

7 'T' OF TOURISM: TARGETING MIX OF TOURISM FOR EXURBAN ECONOMIC ENHANCEMENT OF BIHAR

Abstract

Bihar has a flattering future for the development of tourism in the state. In swamping-sizeable areas and with the minimum movement 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 village's 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 are 95,263 sq. km. The state has a humid subtropical monsoon climate and annual rainfall is 121 mm. The favorable 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 produce as a tourist territory. We are at the doorsteps of the 21st century and the whole world has become a global village of the prompt progress of transportation and telecommunications. The speedy growth of science and technology has completely changed the tourism scenario. People get information within a fraction of a second about many places in the world. Therefore, people are enthusiastic about enjoying tours and

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Most 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 surroundings avoiding the 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 cultural heritage as in arts, crafts, music, songs, and different cultures 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 is full of scenic beauties scattered throughout the land with various flora 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 a peaceful and placid life and also to satisfy their spiritual and mental hankering. South-Asian tourists prefer to visit the Bihar Buddhist Circuit and Sufi Circuit to meet to expectations of their spiritual sentiments. Bihar irreverent in India's oldest tradition of Atithi Devo Bhava".

Keyword: Tourism, Exurban, Economic, Emergence, Technology, transportation & telecommunication.

I. INTRODUCTION

Tourism's towering likely could be coupled as a master plan for rural refinement. The growth of going through on relaxing and remaking enterprises has been crucial in blasting the shape and significance of rural tourism. Grounded growth offends gear-up activities sounds well and repairing the rural resources is fruitful for any country where 75 percent populace belongs to its 7.5outposts. In this day and age countryside, holidays become essential economic excellence undertaking past performance shows good bonding n between growing remote activities and add in the account of active earnings. This would be an appropriate path to cash flow and work. The key is to make a framework for remote life and rural activity that might get used to resources and rebuild new opportunities. It can help in the genesis of a good number of works and create active income for trained and untrained manpower. This generates work in remote areas and enhances the earnings of an individual; these needs prerequisite and reviewed fore are deficiently. This could rebuild the...

- Societal
- Cross-Cultural and
- Educational values.

II. LITERATURE REVIEW

Bihar: An Unmatched Experience: Bihar has a flattering future for the development of tourism in the state. In swamping-sizeable areas and with the minimum movement 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.

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Rural tourism is fundamentally an activity that takes place in the state of Bihar. A versatile visitor variously exposition the natural living, folk artwork, cultural legacy, and exurban excursion as a result that action gets economically benefitted and people's well-being in between the tourist and the exurban for ample experience in term of rural tourism.

Having a fascination with rural refreshment, our small-scale industry gets magnified. Handicrafts embroidery, pottery works, appliqué 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 jobs for a 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 could be a speedy triumph and substantial activity generating multiple societal and frugal advantages viz, .endorsement of integral incorporation. Work opportunity, elimination of variance in society, and raising substantial monetary milestone.

Given this capacity of rural tourism and the capability to 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 has to register its unelaborated dormant of visualizing its various activities to remake its remarkable offerings to the nation in sizeable economical enhancement with exponential growth (Subramanian, 2015). This type of creative activities or creativity may then be the finest choice for identifying low-income people, work opportunities, and financial

heterogeneity to take a step towards nation (James, 2015). The potential of rural activities in terms of tourism can create several opportunities to increase the income of people residing in that particular territory.

Bihar has the monumental least urbanization next only to Himachal Pradesh. So, still, Bihar is a land of the rural populous state. The considerable obstacle initially faced by our policymakers is to design policies to fulfill the regional imbalance, enhance work opportunities, and reuse rural resources. It may be the bread butter industry for several skilled and unskilled people that play a vital role in fixing issues to some exteriority and also bridging the gap between exurban and urban life (Thakur, 2010).

Tourism is an enormous economic activity from global perspective. 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. Although a late corner on the scene, tourism 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 bends of the targeting mix or using a marketing mix and pilgrimage tourism strategy we can improve the economic condition of Bihar. It becomes, ultimately, the reason for the improvement in the lifestyle and living standards, and status of rural people.

Based on categorization, various circuits have been circled for national and international terminus.

- Buddhist
- Tirthankara
- Ramayana
- Islamic/Safi
- Gandhi
- Nature & Wildlife

Rural Tourism started in India in the mid-nineties when talent acquisition and Non-government agencies propel in plotting the exponential opportunity in the arena of tourism.

