
**“ASSESSING THE ECONOMIC IMPACT OF TOURISM AND VERDICT
ECOTOURISM POTENTIAL OF THE COASTAL BELT OF PURBA MEDINIPUR
DISTRICT, WEST BENGAL”**

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Abstract

Tourism is a process that boosts a region's economy and fosters social interaction between the local population and the rest of the globe. The focal point of interest as a tourist destination is Chotanagpur's high plateau, which is covered with much natural panoramic beauty. The geomorphic attributes of this territory and the web's recent development of different social media have drawn numerous tourists from West Bengal and neighboring states to the location. Tourism-related revenue has fueled the growth of livable hotels in the area, secure hospitality, and well-developed communication. Nowadays, tourists and guests have come to demand the retro-metropolitan office, which is effectively available to the visitors. To wrap things up, the district's social history in the form of music, dance, and handicrafts is another significant draw presented by the locals to visitors as a gift or in exchange for money, mesmerizing them.

Keywords: Tourism, Eco tourism, Socio-economy, Purba Medinipur District, West Bengal.

1. INTRODUCTION

The three key sectors for the growth of a nation's economy at the moment are technology, telecommunications (essentially the IT sector), and tourism. One of them is tourism, one of the major industrial income-generating sectors in the world. It is a significant contributor to earnings in foreign exchange and creates millions of jobs, both straightforwardly and in a roundabout way (Universally, the travel industry and related monetary exercises create 11% of the world's GDP, utilize 200 million individuals, and convey near 700 million unfamiliar sightseers every year. According to Cater, E. and Lowman (2013), these numbers are projected to quadruple by 2020, particularly in some of the least developed nations. It significantly contributes to infrastructure development while also harming the environment. If tourism is not properly managed, the massive infrastructure (primarily concretization) and resource demands (for example, water utilization, squander age, energy use to speed up street transport, an enormous number of lodgings, entertainment offices, and furthermore unlawful infringement of little brokers) can adversely affect neighborhood networks and have likewise added to the decrease in ecological quality by immediate and circuitous means.

Uncontrolled growth of the tourist sector has harmed the host nation's ecology and culture in various ways. Because of this, Hector CeballosLascurain's introduction of ecotourism in 1983 saw a significant rise in popularity. Originally, the word ecotourism (a subset of tourism) was used to refer to nature-based tourism. It is a powerful tool for advancing environmental conservation techniques, producing revenue for the local community, and reinvigorating man's desire to continually explore nature. So, the many researchers' definitions of ecotourism often revolve on these three factors: 1. Attraction should be mostly based on nature; 2. Guests' connections with these attractions ought to be equipped towards educating or learning, and iii) experience and item the board ought to stick to moral, economical business principles.

The West Bengali government has adopted several policy initiatives to boost tourist destinations from Pahar (Hill) to Samudra, acknowledging the significance of the sector (Sea). Yet, it is usually observed that West Bengal's tourism is characterised by invariably accelerating road

transport, indiscriminate hotel sector growth, dampening of rubbish dumping on and outside of roads or anyplace, as well as grown-up unlawful invasion of small merchants. West Bengal's coastal PurbaMedinipur, which includes Digha, Sankarpur, Tajpur, and Mandermoni, has developed while maintaining its distinctive character. While West Bengal offers excellent opportunities for the establishment of ecotourism as opposed to the indiscriminate expansion or development of tourism destinations because it is home to the Royal Bengal Tiger, the largest zoogeographic region in the world, the Sundarban Mangrove Forest, wide and hard sea shores along the Narrows of Bengal Waterfront Parcel (like Digha, Sankarpur, Tajpur, Mandermoni, Sagar Island, Bakkhali, and so forth), dry deciduous timberlands, and Indian elephants. Among these traveler locales, the Travel industry Areas of Beach front PurbaMedinipur in South Bengal has a colossal inherent capacity to secure her as an exhaustive Ecotourism objective, where regular view and a serious level of biodiversity have been safeguarded. Acquaint ecotourism with save travel to normal regions to see the value in the regular and social history of the climate while taking consideration not to upset the environment's honesty and keeping in mind that setting out monetary open doors that make preservation and security of normal assets favorable to local people of those vacationer locations.

