

FACTORS EFFECTING THE TOURISMS INDUSTRY AND CONTRIBUTING TO ECONOMIC GROWTH IN BIHAR

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Abstract

Bihar one of the oldest inhabited places in the world with a history going back 3000 years. The rich culture and heritage of Bihar is evident from the innumerable ancient monuments that are dotted all over the state. Bihar is home to many tourist attractions and is visited by large numbers of tourists from all over the world. Around total 6 million tourists visit Bihar every year. Bihar's antiquity is evident from its name, which is derived from the ancient word "VIHARA" (monastery). It is indeed a land of monasteries. Hindu, Buddhist, Jain, Muslim and Sikh shrines abound in this ancient land where India's first major empires rose and fell. Where the ruins of the worlds' earliest university slumbers in the void of time. The passage of Ganga, flowing wide and deep enrich the plains of Bihar before distributing in Bengal's deltoid zone. Among all Indian states, Bihar is the one most intimately linked to the Buddha's life, resulting in a trail of pilgrimages which have come to be known as the Buddhist circuit. lies the history of the young prince of Nepal, Siddharth, transforming into Lord Buddha by getting enlightenment through sheer penance at Bodh Gaya under the sacred Bodhi tree which is attracting the Buddhists tourists for ages from across the world. Bihar has 22 NirvanSthals of 24 Jain Tirthankars attracting the people following the Jain religion. Development of these tourist's sites has been undertaken on a large scale to promote religious tourism. Tourism has established itself as 'smokeless' industry in the world and its role in the socio-economic development of a country is well established. Bihar government has also given tourism the status of industry and development works in this pursuit have been undertaken. After division of Bihar many tourism destinations went geographically into the fold of Jharkhand state. Now Bihar needs afresh. Its new distinct Tourism Policy to be planned in a manner to promote tourism industry as a vital part of the vibrant economic activities of the state.

Keyword: Bihar, Economic, Tourism,

Introduction

Rich in its historical traditions and ancient splendor, the culturally rich Bihar has derived its name from "Vihar". It was called the land of "Viharas" for its having a good number of recreational sites where people enjoyed activities in serene surroundings by the side of ponds and lakes. Endowed with a rich cultural and religious heritage, Bihar was a seat of power of the vast and powerful Magadh Empire, whose might had checked further onslaught of Alexander the

Great. Bihar was cradle of civilization and nerve centre of religious activities of Hindu, Boudh, Jain, Sikh and Islam. It has seen rise and fall of prosperous empires. This is a land of ancient universities of Nalanda and Vikramshila, the seat of higher learning, which spread knowledge far and wide through its students coming from different countries of the world. In this backdrop, Bihar has much to offer and showcase for promotion and development of tourism. The remnants of the two ancient universities, Nalanda and Vikramshila, the antiques and artifacts forming a treasure trove of Bihar's ancient heritage are already attracting tourists. Bihar promises development of tourism to its optimum level. It has the sacred Ganga river as its lifeline and a huge water mass in form of many rivers and rivulets in North Bihar, the Gandak, Kosi and many more and the vitally important Son river which forms the lifeline in South Bihar. Bihar is surrounded by West Bengal in the East, Jharkhand in the South, Uttar Pradesh in the West and it has the international boundary in the North with Nepal. Bihar was a seat of power of the magnificent Magadh Empire from 6th and 5th century BC when its great ruler, Ajatshatru, reined from its capital at Rajgriha (modern Rajgir). Later, in the Fourth century BC the Mauryan ruler and great warrior Emperor Ashoka wielded a vastly extended Magadh empire from its capital Pataliputra, the modern Patna. Ashoka turned to Buddhism and had woven well the unity and peace in a sublime thread of love, piety, harmony and sacrifice. Ashoka's edicts and pillars across Bihar and other parts of the country are the living examples of Bihar's rich cultural traditions and credentials attracting tourists including scores of Buddhists from across the world.

Tourism is a social, cultural and economic phenomenon related to the movement of people to places outside their usual place of residence, pleasure being the usual motivation¹. From this definition and the fact that tourism is a temporary activity, it can be interpreted that tourism is a demand based concept. The decision of the tourist to make a visit generates additional demand for goods and services, which are provided from the supply side either through increased domestic production or through imports. Therefore, tourism, though a demand-based concept, can also be viewed from the supply side. Some definitions of Tourism. These two aspects of tourism give rise to a number of alternate definitions of tourism, though they all can be understood similarly in the context of tourism. Some of the definitions available in the public domain are: Tourism arises from a movement of people to, and their stay in, various destinations. Tourism is travel for recreational, leisure or business purposes. The temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs. The sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors³. Tourism is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individuals or groups travelling away from home. Tourism can be understood as the set of productive activities that cater mainly to visitors.

