

Growth and Prospects of Tourism in Odisha

Dr. Kabita Kumari Sahu

Lecturer in Economics, North Orissa University Baripada, Odisha

ABSTRACT: *The objective of the paper is to analyse the growth and performance of tourism sector in Odisha. The change in domestic tourists compared to previous year is 13.7 percent in 2004-05 which increased to 14.5 percent in 2007 & 15.5 percent in 2008. The foreign tourists increased by 18.6 per cent in 2005 compared to previous years. In the year 2004-05, there was 13.7 percent increase in total tourists but it came down to 9.4 per cent in 2010-2011. October to March is the peak period for tourism when 70 % of tourist visit Odisha. April to September is the lean period when a small proportion of foreign tourist visit the state.*

Keywords: *Domestic, Foreign, Peak Season, Tourists,*

I. INTRODUCTION

The role of tourism in the economic development of a country has been the focus of study and research. It is the general consensus that tourism has been pivotal in social progress as well as an important vehicle of widening socio-economic and cultural contacts throughout human history. Over the past years, many developing and developed countries have considered tourism as an option for sustainable development of their nations. The importance of tourism as a contributor to economic growth is so widely accepted that year after year throughout the world a massive investment continues to pour in its development. Tourism has emerged from being a relatively small-scale activity into one of world's largest industries and a fastest growing global economic sector of the world economy from the 1960s onwards. The international tourist arrivals have shown an uninterrupted growth from 25 million in 1950, to 681million in 1980, to 438 million in 1990 and to 681million in 2000. The international tourist arrivals were 880 million and the corresponding international tourism receipts was US\$ 852 million in 2009. The tourist arrivals in Asia and the Pacific were 181 million and corresponding tourism receipt was US\$ 204 million. As per UNWTO estimates, the worldwide international tourist arrivals increased by 7per cent between January and June 2010. For the full year 2010, UNWTO projects growth international tourist arrivals of between 3 to 4 per cent. In 2010, tourism is expected to generate 21.7 per cent of world gross domestic product; 10 per cent of global capital investments, 9 per cent of world wide employment, and 22.2 per cent of worldwide exports of goods and services. All these cast for a significant role of tourism sector in the long-run growth of host countries across the globe. It was in 1945 that the first ever step was taken to popularize the concept of tourism in India, by appointing the Sir John Sargent Committee which in 1946 submitted the report with suggestions of the formation of regional offices at Bombay, Delhi, Calcutta and Madras. And, it came into being in 1949with the setup of a Tourist Traffic Branch along with two regional offices in Bombay and Delhi. It was however, on 1 March 1958, that a separate Tourist Department in the ministry of Transport and Communication was established in place of Tourist Traffic Branch in the same ministry. In 1967, tourism elevated to the Ministry of Tourism and Civil Aviation. And, since then the concept of tourism developed and gathered momentum in India.

Tourism today has become an important segment of India economy contributing substantially to sustainable development of the country. India has succeeded in becoming the most preferred place amongst domestic and over seas travelers. Tourism exposes international travellers to India's diverse culture. The tourism sector has been instrumental in generating foreign exchange, employment opportunities and household income for Indians, as it has in many other developing economies. Thus the development of the tourism sector appears to have been as important as the development of other sectors of the Indian economy. The biggest advantage of the tourism industry is that it can generate maximum employment opportunity. Tourism helps in regional and economic development. Recent study shows that the globalisation and open economy helped tourism to emerge as one of the biggest forex earners for India. It brings the opportunity of infrastructure development. The overall development of any country depends especially on the improvement of road, vehicles, communication, water supply, airports and railway stations. Economic progress and industry development depend completely on the overall development of country. And tourism plays a major role in this overall infrastructural advancement. Tourism helps agriculture and other industries directly and indirectly. In India, the tourism industry helped generate about five million jobs, the foreign tourists buy handicrafts worth around Rs. 10 billion a year; the total income from this smokeless industry is around Rs. 200 billion and the regions like Aurangabad in

Maharashtra, Khajuraho in MP, Jammu & Kashmir, and Raghurajpur in Odisha have emerged with the help of tourism only.

In fact Indian tourism industry has gone to new height in recent times. Both tourist arrival as well as revenue earned thereof are showing a steep hike. As per the World Travel and Tourism Council estimate, this sector now generate more than 4% of the country's GDP and more than 20 crore jobs. As a whole, Tourism is expected to generate 13 billion of economic activity now and by 2014, it is expected to grow to \$ 25.08 billion. Among the different regions of the country, North India attracts the highest number of tourists. As a whole, 49% of foreign tourists throng to this part of the country while Western India attracts 29% of them. With 18 % of foreign tourist, South India remains in the third spot while Eastern region has a very negligible share of only 4 % of foreign tourists.