Tourism has a huge role in strengthening the global economy. As a result, this industry is expanding quickly, and new, more alluring types of tourism are emerging. Ecotourism is one kind of travel that is renowned for being sustainable and developed in opposition to conventional mass tourism. The most important travel trend nowadays is mass tourism, which is characterized as an enormous gathering visiting a similar area frequently simultaneously (Theng et al., 2014). It has been noticed that attributable to the high guest thickness; mass tourism has an impact on the host nation's economic, social, cultural, and ecological issues. Mass tourism undoubtedly brings about a great deal of good and generates a lot of money, but it also often has negative effects. While mass tourism creates an impressive amount of tourist earnings as far as work and monetary development, it likewise amplifies different issues locally such pay appropriation and spillage. Also, the congestion brought on by mass tourism has an impact on the equilibrium of the ecosystem. These factors are leading to the development of alternative tourist strategies and

increased focus on the growth of sustainable tourism. Ecotourism involves visiting regular districts dependably, safeguarding the climate, and improving the government assistance of the nearby people. Ecotourism is a sort of movement that includes visiting fragile, unadulterated, and generally immaculate normal places. It is often meant to be small-scale and low-impact. So, the goal of the current research is to examine the potential for ecotourism as well as the economic effects of tourism in India's coastal districts. Many examinations have been led all through the globe in the past to survey the financial impact of the travel industry on the host countries. Concentrates on that analyzed inhabitants' perspectives on the financial outcomes on their lives and networks were completed in many instances utilising input-output analysis economic models (Fletcher, 1989). Many people believe that ecotourism is a sort of nature-based travel that embodies the virtues that traditional commercial mass tourism lacks. Prior until now, a great deal of focus was placed on what ecotourism is and how to define it (Ballantine and Hawks, 1994; Blamey, 1995; Bottrill and Pearce, 1995; Buckley, 1994; Koová and Koová, 2017; Sumarmi et al., 2021). Ecotourism, all in all, is a sort of nature-based venture out that expects to be ecologically, socioculturally, and financially practical while likewise offering opportunities to appreciate and find out about the normal world or certain parts of it. Since before time began, the travel industry has been one of the vital areas for financial development, particularly in developing nations. It considerably contributes to the generation of foreign currency, gross domestic product, and job possibilities (De Kadt, 1992). As per the Worldwide Travel and The travel industry Gathering, India's travel industry area positions as one of the best seven supporters of worldwide Gross domestic product. The Indian territory of West Bengal has a brilliant stage and arrangement of different the travel industry, and ecotourism has arisen as a practical and elective type of movement that separates from mass the travel industry as it has filled in prevalence lately (Abed et al, 2011; Bunruamkaew, 2011; Reihanian et al, 2012; Dowling, 2013; Darabkhani, et al, 2014; Mihret and Yohannes, 2015). The ebb and flow research locale, which is the beach front belts of the PurbaMedinipur region, is a popular vacation spot and has frequently been referred to as one of the main areas for mass the travel industry lately. Nonetheless, the majority of visitors to these regions is dissatisfied with the infrastructure already in place and often opts for alternative tourism that takes on new and

improved forms. In order to preserve tourism in this region and the chance for ecotourism, new projects should include the local population and natural environment.

Likewise, a test was led to decide the degree of ocean side infringement of the Beach front Asset Zone (CRZ) principles. The principal objective of the current undertaking is to evaluate the monetary impacts of the travel industry and make an assurance on the ecotourism capability of the seaside locales of the PurbaMedinipur region. The significance of the ongoing review comes from the way that the PurbaMedinipur locale, specifically the DakshinPurushottampur town, is wrestling with the huge situation of being a conspicuous objective for mass the travel industry and expecting an elective the travel industry point while at the same time encountering fast the travel industry improvement throughout recent years. The measurable examination embraced in the ongoing accommodation can without a doubt pinpoint the sort of impact, the condition of the travel industry, and find the potential for ecotourism in the seaside belts of PurbaMedinipur locale, and it will lead the region to the eventual fate of feasible the travel industry.

1.1.Data Input

To achieve the goals and analyze the effects of the improvement in the socioeconomic status of the residents of that area with the growth of the tourist business, both essential and optional information have been utilized. The survey is used to gather primary data from locals who are involved in the tourism project, such as shopkeepers, taxi drivers, hotel management staff, and owners, as well as visitors who visited the particular research region and provided input on their experience. The Census of India's 2011 Primary Census Abstract and UDHD's tourism-related statistics were used to compile the secondary data.

