



Growth & Development of Tourism Sector in West Bengal: Issues & Concerns

Dr. Sherap Bhutia

Assistant Professor (W.B.E.S.), Post Graduate Department of Geography
Chandernagore Government College, (Affiliated under University of Burdwan)
Dist. Hooghly, Pin: 712136, West Bengal, INDIA

Abstract: *Tourism as a modern term is applicable to both international and domestic tourists. Tourism aims to recognize the importance of the continuity of natural resources and the continuity of culture and the balances within culture. Tourism generates local employment both directly in the tourism sector and in various support and resource management sectors. Tourism stimulates improvements to local transportation, communication and other basic community infrastructures in West Bengal. The paper provides a theoretical framework for tourism development in West Bengal and their associated issues and concerns. The main objective of this is to promote West Bengal as preferred destination for visitors and provides opportunities for Tourism business which will improve the economy of the people and thereby generates revenue for the State as well. The success of tourism depends on the ability of destinations to engage in sustainable use and conservation of vital resources. West Bengal has improved its share in international tourism receipts during the course of past decade i.e. from about 3.36% in 2000 to about 5.88% in 2012 of foreign tourists visiting India.*

Key Words: *Tourists, Tour, Develop, Foreign Tourists, Tourism Industry*

I. Introduction

Tourism as a modern term is applicable to both international and domestic tourists. It is the temporary movement of people to destinations outside their normal place of work and residence. Such a pleasure-seeking tourist is a traveller moving from place to place or visiting the same place time and again. Tourism includes all economic activities which are organised around the needs of such travellers. The tourist flow between places depends upon general attractiveness of one country for another and business or cultural connections. Leisure and Holiday based international tours are more visible and dominant in modern international tourism industry. Most of the countries today promoting their tourism to achieve their economic and social targets.

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 overseas travellers. 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.

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.

II. Study Area

West Bengal is a state situated in the eastern part of India, which shares its international border with Bangladesh, Nepal and Bhutan. The state also shares ethno-linguistic similarity with Bangladesh. It stretches from Himalayas in the north to the Bay of Bengal in the south. West Bengal stands surrounded by Assam and Sikkim in the northeast, 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). West Bengal has the Rajmahal hills on its north-western side and the Shillong Plateau on its north-eastern border. The state stands bounded by the Indian peninsular shield of Archean basement rocks on the west. Geographically, the state is quite diverse, consisting of high peaks of Himalaya in the northern extremes and coastal regions in the southern parts, with plateaus and Ganges delta coming in between. Coming downward, the state houses some of the rare species of wildlife in the Sundarbans that is also the natural habitat of the famous Royal Bengal Tiger. West Bengal is also the only state in India where Himalayas are in the north and Sea is at the south, having plains and plateaus covering the remaining region. This state has been always known for its rich culture and heritage. In total West Bengal (WB) state comprises 19 districts.



III. Objectives of the Study

The main focus of this study is to critically evaluate various issues and concerns of Tourism Development in India in general and West Bengal in particular. To have a proper idea about the issue the study includes the following objectives:-

- (i) To study the growth and performance of tourism industry in West Bengal.
- (ii) To analyze the different issues and concerns which are related to tourism industry in the State.
- (iii) To analyze the tourism destination and products of the State and to identify the major challenges of this smokeless industry.
- (iv) To study the present status and trends in the flow of tourists to West Bengal.
- (v) To suggest ways for improvement of tourism industry as a perspective tool of economic development in West Bengal.

IV. Materials and Methods

This study is basically descriptive in nature and based on secondary information. The present paper intends to examine the growth of tourism development and their related issues and concerns in West Bengal. The study analyses published books, different published research works, newspaper, magazines, reports of various government authorities, and websites. Secondary data has been collected from the Department of Tourism for the year 2000-2012 and different charts has been prepared and analyse and an inference has been drawn as per the need of the study. The Census data were also referred for this study. The nature of the present research work is explorative and the whole work has been done by descriptive as well as analytical methods.