Review of Literature

- Cox and Wray (2011) advocated tourism as a means to diversify economic condition in rural and regional areas by providing alternative sources of employment and income generation. Chin-Tsai Lin and Chuan Lee (2010) explored that the determination of marketing strategy is the critical function of management. Authors tried to develop a marketing strategy evaluation framework based on the resource-based view (RBV) of the firm to competitive advantage. It tried to identify the most important marketing-specific resources and capabilities using a multiple criteria decision making (MCDM) method. Aqaba Tourism Marketing Strategy 2010-15, developed by USAID (June 2009), emphasized to develop a visually stunning, state-of-the-art tourism website to communicate brand values and to enable the maximization of internet linkages. Area of major interest was to develop the brand image and make people aware of the destination.
- Pearce et al (2008) researched the importance of the personalities who became individual icon to attract the people to the destination e.g. many places are mainly known for its association with people who were remarkable in their field. In the context of small town and countries, the association of the individual and the place may represent the only distinctive feature or marketing opportunity for tourism. Dacko (2008) elaborated the buying/ booking behavior of people. Last minute travel by individual that do not book or purchase such services far in advance, but rather book/ purchase anywhere from 2 weeks to 3 hrs in advance of actual travel or tourism service use is regularly increasing. This shows the suitability of travel and tourism market to revenue management principles and practices based on the market characteristics.
- Stokes (2008) described events tourism by citing the definition from Getz's work (1997) as the planning, development and marketing of events as tourist attractions to maximize the number of tourists participating in events as either primary or secondary attractions. A strategy is an integrated set of policies and programs intended to achieve the vision and goals of the organization or destination. At a practical level, this research offers a platform for public sector agencies and others engaged in strategy formation to reflect upon and enhance their practices. It also gives cause for public sector events agencies to deliberate about their current stakeholder orientations. With collaborative strategy models being advocated for all forms of tourism, these findings question the practicality of this expectation in all tourism settings. Consideration of alternative strategy schools in events tourism and the adoption of a mixed approach in line with different subsets of activity (event acquisition and others) may suggest different degrees and types of stakeholder engagement.
- Husain (2007) focused on the issues related to growth of tourism in terms of accommodations, accessibility, attractions and amenities and suggests making tourism

economically viable and ecologically sustainable and which can be achieved only through appropriate & effective promotional strategy. Bihar secured itself as a distinct and honorable status as an administrative unit, with an individuality on the same footing as that of the more important provinces in the country. In no other state in India are the local differences so marked as in Bihar (Chaturvedi and Bakshi, 2007). After independence Bihar has shown growth. Prasad (2007) explained the scenario of the state with socio-economic development, agricultural development and especially agricultural marketing.

Tourism Policy 2002 & Marketing Strategy of the State

State tourism policy was introduced in 2002. Even in 9th five year plan special emphasis has been given to develop tourism by preparing a tourism master plan to improve level of facilities-services, accommodation and transportation. Importance of publicity campaign and advertisement has also been mentioned. There is a need to maintain the quality of attraction for which the place is known. Long Term and Strategic Planning Tourism development policies and plan to be prepared for relatively long-term periods (for 20 years) depending on the predictability of future events in the region. Strategic planning typically is to be oriented to rapidly changing future situations and how to cope with changes organizationally. It will be more action oriented and concerned with handling unexpected events. Bihar is famous for religious tourism and cultural heritage sites. Historical importance of Bihar has been established again with the discovery of 'biggest ever Buddhist stupa' at Kesariya by the Archeological Survey of India (ASI). The most important sites are Bodhgaya, Rajgir, Nalanda, Vaishali, Valmikinagar, Manersharif, Motihari etc. On the basis of the association of the attraction with various sects, these can be broadly classified as Religious Tourism and Cultural Heritage Sites in Bihar

Recent Development of Tourism in Bihar Cruise Tourism

BSTDC signed a Memorandum of Understanding (MoU) with UK-based Pandaw Cruise India Pvt. Limited in Patna, in order to promote River Cruise Tourism in Bihar. The cruise will have 30 double bed (A/C) rooms, open deck, dining hall, bar, restaurant, massage centre, big hall and emergency medical facilities. The cruise have six-day stoppages in Bihar which will include Kahalgaon, Munger, Barh, Patna and Buxar. In the first stoppage at Kahalgaon, visitors will be taken for sight seeing of ancient Vikramshila by luxury vehicle. Visitors can also enjoy the betel leaf (Paan) plantation and toddy palm tapping at Oriup near Vikramshila. On the second day they will cruise to Munger through Dolphin sanctuary which is 60 km stretch from Kahalgaon to Sultanganj.

