

## Chapter 12

# Gap Analysis and Infrastructure Requirement for Tourism Development in the State of West Bengal: Evidence from Bishnupur, West Bengal, India

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### **ABSTRACT**

*The rural tourism concept has become one of the vital issues of economic and social benefits to the society. This study identifies the problems and prospects of rural tourism in the state of West Bengal. The primary objectives of this study include an exploration of the development and emergence of rural tourism in the state of West Bengal, analysis of the tourism gap at Bishnupur, examination of the existing as well as future requirement of tourism infrastructure of Bishnupur, and the promotion and marketing of Bishnupur as an important rural tourism destination in Indian Scenario. For the fulfillment of the basic objectives, data for the study were collected through field survey. Information about the profile of tourism industry includes hotels, guest houses, number of rooms, number of persons employed, etc., as well as the profile of the tourists. The collected data has been analyzed using different statistical methods, Wilcoxon Pair Ranked Model used for Gap analysis. This study indicates how to develop and upgrade the rural tourism destinations by proper utilization of tourism infrastructural amenities in the area as well as active participation by public private initiatives and local resource utilization. This study is relevant for balancing the demand and supply of tourism infrastructural requirement indicators, which can offer service excellence.*

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## **1. INTRODUCTION**

Tourism turns the largest industry worldwide in terms of employment and gross domestic product. The tourism industry has been growing rapidly as well as changing at a fast pace. West Bengal is a land of splendid destination with rich cultural heritage, historical heritage, flora and fauna, spectacular beaches and mountains and wildlife. There are a few states in India with the variety that West Bengal has offered. Tourism has various dimensions in various aspects like economic, social, demographic, technological, geographical, cultural, natural, and so many fields. The attractions of tourists have been growing up on the above stated types of dimensions. Tourism now has laid down emphasis on the rural areas. In the context of socio-economic objectives it is necessary to take vital steps which are constructive and positive. Tourism is also an employment oriented sector. It is estimated that hotel and catering sector provide more than 10% of the total employment generated by the tourism industry. There is an opportunity which supplies various goods, needed for tourism product may be in the position to open avenues of employment. Rural parts generally following kinds of products are available viz. historical, heritage, natural based, medication based, religious based, cultural based and manmade. Which have got a great potential with respect development of tourism, also if certain constraint are removed this could be developed to their fullest excellent and there are certain great examples and certainly few countries where it will be showing public and political will these things have been made possible. All of them religious and historical type of rural tourism products are given much space for rural development (Trivedi et. al., 2005). In India we observe that there is tourist congestion in urban, religious and historical sites and simultaneously innumerable tourist sites remain unknown and unnoticed in the rural belts of our country. This paper has observed that a tourist site, which was, once located in extreme rural location has come

to limelight due to its historical importance or publicity by the local government and they have developed into a tourist village with variety of improvements in civic amenities, road and rail connection, hospitality and cottage industry. This has in turn brought immense change in the local economy in terms of growth of handicraft industry, employment, life style of the local population, etc.

## **2. LITERATURE SURVEY**

Tourism studies turned its attention to 'alternative' forms of tourism, suggesting that these were more likely to overcome the exploitative dimensions of mass tourism in developing countries (Lea 1993; Brohman 1996; Khan 1997). The 'pro-poor tourism' (PPT) approach can be seen as an attempt to take these questions into account and to target the benefits of tourism more directly towards poverty reduction (Brown & Hall 2008). According to Negi (1990) the attractions in rural areas are enjoyment of rural scenery, the desire for open space, quiet and peace of mind, rural sports like hunting, fishing, ethnic attractions like folk life, custom, food, drinks, and festivals, educational and historical attractions like castles, churches, temples and monasteries etc. According to Jennet Hanshall (2000) "describes that Rural area is that rural tourism uses the country side as resources, which is associated with the search by urban dweller for tranquility and space for outdoor recreation rather than being specifically liked to nature." Bramwell and Lane (1994) point out that "Rural tourism is a multifaceted activity. It is not just farm based tourism. It includes farm based holidays but also comprises special interest nature holidays and ecotourism, walking, climbing, riding, adventure, sports & health tourism, hunting, and angling, educational travel, arts & heritage tourism & in some areas ethnic tourism." Tourists participate in creation of sales, profits, jobs, returns and income. Tourism is characterized by the fact that consumption takes place where the

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