III. OBJECTIVE OF THE STUDY

The focused purpose behind analysis or review is to associate and enhance the earnings & improving work opportunities in terms of potential place but not exponential territory through the tourism industry and identify the exact position of the rural resources of

the areas, which would be assisting in knowing the economic sustainability of the populous in Bihar. The research has concluded or fulfilled the below-given goals:

- To know the handout of rural tourism potential in terms of work opportunities in the territorial,
- To point out the potential of rural tourism in Bihar,
- To estimate tourism services facilitates by the tourism sector in Bihar,
- To evaluate how rural tourism could promote and integrate the economy in Bihar.

IV. SCOPE OF THE STUDY

Bihar is a state in India, which has a cultural legacy with the pilgrimage that above all erectly attracts various visitors. Bihar is such an eccentric place of multifarious facets that include grace, and elegance in terms of natural beauty spots with flora and fauna, desert sea, forest, mountains, and wildlife, in the geographical boundaries. Bihar has been a landing place for visitors who could entertain themselves through the use targeting a mix of tourism including culture, old history, and hilarious heritage, the outside or foreign visitors vigorously played the role of diplomat of our cultural legacy and remade message to decode beyond boundaries or overseas (Bhasin and Kaur, 2015).The state with minimum urban in comparison to Himachal Pradesh. This could be one of the sectors, which could have exponential growth to repair the economic disparity and also shall bridge the gap between the exurban and urban living standards (Thakur 2015).

V. RESEARCH METHODOLOGY

The series of studies has under gone recommendations and even in the lack of proper marketing in terms of promotion of Heart Touching and Attractive Rural Places of Bihar number of overseas tourists visited to know more about the cultural legacy and houseful heritage of Bihar. In this way, the feasibility of the field of rural tourism could be remade. Above all when the framework is drafted and decided by the policymakers and comes close to the exurban will be promoted with 4p's of marketing domestically and Overseas, It would be unstoppable to gear up the growth of the ground of grace known as Bihar.

Research has mainly been based on previously used data. The nature of the collected data is Analytical. Collected Data for the review mainly gathers from different resources as

- Journals and magazines,
- Economic Survey,
- Government of Bihar Economic Survey,
- Government of Bihar Reference Annuals,
- Annual Reports of the Department of Tourism-Government of Bihar
- Annual reports of the Ministry of Tourism-Government of India
- Discussion Paper,
- Newspaper and Economic Dailies,
- Websites etc.

Hence the help of previously used data and collected information, analysis, and interpretation were made. In this series as per requirements simple mathematical and statistical tools and techniques used like

- Ratio
- Proportion
- Percentage
- Average
- Trends Analysis etc. have been used.

VI. 7 'T' OF TOURISM: TARGETING MIX

1. **Tourism:** Tallness of tourism has its various means but is perceived and considered 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, as seen activity transformed into a serene sense and geographical cycle complete 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 legacy and awesome artistic resources has good ground for the growth of the Tourism industry. Rural tourism in Bihar may boom and boost the root and achieve exponential growth and can stimulate other outcomes and the influential, remembering of various resources 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 Tranquility and used to visit outside their usual staying for not more than a year in addition to adding value in life, Business, and other purposes. Tourists are pertinent stakeholders in tourism. They are the leading player who leads tourism activities. The act and reaction of rural tourism involve disbursing discontinuity away from one place to another for **EATING FIVE-STAR; DO NOTHING (KABHI -KABHI KUCHH NA KARKE DEKHO)**.
3. **Tour:** A Tour in stay-away 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 synchronized group led by an expert. There are companies as tour operators which arrange holidays for people in different packages.
4. **Tranquility:** It is a state of mind that comes out with a journey of joys or formulates the perception of feeling fabulous; arises out of stillness, peace of mind, and worry less activity. It depicts various means of mind covering a sense of serenity to become a devotee; In Buddhism **PASSADDHI** means the hush of health, and in the direction of wisdom.
5. **Territorial:** Territoriality involves Intermediaries seeking to influence and in addition to including "good bonding with the individual behavior in consequences will create a

character in a particular community. The task of tourism application indulges people's practices in the place, restructuring the masses adding value to the localities, and transitions in the region resulting from the practices of people's intention and action and accordingly facilitates.