Tourism is therefore, a major engine of growth for Indian economy. Today tourism is the largest service industry in India, with a contribution of 6.23 per cent to the national Gross Domestic Product (GDP) and providing 8.78 per cent of the total employment. India witnesses more than 5million annual foreign tourist arrivals and 562 million domestic tourism visits. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$ 275.5 billion by 2018 at a 9.4 per cent annual growth rate. According to World Travel and Tourism Council, India will be a tourism hotspot from 2009-2018, having the highest 10-year growth potential. As per the Travel and Tourism Competitiveness Report 2009 by the World Economic Forum, India is ranked 11th in the Asia Pacific region and 62nd overall, moving up three places on the list of the world's attractive destinations. It is ranked the 14th best tourist destination for its natural resources and 24th for its cultural resources, with many World Heritage Sites, both natural and cultural, rich fauna, and strong creative industries in the country. India also bagged 37th rank for its air transport network. The India travel and tourism industry ranked 5th in the long-term (10-year) growth and is expected to be the second largest employer in the world by 2019. Tourism sector in India is, therefore, growing and it has vast potential for generating employment and earning large amount of foreign exchange besides giving a fillip to the country's overall economic and social development. In this context, the objective of the paper is to analyse the number and growth of domestic and foreign tourists to Odisha from 2000 to 2011.

II. LITERATURE REVIEW

Dasgupta and et al.(2007) mentioned that Man as a traveller is known since time immemorial. Generally with the passage of time their travel turned to several new dimensions-travel as an adventure, travel as hobby, for relaxation, to enjoy natural beauty, as a pilgrimage, to acquire knowledge on historical aspects and archaeological sites. Travel some times is associated with adventure and some times for religious purpose by visiting pilgrimages or by taking holy dip. Thus, travel or tour has a very important position in human life and ultimately tourism that is movement of people within their own country or across the national border became one of the largest and gainful industries in the economic domain of human life.

Chattopadhyay (2006) explained that Religious tourism generates revenue in a way as no other kind of tourism does. It has a distinct edge over other kinds of tourism due to the pull of huge crowds in the form of tourists .Pilgrim tourism to holy places (*tirtha-yatra*) is an ancient and continuing religious tradition of the Culture of Hindus. Here religion, as a cultural dimension, assumes the vital role and central focus of tourism in which the tourists (pilgrims) from all strata of the Hindus participate. In pilgrim tourism, the dimension of religion forms the basis of tourism of pilgrimage by offering the reward of purification of the soul and attainment of objectives related to the problems of mundane existence. Hindus from time immemorial were attracted to their numerous holy sites spread throughout India.

Ash and Turner (1976) argues that Tourism development also has some positive and negative upon cultural traditions, lifestyle, and environment of the local people. Tourism also causes decline in morality through unending pursuit of fun, sun and sex by the golden hordes of pleasure seekers in the vacation destinations thus increasing in prostitution, drug consumption etc. Degradation of natural environment in tourists receiving areas is another problem, which is directly proportionate to the tourists' intake.

Murphy (1990) in his book, "Tourism Community Approach" carried a more balanced assessment of the industry and its impacts, since it involves the interests of many groups within a given setting. The travel industry produces expectations, sells dreams and provides memories. The Tourist Industry is composed of variety of trades in goods and services. Primary travel trades in the tourist industry are; hotel industry, food and beverage industry, transport industry, travel industry. Whereas, secondary travel trades include; retail shops of souvenirs, antiques and gifts etc, Banks and financial institutions, hair dressers, laundries and suppliers of goods and services for hoteliers, caterers and transport undertakings.

Malik, Muhammad Bilal (1988) explained that there is direct and positive relationship between the tourism growth and economic development. The economic impact grows deeper and wider as tourism grows. In Northern Areas tourism had proved to be one of the major catalysts of initiation and acceleration of

development process. Significant rise in income level, changing consumption pattern, flow of goods and services in the area speaks of significant contribution of the tourism to the improvement in the area's economy.

