

## Global Growth Synergies of Tourism & West Bengal Perspective

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Tourism has substantial involvement in maintainable development, economic advancement and social assistances. It is an economic activity which will boost up when a person leaves his residence for a span of time for cherishing the nature, seep the hidden treasure and to grab the energy and oxygen. If we analyse the statistics published from the last decade it has been seen that tourism has become a major shove area in India to address the aforesaid issues, to utilize the limited resources and also to optimize the level of financial involvement for developing tourist substructure in a restraint economic sphere. This article verbalizes a simple practise to enumerate tourism potential for the state. This paper attempts to explore direct effects on the social, cultural, educational and economic sectors of national societies and on their international relations such as tourism can help to enhance economic activities and exploits local cultural and natural specialties in a positive way. India can take initiative to proper utilization of skilled and semi-skilled workers to provide employment opportunities to the destinations of tourism according to the suggestions given by the Planning Commission. This paper used secondary data for analysing the growth of West Bengal. According to the estimate given by the World Travel and Tourism Council, 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 23 billion of economic activity now and by 2034 it is expected to grow to \$ 45.08 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.

**Keywords:** employment, foreign & domestic tourists arrival, gdp

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## 1. Introduction

The land of West Bengal has intricately woven stories of many bright shiny mornings as well as many dark stuffy night. Down the lane of the memory we see that West Bengal has all its gems within its bag from rich history, heritage, different ethnicities, cultures, people, language, regions add the feather in the crown of the landscape. The West Bengal has a wide range of attractions from lush green tea garden to mesmerising landscape in Sandakphu, rich tradition in Shantineketan along with thirteen Sati Peeths to the beautiful coastal region in Digha Shankarpur. The visitors has the opportunity to explore the various destinations of tourist interest of the state. West Bengal is blessed with an immense tourism potential. Sometime, the pilgrims comes from different states to get the blessings and social belief from Maa Kali or Maa Tara or Maa Bhabatarini being an important state of India, West Bengal is thronged by numerous tourists throughout the year who are absolutely thrilled by the wide gamut of tourist attractions. It is one of the newer bouquet of flowers called religious tourism of West Bengal. "Banglar mati banglar jol-----"provides the tourists to pick from a plethora of important tourist places in the state. The tourist magnetism of West Bengal replicates the rich cultural heritage and traditional legacy of the state that has elicited down to the modern era. The paper reflects the growth of tourism industry in West Bengal in relation with India from the published secondary data.

## 2. Study Area

West Bengal is a state positioned in the eastern part of India, which segments its international border with Bangladesh, Nepal and Bhutan. The state adjusts its ethno-linguistic similarity with the neighbouring country Bangladesh. It expanses from eternal peaks of Himalayas in the north to the Bay of Bengal in the coastal regions in south. West Bengal stands encircled by Assam and Sikkim in the northeast part, Orissa in the southwest and the states of Jharkhand and Bihar in the west. The State lies between 27°13'15" and 21°25'24" north latitudes and 85°48'20" and 89°53'04" east longitudes. West Bengal spreads over an area of 34,267 sq mile (88,752 sq km) and the capital is Kolkata (Calcutta). Geographically, the state is quite diverse position consisting of high peaks Himalaya

in the northern extremes and coastal regions in the southern parts, with plateaus and Ganges delta coming in between. The state has the great UNESCO world heritage for its mangrove and the Royal Bengal Tiger. West Bengal also holds the rich cultural heritage of nineteen districts as its strength.

## 3. Relevance of the Study

The consistent growth of Tourism, helps in economic development and employment generation especially in remote and backward areas. Tourism stimulates different profitable related industries like hotels and other lodging facilities (accommodation), restaurants and other food services (cuisine), transportation systems (convenience), handicrafts and guide services (local unsought product). Tourism generates foreign exchange for the country and injects further capital into the local economy. Thus tourism improves the economic ailment of those, who are directly involved in this sector. It incorporates Tourism Development appropriate to the physical carrying capacity (PCC) of the eco-system. Tourists have more leisure time with which they use on plentiful, shorter vacations throughout the year. Family oriented tourists develop the niche tourism destinations such as water sports vacations and spa resorts. Tourism is a vibrant and persistent industry that provides a range of benefits and value to organisations, communities and regions that participate in the industry. Tourism can provide value for a destination in a number of ways:

**(i) Economic Significance**– increased the diversified economic activity; stimulus for investment

**(ii) Social/Cultural Significance** – enhanced quality of life, community development, employment and income, conservation of cultural heritage, increased amenity, community pride

**(iii) Environmental Significance** – awareness of environmental significance, conservation of natural environments, implementation of sustainable development practices, maintain physical carrying capacity.

