A Study on potentiality of Rural Tourism in Odisha (Orissa)

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I. ABSTRACT

Tourism is a highly "perishable" commodity. The Tourism termed as smokeless industry is highly infrastructure dependent, and relies upon various transport services to deliver clients. Immigration and entry/exit control regulations have a direct influence on the supply of international tourism services. Important challenges facing the industry include environmental and infrastructure problems and rapid technological changes. Tourism in Odisha has developed considerably in recent years due to the various attractions ranging from wildlife reserves and beaches to temples and monuments and the arts and festivals. Locations of Odisha which attract tourists because of their natural scenery include Darjeeny, Daringbadi, Barunei, Dhamra, Chandbali, Tensra, Narayani and Saptasajya. Eco-tourism provides a high scope for rural tourism and a degree of alternate employment to the local community and generates environmental awareness, among local residents as well as visitors, about the conservation and sensible use of the lake’s natural resources in Odisha. The supply of tourism services is characterized primarily by the cross-border movement of consumers.

This paper provides a comprehensive message over the literature on definitional approach of tourism, its developmental aspect, tourism planning, destination and image, destination competitiveness. The impact of tourism on economy, society, culture and environment are also examined. A study on tourism system as defined by different experts has also been done.

II. INTRODUCTION

Tourism is traveling mainly for fun and leisure purposes with services to support this leisure travel. The World Tourism Organization defines tourists as people who "travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited". Tourism has become a well accepted global recreational activity. Tourism is an event of gathering of tourists and their activities in a detailed destination. It is one of the principal and fastest-growing smokeless industries in the world and has an impact far beyond its economic and business aspect. Recent estimates by the World Travel and Tourism Council indicate that the tourism industry contributes around 10 percent of Global Gross Domestic Product and provides employment for some 215 million people worldwide. The World Travel & Tourism is predicted to create US $ 9,060.3 bn of economic activity (Total Demand) in 2009, rising to US $ 13,231.6 bn by 2017. The World Travel & Tourism is projected to add 5.6 % to GDP in 2009, rising to nominal terms to 4.8% of total by 2017.

Due to its scopes of community income generation by the utilization of goods and services by tourists, the taxes levied on businesses Tourism is vital for many countries. It creates jobs and contributes over 10% Gross Domestic Product (GDP), as well as brings in capital investment and exports. Tourists are increasingly selective about destinations and are demanding higher quality products and services. So Rural Tourism products and services that demonstrate ‘greater sensitivity to the environment, traditional culture and local people at the destinations can create an experience, whereas tourism in a context of uncontrolled growth which puts increasing pressure on the natural, cultural and socioeconomic environment, risks diminishing the visitor’s experience. According to Mitsulov (2005), (1) the rural tourism represents “the possibility for realization of physically health generation through acquiring an income from labour activities combined with the way of life in conformity with nature”. The tourists have the opportunity to become well-acquainted with the authentic rural way of life, the natural landmarks as well as the rich Odishan cultural-historical heritage.

OBJECTIVES OF THE RESEARCH STUDY:

1. To undertake a brief literature review on tourism system, tourism attractiveness and to understand the evolution of tourism industry in Odisha in general and prospects of rural tourism in particular.

2. To understand and analyze the Tourism resources of Odisha and to analyze the development of Rural Tourism in Odisha.

ODISHA AS A DESTINATION FOR RURAL TOURISM:

Odisha occurs to be the eastern coastal state with a vast expansion of coast land of India. Situated on the coast along the Bay of Bengal, Odisha stands for its ancient glory and modern endeavour. The tourist destination possibilities are much available in this state. The state of Odisha is rich in natural, cultural and innate resources to attract tourists. Inspite of much wide scope for tourism the state of Odisha lacks in tourist inflow both domestic and international. Artistic with
nature's reward a 482 km stretch of coastline with virgin beaches, serpentine rivers, enormous waterfalls, forest-clad blue hills of Eastern Ghats with rich wild life. Lord Jagannath Dham Puri is one of the most popular destinations due to its aesthetic value and decent coastal expansion.

Places of People Interest:
Puri:
A heaven on earth is the common description of Puri. Both the devout and the pleasure-seeker bestow such praise on the place. The world's biggest Vishnu temple dividing the skyline through a host of smaller temples overlooking Puri.