Role of Tourism in the Economy of Odisha

Odisha has been the tourists' paradise right from the hoary past. In the ancient times, religious preachers and social reformers had come to Odisha to countenance the cult of Jagannath. Saints and savants had visited the land to strengthen their religious convictions. Now-a-days, tourists came to Odisha not merely for visiting places of pilgrimage, but also to see the art and architecture of the temples. Odisha otherwise known as 'Utkal' stands for excellence in the field of art and architecture. Puri, Bhubaneswar and Konark have been attracting hundreds of thousands of tourists from different parts of the country and abroad. Persons interested in antiquities came to Odisha to have a glimpse of Dhauligiri and Khandagiri in the neighborhood of Bhubaneswar as well as Pushpagiri Buddha Vihar at Lalitagiri in the district of Jajpur. Health seekers came to golden beach at Konark, Puri or Gopalpur to spend sometime. Chilka, the largest brackish water lake in Asia where migratory birds and Dolphins are of special attraction is another tourist spot in the state. Nature lovers also find enjoyment by going to Nandankanan near Bhubaneswar, Similipal National Park and Tiger Project in Mayurbhanj, Saptasajya and Kapilas Hills in Dhenkanal, Bhitarkanika wildlifesanctuary in Kendrapara as well as beautiful waterfalls of Duduma, Ghagra and Khandadhar. In spite of the presence of such picturesque tourist spots and places of historical importance, tourism in Odisha has occupied a backseat.

Major Tourist Attractions of Odisha are Nandankanan Zoological Park, Odisha State Museum, Chilika Lake, Puri Beach., Konark Sun Temple, Jagannath Temple, Barabati Fort, Qadam-I-Rasool, Lingaraj Temple, PuriRathYatra, Mukteswara Temple, Udaigiri&Khandagiri Caves are the major tourist attractions in Odisha. Bhubneswar, Konark, Puri, Ratnagiri, Dhavaleshwar ,Gopalpur on Sea, and Chilka Lake are some of the popular travel destinations in Odisha.

Growth and Performance of Tourism in Odisha

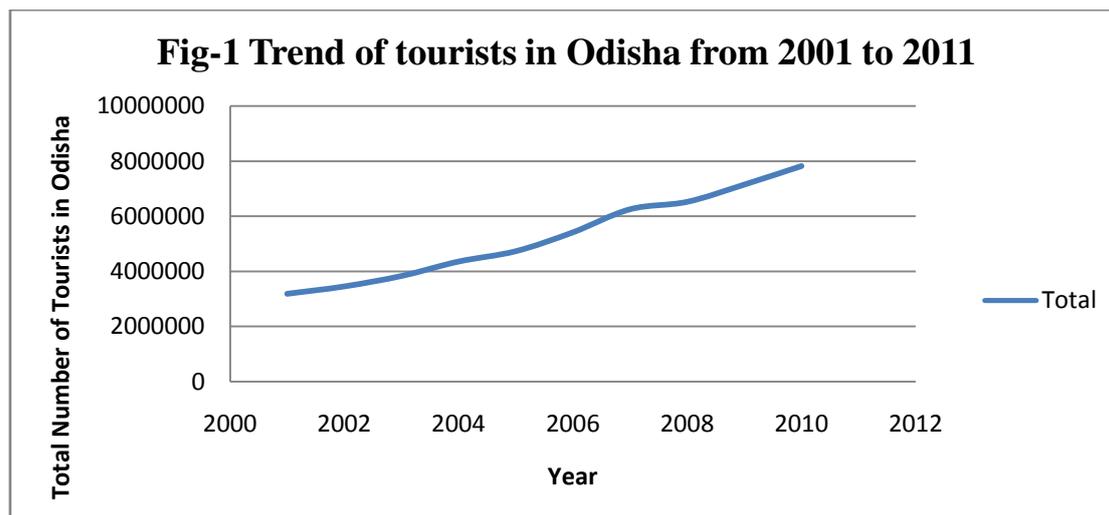
The number of tourists are increasing in all states of the country due to population growth and improvement in standard of living of the people. The domestic tourists are continuously increasing to Odisha but foreign tourists decreased in 2001-02 and 2008-09. The trend and pattern of tourist visit to Odisha are given below in table-1.