V. An Overview of Tourism in India

Tourism plays an important role in economic development and creation of jobs in India. The systematic development of tourism in India is also linked with the Industrial revolution and the change in the mode of travels with introduction of Rail travels, Aviation and automobile revolution. However systematic development of tourism in India started from the 2nd Five Year Plan (1956-61), when there was some allocation for tourism development and thus tourism was recognized in the Plan document and emphasis was put for its systematic development.

In 2011, India's share in international tourist flows was 0.64 percent of world travelers (India's share in the international tourism receipts was relatively higher at 1.61 percent in 2011), and 2.9 percent of travelers from Asia-Pacific (share in tourism receipts being 5.72 percent). All these shares have been steadily rising since 2002, and were not significantly affected by the 2008 financial crisis. The Travel and Tourism Competitiveness Report of 2012 by the World Economic Forum ranks India 12th in the Asia-Pacific Region and 68th globally; the report is very bullish on India's tourism growth outlook.

During the year 2011, the number of Foreign Tourist Arrivals (FTAs) in India reached the level of 6.29 million, registering a growth of 8.9% over the FTAs of 5.78 million in 2010. The growth rate of 8.9% in tourist arrivals in India was almost double the growth of 4.4% in tourist arrivals worldwide. The tourism sector in India, therefore, has fared quite well vis-à-vis the world. Foreign Exchange Earnings (FEE) from tourism in India during 2011 were \$16.56 billion as compared to \$ 14.19 billion in 2010, showing a growth of 16.7%.

The tourism industry has helped growth in other sectors as diverse as horticulture, handicrafts, agriculture, construction and even poultry. Both directly and indirectly, increased tourism in India has created jobs in a variety of related sectors. The numbers tell the story: almost 20 million people are now working in the India's tourism industry. The Tourism Ministry has also played an important role in the development of the industry, initiating advertising campaigns such as the 'Incredible India' campaign, which promoted India's culture and tourist attractions in a fresh and memorable way. The campaign helped create a colorful image of India in the minds of consumers all over the world, and has directly led to an increase in the interest among tourists.

V. Relevance of the Study

The importance of Tourism, as an instrument of economic development and employment generation, particularly in remote and backward areas, has been well-recognized the world over. Tourism generates local employment both directly in the tourism sector and in various support and resource management sectors. Tourism stimulates profitable domestic industries – hotels and other lodging facilities, restaurants and other food services, transportation systems, handicrafts and guide services. Tourism generates foreign exchange for the country and injects capital and the new money into the local economy. The business of tourism improves the general economic condition of those, who are directly involved in this sector.

Tourism diversifies the local economy particularly in rural areas where agricultural employment may be sporadic or insufficient. Tourism seeks decision making among all segments of the society, including local population so that tourism and other resources users can co-exist. It incorporates planning and zoning which ensures Tourism Development appropriate to the carrying capacity of the eco-system. Tourism stimulates improvements to local transportation, communication and other basic community infrastructures. It also leads to the infrastructural development of the underdeveloped tourist destinations. Tourism creates recreational facilities which can be used by the local communities as well as domestic and international visitors. It also encourages and helps pay for preservation of archaeological sites and historic buildings and districts.

Tourists tend to have disposable income that they spend in the country they are visiting. They also, on the whole, have more leisure time with which they use on numerous, shorter vacations throughout the year. Most tourists are well educated with sophisticated tastes which have resulted in the demand for better service and products. Many tourists also travel with their families, resulting in the need for more family-oriented vacation spots as well as niche destinations for other demographics, such as water sports vacations and spa resorts.

Tourism is a dynamic and pervasive 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:

- **Economic** – increased and diversified economic activity; flow-on economic benefits through a community; stimulus for economic development and investment;
- **Social/Cultural** – enhanced quality of life, community development, employment and income, conservation of cultural heritage, increased amenity, community pride;
- **Environmental** – awareness of environmental significance, conservation of natural and built environments, implementation of sustainable practices.

VI. Human Resource in West Bengal

As per Census 2011, West Bengal has population of 9.13 Crores, an increase from figure of 8.02 Crore in 2001 census. Total population of West Bengal as per 2011 census is 91,276,115 of which male and female are 46,809,027 and 44,467,088 respectively. In 2001, total population was 80,176,197 in which males were 41,465,985 while females were 38,710,212. The total population growth in this decade was 13.84 percent while in previous decade it was 17.84 percent. The population of West Bengal forms 7.54 percent of India in 2011. In 2001, the figure was 7.79 percent.

