

**Odisha Tourism and Entrepreneurship Modelling Towards Economic Sustainability**

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**Introduction:**

Odisha Tourism has built up an Indian success after maintaining the central aspects of every destination which provide brand, image and competitive position. Odisha has been a destination for its “beaches, warm weather, brackish waters, hill stations, waterfalls, wild life, Ayurveda, year round festivals and the diverse flora and fauna , unique handicrafts and other excellent artifacts ” which give it sufficient competitive advantage as well as motivation for Tourists to visit the places. It has taken the opportunity of current political events and focused on powerful brand marketing due to “proactive marketing and promotional measures” that has a specific target market and vision.

Odisha is recognised to have a demand growth that is “the highest in the world and is estimated to increase by 11.4% per annum until 2015.” Odisha is said to have an advantage as a late comer thus greatly learning from the mistakes and fallbacks of Tourisms such as Africa had fallen into. Odisha knows well to prioritise its “largely unspoilt environment and strong cultural heritage”. The rural economy has been influenced by the tourism sector through its cultural heritage, artistic traditions, Ethnic culture, Beauty and Artifacts and its temples in thousands.

**Objectives of the Study:**

The brief objectives of the research are below.

1. To analyze the strategic tourism planning in Odisha in response to tourist satisfaction.
2. To trace out the impact assessment of the tourism constituents responsible for growth of coastal tourism in Odisha.

**Relevance of the Study:**

In Odisha since the implementation of the 1<sup>st</sup> five-year plan, government has been promotional support to tourism sector. Promotional support is mainly confined to various plans updated from time to time. By now, the tourism sector has become an effective force, influencing infrastructural development of the state and other concerned people directly or indirectly.

**Source of Data**

The researcher has collected the secondary data from magazines, journals, reports and annual plans of Dept. of Tourism, Odisha and India and from some national news papers, such as Times of India, the Financial Express, the Indian Express and some data collected from Tourist office, Bhubaneswar.

Information relating to the attitude, impression, behaviour and satisfaction of tourists has been gathered from the primary survey report based on 496 samples. 193 sample respondents from foreign tourists and 303 samples from domestic tourists, those have come for visit to Odisha during the previous years.

**Techniques of Analysis:**

**Factor analysis**

**Perception of the Respondents (Domestic Tourist) on Odisha Tourism**

Factor wise test has been carried on to measure the satisfaction of domestic tourist in response to their age, as age influences more than any other factor. So, in all the measurements, age has been taken as dependent factor in the cross tab analysis with independent factors like occupation, income, sex, interest for tourism spots, satisfaction level etc. Further, factor analysis also has been carried on to evaluate the standardized score of the components for measuring tourist satisfaction and to evaluate the importance of individual factor. The tools and techniques used here are correlation, t- test, with Factor and cross tab analysis to measure the satisfaction level of the tourist to indicate the perspectives of the tourism sector in Odisha. As cross tab is related to evaluate the responses of dependent and independent variables, here it is included on the basing of ‘age’ to other related variables of the responses. Further factor wise analysis indicate the impact of individual factor or component and their relation ship with the satisfaction of the tourist, so it has been included in the study along with degree of importance on t-test and correlation (bi-variate) technique. At last, opinions for the development of the tourism industry in Odisha were collected from the total sample tourist.

**Hypothesis 1-**Most of the tourists have paid more attention on exploring the beach tourism than any other segments of tourism.

**Table-1: Age and Opportunities to be explored**

		Segments of Opportunities to be explored						Total
Age No.		9 Rural and Health	17 Religiu s	19 Prod and Handi crafts	29 Monume nts	43 Ethnic & wild life sanctua ry	62 Beac h	168
<b>Above 60</b>	16	1	0	0	0	0	0	1
<b>Below 20</b>	21	0	0	0	0	1	0	1
<b>Below 60</b>	22	0	1	0	0	0	0	1
<b>Below 50</b>	24	0	0	1	0	0	0	1
<b>Below 30</b>	38	0	0	0	1	0	0	1
<b>Below 40</b>	72	0	0	0	0	0	1	1
<b>Total 193</b>		1	1	1	1	1	1	6

