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**Dr. Prabhat Kumar**  
Commerce, LNMU Kathalbari,  
Vidyapati Chowk, Po-Lalbagh,  
Darbhanga, Bihar, India.

## Tourism and sustainability

**Dr. Prabhat Kumar**

### Abstract

Bihar Tourism could be very fascinating for the foreign as well as domestic tourists as rural & semiurban Bihar presents a interesting site because of their unique life styles, fresh environment and splendid beauty. The famous sites which are recognised as the tourist places at Patna, Nalanda, Rajgir, Bodh-Gaya, Vaishali, Sasaram, Jehanabad, Vikramshila, Madhubani, Nandangarh, Rajnagar, Kakolat, Buxar, Munger & all of them have their own glory but unfortunately to the tourists, they are not taking them as tourist demand. The traditional tourists sites like Bodh-Gaya, Nalanda, Rajgir, Parasnath, Mandarhil, Vikramshila, Patna Sahib have been promoted by the Government of Bihar & its public sector, namely, Bihar State Tourism Development corporation. All of them promote community based tourism, participatory and designed to improve the economic and social well being of local people in addition to the concerned institutional and physical environment. It also pin-points the need for careful planning to project the integrity of sites and minimise harmful impacts. Moreover, the local community needs to plan ahead to ensure that tourism sustains and benefits local community socio-culturally and economically and is not meant simply for minting for state Government or private entrepreneurs. The tourists in Bihar want to discover the state's ancient culture with comprehensive understanding and achieve all them which they expect knowledgeable explanation interaction and feedback for community development tourism in Bihar will create awareness not only for the travellers but the host regarding socio-culture event & will have opportunities to see the inducing reasons for emergence of Buddhism and Jainism and what impacts on ancient inhabitants of Bihar. It increases communication with people, improves self-image of the community, enhance reasonable employment opportunities educational achievements motivation for learning and modernising of the tourist infrastructure through community development programme. In the economy of Bihar, tourism is now considered a largest industry *in view* of earning sources of foreign exchange and generate opportunities of jobs than any other industry at a faster rate as well as at a lower cost. It helps to sustainable human development, poverty alleviation; employment generation and environmental regeneration especially in Northern Bihar.

**Keyword:** Tourism, employment, cultural, entrepreneur, industry.

### Introduction

The Bihar Tourism plays a vital role to invite policy makers, entrepreneur's coordinators and stimulators and asked these for balanced economic and social development programmes for tourism sector. It can help the every community of state become more attractive and prosperous. It becomes so because the community acquires the capacity to draw and satisfy visitors who spend money. Visitors who enjoy and appreciate a community will recommend it to increase the demand for Bihar Tourism. Government should go forward as get them to stop, to stay, to spread the word and to return.

The rapid growth of tourism sector has produced both problems and opportunities on the vast scale for societies, and its impact has been economic, socio-cultural, environmental and political. These days, tourism is frequently offended for its adverse impacts on the lost country. It is to be critical while the basic nature of tourism makes it particularly difficult to assess its likely consequences. There are many different types of tourism which occur in a wide variety of settings leading to a diversity of effective combinations. In the economy of Bihar, tourism is now considered a largest industry *in view* of earning sources of foreign exchange and generate opportunities of jobs than any other industry at a faster rate as well as at a lower cost. It helps to sustainable human development, poverty alleviation; employment generation and environmental regeneration especially in Northern Bihar. Development of tourism needs to be taken up on priority basis as Bihar enough untapped tourism potential,

**Corresponding Author:**  
**Dr. Prabhat Kumar**  
Commerce, LNMU Kathalbari,  
Vidyapati Chowk, Po-Lalbagh,  
Darbhanga, Bihar, India.

