**7 ‘T’ of Tourism: Targeting Mix**

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Tourism’s towering potential can be coupled as a strategy for Rural Development. The growth of spending on relaxing and recreation activities has significantly blasted the size and significance of the rural tourism industry. The growth of grounded and gear-up activities around the concept of rural tourism is useful for a country like India, having said that, 75 percent of the populace resides in its 7 million villages. Nowadays, rural tourism has become a leading economic excellence activity and past performance shows a positive relationship between developing rural tourism and an increase in account of active income. It can be a suitable way to enhance economic advantage and employment. One of the basic concepts of tourism in rural areas is to benefit the local community through the creation of employment opportunities. Tourism can be the genesis of large-scale employment and additional income sources for skilled and unskilled manpower. It will generate employment for the rural people and enhance income for them; the only requirement is that the potentialities be reviewed and tapped efficiently. It can also develop

1. Societal
2. Cross-Cultural and
3. Educational values.

**7 ‘ T ’ of Tourism:**

 Seven T’ that possibly play a significant role in the rural tourism industry in the overall economic development of the territorial (Bihar) and reduces regional imbalances. These T’ are our resource and should be used to transform territorial (localities ) to twice its tallness.

**1. Tourism:**

Tiny tourism has its various means but perceived it considers as experiencing the activities that ooze out of the journeys and for a moment of time people get to stay out of their routine schedule and travel privately for relaxation and recreation purposes. Tourism is thus, a seen activity transformed into a serene sense and geographical cycle complete one as origin to the original desired destination, and service is sought and supplied at different stages from the origin to the destination.

Bihar with its unmatched range and diversity of geographical and morphological including cultural and artistic resources has good ground for the growth of the Tourism industry. Rural tourism in Bihar has the root to grow at a high rate and can stimulate other consequential and influential development of infrastructure of the destination and can stimulate other sectors like horticulture, handicrafts, transport, construction, etc. through its cross-sectoral synergies.

**2. Tourists:**

 A Tourist can be anyone who travels the distance to Tranquillity and used to visit outside their usual staying for not more than a year for added value in life, Business, and other purposes. Tourists are pertinent stakeholders in tourism. They are the leading player who leads the tourist activities. The act and reaction of rural tourism involves spending time away from home in pursuit of recreation, relaxation, and pleasure while making use of the commercial provision of services.

A Tour in tourism activities requires a journey made for pleasure, especially as a holiday, visiting various places in an area. It can refer to a long journey including the visiting of potential places in a sequence, especially with a synchronized group led by an expert. There are companies as tour operators which arrange holidays for people in different packages.

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**4. Tranquility**

It is a state of mind that comes out with journey quality or a state of feeling fabulous; that is, calm, serene, and worry-free. The word tranquility depicts in numerous texts ranging from the religious writings of Buddhism, where the term [**PASSADDHI**](https://en.wikipedia.org/wiki/Passaddhi)refers to the tranquility of the body, thoughts, and consciousness on the path to enlightenment.

**5. Territorial :**

**Territoriality** involves Intermediaries seeking to influence and it is also a “ strong relationship system with community and therefore an individual behavior belonging to it and has with exteriority aided by facilitators”

 The Subject of tourism implementation involves considering social practices in the space, the relationships society establishes with the territory, and changes in the territory resulting from the social objectives the facilitators pursue.

**6. Travel:**

The industry of tourism also comes closer to the travel industry and is a worldwide business activity catering to travel Pleasure. It is linked to the thought process of people to place Pleasure, either domestically or internationally, for leisure, social, or business purposes. The industry is closely connected to the hotel, hospitality, and transport industry, and much of it is based on keeping tourists happy, occupied, and equipped with the things they need during their time away from home. Essentially, the tourism industry is concerned with people traveling for business or pleasure purposes staying in their destination for at least one night and then returning.

