

AN EMPIRICAL ANALYSIS OF SOCIO-ECONOMIC GROWTH AND DEVELOPMENT BY FESTIVAL TOURISM: OPEN-AIR THEATRE DHANUYATRA

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ABSTRACT

Festivals are very important in the history of human being. Festivals and events have flourished in recent decades and interest in understanding their significance in the tourism academy has also been risen accordingly. In recent years, the festival tourism is a new form of tourism products in the economic growth of a nation and drawing attention of policy makers all over the world. Various regions are holding many different types and content of festival activities, but at the same time, how to set up own brand festival is posing a difficult question to the organizers as well as to the local administration. Research and subsequent planning for creative festival tourism, can better meet the demand of tourism consumers and drive the development of regional economy, It will further promote the healthy development of festival tourism. The overall assessment of Dhanuyatra of Bargarh district under the state Odisha in India, world's biggest open-air theatre as a tourist destination and the locality helps us to understand the complete concept of festival tourism and also scope of its integration with rural tourism, eco tourism. This proposed approach towards tourism and festival industry is to create a framework to present

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Dhanuyatra as a focal point to attract tourist to Odisha and specifically to Western Odisha. The employment opportunity, development of infrastructure, branding of the festival will pave the way for sustainable growth of economy of the region as well as of the state. This study is making many innovative suggestions for the complete packaging of the festival in the broader framework of festival tourism.

KEYWORDS: Festival, Travel and Tourism, Dhanuyatra, Mythology, GDP, Odisha

1. INTRODUCTION

The Tourism industry is a major contributor for economic growth throughout the world. Over last six decades, tourism has continuously expanded and diversified, to become one of the foremost and fastest growing economic sectors. Tourism makes culture, art and history accessible to all at large. While generating direct income employment, it has tremendous potential to create indirect employment and income due to higher multiplier effect. Economies of many countries in the World are propelled by the tourism sector alone. The Travel and Tourism (T&T) industry is the largest contributor to employment and economy which is 10% of the global GDP (US \$ 7.2 trillion) in 2015 including direct, indirect and induced impact (World Travel & Tourism Council). As per the report of Tourism Highlights 2016 of United Nations World Tourism Organization Tourism added 7.2 million jobs to the global economy, about 1 in 11 jobs globally. Tourism is a major category of international trade in services.

Local festivals are increasingly being used as a means for promoting tourism and growing the regional economy. However, it is difficult to assess the extent of the contribution of the festival to local economic growth, and most studies do not examine this issue beyond standard multiplier impacts. The evaluation of a festival or event is important to assess the value generated as a result of hosting the event. An economic appraisal of an event is the most common; however an evaluation can also provide demographic, marketing and visitor satisfaction data to assist in continuing monitoring and improvement. Research and planning for creative festival tourism, can better meet the demand of tourism consumers, improve the visibility of the city and drive the development of regional economy, It will further promote the healthy development of festival tourism. The festival tourism is to promote the tourism development of the city and driving the

economic development of relative industries, through the system planning, development and utilization of local sole cultural traditions, ethnic customs and characteristic industry, regularly or irregularly held in a particular area has a specific theme, set tourism, culture, economy, life as a whole, with wide-ranging people to participate in the festival celebrations. However festival tourism as a contemporary tourism products, is the heart of culture, is dependent on the particular culture and background.

The role of local community is also a key factor in development of tourism through festivals as identified by many researchers in their work. Community based events and festivals provide an opportunity for the celebration of local identity and community empowerment and create tourism for the local area. They can also provide the stimulus for additional infrastructure development in the local area and building community pride. Chinese scholars Jun Liu (2004) thinks a landmark event of a particular region based on the socio economic factors, history and culture, customs and other aspects of the unique resources, through integration of packaging can produce an unique destination with iconic image to attract tourist in a relatively fixed time and place of repeat event tourism activities. While in some instances existing local cultural or religious events have been revived or repackaged as tourism events, in other cases new festivals have been invented and promoted for the purpose of drawing new visitors to a city or region.