Literacy rate in West Bengal has seen upward trend and is 76.26 percent as per 2011 population census. Of that, male literacy stands at 81.69 percent while female literacy is at 66.57 percent. In 2001, literacy rate in West Bengal stood at 68.64 percent of which male and female were 77.02 percent and 59.61 percent literate respectively. In actual numbers, total literates in West Bengal stands at 61,538,281 of which males were 33,818,810 and females were 27,719,471.

Density of West Bengal is 1,028 per sq km which is higher than national average 382 per sq km. In 2001, density of West Bengal was 903 per sq km, while nation average in 2001 was 324 per sq km. Sex Ratio in West Bengal is 950 i.e. for each 1000 male, which is below national average of 940 as per census 2011. In 2001, the sex ratio of female was 934 per 1000 males in West Bengal.

VII. The Present Scenario

The West Bengal attractions offer the visitor with a wonderful opportunity to explore the various places of tourist interest of the state. West Bengal is blessed with an immense tourism potential. Being an important state of India, West Bengal is thronged by numerous tourists all over the year who are absolutely thrilled by the wide gamut of tourist attractions. Ranging from the numerous state museums to the unique art galleries, and from the educational and entertainment centers to the engineering marvels, the West Bengal Attractions provides the tourists to choose from a plethora of important tourist places. The tourist attraction of West Bengal reflects the rich cultural heritage and traditional legacy of the state that has triggered down to the modern era. Upholding the traditional heritage, the museums of West Bengal bears relics to the rich historical past of the state. One can

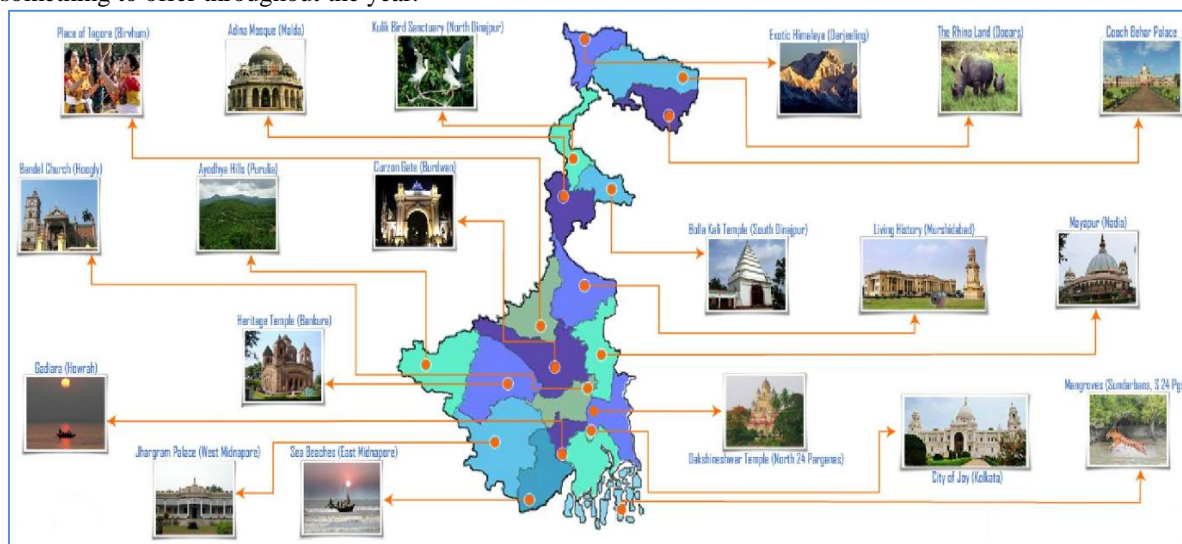


experience the lost glory and grandeur of West Bengal in the museums which are the store house of antique pieces, sculptures and tokens of the past. The art galleries display the rich artistic skills and imaginative creativity of the people of West Bengal. The long corridors of the art galleries ponder on the intellectual advancement of the artist who expresses their inner most feelings through the art works.