which can be successfully harnessed for the benefit of the development of means which have required underdeveloped despite all possibilities of development. The proposed international cultural centre at Bodh Gaya is the first of its kind in the world to bring Bihar on the map of world Tourism organisation (WTO). Indian Tourism development corporation (ITDC) has chalked out an expansion plan for Bihar Tourism. The central Public works Department (CPWD) has already given the technical clearance to this expansion plan. The cultural center has a vivid description of the journey of Lord Buddha from Bodh Gaya onwards after enlightenment. This has a permanent gallery of renowned Bihari painters besides a big auditorium with a seating capacity of 15000 people mediation and exhibition centres. All these are the positive efforts made by the State Government to mount the economy of Bihar up. The norms used in monitoring tourism and normally weighed on the upper side primarily for its role in economic development. Investment in tourism sector has been considered as the panacea for the economic problem of peripheral areas of Bihar and as the key to sustaining growth in successful tourism centres in particular, and the state economy in general. An Austrian consultant Doplar Mayer has submitted a feasibility report of the a real rope-way which would be perhaps the second longest ropeway in the world. It would cover a distance of nearly 8Km. Starting from eastern bank of Nirajana river to Pragbodhi cave.

Tourism directly helps to develop those remote and under development areas, particularly in developing states, which lack tourism product, tourism demand and tourism supply the distribution of investment among areas of tourist appeal in such regions, according to a tourism development plan, would lead to significant expansion of local and regional economic activity and may correct imbalance caused by the haphazard urbanisation and area development due to industrialisation. Tourism is providing employment opportunities to the less skilled sectors of the population and prevent their migration to Punjab, Maharashtra and Delhi. Thus Bihar tourism accelerates an increase in incomes among scattered tourism centres throughout the state inversely since post-bifurcation which leads to concentration of tourists demand.

Tourism's policy to reduce regional imbalances and contribute to internally generated development has been influenced by factors similar to those affecting the extent of foreign exchange earnings. In Bihar, other than Buddhist circuit no region is widely discovered for tourism friendly in Mithila region, a lot of prospects are detected to renovate the tourist spots.

In financial year 2007-08, seventeen projects are kept before the central Government by the State Government having a scheme of Rs. 25 crores to operate them in other of removing the regional imbalances and income disparity for tourism personnel. Following projects are being reviewed.

- i) Development of Amitabh Kunj, Hotel Siddharth Vihar
- ii) Development of Bodh Gaya.
- iii) Development of Kanwariya path
- iv) Development of Kanwar Jheel-Begusarai
- v) Land for introducing new tourist centres.
- vi) Development of less identified spots like Revilganj, Chapra, Kaimar, Mundeshari Temple, Tourist resorts at the bank of Ganga, Mangal Tank.
- vii) Development & renovation of Pathacity.
- viii) Promoting water tourism.

In this way, Bihar Tourism advocated a new form of integrated development, on which incorporated local residents to a greater degree and is aimed more at meeting their needs than external demands. Nevertheless, tourism has expanded significantly in Bihar with many of the large level projects being operated by Government of Bihar.

The expenditure by tourist has a multiplier effect in the economy of host destination within the country the idea behind this multiplier effect is that the effect on income of a certain amount of money received and circulated in the economy is believed to be greater than the value of the original sum. The reason for this is that the currency unit received gives birth to several transactions, the reason for this is that the currency unit received gives birth to several transactions, the number of which depend on the states of the economy. The tourism multiplier, is thus, the effect of one unit of foreign tourist expenditure in creating further incomes within the economy. Unit of foreign tourist expenditure in creating further incomes within the economy. Tourist expenditure feeds the economic circuit in the state visited by tourist and activities the multiplier effect. In Bihar's economy, the tourists of Buddhist circuit support as a multiplier not only the tourist industry directly but also helps indirectly to support many other industries which provide handicraft products to the tourist industry. The foreign currency injected into the economy of a destination are by an additional unit of tourist expenditure 'Kickoff' several rounds of spending and affects its economy in many ways. Some of that money immediately leaves the economy as Profit, saving and purchases of various imports part of the money spent by tourist becomes income for persons living in the region. Part of the income is spent and indirectly it again generates income for others to spend. Thus, the money spent by tourists passes through many rounds of spending and benefits several sectors of the economy.

In Bihar, ministry of tourism has presented its report for tourism sector development and declared that the income in the form of tourism multiplier is mounting because of Good Governance in the state. It proposes private foreign investment and provide subsidies to raise the inflow of outsider tourists. It also provides publicity through Bihar State Tourism Development Corporation, (BSTDC) in the form of print-media election media and audio-vedio techniques. For improving, tourism multiplier, Bihar Tourism has now been participating in the various international as well as domestic trade with the help of Railway Tourism and Catering Development corporation. Some of which include world travel Market, London, 2016 and International Tourism Bosch 2016 and International Tourism Bosch 2016 tourism.