2. **REVIEW OF THE LITERATURE**

The most obvious reasons for the popularity of the local festival as a tourism promotion tool are that (1) festivals increase the demand for local tourism (Smith and Jenner 1998), and (2) successful festivals can help recreate the image of a place or contribute toward the exposure of a location trying to get on the tourism map (Kotler, Haider, and Rein 1993). Finally, the strategic placement of a festival in the local tourism calendar can help extend the tourism season (Getz 1997). Festival tourism is emerging as a new academic domain with various concepts on this theme of linkage between tourism and festival. Many scholars argue that the festival as tourism attractions like any other attractions, demand systematic planning, mechanism to develop and marketing as a project through series of activities. Festivals in society and culture impact can be measured in terms of three major ethics Identification and discussion role of festivals in society and culture, festival tourism, and festival management. Tiwari S., (2015) shows the importance

of Shilpgram fair and its significance towards the expansion of mindfulness and financial development of rural life and crafts particularly for younger people. The role of culture in economic growth increases areas where the Shilpgram fair is facilitated in Rajasthan. M. Durgamohan, (2015) shows the Festivals have been celebrated from ancient age. He emphasizes over the issues and potential that the Indian festival brings forth. From long ago the Vijayanagara Empire celebrates the Hampi festival. This festival has been brought back or boomed by Government of Karnataka. The festival is held at Hampi mentioned in UNESCO's World Heritage site. It is treated as world's largest open air museum covering 26 sq km, having 550 monuments. The Hampi festival is the colorful combination of dance, drama, music, fireworks, puppet, and tremendous processions. It gives a socioeconomic and cultural improvement in the state of Karnataka. Munjal, S., Jauhari V., (2015) narrated that the opportunities and challenges that India offers in terms of leveraging the cultural and economic potential of the fairs and festivals. Lack of basic infrastructure, indifferent government support, local apathy toward cultural commodification and poor stakeholder engagement are emerging issues of Indian cultural festivals. Felsenstein, D. and Fleischer (2003) finds the difficulty to assessing the extent of the contribution of the festival to local economic growth, and most studies do not examine this issue beyond standard multiplier impacts. New method is presented that accounts for net local income increase induced by the local festival in northern Israel annually. Mohr, K., Backman, K. F., Gahan, L.w. and Backman, S.J. (1993) examined empirically the dimensions of event motivations and selected event and demographic variables according to visitor types. There are differences between festival visitor types and their motivations for attending and level of satisfaction with festivals. Cibinskiene, A., (2012) analyzes that tourism destinations compete with each other seeking to attract more tourists, because their spending has positive impact on the economy. Evaluating the economic impact of an event as a factor of city tourism competitiveness, the primary data sources should be used, paying attention to the expenditures of new visitors, excluding expenditures of "time-switchers" and "casuals". Bhaduri R., Swamy G., (2012) shows on how events play a pivotal role in the protection and maintenance of heritage symbols of Odisha. Analyzes the cultural values of festivals and events which highlight the heritage manifestations of Odisha. Elucidate on the linkages between events and heritage monuments of Odisha. Congcong T., (2014) shows that Shanghai festival has great significance over Shanghai. With comparison to foreign famous brand festival as per the growth of the

development of economy in Shanghai the development of urban tourism and leisure tourism will continue. The festival tourism in Shanghai will continue to mature. Stankova M. (2015) implemented the cultural profiles as a tool to raise the awareness for local tradition, being presented on local festival. Estimation towards the Survey among organizers of festivals, local entrepreneurs participating in festivals and tourists visiting them, the degree of authenticity of local traditions in South Bulgaria is proposed. Opportunities for sustainable economic, social and cultural development of those regions, preserving and handing the existing heritage to future generations is identified and established.