## 4. Literature Review

**Abdulla Al Mamun & Soumen Mitra (2012)** stated about the quantify tourism potential through a user-friendly and easy-to handle tool.

In Murshidabad district of West Bengal. **Premangshu Chakra borty &Tushar Mondal (2015)** attempt to study the status of the Saktipiths of the Birbhum district in West Bengal and study the of tourism economy and sustainability indicators. **Sofique & Rani (2020)** concentrates about the problems regarding the rural tourism near Bakreshwar, Birbhum district of west Bengal. **Thankachan & Sheeba (2022)** describes the tantric culture of the Sakta cult of Maa kamakhaya Temple. **Nilanjan Ray (2023)** enumerates the environmental impact on the host community people in the area of Shantinekatan, West Bengal. **Mainak Chakraborty & Nilanjan Ray (2023)** concentrates the growth of Pilgrimage Tourism in Kamrup, Assam can improve socio economic development for the local inhabitant. **Vishwambhar Prasad Sati (2023)** present pilgrimage tourism in historical perspective and present scenario. **Debasish Batabyal (2023)** introduced and promotes the circuit development approach to geotourism and geoparks in northern part of India. **Bezborah (2023)** describes the sustainable practices of cultural heritage in Assam's tourism industry. **Shinde & Olsen (2023)** describes the overall impact of religious tourism in India. **Batabyal (2023)** describes about the temple service quality through the UGC.

## 5. Objective of the Study

The main focus of this study is to evaluate various issues are as follows:

- To study the growth and performance of tourism industry in West Bengal in comparison with India.
- To analyse the different issues and concerns which are related to tourism industry in the State.
- To evaluate the tourism potential products of the State and to identify the major

## 6. Methodology

Here, I have used secondary data for tourists' inflow for foreign tourists' arrival in India as well as domestic tourists' arrival in India year wise. So, year wise domestic and foreign tourists' arrival is the yardstick for growth of tourists as a form of increase of foreign exchange earnings and tourism potential increase.

If we consider India is a set so West Bengal is a sub set of it. By gathering the data of West Bengal along with India we can consider the position of West Bengal in India and how much this state contributes the national potential from the perspective of tourism as of now.

**Table 1:** Tourist Inflow in India & West Bengal: 2000-2012

Year	Domestic Tourists (Lakhs)	Foreign Tourists (Lakhs)	Total Tourists in India (Lakhs)	WB Domestic Tourists Share (in %)	Total Foreign Tourists in India (Lakhs)	WB Total Tourists Share (in %)
2000	47.37	1.98	49.35	2.15	58.9	3.36
2001	49.43	2.84	52.27	2.09	54.4	5.22
2002	88.44	5.29	93.73	3.31	51.6	10.25
2003	113.01	7.05	120.06	3.66	67.1	10.51
2004	123.80	7.76	131.56	3.38	83.6	9.28
2005	135.67	8.86	144.63	3.46	99.5	9.01
2006	158.08	9.98	168.06	3.42	117.5	7.54
2007	185.80	11.54	197.34	3.53	132.7	8.70
2008	193.14	11.33	204.47	3.43	141.12	8.03
2009	205.28	11.8	217.08	3.65	142.12	8.30
2010	210.72	11.92	222.64	3.74	143.12	8.33
2011	225.56	12.13	234.69	2.57	194.97	6.22
2012	227.30	12.19	239.49	2.19	207.31	5.88
2013	229.16	12.26	247.05	2.33	201.63	6.16
2014	231.39	16.36	252.48	2.04	213.56	6.40
2015	233.29	16.43	256.40	2.16	222.81	6.72
2016	234.99	18.56	260.91	2.44	243.92	7.01
2017	237.89	18.62	267.88	2.96	252.88	7.43
2018	240.69	18.81	276.99	3.32	254.91	7.53
2019	243.85	18.94	283.64	3.43	256.92	7.99
2020	192.99	11.2	276.32	2.73	240.49	5.47
2021	197.49	11.88	270.63	2.65	241.09	5.53
2022	203.39	12.83	273.94	2.80	244.98	5.84
2023	209.35	12.94	276.84	2.88	245.96	5.92

**Source:** (i) Market Research Division, Ministry of Tourism, Government of India. (ii) Interim Report, Identification of Tourism Circuits across India: West Bengal, April 2012, submitted to Ministry of Tourism, Government of India, By IL&FS Infrastructure Development Corporation Ltd (IL&FS IDC), National Level Consultant, Gurgaon, Haryana.