**7. Transport :**

Transportation is the lifeline or key to unlocking unseen happiness and also enables tourists to travel from one place to another for pleasure. Transportation can be divided into two tiers, one belongs to independent means of travel, where tourists book their transport, and mass means of travel, where tourists travel in organized groups. The main modes of transport are air, land, and water. Transportation is both the cause and effect of the growth of tourism, as it influences the accessibility and attentiveness of destinations.

 Tourism engrosses at both the national and international levels can make a positive contribution to the life of a nation provided the supply is well planned and of a high standard and protects and respects the cultural heritage and values and the natural, social, and human development. Tourism must be directly correlated to the resources that are available and this aspect needs to be closely looked into very carefully. So, it is high time that we should develop and manage tourism from the resource point of view so that it is compatible with the environment and does not degrade it, is a major factor in achieving sustainable development of tourism itself and has some positive and some negative effects.

**Bihar: An Unmatched Experience**

Bihar has a flattering future for the development of tourism in the state. In swamping-sizeable areas and with minimum moments for other industries, tourism could be the gateway to excellence in economic growth and engagement emergence in the state. Tourism has been identified as one of the seven sectors as a priority for the industrial development of Bihar.

 The bliss of Bihar lives in its villages. Bihar has 40,080 villages 9,563-gram panchayat and more than 75 percent of the state population lives in villages. It ranks 3rd in the country in terms of its population. It has a 7.55 percent to forest areas out of total areas, that is 95,263 sq. km. The state has a humid subtropical monsoon climate and annual rainfall is 121 mm. The best time to visit Bihar is October to March every year. The landlocked state of Bihar is surrounded by Nepal, West Bengal, Orissa, Madhya Pradesh, and U.P. and comprises tour cultural regions — Bhojpuri, Mithila, Magadh, and Hastinapur. It has 38 districts. The length of the National Highway in Bihar is 3856 Km. and the length of the railway track is more than

5500 Km. In this way, Bihar has great embryonic to develop as a tourist land place.

 We are at the doorsteps of the 21st century and the whole world becomes a global village of the prompt progress of transportation and telecommunications. The speedy growth of science and technology has changed the scenario of tourism completely. People get information within a fraction of a second about many places in the world. Therefore, people are enthusiastic to enjoy tours and traveling. So, rural tourism has got a special status in tourism. It is not only a pertinent source of foreign exchange earnings but also a perennial source of emergence of employment in rural areas.

 Most of the people do not love to live in tension - torn Murry and flutter urban lifestyle and so they plump for rural tourism. They want to enjoy placid and peaceful surrounding avoiding voice of noise and urban stratosphere. Now tourism does not sense only visiting historical and natural beauty spots, but also a means of understanding the importance of heritage as in arts, crafts, music, songs, and culture of rural people. Bihar’s rural areas are more attractive, heart-catching, and even low fair to visit as far as the cost of concern in comparison to other states of India. Bihar has full of scenic beauties scattered throughout the land with various flora and fauna and wildlife. Here tourists may enjoy the pleasure of tourism in every season. This is the reason why tourists from all over the world prefer to visit Bihar, especially South Asian tourists. Many tourists come to India and Bihar in search of peaceful and placid life and also to satisfy their spiritual and mental hankering. South-Asian tourists prefer to visit Bihar Buddhist Circuit and Sufi Circuit to meet to expectations of their spiritual sentiments. Bihar is reverent in India’s oldest tradition of Atithi Devo Bhava”.

 Rural tourism is fundamentally an activity that takes place in the state of Bihar. Any form of tourism showcases the natural life, folk art, folk culture and heritage, and rural locations thereby benefiting the local community economically and socially as well as enabling interaction between the tourist and the locals for a more enhancing tourism experience can be termed as “rural tourism”.