3. OBJECTIVE/SCOPE OF THE STUDY:

This paper introduces the related concepts and characteristics of festival tourism and also evaluates the scope of Dhanuyatra of Bargarh, world's biggest open-air theatre as a tourist destination through a rich and practical study on varied aspects of this renowned festival. This case study will examine the role of the festival in the promotion of tourism by identifying the uniqueness of the event on cultural exchange on international, national and local scale along with the requisite key parameters of tourism to attract the tourist. The paper will analyze the scope of festival tourism in this locality with the existing infrastructure. The overall approach of this work will ensure that tourist will find compelling reasons to choose this event as a tourist destination during December-January. This work will try to come up with an approach statement to create a framework to present Dhanuyatra as a focal point to attract tourist to Odisha and specifically to western Odisha. This paper will broaden the research field of vision of festival tourism; there are some reference meanings on further in-depth and systematic research on festival tourism.

4. FACT FINDINGS: TOURISM IN ODISHA

Tourism is a growing industry in India. India has moved up 13th position to 52nd rank from 65th in Tourism & Travel Competitive Index. “Varshanam Bharata Srestho, Deshanam Utkalasrutah, Utkalasya Samodesha Nasti Nasti Mahi Tale” As transcribed by saint poet Kapil Muni, there is no such place like Utkal (ancient Odisha) exists in the universe. And for this reason today, Odisha is considered as “the Soul of Incredible India”. The prospect of Odisha in tourism sector because of its golden history, strategic geographical location, diverse demography and profound bounties of nature is immense. The world famous Sun Temple, a UNESCO heritage sites at

Konark (12th century), the temple city of Bhubaneswar (9th century) & Puri (11th century) are widely popular as the golden triangle which draws tourists, both Domestic & International. Odisha has a long tradition of Buddhism starting from 1st century BC. Three Buddhist sites aka Triratna, Ratnagiri, Udaygiri and Lalitgiri is regarded as the Diamond Triangle. These three vertices of diamond triangle together with golden triangle is now the high prioritized area for the department of tourism in Odisha. In addition, as many as 200 Buddhist heritage sites have also been identified in different parts of the State. The western part of Odisha is also having a lot of potential though not so explicitly explored to attract the tourist. The grand scenic beauty of nature, historic monuments, exotic sea beaches, luxuriant forest, majestic mountains, appealing wildlife, sacred waterfalls, beautiful handicrafts, vast water bodies, famous classical and folk dances, captivating music and most importantly, its hospitable people are the wonders that make the State as the ultimate tourism destination of the world. The National Geographic Traveler magazine has enlisted Odisha in “50 Tours of a Lifetime” in the 2013 edition. Tourism in Odisha is one of the main contributors to the economy of Odisha (13% of GDP of Odisha). The State of Odisha secured 3rd rank in terms of intensity of overnight domestic tourism, with an average of 541 trips per 100 households, as compared to the all India average 418 trips per 100 households. Therefore, the tourism intensity in Odisha is 29 percent higher than the national level tourism intensity (National Council of Applied Economic Research, 2015). With the striking initiative by the State Tourism Department the number of tourists from different parts of the world is in increasing trend in the last six to seven years. Table 1 mimics the tourist inflow into the states. Figure 1 shows Domestic tourist graph with a continuous increase in last six years. Foreign tourist inflow is the ultimate centre of attraction to the state has been improved which is shown in figure 2. Table 2 shows the overall festivals felicitated in the state Odisha which is the main source of Tourist attraction where “Dhanuyatra” is one of them.

