

## Tourism in Indian State of Chhattisgarh- Management Issues and Implications

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### ABSTRACT

Chhattisgarh was introduced on the Map of India on dated Nov. 2000 as the 26<sup>th</sup> Indian state. However, as per the Indian State Hunger Index 2009, it still lags behind many Indian states in economic terms. This paper is an attempt to present the Tourism in Chhattisgarh as the key of Economic Development for the state. The article also highlighted the unique features of Chhattisgarh tourism, various problems in the path of development of Tourism in Chhattisgarh and how with the use of appropriate managerial approaches, the tourism sector in Chhattisgarh can regain its lost shine.

**KEYWORDS** – *Chhattisgarh, Tourism, Economic Development, Management, Approach etc.*

### Introduction

Economic development of the country is the foremost responsibility of the Government and the citizens. However, earlier due to the large size of states like Madhya Pradesh, Uttar Pradesh, and Bihar etc. many of the regions of these states were remain neglected in the terms of development. Hence, to enhance the economic development of these regions with rapid pace, Government of India felt the need of detaching the undeveloped part of these state from the developed one. As a result, on Nov. 2000 a new state evolved from Madhya Pradesh in the form of Chhattisgarh. Sooner, a much rapid development has been observed in Chhattisgarh. However, its development still lags behind, if compared to other Indian states in economic terms. As per the C. Rangarajan panel also, Chhattisgarh, Manipur, Odisha, Madhya Pradesh, Jharkhand, Bihar and Assam were among the poorest states of India with more than 40% population living below poverty line. Among the states adduced above, highest cases of poverty have been reported in Chhattisgarh (The Economic Times, PTI Jul 8, 2014). Many numbers of factors can be made responsible for it, in which tourism is one. As being the most prominent and potential sector, Tourism has not been fully explored in Chhattisgarh. According to the Market Research Division of the Union Ministry of Tourism, Chhattisgarh has not attained any place in the annual tourist arrival data of top 10 states for the year 2014-15 (Pioneer; 15 July 2015).

### Chhattisgarh

Chhattisgarh which is also famous as “Dakshin Khosla” since ancient time has great potential to emerge as the favourite tourist destination in India. Additionally,

the combination of historical, cultural and natural beauty provides an ample of opportunities of tourism in Chhattisgarh.

Further, Chhattisgarh's religious destinations like Ratanpur, Dongargarh, Surguja, Sirpur, Rajim etc. are quiet famous among pilgrims. Its various temples especially of tenth and eleventh century temples at Mallhar are worth seeing. Kunkuri cathedral, Asia's second largest Catholic Church is also worth visiting in Chhattisgarh.

Its unexplored dense forest areas along with beautiful lakes, breezy rivers and picturesque waterfalls further attract the eco-tourist toward itself. It's limestone caves at Kalish gufa (40 Km away from Jagdalpur), Kutumsar cave (38 Km away from Jagdalpur) and Dandak caves; wildlife exposure especially at Bastar; about 3 national parks and 10 sanctuaries along with Dalpatsagar Lake (the largest artificial lake of Chhattisgarh) also provide a lots of exciting opportunities for nature loving people.

Additionally, Baladila's world largest iron ore deposits and Bhilai steel plant at Bhilai can be seen as the industrial tour destination. Beside this, Chhattisgarh tribes with their unique culture, dances, festivals, arts and handicrafts put in an amazing experience to visitor's journey.

Its hill station like Amarkantak; royal places like, Kawardhan Place, Kanker place and Bastar palace; waterfall evolve by means of meeting three rivers at Rajim and Gadiya Mountain also have potential to add value to one's holiday's tours.

But unfortunately in spite of all this, Chhattisgarh tourism industry is not able to attract large number of tourist toward itself due to many reasons. More prominent one are the Naxal's attacks [as per the Chhattisgarh Government over 1,100 people have been killed in Naxal attacks in the state during past six years (IBN LIVE; Jul 17, 2013)], lack of proper infrastructure (According to Chief Minister, Raman Singh, "In Chhattisgarh, it is a monumental task for us to build infrastructure (due to naxalism).