The multiplier is able to measure the present economic performance of the tourism industry and the short run economic effects of changes in the level of tourism. Bihar tourism has designed the tourism multiplier as an aid to study the Economic impact of tourism expenditure on business turnover, income, employment, public sector revenue, imports and in some cases in the light of policy objectives how this effect compares with an equivalent increase to demand for the output of other regions. They are concerned with the effects of short-run adjustments to change the tourism expenditure and can provide a wealth of information of value to policy makers and planners.

**Table 1:** Estimates of Tourism Multiplier

Regions	Estimate Tourism multiplier
Goa	3.95
Rajasthan	2.93 to 3.00
Jammu & Kashmir	3.24
Himachal Pradesh	4.36 to 4.61
Kerla	3.26
Karnatka	3.64
North East Regions	2.82 to 3.17
Bihar	1.96 to 2.11

*Source:* Economic Review 2015-2016

Tourism generates income to the government in the form of direct and indirect taxes. The greater the tourism receipts of a country the larger is its contribution to tax revenues. The level of contribution varies according to the importance of tourism in the economy and the characteristics of the State's fiscal system. The main benefits to the Government from tourism development accrue from greater tax revenues (income, corporate sales, property); increased overseas earnings and reduced social changes (e.g. unemployment benefits); and profits from direct intervention in the industry.

It is estimated that in developed states regarding tourism industry tax revenue can vary from 30 to 40 percent of national income or state income depending on the tourism policies of the state. In the poor tourism based regions, the proportion is generally less ranging from 15 to 30 percent. The Bihar Government has declared the tourism sector at par with the status of an industry and a draft tourism policy is still under preparation so the revenue collection from tourism is between 05-10 percent of State exchange. In other developing states like Kerla, Karnatka, Maharashtra and Madhya Pradesh with a specialised tourism sector, the proportion of fiscal income in the total income of the State is very high in comparison to Bihar by the end of 2006-07, the tax revenue earned by Bihar tourism at state levels has been estimated at 10 percent of the contribution of tourism to the gross output.

Another more indirect effect of tourism relates to its impact on the state budget. There have been a number of studies on the impact of tourism on state budget for 2006-07 of Bihar which show substantial positive impacts in this respect. Government of Bihar has taken following incentives for raising the state revenue through tourism development.

**Table 2**

(i) Rajgir Mahotasave (Festival)	October, 2006
(ii) Dev Suryadeo Mahotasave (,)-	November-2006
(iii) Bodha Mahotasava Bodhgaya (,)	December 2006
(iv) Vaishali Mahotasava	March-2007

Bihar Tourism witnesses to participate in International Tourism trade fairs *in view* of advertising the tourist products of Bihar. The Ministry of tourism of state distributed the CDs, Tourism Literature & other tourism materials in the fair. Recently, the tourist products were exhibited in the fair organised by Indian tourism and Travel Development corporation in Ahmadabad, Chennai, Kolkata through, installing Stalls, Counters and Window Dressing. In Global Meet for resurgent Bihar, (19-21 January, 2007), the Bihar Tourism made special efforts separately to highlight the tourism spots of Bihar and distributed the tourism in Bihar Brochure among NRI Biharis and invited the advertisements publication in separate international

Journals of Tourism. Jain Circuit, and Sita-Ram Circuits have also been kept into consideration to now their.

Lodging, meals and sight-seeing generally account for the major part of tourist spending in most regions. But they also incur a good deal of expenditure on the purchase of local products. Surveys have shown that tourists generally spend from 10 percent to 20 percent of their budget on purchasing of local products. Besides increasing the consumption of agricultural and some other products, tourists usually spend money on the purchase of arts crafts and other classical and unique products from the particular region where tourists visit. The on the spot purchase of products by tourists has been termed as 'secondary tourist consumption. The demand for handicrafts and stimulates their production and increases the market for those products. It constitutes a real export trade which does not involve an exporter and very often, even shipment.

In the economy of Bihar, Tourism sector induces the tourists for investment in the form of good purchasing. A lot of handicrafts are recognised in world market like Bhagalpur Silk, Mithila Paintings, horticulture based products & the tourists from foreign countries make a huge purchasing.