2. LITERATURE REVIEW

The current research is dependent on the assistance of several books, journals, magazines, and reports. It is important to recognize the value of the associated publications and online resources. In his book "Tourist Development," D. Pearce (1989), places a strong emphasis on the growth of tourism. The components, actors, processes, and typologies of tourism development are skillfully

discussed in this work. This book also covers the concepts of demand and development, tourist resources, and an examination of their effects. In this book, planning strategies for tourism-related growth are last but not least, thoroughly covered. In his 1995 book "Heritage, Tourism and Society," David T. Herbert demonstrated how tourism may use heritage as a literary setting and source of tourist-related goods. This book evaluates the planning, development, administration, and marketing of heritage as well as its appeal. Tourism Today: A Geographical Analysis, another significant work by D. Pearce, was released in 1987. The spatial organization of tourism, from local to national levels, is the main topic of this book.

A significant book named "Tourism System: An Introductory Book" was written by R. C. Mill and A. M. Morrison in 1992. In this book, Mill and Morrison made an effort to explain the reasons for tourism and recreation, the role of transportation in the growth of tourist, the demand and supply for tourism, policy concerns, and the future strategy for tourism development. In 1985, D. Foster published a book named "Travel and Tourism Management" that discusses the reasons people travel, the goods the tourism sector produces, and marketing-related problems. This book provides illuminating discussion of the infrastructure, including accommodations and transportation, and its relationship to the growth of tourism, as well as management difficulties, including finances and organizational structures for policy direction and planned solutions.

Understanding the environmental problems in the coastal zone may be greatly aided by reading the edited book "The board and Reasonable Advancement of Seaside Zone Conditions" by AL. Ramanathan, P. Bhattacharya, T. Dittmar, M. Bala Krishna Prasad, and B. R. Neupane (2010). Perusing the 2005 book "GIS for Beach front Administration," altered by D is exceptionally useful. Bartlett and J. Smith, to get a handle on the GIS application procedure

In their book "Anthropology and Tourism," AnupamaSrivastava and Keya Pandey (2012) provide a thorough explanation of the relationship between anthropology and tourism and cultural development. H. M. Saxena's 2005 book "Transport Geography" provides an overview of transportation modes, systems, networks, economics of transportation, the function of transportation in development, and specifics of transportation planning. This book has a highly

detailed explanation of the architecture of a transport network and its analytical approach. The book "Coast and Coastal management" by Michael Hill has comprehensive information about coast and coastal management (2004). In this book, particular emphasis is placed on the variables affecting the shape of the coastline, the coastal environment, the influence of ocean level ascent on the coast, the shoreline of settlement and transportation, etc.

Dr. Prodyut Kumar Maity's work "AnnanyaMedinipur," published in 2001, makes a significant addition to our knowledge of the districts' archaeological, religious, and cultural traits. His academic work "Medinipur: Dharma, Utsav O Mela," published in 2004, gives a thorough explanation of the fairs and festivals celebrated in Medinipur as well as their significance. This book also includes Medinipur's history.

3. MATERIALS AND METHODS

3.1. Tourism's effects on the local economy

The many elements that reflect the region's developments in relation to the tourist sector are covered in the following subsections. The socioeconomic situation of the locals has an impact on how they live due to the decline in agricultural goods and use of natural resources. Yet, the following talks may be used to determine if this emerging sector has in any way benefited the local population.

The sample analysis in this research is carried out using a design that incorporates both quantitative and qualitative analysis. In all, 200 samples were collected with the intention of conducting the research. 100 of the total samples are from locals who help the tourism industry, while the remaining 100 come from travellers who use the facilities provided by the tourism industry. Both are used to examine how Purba's tourist business has affected the local economy there. Pre-field work, field work, and post-field information handling are the three levels of information gathering and handling utilized in this exploration.

Table 1: The current research used a three-tiered method for gathering and analyzing data.

1. Pre- Field work	Gathering of geographical data overall Data collection from the Indian census Choosing a chosen research topic The determination of the goals Creating the questionnaire or survey schedule
2. Field work	GMC location map collection Conducting a survey of residents Surveying visitors for comments
3. Post-Field work	Compilation of the data collected Analyzing data and presenting it statistically

4. DATA ANALYSIS

The different characteristics that collectively make up a visitor's profile, such as age, gender, and purpose of travel, rely on the destination's tourism infrastructure, which develops through time as the sector develops and with the help of the local population's capacity for adaptation. The next part will cover all elements of visitors that go to such locations as well as other factors that contribute to the construction of infrastructure that is beneficial to the tourism sector.

