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Empirical findings and situation analysis of tourism in the state of Madhya Pradesh

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ABSTRACT

The aim of this study is to recognize existing trends explicit to the Madhya Pradesh tourism sector and propose potential means of improvement. This study focuses on an inter-county appraisal of tourism flows within Madhya Pradesh. As a result an analysis was undertaken covering factors including the number of the tourism. There is a vast scope for tourism in Madhya Pradesh. Hence, there is a need for the further improvement of appropriate marketing and information distribution strategies intended at both middle and lower income consumers. The purpose was to analyze Local financial improvement initiated partnership and sustain services for emerging tourism entrepreneurs in the Madhya Pradesh with the objective to establish the impact of the tourism sector in contributing to the achievements of Local financial improvement objectives.

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Introduction

Madhya Pradesh is an unrestrained state, having intrinsic attraction and a place of its own due to the matchless beauty and simplicity. It has affluent endowments of land, people, history and traditions. Rural tourism is a proficient mean for both the presentation and preservation of natural and cultural inheritance objects, namely buildings, landscapes, traditions, and customs (Daugstad, 2008; MacDonald & Jolliffe, 2003; Su, 2006). Rural tourism promises a prospect for the diversification of performance for persons engaged in agriculture (Hjalager, 1996; Sharpley & Vass, 2006) In addition, rural tourism can be considered as a sustainable activity and serve as a basis for sustainable and renewable energy encouragement (Chen, 2011; Liu, Feng, & Yang, 2011; Sanagustin Fons, Monsene Fierro, & Gomez y Patino, 2011).

The state is unmatched in the prosperity of history and folk culture. An extensive and plaid history has bequeathed it a rich custom. Dating from prehistory, the proceedings of time have left inextinguishable impressions in the form of rock and cave shelters with prehistoric paintings, enormous stupas, temples, palaces and mosques with wonderful carvings, sculptures and wall paintings. These invoke up the vision of great empires and kingdoms, warriors and builders, poets and musicians, saints and philosophers of a golden history. One of the important events of Mughal History, although least recognized happened at Burhanpur, where Empress Mumtaz Mahal died and was entombed till the completion of Taj Mahal at Agra. The state has three World inheritance Sites, namely, Khajuraho, Sanchi and the rock shelters of Bhimbetka.

The surging scenery and the association of rivers and water bodies have given abundant spots of virgin scenic beauty. A few high altitude areas and the mineral water springs have

entertaining and healing qualities. The forest areas have 9 national parks and 25 game sanctuaries out of which four are known Tiger Reserves. For the religious there are a number of places blessed by belief. The holy rivers of Narmada, Tapti, Son and Kshipra have a series of religious places located on their banks.

Total Tourist Arrivals in M.P.T. & D C

Prior it has been discussed the position of the tourist arrivals by various regions and sub-regions along with its contribution as well as the position established in the South Asian countries. Attempts were also prepared to emphasize details of the same for M.P. Tourism & Development Corporation. As one of the majority necessary components of the tourist experience and the most recent special interest tourism fad, food (including beverage) tourism has recently drawn much attention as a tourism product (Hall & Mitchell, 2001; Boniface, 2003; Mckercher et al., 2008) Total number of visits of all tourists (domestic and foreign combined) was highest in Bhopal (1086679), followed by Gwalior (491783) and Indore (397416) Percentage of foreign tourists was comparatively high in Khajuraho (49%), Orchha (41%) and Bandhavgarh (26%) Percentage of domestic tourists staying in lodging units was 89 and the remaining 11% were staying with friends and relatives. For every 100 domestic tourists; there were 45 day tourists. In respect of foreign tourists, nearly 100 percent stayed in lodging units among the domestic tourists who stayed in lodging units, 66% stayed in unstarred lodging units. Around 11 % stayed in starred lodging units and 7% stayed in Dharamshalas. Percentage of tourists staying in starred accommodation unit was relatively high in Khajuraho (25%), Mandu (24%). Percentage of tourists staying in Dharamshala was comparatively high in Citrakoot (49%) and Omkareshwar

(41%). Among foreign tourists, 53 % stayed in unstarred lodging units and 28% stayed in starred lodging units. Occurrence of foreign tourists staying in Starred lodging units was relatively high in Jabalpur/Bhedaghat (59 %), Khajuraho (48%) and Indore (53%).