Konark Temple:
The Konark Temple (the black pogoda) has always been a top priority in the itinerary of every traveler to Odisha. The Sun temple is just over an hour's drive from Bhubaneswar. One will fall in love with the lovely stone carvings and the simple charm of the Konark temple. This temple is symbolized by the huge chariot and the galloping seven horses which point towards the seven days of the week. The 12 pairs of wheels of the temple signify the twelve months of the year. Further, there are 8 spoons on each wheel which pertain to the eight stages in a woman's life. The temple seems to be headed towards the east which embodies dawn of a new day. It embodies the Dravidian and the Odishan styles of architecture and is now a World Heritage Site. Although the original Konark Temple is in ruins today, visitors can visualize the beauty and the dimensions of the Sun temple in its time voted by many people as one of the Seven Wonders of India in a poll conducted by a popular TV channel, is sure to impress visitors with its sheer size, unique appearance and skillful craftsmanship.

Other Temples of Odisha:
The severity of Odisha temple architecture tranquilled during the Ganga rule. The Lingaraj temple and the Mukteswar temple in Bhubaneswar, the Varahi temple at Chaurasi with its barrel shaped tower bear the influence of the Shakti Cult. The Tantric influence on some of the monuments in Odisha is seen in the circular design, sometimes roofless, and enshrining the images of Bhairav and the yoginis, the Vaital Temple in Bhubaneswar reflects a different architectural theme, with a semi-cylindrical roof and a lopsided boat shape defining the tower are some of the monuments built in accordance with the Kalinga School of architecture. Kichakeswari Temple of Khiching in Mayurbhanj has many carvings and exquisite sculptures on the outer walls kept alive the sculptural heritage.

Prehistoric Caves in Odisha:
The rock caves, home to prehistoric man, were decorated with engravings and paintings of geometrical forms of humans and animals. Vikramkhol in Jharsuguda, some similar caves in Sundergarh, Sambalpur and Kalahandi districts are evident the rock art of primitive ingenuity. In Dhauli, Jaugad and Sisupalgarh, the rock edicts demonstrate the highly evolved sculptural skills of 2000 years ago.

Jain and Buddhist Sculptural Art in Odisha:
In the first century BC, rock caves were carved out to hold Jain ascetics under the Kharavel (Chedi) dynasty. The Khandagiri and Udayagiri caves exhibit greatly aesthetic wall panels depicting contemporary life. In Puri, Keonjhar, Balasore and Koraput, caves have been unearthed with figures of Jain Tirthankaras and Sasana devas and their emblems. Some of the cells have pillared verandahs circling them. While Buddhism was followed by the people of Odisha ever since its origins as a religion, it took a new turn after King Ashoka adopted its tenets after the Kalinga war. Between 261 BC to the 12th century AD, Buddhist art flourished, and sculptures of the Bodhisatva and Avalokiteswara abound in Lalitgiri, Udayagiri and Ratnagiri.

Beaches in Odisha:
Not only does the bracing and invigorating climate of Odisha add freshness to the soul, its beaches too add a slice of serenity that is conducive. Odisha has such beaches where the waves speak volumes. One can spend hours soaking in the sun, surfing or just frolicking in the lovely blue waters.

Puri beach:
As Hindu mythology regards the beach at Puri has been the venue of countless pilgrims taking the traditional purification bathe for Puri is the abode of Lord Jagannath and it is considered as one of the most important Hindu pilgrimage destinations.

Chandipur sea beach:
The seaside resort of Chandipur, 16 km east of Balasore, is one of Odisha (Orissa)'s finest beaches. With the sea water receding approximately 5 kms during low tide and advancing to the shore during high tide everyday, the Chandipur Beach at Odisha offers a truly unique and captivating sight. Watching the sea vanish right in front of your eyes and then observing its return is a very rare site of hide and seek of water, the Casuarina trees and creeper sand dunes seem to be swaying on a melodious musical note. The beach is also in close proximity to certain other places of tourist interest namely Remuna, Panchalingeswar, Aradi and Chandaneswar.

Gopalpur sea beach:
Serene Environment, immense sailing opportunities and loads of fun and frolic awaits for the visitors at one of the most pristine beaches of Odisha (Orissa) namely Gopalpur on Sea. Located at a mere distance of 16 kms from Berhampur, this humming seaport can be a real retreat to the sea worshippers. Passionate beach lovers have time and again declared the beach one of the finest ones at the Eastern Coast.

Flora and fauna of Odisha:
Odisha has great degree of biodiversity, the vegetation and wildlife found in the coastal area differs completely from those available in the plateaus and plains, the back water lagoons like Chilka; is the largest brackish water lake in Asia and also the second largest lake in the world is of great significance for the ecological and biological balance of the region. The lakes surrounding the islands are the home for...
the millions of resident birds while the forests of these islands attract migratory birds equalizing or exceeding the number every year.