 Having a fascination with rural tourism, our small-scale industry gets magnified. Handicrafts embroidery, pottery works, appliqués work, and other sculptures get further goading which in turn creates a new driveway of different jobs, trades, and training. We know that the economic inequality between the poor and rich has been rising daily. Rural people especially farmers, cultivators, and artists have been losing their social status and bread in society gradually. In these circumstances, rural tourism can alone create various job for good time in the rural areas of Bihar and reduce the gap.

 In the changing capacity of the world, there is competition for economic development among nations. Tourism has evolved as a challenging area playing a vital role in the enhancement of any economy. Tourism has speedy won considerable recognition as an activity generating several social and economic benefits like promotion of national integration, coordination and understanding creation of employment opportunities, removal of regional imbalances, augmentation of foreign exchange earnings, etc.

 Given this capacity of rural tourism and the capability which build in Bihar, there is ample future for the growth of rural tourism industries in Bihar. In this background, proper development and promotion of rural tourism can strengthen the rural economy. It becomes, ultimately, the reason for the improvement in the lifestyle and status of rural people. Industrialization and the process of development have accelerated the growth and pressure on urbanization and due to immense urbanization, people feel tensed life causing so many physical and mental diseases and disorders. This phenomenal change in the life cycle has created favorable support for rural tourism.

India is yet to realize its true potential of visualizing its tourism assets to make a significant contribution to the country's economic development with inclusive growth (Subramaniam, 2015). Rural Tourism is considered one of the best green options for addressing poverty, employment, and economic diversification initiatives in developing countries (James, 2015). Rural sustainable tourism, in particular, has the potential to create new jobs, reduce poverty and increase export revenues.

Bihar has the monumental least urbanization next only to Himachal Pradesh. So, still, Bihar is a land of the rural populous state. The major challenges before our policymakers are to draft policies to fulfill the regional imbalance, enhance employment and construct infrastructure in rural areas. Rural tourism is one such sector, which has tremendous potential to resolve these issues to a great extent and also bridge the gap between rural and urban people (Thakur, 2010).

 Tourism is an economic activity of enormous global importance today. Mobility of man for exploration of new land and resources, and learning about the customs and manners of people in other countries laid the pillar of awareness in tourism in the history of civilization. Tourism although a late corner on the scene is now an accelerating sector earning a substantial amount of foreign exchange for the state. In the changed economic scenario, the Govt. of Bihar has begun viewing the industry in mega forms by announcing huge investment plans. Bihar is full of natural scenic beauty centralized old temples and heritage pilgrimage places of different regions like Buddhism, Jainism, and Muslims. Bihar is full of forests, mountains, rivers, and lakes.

Bihar’s economy has experienced little structural change over the years and is not well diversified. It has a predominantly agrarian economy with a small manufacturing base. By developing the right bend of the marketing mix and pilgrimage tourism strategy we can improve the economic condition of Bihar.

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Bihar is famous for religious tourism & cultural heritage sites. The historical significance of Bihar has been established again with the discovery of the ‘biggest ever Buddhist stupa’ at Kesaya by the Archeological Survey of India (ASI). The most important religious & heritage sites are Bodhgaya, Rajgir, Nalanda, Vaishali, Valmiki Nagar, Manner Sharif, Motahari, etc.

Places of tourist attraction in the state can be broadly classified as;

1. Places of Religious Importance and Archeological/Historical Sites,
2. Wildlife Sanctuaries and National Parks,
3. Adventure tourism,
4. Arts and Craft, Fairs & Festivals & Dances,

 Based on the above classification different circuits have been identified for tourist destinations.

1. Buddhist Circuit
2. Tirthankara Circuit
3. Ramayana Circuit
4. Islamic/Safi Circuit
5. Gandhi Circuit
6. Nature & Wildlife Circuit

 In India, Rural Tourism started in the mid-nineties, when some entrepreneurs and some NGOs excel in exploring the potential possibilities of rural tourism. One of the pioneers in this field is M R Moraka Rural Research Foundation. It first trained villagers in the Shahadat region of Rajasthan, encouraged them to do organic farming, and introduced the concept of farm Eco-Tourism and Heritage Conservation in 1995. The substratum trained villagers in the basics of the hospitality industry and then promoted the Shahadat arts and culture abroad to attract foreign tourists. The result was impressive, within a decade the inflow of foreign tourists increased seven to ten times - a remarkable achievement by any standard.