Trend of Tourist Inflow In the existing trend

both Domestic and Foreign tourists is expected to grow regularly due to amendment in the tourism policy, marketing strategy and branding. As per Tourist Statistics, between 2001 and 2010, the overall growth of domestic tourism in Bihar shows an increasing trend, approximately 210 percent

growth. Domestic tourism in the state has increased from 5950,914 in 2001 to 18491,804 in 2010. Bihar as the 11th most visited destination by domestic tourists in India with 2.5 percent share among the Indian states/ UTs. It has more domestic tourists than some of the well-known destinations like Himachal Pradesh, Goa, Delhi, Jammu & Kashmir. Tourism in Bihar is not evenly scattered in all over the state. It has concentration in some of the destinations like Bodhgaya, Gaya, Nalanda, Rajgir, Patna, Vaishali and few in Muzaffarpur, Bhagalpur, Munger and other districts. Major attractions remain the Bodhi Temple of Bodhgaya, Ropeway of Rajgir and attractions of Patna. Bihar has good potential for the development of tourism in the state. In the flood-prone and minimum opportunities for other industries, tourism could be the best way for economic growth and employment generation in the state. There is a need to minimize the hurdles and threats by developing good governance. Many destinations in the state are still unexplored and the reason behind is infrastructure problem. Lack of adequate infrastructure deprives them from fulfilling their desire of leisure and rest. This has adversely affected the perception of the state as a tourist destination. It is expected that if the infrastructure is improved and the introduction of more activities at the site and to the excursion point can increase the duration of stay and lure more tourists. For many places of interest, accessibility is a huge problem where for others, the condition of roads needs to be vastly improved.

Sikh Pilgrimages

The capital of Bihar, Patna is one of the holiest cities in Sikhism, as the Tenth Guru of the Sikhs, Guru Gobind Singh, was born here in 1666 and spent his early years before moving to Anandpur. Patna was also honoured by visits from Guru Nanak in 1509 as well as Guru Tegh Bahadur in 1666.



A view of Takht Shri Harmandir Sahib

- Takht Shri HarmandirSaheb - is, one of the Five Takhts of the Sikhism. The Gurdwara at Patna Sahib is in remembrance of the birthplace of Guru Gobind Singh, The tenth Guru of the Sikhs.
- GurdwaraPahila Bara - commonly known as GurdwaraGhaiGhat, is dedicated to Guru Nanak Dev, who during his visit in to Patna stayed here in 1509 and later by Guru TeghBahadur along with his family visited this place in 1666.
- GurdwaraGobindGhat - is where the child Guru Gobind Singh used to play with his playmates on the bank of the Ganges. It is situated on the bank of river Ganges and hardly 200 yards from Takht Shri HarmandirSaheb. It is also known as GurdwaraKanganGhat.
- Gurdwara Guru kaBagh - This Gurdwara is situated 2 miles far from the birthplace of Guru Gobind Singh.^[13]
- GurdwaraBalLeela - This place is just few meters away from Takhat Patna Sahib. Guru ji were playing with other children during his childhoodiedGurdwaraBalLeela is also known as MainiSangat.
- GurdwaraHandi Sahib - This Gurdwara was built in the memory of Guru TegBahadur. As Guru TegBahadur with Mata Gujri and BalaPreetam stayed here in 1728
- Prakash Punj
- GurdwaraTaksaliSangat
- GurdwaraChachaPhaggu Mal
- GurdwaraPakkiSangat
- Gurdwara Bari Sangat Sri Guru TeghBahadurJiChauki.

Buddhism pilgrimages



The 94 ft. tall Vishal Buddha Mandir, Bodh Gaya

- Mahabodhi Temple, Bodh Gaya
- Vaishali

- Nalanda
- Rajgir
- Kesariya
- Vikramashila
- Areraj
- Pataliputra

Islamic pilgrimages

- Sasaram
- Maner Sharif
- Bihar Sharif
- Phulwari Sharif
- Gaya
- Aurangabad
- Siwan
- Katihar
- Bhagalpur
- Darbhanga
- Purnia

Jain pilgrimages



JalMandir at Pawapuri



The tallest statue of Lord Vasupujya, Champapur

- Rajgir - Rajgir is supposed to be the birthplace of Munisuvrata, the twentieth Tirthankara
- Pawapuri - BhagwanMahavira, the last Jain Tirthankar, attained Nirvana from Pawapuri.
- Pataliputra
- Arrah
- Vikramashila
- Vaishali
- Champapur - Champapur is a Jain TeerthKshetra. It is the place where all the five kalyanaks of BhagwanVasupujya have taken place. The tallest statue of BhagwanVasupujya which stands 31 Feet in height was built in Champapur in 2014. The PanchKalyanakPratishthaMahotsav of the statue was done from 27 Feb to 3 Mar 2014.

