

TOURISM INDUSTRY: THE ROAD AHEAD SHAPING THE FUTURE OF YOUTH'S AND TRIBALS OF JHARKHAND STATE IN THE LAND OF "DHARTI ABA" BHAGWAN BIRSA MUNDA

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ABSTRACT

Tourism and Hospitality industry is emerging industry and playing very actively role important actively role in modern times it is one of the most important sector in the Jharkhand economy towards GDP Contribution of state and we Jharkhandi's very strongly believe that "JOHAR JHARKHAND" where we give respect to every Individual. Jharkhand is the Land of "Bhagwan Birsa Munda" with very strong natural beauty with strong tribal culture in today's modern days we strongly believe our tribal values are very important to save the nature. As we know Jharkhand have beautiful natural beauty it contains falls, Hills, River, International Cricket stadium, Dams, Historical monuments. We have all mixed tourism possibilities which can help our country in economic development and Cultural exchanges part at the same time. Online marketing is also playing very vital role in development of tourism industry in Jharkhand as they provide tour package for every reasons such as Medical Tour Package, Entertaining tour package, Honeymoon Tour packages etc.

Keywords: *Jharkhand Tourism, Natural Beauty, Social, Cultural and Economic Phenomenon.*

Introduction

Tourism is a social, cultural and economic phenomenon related to the movement of people to places outside their usual place of residence, pleasure being the usual motivation¹. From this definition and the fact that tourism is a temporary activity, it can be interpreted that tourism is a demand based concept. The decision of the tourist to make a visit generates additional demand for goods and services, which are provided from the supply side either through increased domestic production or through imports. Therefore, tourism, though a demand-based concept, can also be viewed from the supply side.

Tourism in Jharkhand

- Jharkhand is famous for varieties of species flora and fauna found in the state which attract large number of tourists. Major attraction in the state from tourism point of view is its wildlife sanctuaries, national parks and the zoological gardens which are abundant in different and diverse species of flora and fauna.
- Both domestic and foreign tourist visits have been increasing continuously except for a steep fall in number of foreign tourist arrivals in 2012.
- Domestic tourist visits stood at 2 crore in 2013, posing an annual growth of 0.4 per cent while the numbers in case of foreign tourist visits were recorded at 45,995 and 44 per cent for the same period.
- Jharkhand has only four approved hotels (as on 31st Dec 2012), as per the data compiled by the Ministry of Statistics and programme Implementation (MoSPI). All of these hotels are three-star hotels and these have a total of 198 rooms.

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- The state government and the tourism department lay special focus on rural tourism in Jharkhand. According to the state Tourism Department, two rural tourism sites were sanctioned as on March 2012. The amount sanctioned under Rural Tourism Scheme was Rs. 107.81 lakh. The potential Contribution of tourism sector toward foreign exchange earnings and creating huge employment opportunities at regional national and international level is well established fact. Tourism and hospitality is a complex and heterogeneous sector which creates a multitude of employment opportunities in both the formal and informal sectors. The development of tourism and hospitality sector provides an opportunity for the local population to increase their level of income and in which we have several living examples that is Netarhat, Deoghar, Lohardaga, Simdega land of Birsa, Khhuti, Chaibasa, places Natural beauty and many mores. Tourism and Hospitality sector brings many opportunities to local population to increase their level of income and bring improvement in their standard of living. It has been observed that the tourism and hospitality is one the fastest growing and emerging sectors in the state and country. Tourism is one of them most profitable industries in the country and contributes substantially to foreign exchange. Increased tourism in state and India has created jobs in a variety of related sectors, both directly and indirectly. Almost 20 million people are now working in the India's tourism industry. India's tourism is thriving, owing to a huge surge in both business and leisure travel by foreign and domestic tourists. According to the latest Tourism Satellite Accounting (TSA) research released by the World Travel and Tourism Council (WTTC) and its strategic partner Accenture, India's travel and tourism industry is expected to generate approximately US\$ 275.5 billion by 2018. India accounted for about 32.9% share of world GDP and about 17% of the world population. The goods produced in India had long been exported to far off destinations across the world.

Birsa Munda (1875–1900) was an Indian tribal freedom fighter, religious leader, and folk hero who belonged to the Munda tribe. He spearheaded an Indian indigenous tribal religious millenarian movement that arose in the tribal belt of modern-day Bihar and Jharkhand in the late 19th century, during the British Raj, thereby making him an important figure in the history of the Indian independence movement. His achievements are even more remarkable for having been accomplished before the age of 25.

