

## Chapter 39

# Relationship among Influencing Factors of Tourism Infrastructure: An Empirical Assessment at Kamarpukur, India

**Nilanjan Ray**

*Netaji Mahavidyalaya, India*

**Dillip Kumar Das**

*The University of Burdwan, India*

### ABSTRACT

*The primary objectives of this study includes to identify the growth, development of tourism in the state of West Bengal, to study the tourism factors which affect the tourists' satisfaction of West Bengal in general and Kamarpukur in particular, to study the role played by the Government, Department of Tourism, analyze future requirement of tourism infrastructure of Kamarpukur as an important tourism destination in Indian Scenario. For the fulfillment of the basic objectives, data for the study were collected through field survey. The sources of secondary data collected were legal documents, official statistics, reports, publications including data from district information centre. In the originality point of view this study is a sincere attempt to disseminate the required infrastructural framework at Kamarpukur and also encounter the strategies for development of sustainable rural tourism at this destination.*

### 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 & fauna, spectacular beaches & mountains & wildlife. There are a few states in India with the variety that West Bengal has offered.

DOI: 10.4018/978-1-7998-2469-5.ch039

### ***Relationship among Influencing Factors of Tourism Infrastructure***

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. Rural Tourism is a dynamic sector in local economics where farming, forestry or other traditional activities sustain the importance. The obvious and rapid development of rural tourism gains deserved attention from social science. 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. Rural tourism has remained neglected in India for variety of factors like lack of infrastructure, civic amenities, lack of publicity, and peoples' ignorance in accessibility to tourist location. As a result, tourists from home country and overseas countries prefer to visit urban tourist sites. Rural tourism includes both those who intend to stay away from home for one night or more and those out for the day in the countryside for instance, visiting attractions, walking, cycling or enjoying a whole different range of countryside activities. These people spend money in village shops, pubs, and restaurants and in market towns. They provide a market for local produce and create opportunities for local entrepreneurship. Those staying overnight will do so in hotels or inns, bed and breakfast establishments or self-catering accommodation, on the farm, on caravan parks or campsites, or with friends and relatives. The tourism potential of Bengal is vast and varied. The state has no doubt has plenty to offer in terms of religious, cultural and wild life tourists. The state has 3 D's namely- Darjeeling, Digha and Duars. 3 M's namely – Malda, Murshidabad, and Mukut Mani Pur. The state has also promoting Vishnupur in terms of 3 T's namely-Temple, Terracotta and Textile. Apart from these, the state is having lot to offer to the tourists in terms of handicrafts, textiles, art forms etc. Again in the context of Kamarpukur 3H's namely- History, Heritage and Handicraft. The west Bengal heritage of handicraft is legendary The exquisite texture of Baluchari Sarees, Silk and Tasar Textile from Murshidabad, Birbhum, Bankura, Hoogly and Nadia districts have become the Choice of the Century. The fascinating handloom textiles of the same regions as mentioned above are now attracting world-wide attention. Besides the garment materials, jute products, wood and cane products, conch-shell products, brass wares and folk dolls and handicrafts belonging to different schools of art as Dokra art etc. Now embellish a large many drawing rooms. The salient point, however, to be noted in this context, is that each of these schools. In spite of their contiguity has maintained its own distinguishing features down the ages.

11 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

[www.igi-global.com/chapter/relationship-among-influencing-factors-of-tourism-infrastructure/251073](http://www.igi-global.com/chapter/relationship-among-influencing-factors-of-tourism-infrastructure/251073)

## Related Content

---

### The Use of Social Media as a Tool to Capture Customer Value and Interaction

Husam H. Alharahsheh, Abraham Pius, Imad Guenaneand Chad Manian (2020). *Contemporary Management Approaches to the Global Hospitality and Tourism Industry* (pp. 35-44).

[www.irma-international.org/chapter/the-use-of-social-media-as-a-tool-to-capture-customer-value-and-interaction/251666](http://www.irma-international.org/chapter/the-use-of-social-media-as-a-tool-to-capture-customer-value-and-interaction/251666)

### Information and Communication Technologies Investments in Hotel Industry

Pedro Anunciaçãoand João David Rocha (2018). *International Journal of Tourism and Hospitality Management in the Digital Age* (pp. 1-16).

[www.irma-international.org/article/information-and-communication-technologies-investments-in-hotel-industry/210465](http://www.irma-international.org/article/information-and-communication-technologies-investments-in-hotel-industry/210465)

### ISO14001: The Challenges in Establishing Environmental Management Systems in Tourism and Hospitality Establishments

Hanafi Hamzah, Shahrim Karim, Angelo Camilloand Svetlana Holt (2015). *Handbook of Research on Global Hospitality and Tourism Management* (pp. 13-22).

[www.irma-international.org/chapter/iso14001/135800](http://www.irma-international.org/chapter/iso14001/135800)

### Risk Perception and Tourist Types: A Study Among International Tourists

Deepti Jogand Nandakumar Mekoth (2019). *International Journal of Tourism and Hospitality Management in the Digital Age* (pp. 22-43).

[www.irma-international.org/article/risk-perception-and-tourist-types/231523](http://www.irma-international.org/article/risk-perception-and-tourist-types/231523)

### La Barranca del Rio Santiago as Tourist and Eco Touristic Attraction for the Brand Guadalajara, Focused on a National Tourism

José G. Vargas-Hernándezand Jovanna Nathalie Cervantes-Guzman (2020). *International Journal of Tourism and Hospitality Management in the Digital Age* (pp. 10-28).

[www.irma-international.org/article/la-barranca-del-rio-santiago-as-tourist-and-eco-touristic-attraction-for-the-brand-guadalajara-guadalajara-focused-on-a-national-tourism/240702](http://www.irma-international.org/article/la-barranca-del-rio-santiago-as-tourist-and-eco-touristic-attraction-for-the-brand-guadalajara-guadalajara-focused-on-a-national-tourism/240702)