Table 1 shows the total tourist inflow of last Seven year (2010-16) in the state Odisha

TOURIST INFLOW TO ODISHA			
Year	Domestic	Foreign	Total
2010	7591615	50,432	7642047
2011	82,71,257	60,722	83,31,979
2012	90,53,086	64,719	91,17,805
2013	98,00,135	66,675	98,66,810

2014	107,90,622	71,426	108,62,048
2015	117,86,117	66,971	118,53,088

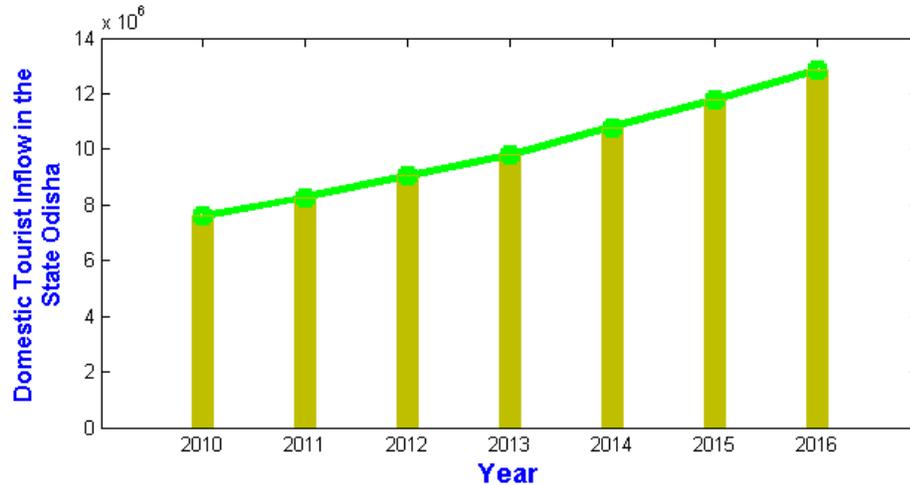


Figure 1 represent the Domestic tourist inflow from 2010-16

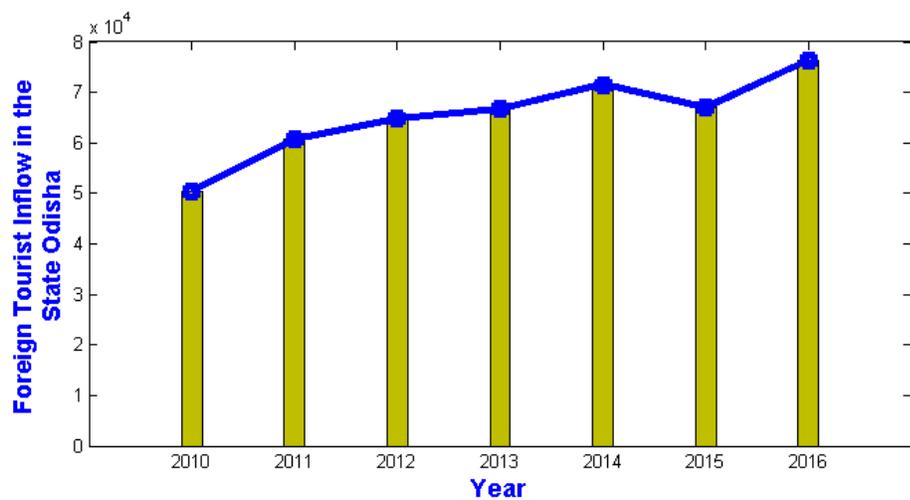


Figure 2 represent the Foreign tourist inflow from 2010-16

Table 2 Festival Tourism Attractions of Odisha, Annual report by Department of Tourism, Government of Odisha, India, 2010-11,(Bhaduri R., Swamy G., (2012)).