Wildlife in Orissa:

One of the greatest benefits of Odisha’s vast expanses of unspoilt natural landscape has been its ability to offer a protected yet natural habitat to the state’s incredible wildlife. Orissa is the fourth largest state of India in terms of forest cover, its per capita land under forest doubles the national average. The state has around 18 wildlife sanctuaries, three national parks and three wildlife reserves. These sanctuaries and parks are spread in an area of 6611 sq. kms, the forests lands cover around 37% of the total land area of the state. The marine sanctuaries like Gahirmatha added another 20 kms to the area.

Handicrafts in Odisha:

**Odisha** is famous for its handicrafts exhibit the skill and creativity of Odishan artisans. **Its Brass work** have a huge display of metal ware-brass bell metal work (like the flexible brass fish of Ganjam, the brass figurine of Kantiloo, the brass and bell metalware of Cuttack and Sambalpur), **Dhokra** is an unique brass craft using wires of beewax that gives an antique look. This is practised mainly at Adakata in Nayagarh, Sadeibareni in Dhenkanal, **Kuliana** in Mayurbhanj, **Jhigidi** in Angul and **Narsinghpur** in Cuttack district,

Silver filigree work of Cuttack has been an important export item of Odisha from ancient times and has been a symbol of the summit of excellence reached by Odishan craftsmen,

**Stone carving** of Odisha has elegantly carved stone sculptures, embroidered on the walls of the ancient shrines and monuments demonstrates the artistry of those sculptors who had done just wonder the skill through centuries of disciplined efforts.

**Terracotta** art is traditionally done by the tribal. They use special type of clay and design to match their skills. Popular items are roof tiles and utensils such as plates, khullars or the earthen tea cups, jars and many other kitchen items. **Barapalli** in Baragarh district, **Nuagaon** in Khurda district, **Batahaladharpur** in Keonjhar district are famous for terracotta craft.

Applique works are unique examples of artistic excellence. Appliquéd the traditional patchwork art has a long history in Odisha. It basically implies carry over of impression from one textile matter to another. The art form is typically dependent on four basic colours i.e., red, white, black & yellow to produce a striking effect. Cutting of cloths to sizes, stitching of cloths with different colours as per design and sketch is the main process of this craft. The work involved is mostly of hand. The appliqué work of Pipili, Butapalli, Khallikote, Tushra and Chikiti are known for its bold character and vitality. The artisans deftly stitch traditional motifs such as elephants, peacocks and flowers on umbrellas, canopies and fans on cloth background to form harmonious and colourful patterns with embroidery work. Items like garden umbrella and lamp shade could be able to fetch good export market.

**Orissa Dance & Music:**

Odissi Music is a classical form consisting of all the necessary ingredients common to Hindustani and Karnatic Music, such as rags and tala Jayadeva' was the first Oriya poet who composed lyrics meant to be sung and thus the words of those Lyrics were musical to start with.

**Orissa People & Lifestyle:**

Ancient Orissa was a confluence of racial streams. History tells us that the Aryans entered Orissa from the north-east, subjugated the primitive people living there and imposed on them their language and culture.

**Orissa Fairs & Festivals:**

Orissa being a land of ancient and sacred temples, and a state where three religions flourished, is thronged by pilgrims throughout the year. There are a large number of fairs and festivals celebrated in the state.

**Orissa Tribals:**

Among the tribes there is very little specialization of social roles, with the exception of role differentiation in terms of kinship and sex and some specialization in crafts, the only other role specializations are Head-man, Priest, Shaman and the Haruspex.

**CONCLUSION:**

The supply of tourism services is characterized primarily by the cross-border movement of consumers.Tourism is also a highly "perishable" commodity. The industry is highly infrastructure dependent, and relies upon various transport services to deliver clients. Immigration and entry/exit control regulations have a direct influence on the supply on international tourism services. Important challenges facing the industry include environmental and infrastructure problems, as well as rapid technological change.

Tourism in India has developed considerably in recent years due to the various attractions of Odisha, ranging from wildlife reserves and beaches to temples and monuments and the arts and festivals. Locations which attract tourists because of their natural scenery include Darjeeng, Daringbadi, Barunei, Dhamra, Chandbali, Tensa, Narayani and Saptasajya. Eco-tourism provides a high scope for rural tourism and a degree of alternate employment to the local community and generates environmental awareness, among local residents as well as visitors, about the conservation and sensible use of the lake’s natural resources in Odisha.

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