West Bengal is blessed with many parks and gardens that perform the dual function of educating and entertaining the visitors. The splendid white monument of the Victoria Memorial reminds one of the British era in our country and enriches us with the knowledge of history, the attractive gardens provides one relief from the hustle bustle of the city life. The Science City provides the visitors with an opportunity to amass knowledge about the various scientific activities while relieving us from the stress of our daily life. The bridges which connect one part of the city to another are a perfect example of the engineering skills of West Bengal. West Bengal has many bridges that are one of their kinds in all over India.

VIII. Major Tourism Destinations and Products

West Bengal offers the tourists an opportunity to experience long unending beaches with gentle rolling sea lined with Casuarina forests. A number of sea resorts viz. Digha, Shankarpur, Junput, Bakkhali, Sagardwip have sprung up on the East coast of Bengal. Given the variance of the tourism sites in the State, West Bengal has something to offer throughout the year.



West Bengal is a State rich in resources which can be leveraged for tourism. Thus natural scenery, favourable weather and climate and cultural heritage are used for area development through promotion of tourism. West Bengal is a key tourist destination for both domestic and foreign tourists also because of tourist attractions, from the hill station of Darjeeling to the Sagar Island in the confluence of the Ganga and Bay of Bengal. Some of the important tourist centres are Calcutta, Digha (Sea beach) at Medinipur district, Bakkhali Sea Resort and Sunderbans (famous for Royal Bengal Tiger and Crocodile project) at South 24-Pargana district, Bandel (Church) at North 24-Pargana district, Tarakeswar (pilgrim centre), Kamarpukur (birth place of Sri Ramakrishna) at Medinipur district, Gadiara (picnic spot) at Howrah district, Shantiniketan (work place of Rabindranath Tagore), Bakreshwar (pilgrim centre) at Birbhum district, Durgapur (industrial city) and Bardhaman at Bardhaman district; Mukutmanipur (dam & deer park), Bishnupur (ancient temples) at Bankura district, Ayodhya Hills at Purulia district, Murshidabad (historical palace & museum) at Murshidabad district, Gour and Pandua (historic town) at Malda district, Nawadweep and Mayapur (pilgrim centre) at Nadia district, Darjeeling, Mirik, Kalimpong, Kurseong, (famous for scenic beauty) at Darjeeling district, Jaldapara (wild reserve) and Dooars at Jalpaiguri district.

X. Growth and Performance of Tourism

Tourist arrival pattern is understandably an important indicator of prevailing demand scenario and that indirectly suggests the strength of tourism industry including the supply-side. Growing at a compounded annual growth rate (CAGR) of about 13 per cent, India's foreign exchange earnings from the tourism sector are likely to reach US \$26 billion in 2015 from the current level of about \$20 billion, as per apex industry body of the Associated Chambers of Commerce and Industry of India (ASSOCHAM).

In terms of the India's share in the tourism receipts as per Market Research Division, Ministry of Tourism, Government of India, the country has increased its number of Foreign Tourist inflow from 58.9 lakhs in 2000 to 207.31 lakhs in 2012 and the domestic tourist recorded as 2201 lakhs in 2000 to 10363 lakhs in 2012. In the year 2012, as many as 207.31 lakhs foreign tourists visited India, out of which 12.19 lakhs are from West Bengal. In terms of the India's share in the tourism receipts in the Asia-Pacific region, India has increased its share from 3.2