4.1. Tourists by Gender Distribution (Sex)

One of the key segment components that influence travel request is orientation. The proportion of guys to ladies' movement history is displayed in Table 2 beneath. The thought process of all kinds of people who travel heavily influences their travel behavior. According to the results of the field survey, male tourists participate at a high rate (85%), while female tourists participate at a relatively low rate. Several studies have also shown that males travel more than ladies do since ladies are more used to home stays and comfortable settings (Table 2 and Fig. 1).

Table 2: Visitors' gender distribution

Gender	Number of Tourist	Tourist %
Male	60	85
Female	40	15

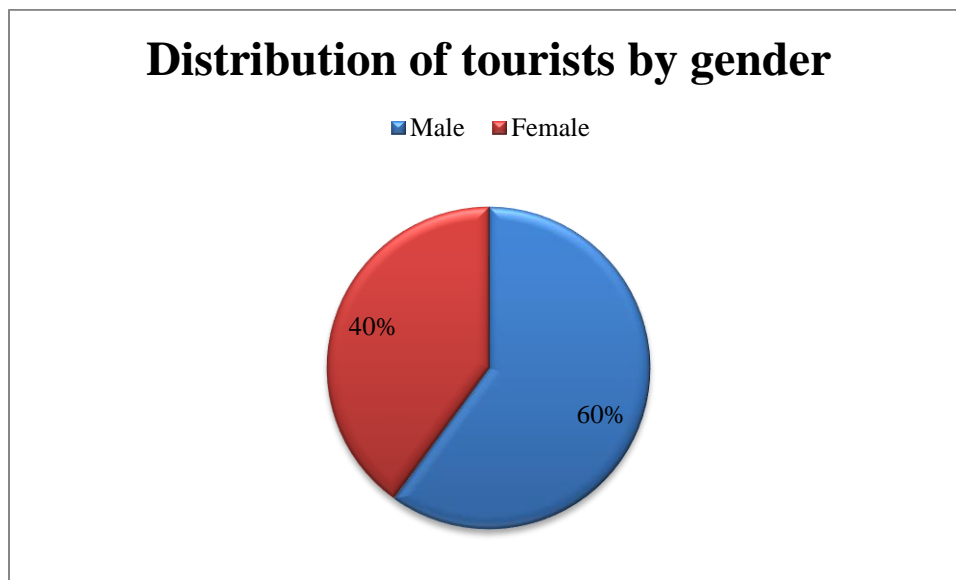


Fig. 1: Distribution of tourists by gender

4.1. Distribution of Tourists by Religion

Religion and tourism have a close relationship as well despite the fact that it may have aesthetic beauty. This is a very common occurrence at numerous religious sites. So, religious factors have a major role in how tourists behave while choosing their destinations. Our field study revealed that even travellers have product preferences. So, compared to visitors of other religions, the bulk of tourists in the PurbaMedinipur area is Hindu and is more intrigued by the natural surroundings. The visitors' perspectives on the aspects of travel vary widely. Travel-related

characteristics might be seen differently by visitors from various cultural, racial, and religious backgrounds. The visitors are shown by religion in the figure below (Table 3 and Fig. 2).

Table 3: By religion, the proportion of visitors

Religion group	Number of Tourist	Tourist %
Hindu	75	75
Muslim	20	20
Christian	5	5
Other	0	0

