

WEST BENGAL'S TOURISM OPPORTUNITIES AND DIFFICULTIES: A SPATIAL ANALYSIS OF BISHNUPUR

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ABSTRACT

One of the most important ideas for the social and economic advancement of society nowadays is rural tourism. The issues and future potential of rural tourism in the state of West Bengal are identified in this study. The principal aims of this research are to investigate the growth and emergence of rural tourism in West Bengal, analyze the tourism gap at Bishnupur, assess the current and future needs for tourism infrastructure in Bishnupur, and promote and market Bishnupur as a major destination for rural tourism in India. Field surveys were used to gather data for the study in order to meet its fundamental goals. In addition to the profile of the tourists, information on the tourism industry's profile includes hotels, guest houses, the number of rooms, the number of employees, etc. Several statistical techniques were employed to examine the gathered data; the Wilcoxon Pair Ranked Model was utilized for the gap analysis. This study offers recommendations for improving and developing rural tourism destinations through appropriate use of the region's tourism infrastructure, active involvement from governmental and private efforts, and efficient use of local resources. In order to provide excellent service, it is important to balance the supply and demand of tourism infrastructure requirements, which is where this study comes in.

Keywords: Tourism, Economic, Fundamental, Employed, Bishnupur, Recommendations, Destinations, Requirements, Efficient, Study.

1. INTRODUCTION

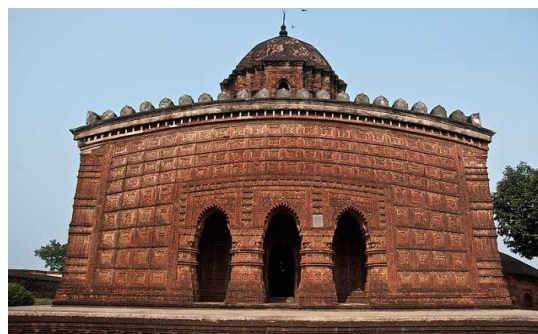
The province of West Bengal is regarded as the center of many tourist destinations and offers an abundance of visually appealing historical sites. Situated in the Bankura district of West Bengal, Bishnupur is a popular tourist destination with a distinct character on the Indian tourism map. Dafta (2018) claims that the unique feature of Bishnupur is the abundance of old and historically significant, exquisite temples, including Radha Krishna temples constructed between 1600 and 1800 CE and terracotta temples constructed by Mala monarchs, among many others. Terracotta ceramics, traditional handlooms, jewelry, and antiquities are the main draws of this area. Bishnupur has the potential to be a popular tourist destination, thus the government has launched a number of initiatives to help draw visitors, such as renovating the temple complex and organizing Bishnupur mela. The government needs to take more steps to promote Bishnupur as West Bengal's premier tourism destination.

2. PURPOSE OF THE STUDY

Studying the prospects and problems facing the popular tourist destination of Bishnupur is the aim of the study. In recent years, Bishnupur's tourism industry has received a lot of attention due to the economic impact of visitors. The Bishnupur people create many commercial firms that contribute to the region's economic growth. Numerous new employment opportunities are created in tourist destinations, including handloom businesses, small car divers, hotels and lodges, and tour guides (Ghosh and Das 2017). The fact that Bishnupur tourism is seasonally dependent presents a hurdle. The majority of tourists deal with infrastructure-related issues, such as poor transportation and a dearth of genuine gifts. This study is crucial in order to identify potential for Bishnupur and a means of addressing the obstacles. The small and clogged roads of Bishnupur often provide a problem to tourists visiting the area.



(a)



(b)

Figure 1. (a). Rasmancha Bishnupur

(b). Madanmohan Temple Bishnupur

(Source: Ghosh and Das 2017, p. 312)

Goal for the research

- To determine the obstacles facing Bishnupur's rural heritage tourism.
- To research the prospects for the Bishnupur tourist destination.
- To comprehend how Bishnupur tourism contributes to the state's growth in revenue.
- To research the steps the administration has made to improve the allure of Bishnupur travel.
- To ascertain the several elements influencing Bishnupur's potential as a tourist destination.

Hypothesis of the study

H0: West Bengal Tourism Development Corporation (WBTDc) should invest more in promoting the rural heritage of Bishnupur.

H1: West Bengal Tourism Development Corporation (WBTDc) should not invest in promoting the rural heritage of Bishnupur.

3. METHODOLOGY

As per Walsh et al. (2021), the population is considered as the individuals present in the study area whereas the sample is considered as the people chosen from the population to complete the study. The population is considered as the group of people possessing the same feature whereas samples are extracted from a population that helps in completing the study.