 **TRANSITION TO TRANSFORMATION: RURAL TOURISM IN BIHAR**

 According to Economic Census, in 1994, there were 62,425 Hotel and Restaurant Enterprises in Bihar of which 40,825 were “Own Account Enterprises” and 22,600 were “Establishments”. The “Own Account Enterprises” are defined as those which are owned and operated with the help of household labor and the “Establishment” are those which employ hired workers. In Bihar, employment in Hotel and Restaurant Enterprises was 1.49 Lakh of which 0.65 Lakh were in OAE and 82,880 in Establishments.

 Tourism is highly labor-concentrated in comparison to other sectors of the economy. WTTC and PHDCC Study indicate Rs 13 Lakh spent on Hotel and Tourism Industry generate 90 jobs while in agriculture it generates 48 jobs and manufacturing 15 jobs. The Labor Capital Ratio was calculated at 1987-88 Prices. In 1995-1996, direct employment in Tourism Sector was 2.5 percent of the Total Labor Force. In the Tourism Industry as a whole, taking all segments together, the ratio is 48.5 jobs, still higher than in other sectors. According to the Economic & Social Commission for Asia & Pacific (ESCAP) in their Report “Economic Impact of Tourism in India”, 1.5 international tourists employ one person while 18 domestic tourists generate employment for one person. The significant feature of tourism is that it employs a large number of women- educated, uneducated, skilled, and unskilled also generates employment opportunities, particularly in remote and backward areas.

**Table1.1: Direct Benefits from Additional Tourist Arrivals after Implementation of the Tourism Development Plan**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Additional Tourist Inflow (in Lakh)** | **Direct Receipt from the Domestic and Foreign Tourists****(Rs in Crore)** | **Value added at a factor of 0.3855****(Rs in Crore)** | **Total Direct Benefit. (Col. (5) +****Col. (6)****(Rs in Crore)** |
| **Domestic** | **Foreign** |
| 1 | 2 | 3 | 4 | 5 | 6 |
| 2002 | ..... | ...... | ...... | ...... | ..... |
| 2003 | 0.63 | 0.02 | 30.60 | 12.40 | 40.00 |
| 2004 | 1.41 | 0.02 | 59.80 | 23.66 | 82.46 |
| 2005 | 2.18 | 0.02 | 96.20 | 37.69 | 141.89 |
| 2006 | 3.09 | 0.03 | 145.60 | 52.26 | 187.86 |
| 2007 | 4.12 | 0.05 | 184.80 | 71.22 | 266.02 |
| 2008 | 5.27 | 0.06 | 234.80 | 90.49 | 335.29 |
| 2009 | 6.55 | 0.08 | 294.00 | 123.30 | 407.30 |
| 2010 | 7.97 | 0.13 | 370.80 | 152.90 | 513.70 |
| 2011 | 9.55 | 0.18 | 454.00 | 184.97 | 628.97 |
| 2012 | 11.31 | 0.23 | 502.40 | 199.62 | 696.02 |
| 2013 | 12.93 | 0.30 | 657.20 | 255.28 | 910.48 |
| 2014 | 15.05 | 0.37 | 850.00 | 330.59 | 1177.59 |
| 2015 | 17.39 | 0.46 | 879.60 | 339.99 | 1218.59 |
| 2016 | 19.98 | 0.55 | 1019.20 | 408.91 | 1422.11 |
| 2017 | 22.82 | 0.66 | 1176.80 | 459.57 | 1630.37 |
| 2018 | 25.96 | 0.78 | 1477.40 | 560.39 | 2046.79 |
| 2019 | 29.41 | 0.91 | 1540.40 | 599.67 | 2134.07 |
| 2020 | 33.20 | 1.06 | 1752.00 | 678.22 | 2427.00 |
| 2021 | 37.36 | 1.23 | 1986.40 | 768.56 | 2751.96 |