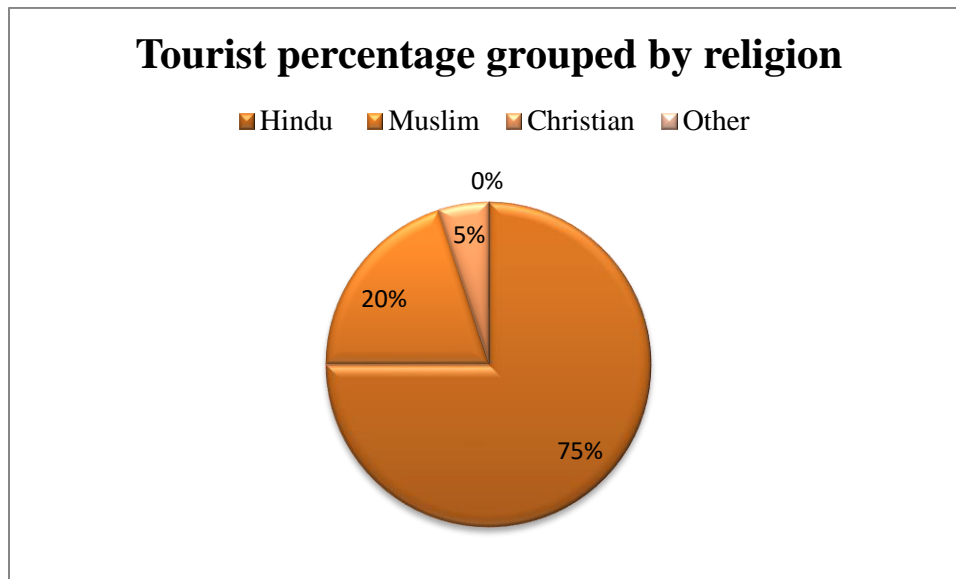


Fig. 2: Tourists by religion

4.2. Occupational Variation of the Tourist

A further crucial factor that directly affects visitors is their occupational structure. This element genuinely decides whether the visitors have the means to pay for and afford the tourist destination's hospitality. The statistics showed that the majority of visitors work in taxpayer

supported organizations, and some of them even work in the confidential area, i.e., 20% in taxpayer driven organizations and 30% in the confidential area, while the remaining individuals work in a variety of different professions. They remain, appreciate, and spend time in nature (Table 4 and Fig. 3).

Table 4: The travellers' various occupations

Occupational Status	Number of Tourist	Tourist %
Government service	20	20
Private job	30	30
Housewife	15	15
Retired	8	8
Students	1	1
Others	5	5

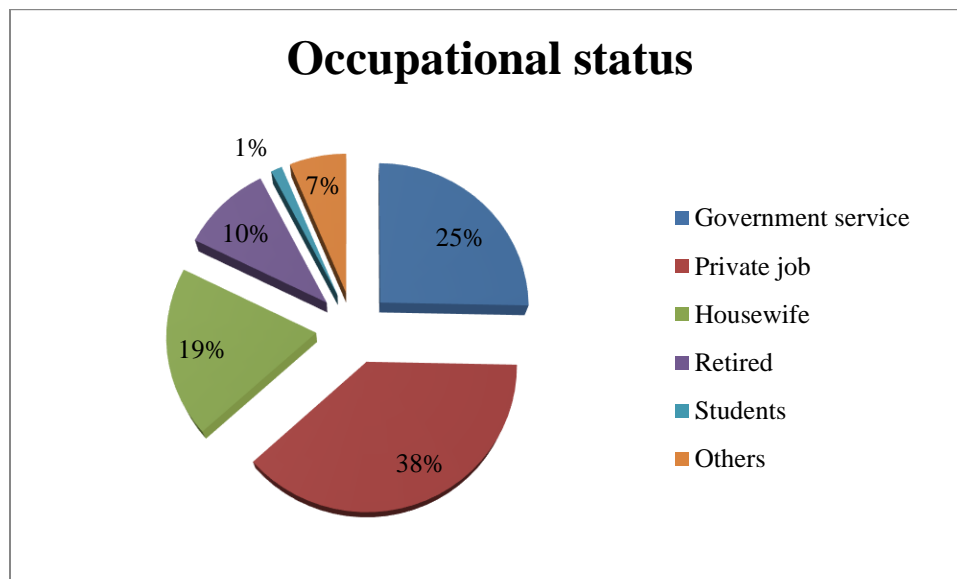


Fig. 3: Occupational status

5. CONCLUSION

The socioeconomic growth of the PurbaMedinipur district in West Bengal is significantly influenced by tourism. The current growth of the tourist sector is a result of several significant factors.

The geomorphic composition of the landscape and its online dissemination through newly established varied social media are one of the most significant advancements. Many people have come to West Bengal and the neighboring states because to advanced correspondence and safe neighborliness. The development of reasonable lodgings and their comparative affordability with different seasonal deals draw attention to urbanization. In recent years, tourists and other visitors have come to demand the retro-urban facility, or the availability of all contemporary amenities in a traditional or rural setting. Other significant attractions provided by the locals that draw visitors include customary social heritage as music, dance, and painstaking work. All of these elements of the tourist industry provide work possibilities, which enable the local population access better health and education options as well as increased income sources. They do not need to move or migrate in quest of employment. In addition to the region becoming more appealing to tourists, other infrastructure improvements that benefit the locals and improve their quality of life include improved power supply, easier access to web assets for instructive purposes, and different other correspondence and foundation enhancements. Rural populations may benefit from training and information about the many facets of habitat protection since they are connected to the natural environment, which helps to preserve the ecological balance. Tourism is promoted when nature is preserved and its beauty is appreciated. So, total tourist growth has an impact on the region's and citizens' overall development.

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