Sl. No.	Cultural Attractions	Heritage Destinations	Ideal Time
1.	Car Festival	Puri	June – July
2.	Konark Dance Festival	Konark	December
3.	Puri Beach Festival	Puri	November
4.	Gopalpur Beach Festival	Gopalpur	January

5.	Chandipur Beach Festival	Chandipur	January
6.	Parab (Annual Tribal Festival)	Koraput	November
7.	Dhanu Yatra	Bargarh	Dec – January
8.	Bali Yatra	Cuttack	November
9.	Rajarani Music Festival	Bhubaneswar	February
10.	Kharavela Mahotsav	Bhubaneswar	January
11.	Konark Dance and Music Festival	Konark	February
12.	Durga Puja	Cuttack	October
13.	Kalinga Mahotsav	Dhuli	February
14.	Chaitra Parba Chhow Festival	Baripada	April
15.	Ekamra Utsav	Bhubaneswar	January
16.	Kalahandi Utsav	Bhawanipatna	January
17.	Adivasi Mela (Tribal Festival)	Bhubaneswar	January
18.	Buddha Mahotsav	Ratnagiri	February
19.	Vedavyas Sangeet Nrutya Utsav	Rourkela	November
20.	Mukteswara Dance Festival	Bhubaneswar	January
21.	Sand Art Festival	Puri & Chandrabhaga	Dec.- January

5. FACT FINDINGS: TOURISM POTENTIAL IN WESTERN ODISHA

Hirakud dam which is the world's longest dam and has got a beautiful sightseeing place near it. The site surrounding the dam is extremely charming. The famous temple of Goddess Samleswari in Sambalpur is worth visiting as hundreds of people each time step into the temple to get the blessings of their devotion. The Leaning temple of Huma, the abode of Lord Vimalaeswara is the prime attraction of the place which is a strange leaning temple that makes the shrine so unique like leaning tower of Pisa. Nobody knows whether this structure is leaning by design or by default. One interesting fact is that while the edifice leans, the pinnacle of the temple is perpendicular to the ground. The Gandhamardhan hill is another tourist spot in Bargarh which mesmerizes the tourists with its natural beauty and most specifically the herbs available in that place which is used for medicinal studies. The Nrusinghnath temple is one of the most divined places as worshipped by numerous people. The architecture of the temple and the surrounding

aura makes the tourists amazed. The mighty mandap situated near the temple is a very old cave which resembles like a typical Buddhist cave. Harishankar temple is popular for its scenes of nature and presence of two Hindu lords, Vishnu and Shiva. Buddhist scripture in Ganiapali of Bijepur block is designed to inspire inner and outer peace. The Debrigarh wildlife sanctuary nestled in the Barapahad Hills that lie at an altitude of 2267 feet above sea level is a harmony filled place where various animals inhabit and it pleases to have a look on. Tourists can also witness the migratory birds in the winter and also the 3rd most assembled birds in Odisha. Chandrahasini Devi temple situated on the bank of river Mahanadi in Chattisgarh is also a tourist landmark in an approachable distance where the entire temple compound is surrounded by a holy aura which in turn makes the people experience the bliss of the ultimate power – the power of divinity. Barpali town has been the birthplace for many handloom workers. Some of them are masters in 'IKAT' (an indigenous and unique technique of dyeing fabric and then hand-weaving of the famous Sambalpuri clothes used for making sarees and other apparels). The other famous handicraft from this place is the 'TERRAKOTTA and POTTERY' works. Many of those Barpali artists of Ikat, Saree weavers, designers and Terrakotta have brought laurels to this land including national awards and international recognition on multiple occasions and across various platforms.

6. METHODOLOGY: PROFILE OF DHANUYATRA

Bargarh, popularly acclaimed as the business hub is in Western Odisha which is close to the border of the state of Chattisgarh. It lies along National Highway 6 that connects Kolkata to Mumbai and also accessible to Bhubaneswar (330kms) and Raipur (225kms) through International Airport. It is positioned at 21.33°NL 83.62°EL with an average elevation of 171 meter (561 feet). Bargarh has direct train links with Kolkotta, New Delhi, Chennai and Allepy. The Railway Station (Code - BRGA) is served by DBK Railway running from Jharsuguda to Titilagarh. Sambalpur the nearest city having excellent infrastructure 52 Kms from Bargarh with bus services in every 10 minutes. Figure 3 mimics the train route map and time. Bargarh has a population of 80,625 and the Literacy rate of Bargarh city is 88.39 % which is higher than the state average of 72.87 %.