Table-1 Number and Change of Tourist in Odisha from 2001 to 2011

Year	Domestic	% Change	Foreign	% Change	Total	% Change
2001-2002	31,62,533	6.1	21,971	-14.1	31,84,524	5.9
2002-2003	34,29,027	8.4	23,488	6.9	34,52,515	8.4
2003-2004	38,05,968	11.0	25,556	8.8	38,31,524	11.0
2004-2005	43,26,002	13.7	30,300	18.6	43,56,302	13.7
2005-2006	46,95,647	8.5	35,731	17.9	47,31,378	8.6
2006-2007	53,77,123	14.5	39,407	10.3	54,16,530	14.4
2007-2008	62,10,586	15.5	43,311	9.9	62,53,897	15.4
2008-2009	64,82,213	4.37	42,303	-2.32	65,24,516	4.32
2009-2010	71,70,079	9.59	47,105	11.35	71,51,184	9.6
2010-2011	77,70,741	9.38	53,212	12.96	78,23,953	9.4
Mean	5242992		36238.4		5272632	
SD*	1613049		10639.52		1614911	
CV**						
ADF Test***	Non stationary		Non stationary		Non stationary	

Source- Economic Survey, Odisha, 2010-11

* Standard Deviation, ** Coefficient of Variation, *** Augmented Dicky Fuller Test for Stationarity of time series data



In the year 2001-2002 the total number of domestic tourist was 31, 62,533 and foreign tourist was only 21,971. There is 6.1 per cent change in domestic tourist compared to previous year. There is continuous rise in next three years. The percent change is 13.7 percent in 2004-05. Then there is an increase to 14.5 in 2007 & 15.5 in 2008. Total domestic and foreign tourists in Odisha has increased by 5.9 per cent in the year 2001-2002. In the year 2004-05, there was 13.7 percent increase in tourists but it came down to 9.4 per cent in 2010-2011.

Seasonal Variation of Tourists in Odisha

The weather condition is an important determinant of tourist visit to India & Odisha. Since Odisha has hot climate during April to June and rain from July to September, this period is called lean tourism season. Peak tourism season is October to March. The seasonal variation of tourist visits to Odisha is presented in table-2. Total tourist (both domestic and foreign) visit to our state during the whole year 2008 were 64, 02,411, in 2009 69, 37,194 and in 2010 it increases to 76,42,047. Tourist visit to our state both domestic and foreign during January -June in 2008 were 29,61,925, in 2009 it was 32,08,254 and in 2010 it increases to 35,51,604. Tourist visit to our state both domestic and foreign during July -December 2008 were 34,40,486, in 2009 37,28,937 which increased to 40,90,443 in 2010.

Table-2 Domestic and Foreign Tourist Visit in Odisha during Peak and Lean Period

	2008	2009	2010
(a) Visits during the whole year	64,02,411	69,37,194	76,42,047
*Increase/Decrease	4,15,641	5,34,783	7,04,853
*Change in percent	6.94 %	8.35 %	10.16 %
(b) Visit during January-June	29,61,925	32,08,254	35,51,604
*Increase/Decrease	3,62,859	2,46,329	3,43,350
*Change in percent	13.96 %	8.31 %	10.70 %
©visit during July - December	34,40,486	37,28,937	40,90,443
*Increase/Decrease	52,782	2,88,451	3,61,506
*Change in percent	1.56 %	8.38 %	9.69 %
(d) Visit during January-March & October-December (peak period)	37,28,022	40,54,236	45,19,543
*Increase/Decrease	2,45,819	3,26,214	4,65,307
*Change in percent	7.06 %	8.75 %	11.47 %
(e) Visit during April - September (Lean period)	26,74,389	28,82,955	31,22,504
*Increase/Decrease	1,69,822	2,08,566	2,39,549
*Change in percent	6.78 %	7.79 %	8.31 %

Total tourist visit to Odisha during peak period that is January -March & October-December was 37,28,022 in 2008. Tourist visit to our state both domestic and foreign during April-September (Lean Period) in

2008 was 26, 74,389 which increased to 31,22,504 in 2010. The percent change is approximately 6 % to 7 % in Odisha over the years.

Season wise foreign tourist has wide variation over the years which is shown in table-3.