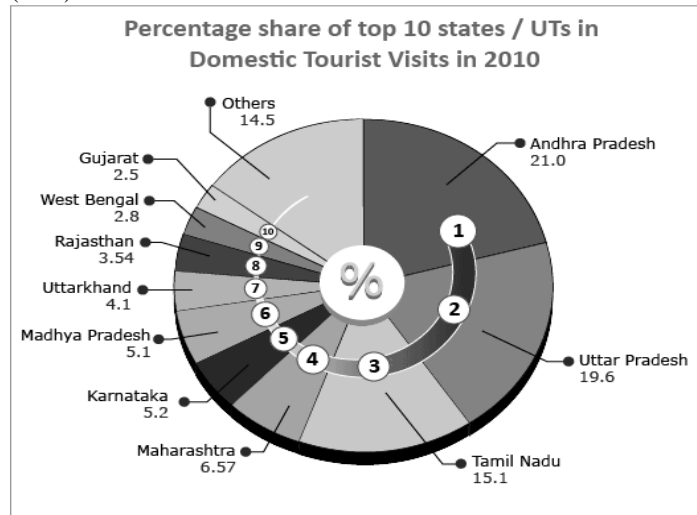


Fig 1. Percentage share of top 10 states/UTs in Domestic Tourist visits in 2010

Tourist profile

In the case of both domestic and foreign tourists, mostly belonged to the age group 25-40 years. The appropriate percentage was 58 in respect of domestic tourists and 70 in the case of foreign tourists. Both for domestic and foreign tourists' majority were males and the respective share was 75 % and 70 %. In case of domestic foremost reasons for the visit were cultural activities and 'business and professional'. With regard to foreign tourists, main reason for the visit was cultural activities. The majority of tourism small and medium-sized enterprises were small (less than 100 employees)

On an average domestic tourists stayed for 2.9 nights and foreign tourists 4.1 nights in lodging units. The objectives of these efforts comprise improved tourism arrivals overnights, more out of pocket expenditure, and a greater share of the tourist financial system benefiting the underprivileged (Ashley, 2006).

Tourist Expenses

Major expenses within the centre for domestic tourists linked to lodging services ,food and beverage services. The past accounted for 31% of the total expenses and the last accounted for 24% of the total expenses. With respect to the foreign tourists, main items of expenses are lodging services and food and beverage services. The percentage shares of these items of expenses were: 30 and 21 respectively. Zhao and Ritchie (2007) presented another important work to examine principal tourism scholars' assistance in tourism investigation. Average expenses per day per domestic and foreign tourist were Rs. 778 and Rs. 1657 respectively. Yearly tourists expenses for domestic tourists, foreign tourists and all tourists is approximately estimated as Rs. 93,028 lacs, Rs. 8,482 lacs and Rs. 1,01,510 lacs respectively.

Odging units and bed nights spent

For all centres, number of domestic and foreign tourists checked in lodging units was 857732 and 35145 respectively. Number of bed nights spent by domestic and foreign tourists was 2026336 and 125779 respectively. Among domestic tourists, highest numbers were from Madhya Pradesh (295191) followed by Maharashtra (114345) and Haryana (66790).

Among foreign tourists highest numbers were from U.S.A (3500) followed by U.K (2940) and Japan (2785).

Profile of lodging Units

Most of lodging units about 63% are unstarred lodging units. After that guest house and dharamshala –each contributing 12 % to the total number of lodging units.

Regarding star (4&5) combined, double Ac rooms are highest in number. Average number of rooms and beds is 44 and 88 respectively. In respect of star (1, 2 and 3) combined; double Ac rooms are large in number. Average number of rooms and beds per lodging unit is 20 and 39 respectively.

Regarding un-starred lodging units, most of them are double non Ac rooms. Average number of rooms and beds are 10 and 20 respectively. In respect of the heritage hotels, maximum are double Ac rooms. Average number of rooms and beds are 33 and 66 respectively. Among other accommodation units, double non Ac rooms were highest. Average number of rooms and beds per lodging unit is 8 and 16 respectively. Usual occupancy ratio for various types of lodging units are: Star (4&5)-50%, Star (1,2 and 3)-38%, Un-starred- 30%, heritage (51%), others – 33% and aggregate -33%.

Employment

Usual employment in different types of lodging units were: Starred (1587), Unstarred (5343), Heritage (147), boarding house/ rest house/ tourist bungalow/ Youth hostel/ YMCA, Dharamshala etc. (829)

The majority (99 percent) of SMEs in tourism industries were considered small (fewer than 100 employees). Fig. 2 demonstrates that SMEs in tourism industries were less likely to be micro-businesses (fewer than 5 employees) compared with SMEs in non-tourism industries, (62 percent versus 81 percent) but were more likely to employ 5 or more workers (38 percent versus 18 percent).