Figure 3 shows the train route map of Bargarh from two Capitals from Raipur and Bhubaneswar

The study of open air roving drama Dhanuyatra of Bargarh in the state of Odisha within the framework of festival tourism requires to presents the complete profile of the festival. The devotees of Lord Krishna started the first “Divya Mahotsava Dhanuyatra” in 1870 Shakabda Pousa Sukla Pratipada Sombar (Monday) dated 12.01.1948 at 12:00 noon and ends on Pousa Purnami Sombar (Monday) dated 26.01.1948 at 9:00 am as per the official website. It is said by some old people that as a way to celebrate the freedom, of newly formed independent India after the British rulers, the labor class workers started this festival. Death of Kansa symbolised the end of colonial rules .So there is different opinion regarding nature of evolution of the festival. But the date of commencement of festival and date of completion is decided as per the Hindu calendar that is Pausa Sukla Panchami to Pausa Purnima mostly during December - January. The yatra lasts for a period of seven to eleven days. There are no written scripts for this act which depicts its uniqueness among rest other plays.

This festival represents a complete diverse form of festivity in sense and style, grace and grandeur among the various festivals observed in Indian cultural tradition. During this festival Bargarh town turns into a massive open-air theatre. The central mythological theme behind this festival is to celebrate the victory of Lord Krishna over his autocrat uncle Kansa. The small town transform into the splendid platform for portrayal of this mythological epic play. Bargarh serves as the classic town Mathura, which is also the place where Lord Krishna took birth. River Jeera represents Yamuna and the village Amapalli, situated on the other bank of the river, serves as Gopa. The mythological ambiance based on the Puranic description creates an emotion among the mass to be part of the festival. The walls of the total village are painted with mythological

theme shown in 4(h) along with the spirituality lifestyle of the villagers for all those days create a divine ambience all around. A grand cultural procession comprising of variety of dance forms like Sanchar, Karma, Krunaguru, Danda etc. germinates an ambience of spiritual festivity which is shown in Figure 4(c).

It seems man and God participate together to make it a successful one. This is the one and only festival where its events are conducted not in a fixed site but in different parts of the town within a radius of 10km as per the mythological episodes. The different locality and people of that locality basically performed the various episodes of the play keeping the central characters fixed. So the tourist also moves from place to place to watch the play as well as participate in this play. Kansa's royal strolling around the Bargarh town along with his 'Mahamantri' and soldiers is the basically referred as NAGAR BHRAMAN is the centre of attraction for people of all age. Figure 4(a, b, c) depicts the NAGAR BHRAMAN. The magisterial power of Kansa makes the entire drama lively as anyone can be healed up from Chief Minister, Central Minister, high profile personalities of society, bureaucrats and punished for any negligence and all comply with his dictates. Rajdarbar culture provides a platform to create awareness on many socio, economic issues like girl child, education, sanitation, farmer suicide, women empowerment etc. Guest from different States and nations are invited to make it worldwide popular shown in figure 4(e). Print and electronic media are giving special coverage on it.

Apart from the action of mythological play the entertainment and trade based activities are the important factors for crowd localization. Panda, S. N. et. al. (2015) narrated the Geographical aspect of Dhanuyatra where the George High school field is the centre of most of the activities. This is close to National Highway and at the same time approachable from different parts of the town. Mina bazaar with more than 100 stalls, Trade fair with around 50 stalls, Pallishree mela with around 50 stalls apart from other food stalls with different traditional cuisines attract the largest number of people to this field which is shown in Figure 4 (i) and (j). To add to the rush there is an Auto expo arena in front of the school beside the connecting road from field to Kansa Darbar at Hatpada. The same road is also the link road to Ranga Mahal and Main Market place. This festival brings a great platform for the artists, craftsmen, weavers and sculptures from various areas to bring to the life various form of art and crafts transferred through ages of family

tradition. It is considered to be a strong contributor to the festival, which also support and build on the city image, contribute to sustainable economic, social and regional development, create employment for artists and encourage the celebration of cultural diversity. It contributes significantly to the cultural and economic development of the locality.