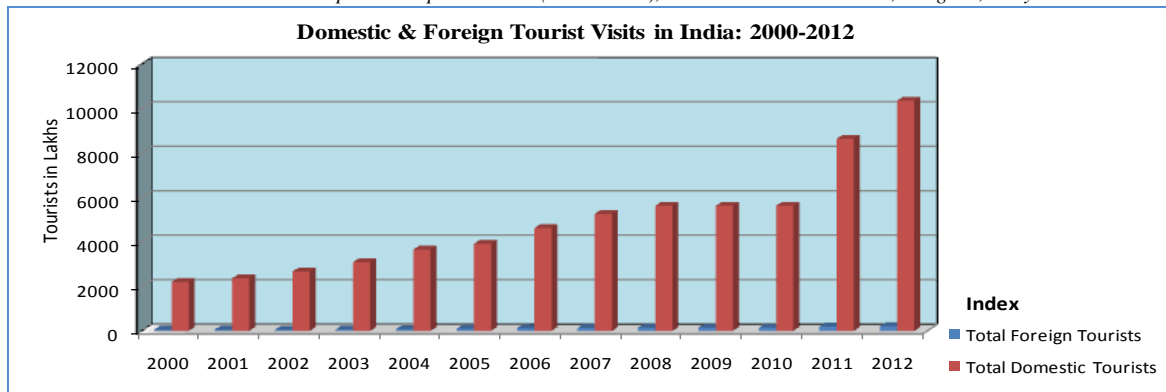
per cent in 2002 to about 5.5 per cent in 2012 and India has also improved its ranking from 13th to 7th in this regard.

Tourist Inflow in India & West Bengal: 2000-2012

Year	Domestic Tourists (Lakhs)	Foreign Tourists (Lakhs)	Total Tourists (Lakhs)	Total Domestic Tourists in India (Lakhs)	WB Domestic Tourists Share (in %)	Total Foreign Tourists in India (Lakhs)	WB Foreign Tourists Share (in %)
2000	47.37	1.98	49.35	2201	2.15	58.9	3.36
2001	49.43	2.84	52.27	2364	2.09	54.4	5.22
2002	88.44	5.29	93.73	2669	3.31	51.6	10.25
2003	113.01	7.05	120.06	3090	3.66	67.1	10.51
2004	123.80	7.76	131.56	3662	3.38	83.6	9.28
2005	135.67	8.96	144.63	3919	3.46	99.5	9.01
2006	158.08	9.98	168.06	4623	3.42	117.5	7.54
2007	185.80	11.54	197.34	5265	3.53	132.7	8.70
2008	193.14	11.33	204.47	5629	3.43	141.12	8.03
2009	205.28	11.8	217.08	5630	3.65	142.12	8.30
2010	210.72	11.92	222.64	5631	3.74	143.12	8.33
2011	222.56	12.13	234.69	8645	2.57	194.97	6.22
2012	227.30	12.19	239.49	10363	2.19	207.31	5.88

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.

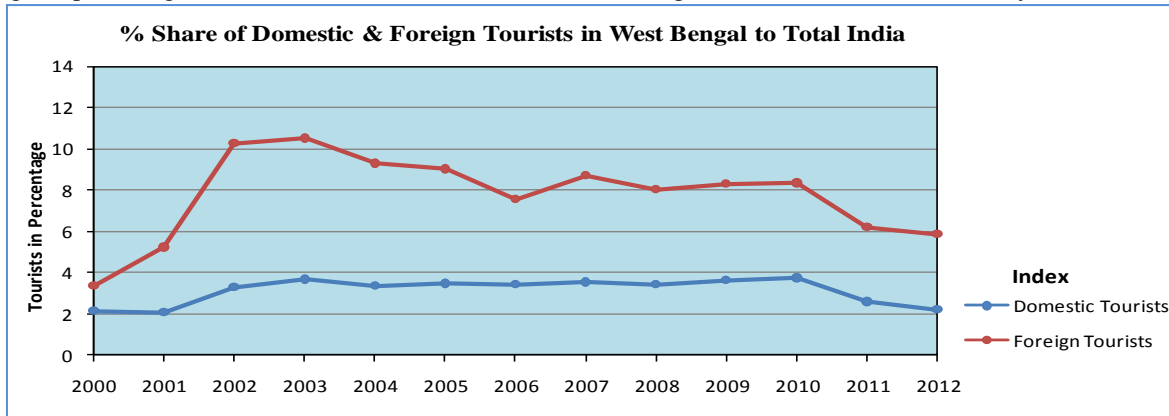


West Bengal is a land of splendid destination with rich cultural heritage, historical heritage, flora & fauna, spectacular beaches & mountains & wildlife. There are a few states in India with the variety that West Bengal has offered. Tourism, in the recent times, is one of the most happening sectors of the State. There has been an overall increase of about 385% growth of tourist inflow (both domestic and foreign) in West Bengal since the year 2000. Making significant strides in the tourism sector, West Bengal has improved its share in international tourism receipts during the course of past decade i.e. from about 3.36% in 2000 to about 5.88% in 2012. During 2003, the State recorded the highest share of about 10.51% of foreign tourists visiting India. On the other hand, the domestic tourist share in the State is increased from merely 2.15% in 2000 to 2.19% in 2012.