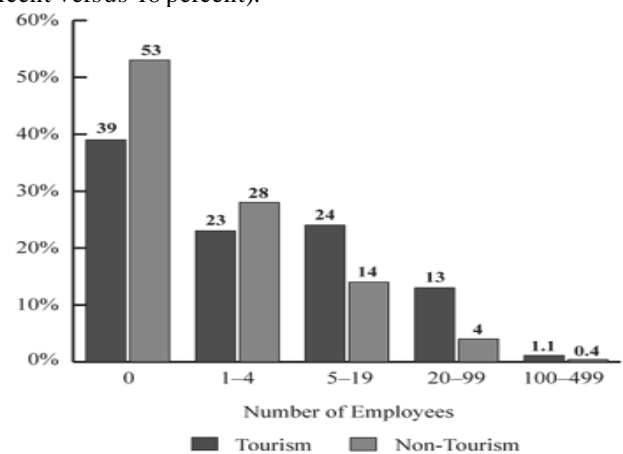


Fig 2. Distribution of small and Medium sized enterprises in Tourism Industries by size

Perceptions

The subsequent services were evaluated: Transport, lodgings, food, tourist attraction, entertainment provision and shopping provision for all these service most of domestic as well as foreign had given good or pleasing ratings. Predominantly for tourist attraction, most of foreign tourists accounting for 76% gave the rating "very interesting". Tourism researchers have been engrossed in the scientific status of "tourism" as a research field. (Songsshan Huang,2012).

The table given below shows that the number of tourist arrivals in M.P.Tourism & Development Corporation has increased to 38079595 in 2010 & 44119820 in 2011 which shows a usual annual growth rate of 7.79 percent.

Table 1. Showing the domestic tourist arrivals in Madhya Pradesh in different years

year	Domestic y	Deviation from middle year x	Deviation Squares x ²	Log y	x Log y	Long time trend of sales
2001	5048851	-5	25	6.703	-33.515	3908408.95
2002	4903242	-4	16	6.6904	-26.761	4931738.0395
2003	5968719	-3	9	6.775	-20.325	6223002.85
2004	8619486	-2	4	6.935	-13.87	7852356.34
2005	7100,000	-1	1	6.851	-6.851	9908319.44
2006	11000,000	0	0	7.041	0	12502590.30
2007	13900,000	1	1	7.143	7.143	15776112.696
2008	22088927	2	4	7.344	14.688	19906733.38
2009	23106206	3	9	7.363	22.089	25118864.31
2010	38079595	4	16	7.580	30.32	31695674.63
2011	44119820	5	25	7.644	38.22	39994474.97
N=11		Σ X =0	Σ x ² =110	Σ Log y =78.06	Σ X Log y =11.138	

$\text{Log } y = \text{log } a + x \text{ log } b$ (1)
 $\Sigma (\text{logy}) = N (\text{log } a) + \Sigma x (\text{log } b)$ (2)
 $\Sigma (x \text{ log } y) = \Sigma x (\text{log } a) + \Sigma x^2 (\text{log } b)$ (3)
 $\text{Log } a = \Sigma (\text{log } y) / N$ $\text{log } b = \Sigma (x \text{ log } y) / \Sigma x^2$ (4)
 $\text{Log } a = 78.0694 / 11 = 7.097$ $\text{log } b = 11.138 / 110 = 0.101$
 $a = 12502590.302$ $b = 1.261$
 $\text{Log } y = \text{log } a + x \text{ log } b = 7.097 + (-5) (0.101)$

Table 2. Showing the foreign tourist arrivals in Madhya Pradesh in different years

Year	Foreign y	Deviation from middle year x	Deviation Squares x ²	Log y	x Log y	Long time trend of sales
2001	107824	-5	25	5.03	-25.15	91833.25
2002	67319	-4	16	4.828	-19.312	103038.61
2003	92278	-3	9	4.965	-14.895	115611.22
2004	145335	-2	4	5.162	-10.324	129717.92
2005	160800	-1	1	5.206	-5.206	145545.90
2006	186600	0	0	5.27	0	163305.19
2007	234200	1	1	5.36	5.36	183231.44
2008	251700	2	4	5.40	10.8	205589.05
2009	200819	3	9	5.302	15.906	230674.71
2010	250430	4	16	5.398	21.592	258821.29
2011	268800	5	25	5.429	27.147	290402.26
N=11		Σ X =0	Σ x ² =110	Σ Log y =57.35	Σ X Log y =5.918	

