates their need for information and the types of information required. This will help us in designing a information system of tourism for the study area which may serve as a model tourism information system.