Economy of Bihar is still an underdeveloped economy. As we know, Bihar has a great tourism potential, due to its unique heritage, culture and avenues of all three important religious, i.e. Buddhism, Jainism & Shikhism respectively. Tourism potential in Bihar will give the opportunities the tourists to understand the traditions, food habits observe the life style of Biharies, the foreign tourists would participate in the festivals of Bihar, rituals and forms of other cultural expressions. Tourism would involve a study, research and purchase of local products.

Bihar Tourism could be very fascination for the foreign as well as domestic tourists as rural & semi-urban Bihar presents a interesting site because of their unique life styles, fresh environment and splendid beauty. The famous sites which are recognised as the tourist places at Patna, Nalanda, Rajgir, Bodh-Gaya, Vaishali, Sasaram, Jehanabad, Vikramshila, Madhubani, Nandangarh, Rajnagar, Kakolat, Buxar, Munger & all of them have their own glory but unfortunately to the tourists, they are not taking them as tourist demand. The traditional tourists sites like Bodh-Gaya, Nalanda, Rajgir, Parasnath, Mandarhil, Vikramshila, Patna Sahib have been promoted by the Government of Bihar & its public sector, namely, Bihar State Tourism Development corporation. All of them promote community based tourism, participatory and designed to improve the economic and social well being of local people in addition to the concerned institutional and physical environment. It also pin-points the need for careful planning to project the integrity of sites and minimise harmful impacts. Moreover, the local community needs to plan ahead to ensure that tourism sustains and benefits local community socioculturally

and economically and is not meant simply for minting for state Government or private entrepreneurs. The tourists in Bihar want to discover the state's ancient culture with comprehensive understanding and achieve all them which they expect knowledgeably explanation interaction and feedback for community development tourism in Bihar will creat awareness not only for the travellers but the host regarding socio-culture event & will have opportunities to see the inducing reasons for emergence of Buddhism and Jainism and what impacts on ancient inhabitants of Bihar. It increases communication with people, improves self-image of the community, enhance reasonable employment opportunities educational achievements motivation for learning and modernising of the tourist infrastructure through community development programme.

The major factor that should be borne in mind by any community of state involved with tourism is that the only constant is change. Bihar Tourism has taken a lot of steps in global meet of State Government in January, 2017 for the development of tourism *in view* of creating rural entrepreneurship for many rural communities because of anticipated economic benefits. The magnificently rich cultural heritages of Mithila, Tirhut, Koshi Anga & Magadh regions have the potentiality to grow the community products & traditional items. The paintings of Mithila, the heritages of Magadh. Sikki made & claymade items of Tirhut, Sil-made garments of Anga, folk-dance of Koshi are the product of tourism marketing. The Ministry of Tourism has taken appropriate measures for creating a suitable framework for common people overall development.

The Bihar Tourism plays a vital role to invite policy makers, entrepreneurs coordinators & stimulators & asked these for balanced economic and social development programmes for tourism sector. It can help the every community of state become more attractive and prosperous. It becomes so because the community acquires the capacity to draw and satisfy visitors who spend money. Visitors who enjoy and appreciate a community will recommend it to increase the demand for Bihar Tourism. Government should go forward as get them to stop, to stay, to spread the word and to return. It is hoped that with the positive approach of the Government of Bihar will promote the tourism sector. With the world coming closer, the tourism industry touching new heights and is emerging as one of the leading industries. But in Bihar, the tourism industry is still in a ascent stage in spite of its enormous potential. In the historical perspectives, the state holds a very strategic position. For the Development of Tourism, Government of Bihar acts as a facilitator and as a catalyst. The public agencies concerned with the development of tourism in the state include the department of Tourism, Bihar State Tourism Development Corporation, Eco, Tourism Promotion Society Railway tourist & catering Development corporation & Bihar tourism are engaged in promoting tourism in limited scale. The map of Bihar is dotted with Buddhist monasteries reflecting its ansient history, Lord Buddha, Mahavir Great Guru Govind Singh. Mahatma Gandhi and great Sufi saints are all associated with Bihar, apart from the Great Chinese tourists Fahien and Huen Isang. In addition to Buddhism, other religious spots of Hindus, Jains & Sikhs here been renovated by the Bihar tourism. By January, 2017 in the memory of Chinese Government has organized Fahien Festival & opened a big resort at Nalanda.