A statistics from the West Bengal State Tourism Department shows that there had been 49.35 lakhs tourists in the year 2000 while in 2012 the figure has shot up to 239.49 lakhs including both foreign and domestic tourist.

West Bengal commands sixth highest share of about 5.88% per cent in total foreign tourist arrivals during 2012 in India. The number of foreign tourist arrival in WB has increased by 6.2 times during 2000-2012 i.e. from about 1.98 lakhs foreign tourists visiting WB in 2000 to about 12.19 lakhs foreign tourists in 2012 thereby registering a growth of over 515 per cent during this period. The domestic tourists' arrival in the State recorded from 47.37 lakhs in 2000 to 227.30 lakhs in 2012 with the increase of about 380% during 2000-2012. The highest percentage share of domestic tourist in the State is during 2010 with 3.74% of the country's total.



The overall scenario thus emerging enables to suggest that tourism demand and supply in the State is very improving. West Bengal has the locational advantage of Kolkata international airport, which many tourists might be using as entry point for their movements in Eastern India. West Bengal has been the traditional entry point to Eastern India, the Northeast and the land-locked countries of Nepal, Bhutan and Bangladesh, which are easily accessible from the State. This geographical advantage perhaps explains in a large way why West Bengal consistently figures among the highest foreign tourist attractions in India. It is also home to two of India's major religious events, the annual Gangasagar mela and the world famous Iskon festival at Mayapur. It is therefore not surprising that West Bengal accounted for over 5.88 percent of the foreign tourists visiting India in 2011.

XI. Challenges

The major challenges are need to preserve the environment and natural resources, the need for education, proper understanding for both tourists and local people, and the need to generate a democratic movement which helps people at all levels to participate in tourism development. The Tourism Industry faces with various challenges in the field of human resources; one of the crucial issues in this regard is the quality of manpower. The industry is vitally faced with the demand for qualified quality personnel.

One of the key areas in terms of tourism development in West Bengal is creation of a more appropriate form of tourism to replace “Mass Tourism”. Appropriate Tourism is a kind of tourism that is more favorable and beneficial to the local community and the challenge ahead for West Bengal’s tourism industry is to implement and establish Appropriate Tourism at the ground level.

Hotel are mushrooming in India of different shapes and sizes without any proper care of the fragile environment or even basic security for the property and life of tourists. This is very dangerous to countries like India where tourism is going to be the mainstay for employment generation, social up-liftment and source for foreign exchange earnings. Now many state tourism corporations are also running hotels. No doubt, for booming domestic tourism, these establishments are rendering a very good service but equally these establishments are lacking required facilities. All the more they lack trained manpower.

The conservation and sustainable use of natural, social and cultural resources is crucial. Therefore, tourism should be planned and managed within environmental limits and with due regard for the long term appropriate use of natural and human resources. Tourism should support a wide range of local economic activities, taking environmental costs and benefits into account, but it should not be permitted to become an activity which dominates the economic base of an area. Local communities should be encouraged and expected to participate in the planning, development and control of tourism with the support of government and the industry. Particular attention should be paid to involving indigenous people, women and minority groups to ensure the equitable distribution of the benefits of tourism.

Tourism being a highly labour intensive industry, there should be an integrated HRD system with both public and private sector participation to develop human resources to meet the requirements of the industry. Tourists are also irritated on account of unwanted paper work, time wasting compliance of rules and regulations and red-tapism in India. In addition to customs and immigration formalities, language barriers are also the major problems faced by the foreign visitors.

The success of future tourism is intrinsically connected with the way in which the industry and the tourism system understand and incorporate the emerging critical trends that support its expansion. The most imperative

factors for successful tourism development include product enhancement, marketing, regulations and human resource development. The role of the State is pivotal because a large number of tourism resources like foreshore lands on the coast, heritage monuments, forest and wild life, inland water bodies and major infrastructure like airports, roads, ports vest with it.