6. **Travel:** The activities of tourism also come closer to the travel industry and is a worldwide business activity catering to travel Pleasure. It is rebinding to the repair process of people to place Pleasure, in search of serenity. It has a close connection to the hotel, motel, entertainment, and all means and modes of moving in search of happiness, being happy, occupied out of occupation, and indulging in activities that give them refreshment.
7. **Transport:** Transportation is the lifeline or key to unlocking unseen happiness and also enables travelers to tour visit domestically and internally for ecstasy. 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 domestic and international stratosphere may make a positive grant to people's life contributions come up with carefully arranged and designed proper protection, standards for security, and esteem the pilgrimage or yatra and extract a good element that exists in nature, at the societal level, and capital for individual development. The activities acquire and accelerate the recycling of resources and make them useful. Thus, it's prime time to promote this activity with the bits of help of a tool targeting mix to evolve excursion efficiently and effectively, and in doing so that we have to take care of our environment doesn't decay.

VII. TRANSITION TO TRANSFORMATION: RURAL TOURISM IN BIHAR

By a Survey done, in 2019, 85,678 Hotel and Restaurant Enterprises in Bihar of which 64,725 were "OWN ACCOUNT ENTERPRISES" and around 35,225 were "Establishments". The "Own Account Enterprises" are those that have owned and operated or run with household labor and the "Establishment" may consider working people get-acquire for work. Peoples living in Bihar has remarkable work opportunity in Hotel and Restaurant Enterprises 2.59 Lakh of which 0.95 Lakh were in OAE and 1, 00,880 in Establishments.

Tourism concentrated on labor in comparison to other sectors of the economy. WTTC and PHDCC Study indicate Rs 20 Lakh spent on the activity of Tourism sectors may create 100 works in comparison to agriculture which produces 68 employment and production process 25 employment. The manpower proportion presented at 3987-98 Prices. In 1999-2000, Job opportunity in this Sector has 3.5 percent of the total labor-intensive work. Meanwhile, in this service sector as a whole, Get, Set, Grow together, the ratio is 58.9 works, better than the other business. Given the Economic & Social Commission for Asia & Pacific (ESCAP) in the Report "Economic Impact of Tourism in India", 2.5 overseas travelers hire two people while 24 niche tourism activities produce work for a person. The framework of the feature of tourism is that it recruits a huge number of both genders- literate, illiterate, trained,

and untrained also sows the seeds of the work window, especially in exurban regressive areas.

Table 1: Head-on gain in additional visitors to visit after the Tourism Development Plan

Years	Subsidiary visitors in filtration (In Lakh)		Uninterrupted Receive From National & International Visitors (In Crore)	Added Value Element@ Factor Of 0.3855 (In Crore)	Sum Uninterrupted Benefits. (Col. (5) + Col. (6) (Rs In Crore)
	National	International			
1	2	3	4	5	6
2003
2004	1.03	0.05	350.66	13.50	50.01
2005	1.51	0.05	69.87	24.76	92.47
2006	2.28	0.05	96.28	39.79	161.90
2007	3.15	0.04	155.70	55.36	177.89
2008	4.22	0.06	194.90	76.42	286.07
2009	5.37	0.07	244.80	95.59	355.39
2010	6.65	0.08	299.90	133.40	447.50
2011	7.99	0.17	380.90	162.95	553.80
2012	9.65	0.19	464.80	194.98	638.99
2013	11.42	0.26	572.60	200.67	699.08
2014	12.99	0.36	667.40	265.29	930.57
2015	15.11	0.47	860.50	340.60	1197.79
2016	17.59	0.56	889.70	359.99	1288.69
2017	19.99	0.66	1119.40	438.98	1492.31
2018	22.92	0.76	1276.90	469.58	1680.47
2019	25.99	0.86	1577.49	570.49	2086.89
2020	29.61	0.98	1640.50	600.69	2194.37
2021	33.40	1.08	1852.30	688.32	2447.30
2022	37.56	1.29	1987.60	778.66	2791.99

Source: Tourism Department, GOB

Table 2: Secondary source of income added visitors to visits after Tourism Development Plan

Year	Uninterrupted Income Receives (Rs In Crore)	Added Value In Through (Rs In Crore)	Output (Rupees In Crore) [Col. (3) * Factors Of 1.059]	Added Value (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: Tourism Department, GOB

VIII. CONCLUSION

Tourism has Exponential growth to emerge sizeable work opportunities in addition to producing secondary sources of income for trained and untrained human capital. It would be one of the options for the genesis of work opportunities for exurban and produce potential income for their standard of living. Rural tourism could be one of the keys that unlock happiness for a small section of communities, give them work to survive and improve, and could add value to the standard of life. It could explore the lifestyle of rural people and enact active earning. The people who live in remote would be able to offer good food and get their offspring well-educated. Aside from their main functional activities as agricultural as primary, this might have a secondary source of income.

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