(a) King Kansa at Worshipping Attire to God.



(b) Nagar Parikrama by King Kansa on his Chariot



(c) Artists are in rhythm during Nagar Bhraman



(d) Folk dance in Raj durbar before King Kansa



(e) Foreigners receiving token of love and memento from artists during this festival.



(g) Odishi dancers dancing before King Kansa in Raj durbar.

(f) Foreign artists performing the cultural Sambalpuri dance before King Kansa in Raj durbar.



(h) Colorful paintings of Indian art and culture drawn by students.



(i) Meena bazar is centre of attraction during Dhanuyatra



(j) Pallishree Mela with its rampant moment

Figure 4 (a) – (j) depicts Dhanuyatra in a pictorial brief overview.

The Handloom expo has been attracting more and more people every year. It showcases the richness and diversity of the handicrafts, handlooms and cultural fabric of India. The fair has been continuously getting a very good response from public and participants. This Expo comprising of about 100 stalls of weavers' societies from various parts of the country gets an ample scope in displaying their exquisite connoisseurs in the artistry of handloom products. The states from which the handloom products are displayed included West Bengal, Odisha, Uttar Pradesh, Bihar, Madhya Pradesh, Andhra Pradesh, Gujarat, Maharashtra, Rajasthan, Jammu and

Kashmir and Punjab. Handmade fabrics soaked in ethnic colours make an eye catching display for the visitors. This one is an exclusive exhibition to promote the work of the handloom weavers and help them to have direct interaction with the consumers and sale.

Various Companies from sector like automobiles, home utilities, furniture and electronics etc. wait for this festive season to launch new products. It is recommended by market research professionals that launching a new product during festive season catches more attention of its targeted customers as compared to non-festive launch.

Besides serving business purpose a large number of renowned national and international folk artistes shown in figure 4(f) and cultural groups shown in figure 4(g) are invited for presenting enthralling cultural programmes in front of Kansa for his entertainment make it one of the most exciting aspects for tourists heading to the occasion. The lavish stage decoration and the performance of the artistes also pull many art lovers to the occasion.

For a tourist the complete package of tour is more important than any individual event or place. In this respect we need to examine the potential of the locality as a tourist destination. The connectivity to city is quite good as presented in the earlier discussion of profile of the city. This city is surrounded by many tourist place having some treasures of natural heritages within 100 km radius by road. The complete detail of the following tourist places are well presented in the state tourism department website. Festive activities of Dhanuyatra are normally from 3.00 p. m to 10.00 p.m. because of which it is easy to catch up the festival along with the various tourist places during day time to have additional pleasure. The climatic condition of the locality during the month of December-January is quite pleasant.

7. DISCUSSION ON RESEARCH FINDINGS

Vacations must be satisfying and comfortable always for the tourists so that they will have a positive response with regards to the tourist place which will raise the popularity of that spot and lead to enhancement of tourism to get better and better even more resulting into a greater productivity. At the end of a tour if the tourists are satisfied then it is said to be in an existence for further years to come. The experience gained by tourists is shared on their regions and

likewise the fame goes on spreading and with this various studies also continues. Along with the domestic tourists, the foreign tourist visits increase the economy largely. The diversified nature of festival tourism is having better scope to attract the tourist more as compared to normal tourism and also vital to strengthens the socio-economic success.

As the act played is based on mythology, it fascinates people more towards itself because in today's electronic era people obviously are eager to learn about the mythological period. The Car festival of Puri, Ganesh mahotsav of Maharashtra, Durga puja of Kolkata and the Mahakumbh of Prayag creates an imprint in making it a perfect venue for festival tourism, likewise the Dhanuyatra also deserves to be in the same category.