### Analysis:

From the table we can measure the current position of West Bengal in India from bar diagram.



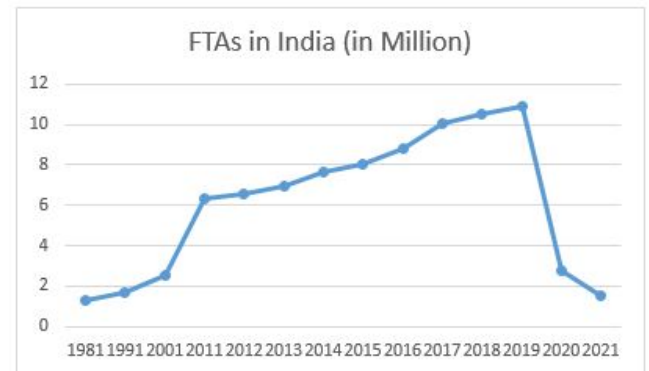
From the above bar diagram it is evident that West Bengal plays a significant role in the whole share of India in respect of tourism potential and it is also seen that over the year it placed itself in a better position than earlier days except pandemic years.

**Table 2:** Inbound Tourism: Foreign Tourist Arrivals (FTAs), Arrivals Of Non-Resident Indians (NRIs) And International Tourist Arrivals (ITAs) 1981, 1991, 2001 & 2011-2021

Year	FTAs in India (in Million)	Percentage (%) change over previous year	NRIs arrival in India (in Million)	Percentage (%) change over previous year	Inter. tourists arrival in India (in Million)	Percentage (%) change over previous year
1981	1.28	2.0	-	-	-	-
1991	1.68	-1.7	-	-	-	-
2001	2.54	-4.2	-	-	-	-
2011	6.31	9.2	-	-	-	-
2012	6.58	4.3	-	-	-	-
2013	6.97	5.9	-	-	-	-
2014	7.68	10.2	5.43	-	13.11	-
2015	8.03	4.6	5.74	5.7	13.76	5.0
2016	8.80	9.6	6.22	8.4	15.03	9.2
2017	10.04	14.1	6.77	8.8	16.81	11.8
2018	10.56	5.2	6.87	1.5	17.42	3.6
2019	10.93	3.5	6.98	1.6	17.91	2.8
2020	2.74	-74.9	3.59	-48.6	6.33	-64.7
2021	1.52	-44.5	3.48	52.6	7.00	10.6

**Source:** Bureau of Immigration, Govt. of India

#### Analysis:



From the above line chart in respect of FTAs in India it is clearly shown that the trend is positive till 2019 and after a harsh decrease for worldwide pandemic situation. After pandemic it tries to take its own position. So there is a constant growth in the tourism potential.

**Table 3:** FTAs in India According to Mode of Travel during 2001 & 2011-2021

Year	Arrivals	% distribution by mode of travel		
		Air	Sea	Land
2001	2537282	87.1	0.9	12.0
2011	6309222	92.0	0.8	7.2
2012	6577745	91.7	0.7	7.6
2013	6967601	91.0	0.5	8.5
2014	7679099	86.1	0.4	13.5
2015	8027133	84.5	0.7	14.8
2016	8804411	84.1	0.9	15.0
2017	10035803	79.6	0.7	19.7
2018	10557976	79.6	0.8	19.6
2019	10930355	77.4	0.9	21.7
2020	2744766	79.2	1.5	19.3
2021	1527114	87.0	0.7	11.3

**Source:** Bureau of Immigration, Govt. of India

#### Analysis



From the above table it is shown that From 201 to 2021 the mode of travel of FTAs are increasing in case of air after that the mode of land is used and lastly water transport because of its usual drawbacks.

## 7. Conclusion

Success story of West Bengal Tourism is a comprehensive tourism policy by creating a separate brand image of it. Its potential is huge and those precious potential can be utilised by proper campaign internationally. Either side the state has its natural gem, historical treasure another side it has a rich cultural wealth fort religious tourism also. But the challenge is by keeping all the resources as it is execute all proposing plans to the growth of the state. The central government as well as State Government cope up with each other to introduce more tourism and tourists friendly policies to take the momentum forward and derive better synergy of tourism and development.

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