XII. Future Prospect

West Bengal aims to become a preferred tourism and tourism-related investment destination by leveraging its unique geographical setting along with its various tourism-related assets. It will develop necessary infrastructure and promote tourism in an integrated manner which will not only bring in more investment and further the socio-economic goals of the Government, but also ensure that all these are in conformity with the relevant acts, rules and regulations relating to environmental protection. The overall aim of the Tourism Department is to see that the tourism sector contributes towards improving the quality of life of people in general.

The West Bengal tourism development presently follows the Tourism Policy of 2008, which aims:

- To develop a portfolio of tourism products by utilizing its unique ecological, historical, cultural, religious, wildlife, sports, shopping, health care, educational and human assets.
- To facilitate tourism by all segments, particularly the middle and lower income tourists, by making the tourist spots in the State more easily accessible through single-window facility at the State capital and at the district headquarters and on the internet.

The West Bengal government is currently preparing to unveil a comprehensive 'Tourism Policy', "with a major thrust on creating a separate brand for West Bengal". The state has begun its *Beautiful Bengal* campaign to sensitize tourists about the many attractions of the state, namely Hill Tourism in Darjeeling and Doars, Ecotourism in Sunderbans, River Tourism, Kolkata Heritage Tourism, Beach Tourism along the coastline, etc. The state tourism department also hosts Tagore Literary Festival, Kolkata; Urban Heritage Conservation Festival, Kolkata; Tea Tourism Festival, Darjeeling; Hazarduall Utsav, Murshidabad; Digha Festival; Bishnupur Festival; and Music Festival, Darjeeling.

The State has taken the Kolkata/Hooghly Riverfront Development as a priority for development as a major tourist attraction, which is being readied for implementation. In addition to existing tourist destinations, the state is taking special care to develop tourism in North Bengal, Digha and Sundarbans in a customised way. The State government is also finalizing plans to further develop a 'Buddhist Trail' so as to attract more foreign tourists in the state; among other things the proposal included a 10-day trip to cover this circuit by a state-of-the-art train like 'Palace on Wheels' twice a month.

The Central and State Government must come up with more inclusive tourism policies and programmes to take the momentum forward and derive better synergy of tourism and development. There is no dearth of attractions, resources or manpower; rather the State has all of that in plenty and in huge diversity. Leveraging these vast resource bases of the state for building a qualitatively better and stronger tourism industry should provide a winning proposition for all stakeholders, especially the common man.

XIII. Conclusions

The success of an organization depends on its ability to affect continuous improvement and provide quality products and services to its customer. This will require every personnel in the organization to possess the requisite knowledge, skill and attitude. Proper identification of tourist segments and focused marketing efforts, with the help of professionals, should be undertaken. Only overall growth can help in improving revenue generation, which needs to grow in line with the additional capacity being set up by the hospitality industry.

Tourism activities depend upon nature and natural heritage, it is essential to ensure that tourism development is ecologically sustainable –ecological process must not be neglected. Similarly tourism offers real experience of unique culture of the country and the State. Hence the development should ensure that social and cultural sustainable tourism development compatible with the culture and values of the local people.

The agenda for action should concentrate around community participation in tourism development and planning, training of the personnel associated with tourism development so that they can provide quality services without devaluing the same. In the framework of action it is necessary to ensure that the benefits to the community are so spread out that the people perceive the benefits flowing to them. Similarly, there is need for a legal and procedural frame work that deals adequately with social evils like exploitation, child use, sex tourism, interference with heritage products etc.

In conclusion, the path for department of accessible tourism is tough and one has to negotiate with many culpable challenges and bottlenecks. Perhaps, some of those are not difficult to deal with or manage. What would be needed is certain degree of commitment, earnest efforts and coordination on the part of direct stakeholders. When it comes to more complex problems involving considerable financial commitment and coordination, it would be necessary to institute suitable policy mechanisms and higher level of inter-department coordination mechanisms.

XIV. Suggestions

- Proper planning of master plans needs to be prepared with specific objectives be integrated with Assam's overall economic and social development objective.