For example, to build a 17 km long road, it took two years and lives of five jawans. It takes too much of money to rebuild roads and bridges, which Naxals frequently blow up," -The Economic Times, Aug 7, 2015), unattractive tourism spot, unhealthy historical infrastructure, lack of support of local people, high rates of crimes, accommodation and food problem for visitor, lack of information and awareness among visitors regarding the various tourist destinations, lack of basic facilities like drinking water and properly trained guides etc. But, it does not at all mean that these problems are persistent. These problems can be resolved through using proper managerial approach.

### **Management Approach to Tourism Sector**

Tourism is a prominent sector of Indian economy. Pilgrimage tourism is also quiet establish in Chhattisgarh. However due to many factors as stated above, its unique features are still not known, not only in abroad but also in India. In order to make the Chhattisgarh tourism more prominent besides proper planning, the following measures should be adopted by the tourism industry:

(a) *Tourism as a Profession*

Tourism industry and Government of India should promote the tourism as a profession and should develop more career prospects in the field of tourism to

make it more attractive. It may further help in reducing the rebellious activities in the state.

(b) *Strategic Alliance*

Government of India should enter into the strategic alliance with the well-known private sector organizations to gain competitive advantage and to provide more efficient services to its customers.

(c) *Marketing aspect*

The Ministry of Tourism should develop more attractive advertisement regarding Chhattisgarh indicating its unique features, various different destinations, festival time, culture, most prominent period of visiting etc. to enhance the tourism in Chhattisgarh. These advertisements should not only be put at T.V., but should also be available at national and international newspapers, radio, internet, etc. along with the attractive and reliable tour packages. Advertisement at different airports, railway stations, sport events etc. can further help in enhancing its effectiveness.

In present scenario, it has also become obligatory for the tourism sector in Chhattisgarh to use different market strategies to enhance its contribution in Indian economy. For the purpose of enhancing the effectiveness of tourism in Chhattisgarh, the tourist places can further be classified into Natural sites, religious places and entertainment places.

Classification of tourist market (Figure 1)-



**Figure 1: Classification of Tourist Places**

(d) *Human Resource Management*

Manpower shortage has emerged as a major problem for Indian tourism industry in present scenario. Therefore, proper manpower planning is very essential for increasing the effectiveness of the Chhattisgarh tourism industry. Further, the government should generate enough employment and career opportunities in tourism in order to meet the demand of professional manpower. Additionally, the tourist department of India should train their

employees in different national and international languages to reduce the communication gap between their employees and the visitors. The tourism industry can also use appropriate strategic HR interventions to enhance team work, communication, commitment, leadership quality etc. among its employees. The employment of a large number of trained and efficient guides at various tourism destinations could further help in adding value to the customer services. A dress code may perhaps enhance the discipline in industry (Figure 2).



**Figure 2 : Human Resource Management of Tourism Sector**

(e) *Efficient services*

By providing the better facility of online tour planning, e-reservation of tour package, accommodation, food, tickets, transportation, hotel etc. the tourism industry can easily add worth to its packages. Concession in air or railway fares or in accommodation might further enhance tourism in Chhattisgarh.

(f) *The concessional tours* consisting of free exposure of the less familiar tourism destinations may further promote the tourism in Chhattisgarh. It will help in generating awareness among the tourists regarding the various unknown tourist spot in Chhattisgarh. Customised tour packages may further help in enhancing the number of visitors in Chhattisgarh.

(g) *Leisure and Entertainment*

By establish amusement parks, entertaining and innovative leisure tourist products, the Chhattisgarh tourism can establish its distinct place in Indian tourism industry.

(h) *More participation of Private sector*

Through providing more incentives, concessions and tax benefits the Ministry of Tourism can further enhance the private sector participation in this industry. Participation of Private sector possibly will add innovation and value to industry along with more professionalism and completion.

(i) *Infrastructure*

In addition to this, through proper infrastructure and road maps of tourist destination at various locations of the city; by making the city more green and

hygienic; through renovation of tourist spots and enhanced support of local people the tourism in Chhattisgarh might be enhanced many folds.

### **Conclusion**

Chhattisgarh has much scope to explore as the one of the favourite destination of tourism in India. But necessity is to use the appropriate managerial approaches to grasp its full potential in tourism sector.

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