Source: Own Compilation

Table-1 highlights on the relationship between the age group of domestic tourists with their demands regarding the opportunities to be explored at the tourist spots of Odisha by which they will be well prospered. The study shows that out of 72 respondents, in the age group of below 40 years, 62 respondents have stated that the government should take opportunities to be taken to develop the beach areas. Where as 43 respondents have stated that opportunities should be

taken in favour of ethnic and wild life sanctuaries and 21 among them are in the age group of below 20 years. Further, out of 38 tourists coming under the age group of below 30 years, 29 have given their statement that steps should be taken to develop the monuments of Odisha. Similarly, out of 24 tourists in the age group of below 50 years, 19 have responded that the Government should take favorable steps for the development of indigenous products and handicrafts of the state. Again, out of 22 tourists in the age group of below 60 years, 17 respondents have stressed that opportunities should be taken for the development of religious shrines to attract more tourists. Lastly, out of 16 tourists in the age group of above 60 years, 7 have responded that the Government of the state should take favorable steps for the development of its rural areas and health facilities. It can be concluded that maximum tourists have responded for the up liftment of eco-tourism i.e. beach next to ethnic and wild life sanctuary.

**Testing of Hypothesis 1-**

The null hypothesis is accepted as most of the tourists have paid more attention on exploring the beach tourism than any other segments of tourism in Odisha, as it is proved in table no.1. Therefore the Government of Odisha should take necessary steps to explore the beach tourism, with the provision of short stay homes for the foreigners with the availability of restaurants and various seafood, facility of water sports, massage centers and health clubs for providing both physical and mental relaxation, arrangement of several entertainment programmes to make memorable the holidays of the tourists at the sea beaches of Odisha.

**Hypothesis-2: Tourists are more conscious on reliability than other factors.**

**Table-2**  
**Factor Analysis (Communalities) on service**

<b>Factors</b>	<b>Initial</b>	<b>Extraction</b>
<b>Reliability</b>	1.000	.918
<b>Tangibles</b>	1.000	.991
<b>Responsiveness</b>	1.000	.895
<b>Assurance</b>	1.000	.716
<b>Empathy</b>	1.000	.902

Extraction Method: Principal Component Analysis.

Table- 2 indicates the communalities of factor analysis by using principal component analysis. Communalities indicate the proportion of variance in the response to the factor, which have been explained in the above table. Five factors have been loaded in the initial values as one. Here, the highest extraction value is 0.991, this means most of the domestic tourists have demanded for tangibility i.e. physical facilities and communication. In the study of 193 sample tourists from domestic countries it is concluded that ‘Reliability’ and ‘Empathy’ are the second and third demand for the domestic tourist.

Table 3 indicates Total variance with the initial Eigen values and sum of squared loadings. Here it shows 88.43% of variance in initial Eigen values having a total value of 4.42. Out of the five factors loaded here, one factor has been extracted and the value is above one i.e.4.422. It means only one factor i.e. tangibility is the most important factor to motivate the tourists to go to a destination, which includes the availability of physical facilities and communication

with suitable infrastructure in the tourist places. Therefore the tourist attraction points should be well connected and also facilitated with good accommodation, entertainments, recreation and so on.

**Table no-3**  
**Total Variance Explained**

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.422	88.438	88.438	4.42	88.438	88.438
2	.390	7.796	96.234			
3	.174	3.478	99.712			
4	.014	.288	100.000			
5	-4.43E-017	-8.86E-016	100.000			

**Extraction Method: Principal Component Analysis.**

**Table-4**  
**Component Matrix (a)**

	Component
	1
Reliability	.958
<b>Tangibles</b>	<b>.996</b>
Responsiveness	.946
Assurance	.846
Empathy	.950

**Extraction Method: Principal Component Analysis.**

**a 1 components extracted.**

Table-4 explains about the component matrix which is extracted by using Principal component analysis. It has analyzed the demands of the domestic tourists. It indicates the importance of 'Tangibles' as it has the highest percentage i.e. 0.996. More over, it indicates the basic demand on good infrastructure facility in the tourist places of the state. That means a tourist place should be linked with the facility of transport and communication, health and sanitation etc.