State Tourism Policy

Jharkhand Tourism Policy for 2015 aims to make Jharkhand as one of the most preferred destination for tourists, both inside and outside of the country and to ensure accelerated development of tourism related infrastructure, increasing employment opportunities, augmenting the resources of the State as also showcasing the rich cultural heritage and traditions of the State

Geographic Profile of State

Jharkhand borders with the states of Bihar to the north, Uttar Pradesh and Chhattisgarh to the west, Odisha to the south, and West Bengal to the east. It was earlier a part of southern Bihar, however in 2000 it became a separate state. It was after the continuous struggle of people in the region, Jharkhand got independence. The objective of the newly created state was to have favourable policies for betterment of backward classes. As per 2011 census, Schedule Caste (SC) and Schedule Tribes (ST) accounts for 12.1 per cent and 26.2 per cent respectively, in Jharkhand. It shows that Jharkhand has substantial ST population, and 91 per cent of ST people stay in rural areas, and remaining 9 per cent are in urban areas.

- Ranchi is capital of Jharkhand and is also known as industrial city of the state. Jamshedpur is another industrial area in Jharkhand. Jharkhand is envisaged to be developed through the Mission Mode Approach (MMA), with clear set of objectives, deliverables and timelines. However, Jharkhand is rural and agriculture as well. Training to the farmers and providing cheap credit facilities are important measures followed by the government. Paddy is the main crop, however, interventions are needed to stabilize its price through procurement schemes of the government. Jharkhand has potential for horticulture and forest products. Jharkhand is administratively not that well planned with 24 districts, 228 towns and 32,394 villages for area of 79,714 sq km in 2011. Population of Jharkhand is approx. 3.3 crs, constituting 2.7 per cent of the total population in 2011.

Demographic and Social Profile

Hinduism with other religions has an important place in Jharkhand. Hindu's are 68.6 per cent of the total people in Jharkhand. Muslims comprise of 13.9 per cent and other religious communities (excluding Hindu, Muslim, Christian, Sikh, Buddhist and Jains) constitute 13 per cent of the total population in Jharkhand, according to 2001, Census. Sarna religion is the most popular religion worshipped by santhal tribes of Jharkhand. These tribes believe in "lord dharmesh" as being "god of the universe". He is also popularly known as "mahaedeo". Sarna name is derived from sal trees. "Sarna devi" is represented as mother goddess that protects the tribes and resides in sal tree. "Sarna sthal" is like a community centre for ceremonies to be held in the village.

- As per census 2011, males constitute 51.3 per cent, while females are 48.6 per cent of the total population in Jharkhand. Population growth rate in Jharkhand during last 20 years has been higher than the national average. In 1991-01 and 2001-11, it grew at the rate of 23.4 and 22.3 per cent respectively, higher than India growth rate at 21.5 per cent and 17.7 per cent. In 2001-11, rate of growth slowed down in comparison to the earlier decade. However, the figures cannot be treated as exact comparison as the state has established itself in 2000. Districts that grew faster than the state average are Kodarma, Latehar, Chatra, Giridih, Pakur, Deoghar, Garhwa, Lohardaga, Palamu, Hazaribagh, SaraikelaKharsawan, Godda, Sahibganj, Ranchi, and Gumla.
- Sex ratio in Jharkhand is not favorable to females as compared to other states, at 947, however, it is still higher than national average at 943. Pashchimi Singhbhum is only district that has more females than males. Simdega has equal proportion of males and females. Dhanbad district has the lowest sex ratio of 908 in 2011. Bokaro, Deoghar, Ramgarh, Palamu, Garhwa, Godda, Giridih and Hazaribagh districts has lower sex ratio than state average.
- Male literacy in Jharkhand is low in comparison to other states at 78.5 per cent and female literacy is 56.2 per cent. Total literacy is 67.6 per cent. Pakur, Sahibganj, Godda, Pashchimi Singhbhum, Chatra, Garhwa, Dumka, Giridih, Palamu, Deoghar, Gumla are districts of lower literacy rates than state literacy. Rural literacy in Jharkhand is 69 per cent and urban literacy is 31 per cent of the total population.
- Density of population is 414 in 2011 which is not only higher than India total density but also of population density in Maharashtra. Dhanbad district has the highest density of population at 1284. Sahibganj district has second highest population density of 719 in 2011. There are regions that have high density coexisting with regions of low density of population in Jharkhand.

Economic Profile

Jharkhand constitute about 1.9 per cent of all-India GDP in 2013- 14. In 2001-11, Jharkhand has grown at an average growth rate of 7.7 per cent, and corresponding rate of growth of the country is 10.0 per cent. It shows that Jharkhand even tough with below average performance during 2001-11, has achieved an exceptional growth in recent year. In 2013-14, growth rate of Jharkhand and India is 8.9 per cent & 4.7 per cent respectively. The growth however, has been fluctuating, years 2005- 06 and 2008-09 registered a negative growth rate.