$\text{Log } a = \Sigma (\text{log } y) / N$ $\text{log } b = \Sigma (x \text{ log } y) / \Sigma x^2$
 $\text{Log } a = 57.35 / 11 = 5.213$ $\text{log } b = 5.918 / 110 = 0.05$
 $a = 163305.19$ $b = 1.13$
 $\text{Log } y = \text{log } a + x \text{ log } b = 5.213 + (x) 0.05$

In general, the statistics shows a very fine and positive trend. But the reality is that the overall scenario is not good. This rate can be considered very accelerative for those countries that have previously established in the market. But for the preliminary level of market entry, the above development rate is not an encouraging one. The table given below (Table 1) shows the domestic tourist arrivals in Madhya Pradesh in different years and the trend of growth of the same:

Here, x is Deviation from middle year x and y is dependent variable (total number of tourist arrivals) By interpreting and solving this we get the projected tourist arrivals 2012- 50466129.75, 2013-63679552.090, 2014-80352612.21, 2015- 101391138.57, 2016- 127938130.41 respectively.

The table given below (Table 2) shows the foreign tourist arrivals in Madhya Pradesh in different years and the trend of growth of the same:

Here, x is Deviation from middle year x and y is dependent variable (total number of tourist arrivals) By interpreting and solving this we get the projected tourist arrivals 2012- 325836.70., 2013-365594.79, 2014-410204.10, 2015-460256.57, 2016-516416.36 respectively depending on remaining the current trend unaffected, whereas the M.P.T. & D C forecasted that M.P.Tourism & Development Corporation will get 0.9 million tourists in 2020 which seems incredibly impractical prediction.

Travel Circuit

The progress of tourism is generally focused about travel circuits, which are a group of tourist spots/locations nearby one

another, so that once a tourist comes to the initial point of a circuit; it is merely usual for him to continue from one spot to the subsequently next spot on the circuit.

The following four tourist circuits have been identified in the state of Madhya Pradesh.

- a. Gwalior – Shivpuri - Orchha - Khajuraho
- b. Indore - Ujjain – Maheshwar – Omkareshwar - Mandu
- c. Jabalpur – Bhedaghat – Mandla – Kanha - Bandhavgarh
- d. Sanchi - Bhopal – Bhopur – Bhimbetka - Panchmarhi

The prosperous civilizing heritage, the variety of folk and performing arts are displayed in a series of Tourist Festivals organized every year at Khajuraho, Orchha, Pachmarhi, Indore-Ujjain (Malwa) and Bhopal. Among these Khajuraho and Bhopal have made a prominent mark in the tourist markets and have developed significant supplements to the tourism. At present time tourism in interior area of the forest has turn out to be the burning issue. It has destructive effects on several wildlife species (Müllner and Linsenmair 2004, Amo et al. 2006).

Thus the state has a enormous scope for tourism in terms of its capability to catch the attention of tourists by means of its prosperous culture, nature's beauty and religious significance. In appreciation of this fact, the State Government announced its tourism policy in the year 1995, with the intention of harnessing the potential of the state in this respect. The foremost driving force of the Policy is the formation of an environment encouraging to attracting improved private sector investment on tourism and an additional meaningful role for the Govt. In consequent years the state has also affirmed a policy each on Eco Tourism and Heritage Tourism. The environmental pressures are frightening land, water and a wildlife resource through direct and indirect ecological impacts together with production of solid and liquid wastes (Singh 2002). The figures made known for tourist visits and the net tourist arrivals are almost certainly to be lesser than the figures mentioned.

Conclusion

Madhya Pradesh is budding as a tourist destination in which urban places have become a crucial point in the country's total tourism product assortment. Although a variety of nature-based tourist products play a very important role in the destination choices of overseas tourists to Madhya Pradesh, it has been established that the country's urban centers are also central places for these tourists' experiences of Madhya Pradesh. For the regional tourists of Madhya Pradesh visiting for purpose of business with the biggest number for cross-border retail tourism-urban areas are the nucleus foci with Indore the shopping Mecca. The various profiles, characteristics and geographies of these two segments of national tourism arrivals in Madhya Pradesh have been obtained.

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