Further, they lay importance on individualized of attention from public and also from guide. That gives much pleasure than any other factor.

After tangibles, domestic tourists have given importance to 'Reliability' as it indicates 0.958. It emphasizes the ability to perform the promised services. Generally the tourists from domestic countries have a concept on 'commitment' i.e. promises made by the Government of the concerned state. Therefore the Government as well as the people of the state should be more reliable for the

tourists. Similarly, Empathy has a value of 0.950, which indicates the caring and individualized attention by the locality. The local people of the tourist place should be more hospitable towards the tourists, they should be cordial and helpful towards the tourists. We know tourism is a profitable sector as it stimulates economic scenario of the region. Again the goodwill and friendly behaviour of local people plays an important role to attract the domestic tourists. So, these people should be more empathetic towards the foreigners.

### **Testing of Hypothesis-2**

The null hypothesis is taken here is rejected as most of the tourists pay more attention on 'Tangibles' than any other factors, as it is proved from the table. So the Government of Odisha pays more emphasis to upgrade the quality of Physical facilities such as water, sanitation, infrastructure, accommodation and communication at the tourism spots.

### **Conclusion:**

In India, many states, Odisha in particular, provides virtually all the facets of tourist interest. From time immemorial the State is famous for religious tourism. Lord Jagannath at Puri and Lord Lingaraj at Bhubaneswar are the two deities visited everyday by thousands of devotees. It was observed from the inflow of tourist that, maximum tourist come to visit Odisha during the months of October to January every year where as during April to September it is only 30 percent of the total tourist come to visit. Further, maximum tourists come from the country like England, next to France, Japan, Germany, USA, Korea and Australia with an average inflow of 13.66 percent to 5.7 percent. Further, in domestic tourist inflows, maximum comes from West Bengal, which was 19.6 percent and Andhra Pradesh with 3.9 percent, where as the least number of tourists were from Tripura and Haryana as they were only 0.02 percent of the total inflow, followed by Kerala with 0.03 percent and New Delhi with 0.04 percent.

Odisha, although situated in the eastern tip of the map of India possessing enchanting colourful scenic, tourist attraction, real paradise for tourist our state is full of bounty lush green forest, lovely beaches and marvelous sculptured monuments. We may now divided Odisha into 30 districts, which are consisting of 253 tourist's spots at the following manner in district wise. In the evaluation of international tourists flows, between receiving country and the main tourist generating countries and the possible interest of these countries in new destination, it was marked that the tourism demand for Odisha is gradually increasing year by year and the inflows from other states is also increasing. In the tourism supply side, it is also corroborated with the facilities like hotel and complimentary facilities and even the general sort of facility required for tourism consumption. It is necessary to break down the types of respective facilities required in the different sectors in relation to the type of demand and expected must be concerned. Priority was established on the possibility of a region to attract international flows and on regional development needs, which are the need to promote the growth of a region that otherwise locks the capacity to be integrated into the national growth process, the need to avoid clashes with different growth processes in adjacent regions or with industrial or urban centers, the facility of localization in regions, which already possess link, ups with other centers (roads, airports, ports etc) along with the enhancement and protection of natural and cultural assets in relation to the expected growth of tourism supply and in relation to the evolution of demand. To connect the tourism pole in relation to existing infrastructure in the tourism region, especially in regards to its links with the rest

of the nation, it is the prime most requirements that to lay more importance on basic infrastructure required for tourism expansion.

Tourism Policy, as a statement of intent by the Government, forms the reference point for action and criticism. Any initiative by Government in Tourism by way of legislation or direct investment is envisaged within the framework of Tourism Policy. Further, Tourism policy has a socio-political ground as much as it has a macro-economic ground. With a view to reach the destinations, the Policy was formulated to take full advantage of the national heritage in arriving at a popular campaign for attracting tourists; to promote tourist resorts and make India a destination of holiday resorts; to grant the status of an export industry to tourism; to adopt a selective approach to develop few tourist circuits; and, to invite private sector participation into the sector.

The strategy for development may take into consideration the carrying capacity, local aspirations and benefits likely to accrue to the community. In particular specific policies and guidelines for eco-tourism development and adventure tourism were formulated, primarily through a regulatory framework.

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