Nature and wild life tourism - Palash is a state flower, Sal is state tree, Koel is state bird and elephant is state animal. Palamau Tiger Reserves (PTR) has tigers, mammals, snakes, lizards, fish, insects and birds. PTR is a part of Betla National Park (BNP) and is 1014 sq km park established in 1947. BNP in Latehar district in addition to being a tiger reserve, has reptiles, elephants, gaurs, monkeys, pythons, deers, foxes, wolves, antelopes, birds, sal, bamboo trees, and medicinal plants, etc. North Koel river passes through the northern part of BNP. Son river passes through Jharkhand after flowing through Chhattisgarh, Madhya Pradesh and Uttar Pradesh. In Jharkhand, it meets North Koel to flow further down towards Ganga.

- **Society:** Tribes in Jharkhand are Munda, Santhal, Oraon, Gond, Kol, Baiga, Banjara, Kharia, Kora, Korwa, Khond etc. Tribes are engage in agriculture, agriculture related work, art, craft, and hunting. Oriya, Urdu, Nagpuri, Bengali, Bhojpuri, Khortha, Sadri and Angika are languages spoken in Jharkhand. Mundari is the most prevalent language of Munda tribes. Santali language is a type of Munda language, however, other languages are well connected with this one. Santhali language comes close to languages of Khortha, Karmali etc. Angika language has a dialect that is same to languages spoken in Cambodia, Malaysia, Thailand, Vietnam etc. Khariya in Jharkhand is another tribal language of Khariya people situated in east singbhum,

gumla, simdega and hazari bagh. There are other languages which are related with Karmali language of Jharkhand, all these are called Santali languages. However, Karmali is different from Munda language as it is spoken by people who are daily labours and cultivators. These people are either christian or hindu's in the village. Food in Jharkhand is normal, however, Litti and Chokha are crucial part of the meal.

- **Fair and Festivals:** Chhath puja is to worship "sun god" and is most vital festival of Jharkhand. However, there are festivals of tribes in Jharkhand that are important as well. Sarhul is spring festival celebrated through dance and singing when sal tree in Jharkhand has flowers. Saal flowers represent close bond, and the festival is celebrated with rice made beer known as "handia". Karam is another dance and singing festival of Jharkhand tribes, celebrated by youth. Rohini is festival of sowing seeds in the field.

Domestic Tourism Survey (DTS)

- National Sample Survey Office (NSSO) conducted its first comprehensive survey on domestic tourism, called Domestic Tourism Survey, during the period July 2008 to June 2009. This was an all-India household survey and was carried out as part of NSSO's 65th Round of sample surveys.
- Data were also collected for each household member on age, gender, marital status, educational level, usual principal activity status, industry and occupation of employed members, number of overnight as well as same-day trips completed during the last 30 days and the last 365 days.
- For each trip, data on various trip characteristics were also collected. These included leading purpose of the trip, main destination, number of places visited, mode of travel, type of stay, number of nights spent outside usual place of residence, and so on. Finally, for the latest three overnight trips completed during the last 30 days, detailed data were collected on expenditure on different items under the heads of accommodation, food and drink, transport, shopping, recreation, religious, cultural, sporting, and health-related activities, and other expenditures along with information of reimbursement/direct payment by any institution for such trips.
- In Jharkhand, the sample number of households was 3246, comprising 2205 from rural areas and 1041 from urban areas. Number of households reporting overnight visitors were 3116. In other words, 96 per cent of the sample households reported overnight visitors.
- For India, total number of households reporting overnight visitors was estimated at 20.61 crore and total number of overnight visitors was estimated at 78.35 crore. These numbers for Jharkhand were 0.45 crore and 1.79 crore respectively. The rural-urban breakup suggests that of the total 1.79 crore overnight visitors, as much as 85 per cent were from rural areas of the state. As compared to this, at national level, overnight visitors belonging to rural areas are 73.2 per cent of the total.
- Intensity of domestic tourism in each state is measured by the number of trips per 100 household during a year. Jharkhand secured 18th rank in terms of intensity of overnight domestic tourism, with an average of 346 trips per 100 households, as compared to the all-India average of 418 trips per 100 households. Hence, the tourism intensity in Jharkhand is 17 per cent lower than the national-level tourism intensity. Regarding the incidence of trips per 100 rural households, Jharkhand secured 20th rank with 343 trips per 100 households as against 440 for India. The rank for urban Jharkhand was 16th with an average of 360 trips per 100 households as compared to 365 for urban India.

Conclusion

Tourism industry has very vast future in the state which has lots of potential and in this online Marketing which is making world so close is playing very vital role as everything is available over one single click the view of the location, its merit, climate, religious important, cultural important, population, standard of living, the most importantly the price range for every personal from minimum to maximum, hotels for every purpose as required by the personals either that is entertaining, Education, honeymoon, outing, research and the tourism industry is contributing towards the state economic growth and local personals growth tourism sector is creating huge employment opportunities for youth's and tribal's the personals.

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