Sampling design

Various types of sampling method techniques are used to select samples from the population including probability and non-probability sampling methods (Sharma 2017). In this study, a simple random non- probability sampling method has been used to select samples from the targeted population. The sample size in this study is considered as 50 which means 50 people from the population have participated in the study.

Data collection Techniques

Data collection techniques help to collect the relevant data that helps in the completion of the study. According to Sadan (2017), primary and secondary are the two types of data collection techniques that are used in the study. The primary source of data collection method involves surveys, interviews as well as questionnaires. A secondary source of data collection method involves journals, pdfs, and articles. In this study primary source of data collection method has been used (Trinh 2018). Questionnaires have been formed to know the opinion of the respondents.

4. RESULTS OF THE DATA TABLES

1. Do you agree that tourists face infrastructure-related challenges while visiting Bishnupur?

Table 1: Respondent's opinion regarding Infrastructure related challenge faced while visiting Bishnupur

Respondent's opinion	Number of Respondents
Strongly Agree	20
Agree	15
Neutral	2
Disagree	8
Strongly Disagree	5

2. Do you think that the government should provide proper funds for the renovation of temples present at Bishnupur?

Table 2: Respondent's opinion regarding support of the government in the renovation of temples present at Bishnupur

Respondent's opinion	Number of Respondents
Strongly Agree	17
Agree	13
Neutral	3
Disagree	7
Strongly Disagree	10

3. Do you agree that employment generation in Bishnupur tourism depends on the season?

Table 3: Respondent's opinion regarding the dependency of employment generation on season

Respondent's opinion	Number of Respondents
Strongly Agree	30
Agree	15
Neutral	1
Disagree	2
Strongly Disagree	3

4. Do you think that infrastructure improvement will help generate a large number of business enterprises?

Table 4: Respondent's opinion regarding the impact of improved infrastructure on the generation of a large number of business enterprises.

Respondent's opinion	Number of Respondents
Strongly Agree	19
Agree	11
Neutral	5
Disagree	8
Strongly Disagree	7

Graphical Representation

1. Do you agree that tourists face infrastructure-related challenges while visiting Bishnupur?

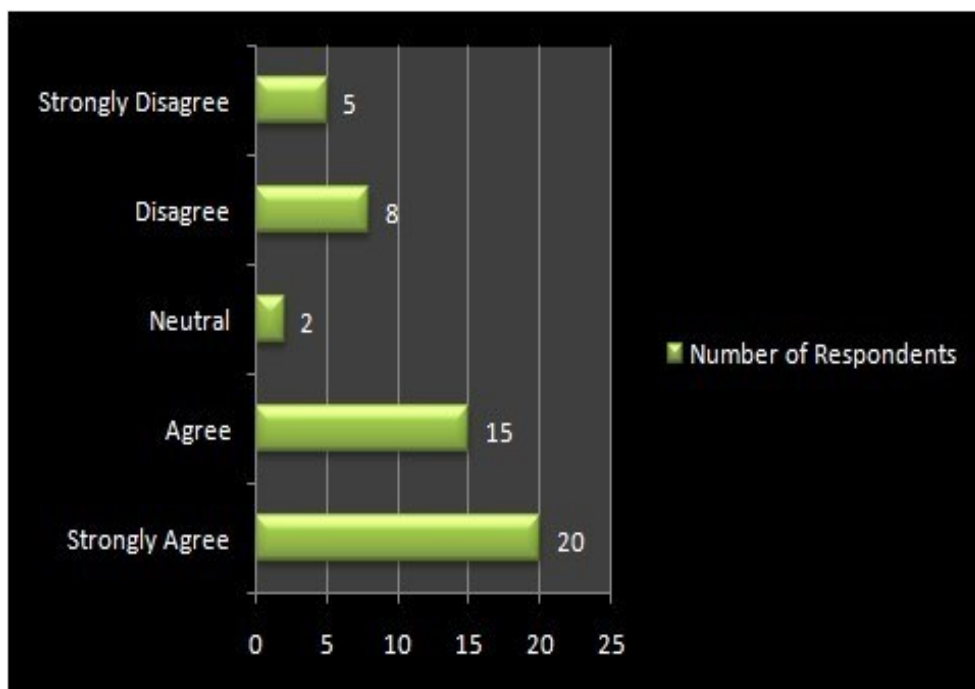


Figure 2: Respondent's opinion regarding Infrastructure related challenge faced while visiting Bishnupur