Other pilgrimages

- Padri Ki Haveli

Buildings and structures

- Golghar
- Bihar Museum
- Patna Museum
- SabhyataDwar
- KargilChowk
- Samrat Ashok International Convention Centre
- Sultan Palace Patna
- Rizwan Castle
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Museums



SabhyataDwar in Patna

History Museums

- Bihar Museum - currently opened only partially and under construction, would be the state museum replacing Patna Museum.
- Patna Museum - is the state museum of Bihar. It was built by the British during the British Raj in the year 1917 to house the historical artefacts found in the vicinity of Patna.
- Jalan Museum
- Chandradhari Museum Darbhanga
- Maharajadhiraja Lakshmiwar Singh Museum Darbhanga
- Nalanda Archaeological Museum
- Bodh Gaya Archaeological Museum
- Vaishali Archaeological Museum
- Vikramshila Archaeological Museum
- BudhaSamyak Darshan Museum and Memorial Stupa

Science museums

- Patna Planetarium - is one of the largest planetariums in Asia. The Patna Planetarium was dedicated to the Nation and opened for the public from April 1, 1993.
- Srikrishna Science Centre - This institution forms a unit of the National Council of Science Museums, an autonomous body under the ministry of Culture. It is located at south-western corner of the Gandhi Maidan.^[19]

- Dr. A.P.J Abdul Kalam Science City

Eco Center



Karkat Waterfall

- Valmiki National Park
- Vikramshila Gangetic Dolphin Sanctuary
- Kanwar Lake Bird Sanctuary
- Bhimbandh Wildlife Sanctuary
- Gautam Buddha Wildlife Sanctuary
- Kaimur Wildlife Sanctuary
- Pant Wildlife Sanctuary Rajgir
- Manjharkund
- DhuanKund
- Rajgir Zoo Safari
- GhoraKatora
- Sanjay Gandhi JaivikUdyan - is classified as one of the 16 large zoos in the country and is also known as Patna Zoo.
- Mega Biodiversity Park in Araria district.
- Kakolat Waterfall
- Telhar Waterfall
- Karkat Waterfall
- Karkatgarh Waterfall

Fairs and Festivals



Chhath Puja

- Sonepur Fair
- RajgirMahotsav
- Patna Film Festival
- Chhath
- SamaChakeva
- Pitrapaksh Fair
- Darbhanga International Film Festival

Connectivity and Access

Bihar is also an important transit point for the tourists dropping in from the other states of India. Bihar is well-connected by air, rail and road transport.

- **By air**

Patna has its own airport known as LokNayakJayaprakash Airport or Airport Patna. It is a national airport and it is connected to all major cities of India via daily flights. Gaya Airport is the only international airport in Bihar and Jharkhand which 96 km from Patna. It is an international airport which is connected to Colombo, Sri Lanka through two airline operators: Bangkok, Thailand, Singapore, and Bhutan.

- **By rail**

Bihar is strategically located in the main line of the East Central Railway and therefore connected with important cities of India and most cities within Bihar.

Conclusion

Tourism provide economic dimension to the development of the state. With this point of view seminars, quiz competitions, drawing competitions, exhibitions and display of films on tourism are to be rganized . Tourism literature would be provided to participating children to mark their awakening in this respect. Besides, inclusion of the contents of tourism literature in curricula of schools and colleges would be mooted to bring this in the education system. Educational tourism at school and college levels would be promoted for which tour programmes of the students would be packaged. Stress will be on opening tourism and hotel management institutes to involve youths in tourism and that way solving their unemployment problems. In pursuit of tourism development popular eatables of international and local levels have an important role to play. Bihar boasts of a variety of recipes and fruits that give a unique character to Bihar. Recipes such as Khaja, Lai, Belgrami, salted recipes such as litti-chokha, pickles, sauces, papad, sattu, and Makhana preparations give such uniqueness to the state. Fruits including mango, litchi, and banana are available in abundance with their known qualities and distinct varieties. The government would promote establishment of food chains to make available such recipes at tourist places to enable the domestic and foreign tourists relish such dishes. For the same focus marketing activity on creating awareness amongst the international and domestic travel trade, encouraging better access and enabling the local travel trade to form linkages with international partners. Drive the brand image through a regular program of news-worthy press releases, promoting high profile events related to key product clusters and through hosting journalists and travel writers. Cooperate closely with tourism board and its overseas public relations advisors. Appoint an advertising agency to devise a series of superb branded advertisements for each product cluster and for a domestic holiday campaign. The advertisements will form part of the brand portfolio and, once created will be used consistently for a three year period at least. The print runs should be determined on the basis of a literature distribution plan. The print pieces should be made available on the Internet in downloadable format. The range of languages in which literature is produced should be expanded as soon as possible.

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