Table – 3 Season wise foreign tourist visits in Odisha

	2008	2009	2010
(a)Visits during the whole year	43,966	45,684	50,432
*Increase/Decrease	2,086	1,718	4,748
*Change in percent	4.98percent	3.9percent	10.39percent
(b)Visit during January-June	23,742	22,623	24,935
*Increase/Decrease	1,712	(-),119	2,312
*Change in percent	7.77 percent	(-)4.71percent	10.22percent
©visit during July - December	20,224	23,061	25,497
*Increase/Decrease	374	2,837	2,436
*Change in percent	1.88 percent	14.02percent	10.56percent
(d)Visit during January-March & October December(peak period)	29,044	28,091	31.195
*Increase/Decrease	1,434	(-)953	3,104
*Change in percent	5.19 percent	(-)13.28percent	11.05percent
(e)Visit during April – September(Lean period)	14,922	17,593	19.237
*Increase/Decrease	652	276	1,644
*Change in percent	4.57 %	17.89%	9.34 %

Data of Tourism department, Govt of Odisha & authors Calculation

In the whole year 2008, 43,966 foreign tourists came to Odisha which was 4.98 percent to the total number of tourists. The foreign tourist visit to Odisha during January –June in 2008 was 23,724 .The foreign tourist visits to Odisha during July-December in 2008 was 20,244. The foreign tourist visit to Odisha during January- March (Peak period) was 29,044 which is 5.19 percent. The foreign tourists visit to Odisha during April-September (Lean Period) was 14.922 that is 4.57 percent to total tourists visit. The foreign tourist visit to Odisha during July- December 2010 were 25,497 .The percent is 10.56 percent. The foreign tourist visit to Odisha during January- March (Peak period) were 31.195 and the percent is 11.05 percent. The tourist visit to Odisha during April-September 2010 (Lean Period) was 19,237 which is 9.34 percent.

The seasonal variation of domestic tourist to Odisha is given in table-4.

Table- 4 Seasonal Variation of Domestic Tourist Visit in Odisha

	2008	2009	2010
(a)Visits during the whole year	63,58,445	68,91,510	75,91,615
*Increase/Decrease	4,13,555	3,33,055	7,00,105
*Change in percent	6.96percent	8.38percent	10.16percent
(b)Visit during January-June	29,38,183	31,85,631	35,26,669
*Increase/Decrease	3,61,147,	2,47,448	3,41,038
*Change in percent	14.01 %	8.42 %	10.7 %
©visit during July - December	34,20,262	37,05,879	40,64,946
*Increase/Decrease	52,408	2,85,617	3,59,067
*Change in percent	1.56 %	8.35 %	9.69 %
(d)Visit during January-March & October December(peak period)	36,98,978	40,26,145	44,88,348
*Increase/Decrease	2,44,385	3,27,167	4,62,203
*Change in percent	7.07 %	8.84 %	11.48 %
(e)Visit during April – September(Lean period)	26,59,467	28,65,365	31,03,267
*Increase/Decrease	1,69,170	2,05,898	2,37,902
*Change in percent	6.79 %	7.74 %	8.30 %

Source- Data of Tourism department, Govt of Odisha & authors Calculation

The total domestic tourist 63,58,445 who visited Odisha during 2010 which is 6.96 percent. The domestic tourist visit to Odisha during July-December 2008 are 34,20,262 (1.56 %). The domestic tourist visit to Odisha during January- March (Peak period) were 36,98,978 & the percent is 7.70 percent. The foreign tourist visit to Odisha during July- December 2010 are 40,64,946 (9.69 %). The foreign tourist visit to Odisha during January- March (Peak period) was 44,88,348 (11.48 %). So the analyses indicate that there is a significant increase of tourists every year in the state in spite of seasonal variations.

Problems of Tourism in Odisha

Tourist arrival in the state has kept a very low profile. As per the official estimates, the annual foreign tourist arrival to the state is limited within 25,000 to 30,000 while inland tourist arrival is limited to about 40 lakhs. Again more than half of them are found to be local tourists. This means Odisha gets a very negligible share of tourists coming into the country. Leaving behind Puri, Konark and Bhubaneswar, no other tourist spot could attract sizeable number of tourists. There are a number of factors responsible for such sorry state of affairs and immediate attention is needed to develop it. The growth of tourism depends on the existence of attractive tourist spots, proper transport and communication facilities including well connected rail network and frequent air services. Airports of international standard are a must for the tourism industry to prosper. It also depends on safe accommodation for which we need motels, hotels and guesthouses of high standard. Besides, the mindset of the local people and the cordiality with which they accept tourists has a lot to do in this regard. A close look at all these aspects reveals that a number of snags are there to act as stumbling blocks on the path of tourism industry in Odisha. Some of the important problems are as follows.