Inspite a number of important tourists spots in Bihar out of the total international tourists to India by December 2016

bardy 4.3 percent visited Bihar, the absolute number being 94.446 out of total number of tourism being 10764714. Domestic tourists comprise 95.7 percent being number 10670268. The reason for poor in flow of tourists include inadequate amentias, poor infrastructure facilities, inaccessibility, poor maintenance inadequate publicity and poor image building exercise.

**Table 3:** Plan Allocation for tourism (2011-2016)

Year	State Plan	% Choose	Allocation
2010-2011	11.3	-	1.20
2011-2012	14.35		2.41
2012-2013	19.20		9.25
2013-2014	15.81		9.20
2014-2015	14.03		5.20
2015-2016	20.21		6.00
2016-2017	34.03		6.50

The state Government has declared the tourism sector at per with the status of an industry and a draft tourism policy is under preparation. The initiatives include rejuvenations of state Tourism Development corporation, Which operates tourist bus glows and hotels at various tourist destinations & provides transport facility, information regarding tours and travels. In 2004-05 the total income of the corporation was only Rs. 4.90 crore and the operation profit accrued was Rs. 1.29 crore. The Government has decided to constitute a 'Steering Group on Vision Bihar, Harnessing its Tourism Potential Medium Term Perspective to identify factors affecting tourism development, to formulate and integrated strategy/approach to tourism development and to review the incentives and other concession given to the tourism industry. A financial assistance to the tune of Rs. 1922.42 lakh has been sanctioned by the Government of India for development of Tourist-Circuit-BodhGaya, Rajgir and Nalanda construction of Tourism police force is also under consideration for security and assistance to tourists.

Recently, Govt. of Bihar proposes private foreign investment and provide subsidies, tariff and concession in electricity, provide technical and marketing assistance. It also provides publicity through Government publications and help in availing the loans. For tourism development, Bihar Tourism has been participating in various international as well as domestic trade fairs. Some of which include world Travel Market, London 201. International Tourism Bosch 2016. ASEAN. Tourism & Travel Market, Singapore 2016, Government of Bihar is highlighting the cultural & social heritages of Magadh, Mithila & Anga through its Tourism Journal to inotivate the foreign tourists & NRI-Biharis. In Global Meet 2017. NRI-Biharis have assured to regranise the tourism plan and its networks. The internet opens up a new channel for developing the travel & tourism industry in Bihar. In Global Meet, E-marketing in Tourism Business was highlighted because it could provide a leading edge for public relations with potential tourists and tourism suppliers, product sales, customer services, interaction & feedback.

The BSTDC has also been performing well for the past several gears. The present activities of the corporation consists of hoteling tours, and travels and publicity. The BSTDC also offers innovative tourism products and also well researched tourism packages like 'Search of Peace' Tourism Circuit of Jain & Buddhist Circuit & Kalkolat Falls, Nawada. The recent visits mde by Foreign minister of Singapore China, Mynwar, Srilanka, Vietuance, Thiland & its

ambassadors in Buddhist Circuit have opened the door of Tourism Economy for BSTDC. The investment made by the Japan Buddhist society has accelerated the development activities of BSTDC. A through study has been conducted into the affairs of the Bihar Tourism and development of a new Logo, categorisation of hotels, cretion of regional offices, revamping of websites, online reservation system, central tender purchase, ISO 9000 certification, strengthening marketing efforts, marketing ties ups, rail back age etc. were under taken of the Ministry of Tourism, Bihar.

In short, Bihar Tourism Since Post-Lalu period, the Economy of Bihar will go up because of joint efforts of the possibilities of growing Tourism industry by Bihar Tourism and Good governance of state respectively will be raising the rate of unorganised and seasonal employment & income of tourism personnel in the state. Tourism vision 2010 is introduced by the Ministry of Tourism in May, 2017 under which Tourism Economic Zone (TEZ) would be detected by Nationals Geographic Traveller to boost the tourist destination forces up. The main air of Tourism vision 2010, is to serve as a guiding force which will provide a clear vision and direction of optimising the tourism potential of the state in a sustainable manner.

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