**Source: Department of Tourism, Government of Bihar**

**Table:1.2 Indirect Benefits from Additional Tourists Arrivals on the Implementation of Tourism Development Plan**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Year** | **Direct Receipts****(Rs in Crore)** | **Direct Value****Added****(Rs in Crore)** | **Output (Rs in Crore) [Col. (3) \* Factor of 1.059]** | **Value Added****(Rs in Crore) [Col. (2) \* Factor of 1.412]** | **Total****(Rs in Crore)****[Col. (6) +Col. (6)]** |
| 1 | 2 | 3 | 4 | 5 | 6 |
| 2003 | 29.34 | 11.40 | 31.31 | 16.09 | 47.39 |
| 2004 | 58.85 | 22.66 | 62.21 | 31.99 | 94.20 |
| 2005 | 95.25 | 36.69 | 100.72 | 51.80 | 152.52 |
| 2006 | 156.66 | 52.26 | 165.68 | 73.79 | 239.47 |
| 2007 | 184.86 | 71.22 | 195.52 | 100.56 | 296.08 |
| 2008 | 234.85 | 90.49 | 248.52 | 127.77 | 376.19 |
| 2009 | 294.00 | 113.30 | 311.05 | 159.98 | 471.03 |
| 2010 | 370.85 | 142.90 | 392.30 | 201.77 | 594.07 |
| 2011 | 454.06 | 174.97 | 480.33 | 247.05 | 727.38 |
| 2012 | 502.45 | 193.62 | 531.34 | 273.39 | 804.73 |
| 2013 | 657.26 | 253.28 | 695.31 | 357.63 | 1,052.94 |
| 2014 | 850.08 | 327.59 | 899.30 | 462.55 | 1,361.85 |
| 2015 | 879.66 | 338.99 | 930.61 | 478.65 | 1,409.26 |
| 2016 | 1,019.30 | 402.91 | 1,078.31 | 568.91 | 1,647.22 |
| 2017 | 1,176.90 | 453.57 | 1,245.05 | 640.44 | 1,885.49 |
| 2018 | 1,477.50 | 569.39 | 1,563.09 | 803.98 | 2,367.07 |
| 2019 | 1,540.50 | 593.67 | 1,629.74 | 838.26 | 2,468.00 |
| 2020 | 1,752.60 | 675.22 | 1,853.61 | 953.41 | 2,807.02 |
| 2021 | 1,986.50 | 756.56 | 2,101.61 | 1,080.97 | 3,182.58 |

**Source: Department of Tourism, Government of Bihar**

**Conclusion:**

Tourism has good growth to emerge large-scale employment and enhance additional active income sources for skilled and unskilled manpower. It will genesis of employment for rural people and generate income for them; the only requirement is that the potentialities be tapped efficiently. Tourism in rural areas offers an economic boon to small communities struggling to survive as young people leave for elsewhere by luring urbanities in the opposite directions and by protecting local mom-and-pop businesses against encroaching mega-corporations. It will generate employment for rural people and create cash income for them. The villagers will be able to provide better food and education for their children. They will have an additional source of income along with their agricultural income.

 Creation of employment and reduction of unemployment rates, including hidden unemployment, which results in inhabitants of villages being needed, and socially accepted, encourages them to develop qualifications (the psychological aspect) and facilitates the utilization of the human resource potential. It helps to sustain previously existing local levels of income, employment, and growth and generates new wealth sources. It is a rather important field in rural development that can build up opportunities and facilities, especially for employment and regional income, and play a crucial role in reviving and rebuilding rural regions.