- Proper development of infrastructure, tourist facilities, enhancement of communication networks etc.
- All the information, instructions, suggestions should be made available in Braille and large print. Large print material should be placed at eye level.
- All travel and tourism organisations should be advised to document the Factsheets on access enabling facilities in their premises and publicise them.
- Tourism communication strategy should be such that accessible tourism information would be integral to all campaigns.
- Realise and respect the value of environment, flora and fauna, monuments and cultural heritage.
- Practice conservation of nature and culture as a way of life.
- Research should be undertaken throughout all stages of tourism development and operation to monitor impacts, to solve problems and to allow local people and others to respond to changes and to take advantages of opportunities.
- Zonal manpower resource centre should be formed to recognize tourism as a factor for regional development. These manpower resource development centres should conduct studies on the availability of skilled and semi-skilled human resources in their respective regions.
- The quality of services given by hotels, tourist resorts and facilities en route must be supervised by experienced and knowledgeable managers.

References

- [1] Babu, Suteeshna, (2008), Spatial Dimensions of Tourism in India A macro-level perspective. In S. Babu, S. Mishra and B.B. Parida (ed.), *Tourism Development Revisited: Concepts, issues and challenges*, Response Books- Sage Publishers, New Delhi, pp. 285-305.
- [2] Berno, T. and Bricker, K. (2001): *Sustainable tourism development: the long road from theory to practice*, International Journal of Economic Development 3(3), pp. 1-18.
- [3] Brown, Frances and Hall, Derek (2008) 'Tourism and Development in the Global South: the issues', Third World Quarterly 29 (5), pp. 839 – 849.
- [4] Cronin, L. (1990): *A strategy for tourism and sustainable developments*, World Leisure and Recreation 32(3), pp. 12-18.
- [5] Dodds, R. & Butler, R. (2010): *Barriers to implementing sustainable tourism policy in mass tourism destinations*, Tourismos, Vol. 5, No.1, pp. 35-54.
- [6] Government of India, *India Tourism Statistics* (2010), Ministry of Tourism, Market Research Division, New Delhi, India.
- [7] Government of India, *Indian Tourism Statistics at a Glance* (2011), Department of Tourism, New Delhi, India.
- [8] Government of India, *Indian Tourism Statistics at a Glance* (2012), Department of Tourism, New Delhi, India.
- [9] Hubrecht, J. & Teare, R. (1993): A strategy for partnership in total quality service. *International Journal of Contemporary Hospitality Management*, 5(3), pp. 1-5.
- [10] Interim Report, *Identification of Tourism Circuits across India: West Bengal*, April – 2012, IL&FS Infrastructure Development Corporation Ltd (IL&FS IDC), National Level Consultant, Under Ministry of Tourism, Govt. of India.
- [11] IITTM- ICC Report, *Travel and Tourism Industry in India: Looking East*, Travel India 2011, Indian Institute of Tourism and Travel Management (An Organisation of Ministry of Tourism), Gwalior, India.
- [12] Kreishan, F. M. M (2010): Tourism and Economic Growth: The Case of Jordan", *European Journal of Social Sciences*, Vol.15, No.2, pp. 63-68.
- [13] Liu, Z. (2003): *Sustainable tourism development: a critique*, Journal of Sustainable Tourism 11(3), pp. 459-475.
- [14] Report, *India as a Hotspot for Inbound Tourism: Reigniting Destination Appeal*, Federation of Indian Chambers of Commerce and Industry (FICCI), Kolkata, India.
- [15] Sharpley, R. (2000): *Tourism and sustainable development: exploring the theoretical divide*, Journal of Sustainable Tourism 8(1), pp. 1-19.
- [16] Tosun, C., (1999): "An Analysis of Contributions International Inbound Tourism to the Turkish Economy", *Tourism Economics*, Vol.5, pp. 217-250.

Websites

- [1] Banglar Mukh, the official portal of the West Bengal State Government, retrieved on 10th May, 2014 from <http://wb.gov.in/portal/banglarMukh>
- [2] The official portal of Government of West Bengal, Department of Tourism, retrieved on 10th May, 2014 from <http://www.wbtourism.gov.in/>