On the basis of our interaction with many scholars of the locality working on Dhanuyatra, many traders, organizers and people of different walks of life, we are putting certain suggestions to the policy makers to organize the festival in a larger framework of festival tourism rather than confining it to a festival. The experience from past few years reveals that the growth and development of Dhanuyatra has been increased. Panda, S. N. 2015) et. al. examined and draws a conclusion over the research finding on impact of the festival on water quality also speaks about the environment friendly nature of this festival which is a very vital factor for a tourism destination. It has attracted many tourists from the country itself and from all over globe. The concept of festival tourism for Dhanuyatra can create work opportunities in many sectors apart from trade, transport, culture. It gives work opportunities to those people who serve as guide to the tourists. Language is the main barrier for the outsiders as they are unknown to the local language and only understands the common language across the world i.e. English most specifically. At the same time for the domestic tourist Hindi and other Indian languages are vital. The demographic profile of the District clearly present that many Indian communities are available to take up those challenges. The Home Stay facility will also be a major help in this regard. The timing of the festival is the peak team to visit Odisha in tourism calendar as evident from statistical data available in the tourism department website.

8. SUGGESTION

Immediate attention to the recommended measures will help to satisfy the tourists' motive in visiting Bargarh and the Festival will improve the image of the city as an important tourist destination of not only of Odisha but also of India.

1. Media campaign both in print & electronics within the country & abroad should be done by the Government as well as organizer to attract more tourists to the State during Dhanuyatra.
2. Brand ambassador should be appointed to create a brand name for the festival.
3. The Department of Tourism shall participate in different leading national & international tourism fair to showcase Dhanuyatra as a tourist destination.
4. Private house owners shall be encouraged to provide home stay facilities for the use of the tourist which may expose the visitors to the local food habit and traditional lifestyle in a cost-effective manner.
5. The District administration should identify model villages which are rich from the point of view of handicraft and handloom, rural life, social habits & culture. These villages shall be developed to model villages to provide unique experience of rural tourism to the tourist.
6. The most important aspect of tourism development is to bring in the necessary behavioral and attitudinal change in the society to make it tourist friendly and create a strong receptive atmosphere. People's participation through Panchayati Raj Institutions, Urban Local Bodies, Co-Ops and NGO's shall be encouraged for development of tourism and to create public awareness to achieve a broader goal of high quality tourist services.
7. A mechanism should be in place to register travel agent at local level for the tourist .So that they will get a genuine travel service to visit different places in day time .The detail of such travel agency should be available in the festival website.
8. The undergraduate students with proficiency in English and also having basic knowledge of various tourist spots of the locality` should be trained to host the tourist as guides. That will give the student a great deal of learning experience to earn money. At the same time itwill be cost effective for the tourists.
9. The website of the festivals should be updated all the time .This should be linked to the official website of the tourism department.

10. The tourism department website should have a e-broucher for Dhanuyatra as an upcoming event well in advance in the same way it is showcasing Konark Mahostava, Beach Festival and many more.

9. CONCLUSION

The approach should to have a sustainable tourism which will be fruitful to its identity as well as its environment. Proper planning and management should be undertaken to have sustainable tourism by which the natural resources and environment wouldn't be harmed. Several other crucial factors have to be kept in mind, in order to make the festival big success as outlined in our earlier work on environmental management of Dhanuyatra.

Therefore, the outcome of the research on this festival is to assess its potential impacts to promote tourism and to explore the mechanism to attract tourist is having a firm view of the promotion of tourism keeping the festival as the focal point. There are many exclusive factors of Dhanuyatra which is outlined in this paper which should be taken into consideration in placing its name in the index of festival tourism. Dhanuyatra is worthy to be crowned as an appropriate place for festival tourism.

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