2. Do you think that the government should provide proper funds for the renovation of temples present at Bishnupur?

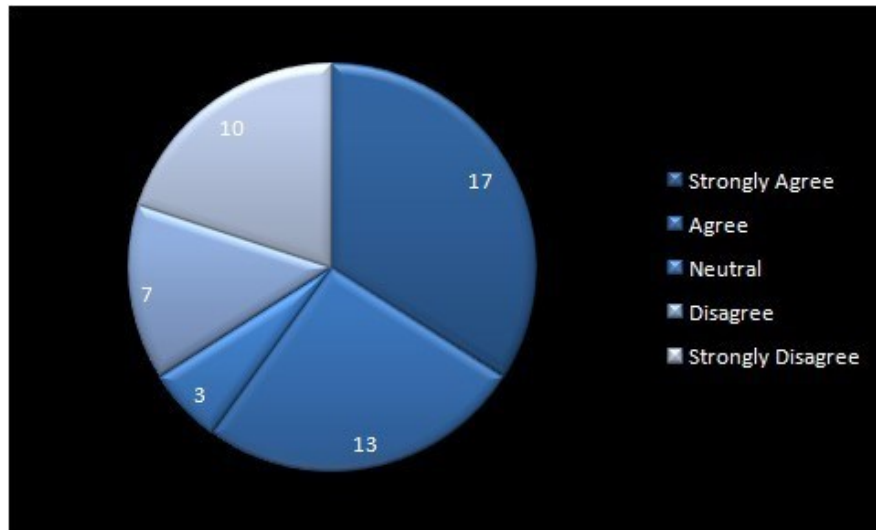


Figure 3: Respondent's opinion regarding support of the government in the renovation of temples present at Bishnupur

3. Do you agree that employment generation in Bishnupur tourism depends on the season?

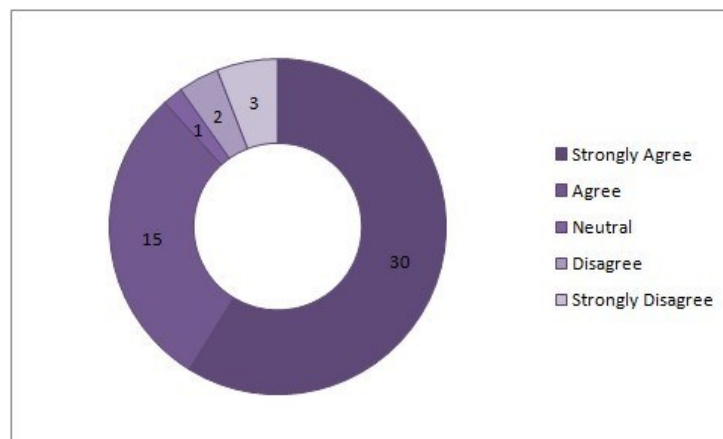


Figure 4: Respondent's opinion regarding the dependency of employment generation on season

4. Do you think that infrastructure improvement will help generate a large number of business enterprises?

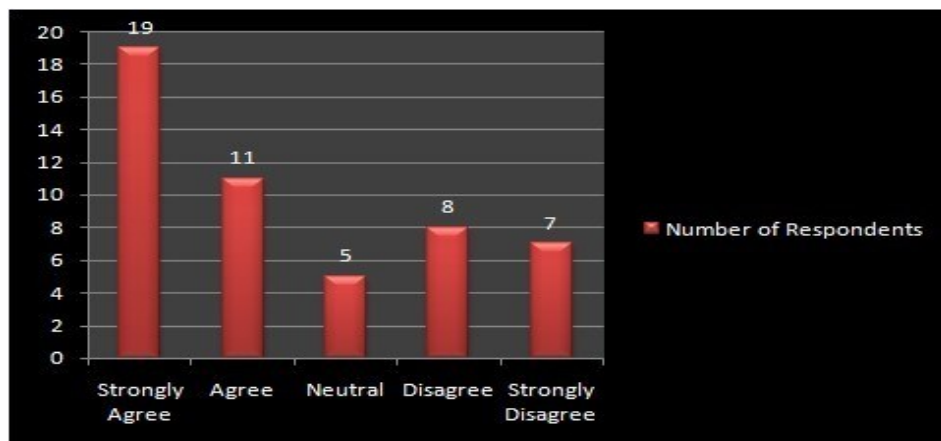


Figure 5: Respondent's opinion regarding the impact of improved infrastructure on the generation of a large number of business enterprises

Assessment of the information

According to Table 1, it is evident that of the 50 respondents, 20 highly agreed that Bishnupur tourism suffers infrastructure-related issues, while 15 respondents agreed with the strongly agreed respondents' assessment. Two

respondents expressed no view, while eight expressed disagreement with the infrastructure difficulty at the popular tourist destination of Bishnupur. Five people strongly disagreed with the views of those who strongly agreed and agreed, and they backed the opinions of those who disagreed (Saha and Paul 2021).