- (a) Except attractive tourist spots, Odisha lacks satisfactory connectivity. Transport and communication facilities are not developed enough for the convenience of the tourists. Odisha do not have rail network all-round and there are more than 10 districts without rail connectivity.
- (b) Apart from poor transport and communication facilities, the absence of good accommodation acts as a bottleneck in the field of tourism in Odisha. There insufficient number of hotels and rest houses of international standard in the vicinity of tourist spots. Safety rather than luxury matters and here also we lag behind.
- (c) Though Oriyas are known for their hospitality since time immemorial, some unwanted changes have now crept into the mindset of the local people. Tourists are often subject to harassment even by the servitors at different religious places. There are incidents of robbery, extortion, exploitation, molestation and manhandling of the tourists indifferent tourist spots. These acts have a damaging effect on tourist arrival to which the authorities gives blind eye.
- (d) People world over are now concerned over the issue of environmental degradation while we in Odisha are sitting idle. We find garbage here and there, hoards of polythene bag and sachet wherever we go. What is more disgusting is the fact that people often answer the calls of nature in open spaces, road sides or even in public places, thereby creating unhealthy atmosphere. This is partly due to overcrowding and lack of sufficient number of public toilets and partly to lack of consciousness. Parking fees and entry fees are collected everywhere from the tourists but not much attention is given to the improvement of the site in particular. Be it Chilika Lake, Nandankanan, Puri or Dhauligiri, everywhere we take note of the same thing.
- (f) There is also the absence of effective promotional campaign to woo the tourist's into Odisha. A proper tours and travel campaign depicting the rich cultural heritage and scenic beauty of different tourist spots along with other essential information on the lines of "incredible India campaign" should be aired in Television channels as well as World Wide Web. It is proved beyond doubt, that a well thought-out tourism policy will help a lot in this regard.
- (g) Another gray area in Odisha tourism is the absence of public-private co-operation. For the whole some development of tourism industry like the one achieved by Sri Lanka, what we need is effective public-private co-operation.
- (h) There is also Government apathy and lack of public interest for which tourism has not made much headway in Odisha. To make Odisha a tourist hub what we need most is a well-developed transport and communication facilities, development of tourist spots, creation of eco-tourism and adventure tourism spots and to have a realistic look at the tourism policy. Odisha could gain much through the development of tourism and time has come for the planners, economists, bureaucrat, travel industry and each and everyone associated with tourism to come forward to make tourism a leading sector of the state's economy. There is also the need to educate the people regarding the benefits of this activity. A well-thought out tourism policy is also urgently needed.

III. SUGGESTION AND CONCLUSION

Promotion of Tourism is essential for a less developed state like Odisha to earn revenue and to generate employment. Some of the recent initiatives taken by the Government of India to boost tourism include grant of export house status to the tourism sector and incentives for promoting private investment in the form of income tax exemptions, interest subsidy and reduced import duty. The hotel and tourism-related industry has been declared a high priority industry for foreign investment which entails automatic approval of direct investment up to 51 per cent of foreign equity and allowing cent per cent nonresident Indian investment and simplifying rules regarding the grant of approval to travel agents, tour operators and tourist transport operators. The government joined hands with leading airlines, hoteliers, holiday resorts and tour operators, and offered them a wide range of incentives and bonuses during the period between April and December, 2009. In spite of the aforesaid initiatives, the major constraints in the development of tourism in Odisha is the non-availability of adequate infrastructure including adequate air seat capacity, accessibility to tourist destinations, accommodation, and trained manpower in sufficient number. Besides, the poor visitor experience is another obstacle in the growth of tourism sector which is due to inadequate infrastructural facilities, poor hygienic conditions and incidents of touting and harassment of tourists in some places.

The state of Odisha can be a successful tourist destination if the industry is encouraged. So far, tourism has been developed by the State. The State Government should focus on the importance to develop and/or enrich tourism from an ecological and cultural point of view. For this reason, the following suggestions are put forwarded.

- (i) Attempts should be made to conserve the culture of the ethnic communities by empowering them through a participatory protected area management approach through proper marketing.
- (ii) There should be a crackdown on illegal encroachments of the heritage sites. Permission for construction of structures within these zones should be denied.
- (iii) The ethnic communities should be encouraged to enrich their ethnic heritage and skills so as to make their traditions more attractive rather than less in the face of change. Eco-tourism (inclusive of its ethno component) should provide an opportunity for these tribal communities to generate more income from the tourism business in a dignified manner.
- (iv) The whole approach of cultural integrity of the communities and tourism should be honoured on the basis of right perspective for the communities, not merely on income generation perspective for the State.

Along with government effort, private sector participation, administrative improvement, travel and tourism research, adoption of integrated and co-ordinated tourism development programmes and mass participation, Tourism in Odisha can be developed along the lines of the other states.

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