As shown in Table 2, 17 respondents expressed a firmly agreed-upon opinion about the need for funding for the restoration of the temples at Bishnupur. Out of 50 respondents, 13 agreed or strongly agreed with the respondents' viewpoint. Three respondents, according to Basu (2020), had no opinion on the necessity of funding for the restoration of the temples in Bishnupur. Ten people backed the views of those who disagreed, while eight disagreed with the opinions of those who agreed and strongly agreed.

Table 3 reveals that most of the respondents concurred that the season had an impact on how many jobs are generated by Bishnupur tourism. Out of the responses, 15 expressed agreement with the strongly agreed respondents' opinion, while 1 expressed a neutral opinion. Two respondents did not find that employment generation depended on the season, and they disagreed with the opinions of those who strongly agreed and agreed with respondents. Three respondents highly agreed with the opinions of those who disagreed, while rejecting the opinions of those who strongly agreed and agreed (Rani and Sofique 2019).

Table 4 shows that 19 out of 50 respondents strongly agreed that improving Bishnupur's infrastructure will encourage the growth of commercial firms. Eleven respondents expressed agreement with the viewpoint of those who strongly agreed. Eight individuals disagreed with the agreed and strongly agreed opinions of the other respondents, while five respondents gave neutral responses. Seven respondents backed the viewpoint of respondents who opposed and strongly disagreed with the opinions of respondents who agreed and strongly agreed.

5. FINDINGS OF THE STUDY AND RESULTS

According to Banerjee (2018), Bishnupur is a popular tourist destination in India with stunning temples that draw large numbers of visitors each year. The data research makes it evident that tourists find their journey more challenging when traveling on small, busy roadways. Travelers have a lengthy and painful voyage ahead of them. The lack of transportation and access to clean drinking water are only two of the infrastructure issues that make the trip challenging for tourists. Even if the sites are stunning, tourists find the journey to be uncomfortable.

Karim and Ahmed (2019) claim that a significant difficulty facing Bishnupur's temples is the government's extremely low financing for their renovation. The historic temples of Bishnupur require renovation, but they lack adequate amenities because of a lack of social and human capital participation. Because travelers avoid Bishnupur between November and March, the city's tourism industry is seen as seasonal, which has an impact on the creation of jobs in the area. In Bishnupur, the majority of businesses, including hotels, lodges, and tour operators, rely on the influx of tourists. The seasonal influx of tourists has an impact on these jobs. According to Bera (2021), Bishnupur has a number of advantages that can draw tourists. Receiving assistance from the government can help Bishnupur's situation, which would help the city's commercial sector grow.



(a)



(b)

Figure 6: (a). Nandalal Temple

(b). Dalmadal Kaman

(Source: Karim and Ahmed 2019, p. 421)

6. CONCLUSION

Bishnupur, one of the most well-known tourist destinations in West Bengal, has a lot of room to grow. To ensure that tourists have a positive experience, the West Bengal Tourism Development Corporation (WBTDC) needs to make

investments to upgrade Bishnupur's infrastructure. The government had to put in place a suitable marketing plan to highlight Bishnupur's history. Since Bishnupur has a lot of visually appealing attractions that can attract tourists, it is critical that the government address the economic problems the locals are facing. Development of ecotourism is seen as a tool for development, not just for increasing tourism but also for decreasing poverty, especially in rural regions. Even while poverty is prevalent and extensive, it is more severe in forested areas. Only agriculture, raising livestock, and cross-border trading are viable economic endeavors in those regions. All of these subsistence-focused activities have low productivity. Through connections to global marketing chains and commercial processes, ecotourism is predicted to involve them in higher production areas.

7. RECOMMENDATIONS

- Government should renovate the temples present at Bishnupur to increase the number of tourists that will help in the development of the state.
- Government should focus on the infrastructural issues to provide a comfortable journey for the visitors. They should construct broad and smooth roads and offer a lot of transportation facilities to provide a satisfactory journey to the tourists.
- It is recommended to resolve the conflict arising within and between communities to use the funds provided by the government.
- Government should take major initiative for organizing events such as fairs that include traditional things to attract more and more people.
- Proper marketing strategies should be implemented to promote local artisan that helps in promoting the significance of Bishnupur.

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