

TRENDS AND PATTERNS OF TOURISM IN ODISHA

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ABSTRACT

Odisha is a maritime state with a huge collection of wildlife, coastal scenarios, culture and heritage, historical monuments and religious spots. This diverse heritage of tourist places makes Odisha a paradise for tourists. The objective of the paper is to analyze the growth of tourism sector in Odisha. The change in domestic tourists compared to previous year was 9.10 per cent in 2017. The foreign tourists increased to 30.98 per cent in 2017 as compared to the previous year. In the year 2016, there was 9 per cent increase in total tourists but it slightly rose to 9.23 per cent in 2017. October to March is the peak period for tourism when majority of the tourists visit Odisha. The study tends to examine the seasonal variation in the tourist arrival to Odisha. The study also tries to grasp certain knowledge and facts regarding the inflow of money through tourist expenditure in Odisha.

Keywords: Maritime, Heritage, Tourists, Domestic, Foreign, Peak, etc.

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1. INTRODUCTION

Tourism is a social, cultural and economic phenomenon related to the movement of people to places outside their usual place of residence. While travel is as old as mankind, tourism in its present form is a very powerful economic and social force. Tourism is a dynamic and competitive industry that requires the ability to cope up with the customer's changing tastes and preferences. Over the past decade, tourism has emerged as the fastest growing component of the world trade. The World Tourism Organization (WTO) estimates that 20 out of every 100 workers today are employed in tourism related activities. Tourism is a form of leisure-oriented temporary mobility with both spatial and temporal dimensions. The definition of the term 'tourism' has undergone significant changes in the past hundred years. The official definition of tourism provided by UNWTO is "Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes".

Tourism is widely recognized as the world's largest industry. For the year 2000, world international tourism arrivals were estimated by the WTO to have reached 698.3 million international visitor arrivals with world tourism growing by an estimated rate of 7.4%. In 2000, the travel and tourism industry constituted 11% of global GDP and supported 200 million jobs worldwide representing 8% of total employment or 1 in every 12.4 jobs. There has been a disparity in the growth of tourism industry across the world. The Asia-Pacific region has been the fastest growing area for international travels, for instance Europe.

India has been the most preferred destination for both domestic and overseas travelers. In the recent years, India has experienced an exponential growth in the tourism sector. With advancements in technology and economy the tourism sector in India has also managed to prosper. With the launch of 'Incredible India' campaign in 2002, India has been able to successfully promote the tourism paradise of India across the globe. The ITDC (India Tourism Development Corporation Limited) has been promoting various forms of tourism in India like Agri-tourism, Eco-tourism, Cultural tourism, Pilgrimage tourism, etc. in order to develop the tourism industry in the country. Tourism industry had made a contribution of 6.88% in the GDP of the country in 2013 and also had a contribution of 12.36% in the employment of the country.

The number of foreign tourist arrivals in India in 2017 was 10.04 million with an annual growth rate of 14%. The share of India in International tourist arrivals was 1.17% in 2017 thus occupying the 7th rank in International Tourist arrivals. India accounted for 1652.49 million Domestic tourist arrivals with an annual growth rate of 9.5%. India's rank in World Tourist arrivals is 26th in 2017. In 2009, India experienced a sudden decline in tourism due to Mumbai terror attacks, increased airfares, financial recession and other significant reasons. But after such situation India managed to balance its position in world tourism. The various tourist destinations in India are Kerala, Gujarat, Jammu and Kashmir, Assam, etc. There has been considerable change in the status of Tourism in Odisha since last decade. The number of Domestic tourist arrivals in Odisha has increased from 59,44,890 in 2007 to 1,40,11,229 in 2017. Similarly, the number of International tourist arrivals in Odisha has increased from 41,880 in 2007 to 1,00,014 in 2017. The total number of tourist visits in Odisha has therefore seen an increase from 59,86,770 in 2007 to 1,41,11,243 in 2017. The trend of tourist arrival in Odisha is significantly changing at a rapid rate. In Odisha, the peak season for tourist arrival is seen to be from January to March and October to December. The Lean season for tourist arrival in Odisha is said to be during April to December. Odisha has been the tourists' paradise right from the past. In the ancient times, religious preachers and social reformers had come to Odisha to revive the cult of Jagannath. Now-a-days, tourists came to Odisha not only for visiting places of pilgrimage, but also to see the art and architecture of the temples. Odisha otherwise known as 'Utkal' stands for excellence in the field of art and architecture. Puri, Bhubaneswar and Konark have been attracting thousands of tourists from different parts of the country and abroad. Persons interested in antiquities came to Odisha to have a glimpse of Dhauligiri and Khandagiri as well as Pushpagiri Buddha Vihar at Lalitagiri the district of Jajpur. Tourists come to golden beach at Konark, Puri or Gopalpur to spend some time. Chilka, the largest brackish water lake in Asia where migratory birds and Dolphins are of special attraction is another tourist spot in the state. Nature lovers also find enjoyment by going to Nandankanan near Bhubaneswar, Similipal National Park and Tiger Project in Mayurbhanj, Saptasajya and Kapilas Hills in Dhenkanal, Bhitarkanikawildlifesanctuary in Kendrapara as well as beautiful waterfalls of Duduma, Ghagra and Khandadhar. In spite of the presence of such picturesque tourist spots and places of historical importance, tourism in Odisha has occupied a backseat. Major Tourist Attractions of Odisha are Nandankanan Zoological Park, Odisha State Museum, Chilika Lake, Puri Beach., Konark Sun

Temple, Jagannath Temple, Barabati Fort, Qadam-I-Rasool, Lingaraj Temple, PuriRathYatra, Mukteswara Temple, Udaigiri&Khandagiri Caves are the major tourist attractions in Odisha. Bhubneshwar, Konark, Puri, Ratnagiri, Dhavaleshwar, Gopalpur on Sea, and Chilka Lake are some of the popular travel destinations in Odisha. All these attractions for tourists make Odisha a destination of tourist spots in India. This makes tourists come and spend money in Odisha which helps in strengthening the economy of Odisha as well as generating employment.

- ❖ The major thrust of the paper is to analyze the number and growth of domestic and foreign tourists to Odisha in the last one decade.
- ❖ To study the seasonal variations in the arrival of tourists along with the inflow of revenue both from domestic as well as foreign tourists.

2.DATABASE AND METHODOLOGY

The study is completely based on the secondary sources of data. The data for the study are collected from the following sources;

I. Statistical Abstract of Odisha, 2012, Directorate of Economics and Statistics, Odisha,Bhubaneswar.

II. Statistical Bulletin, 2017, Department of Tourism, Government of Odisha.

The study is analyzed with the help of the following indicators:

I.% change in Tourists (Total, Domestic, Foreign) visiting Odisha, (2007-17).

II. % change of Domestic and Foreign Tourist Visits in Odisha to the Total Tourist Visits in Odisha during 2017 (Month-wise)

III.% change in Tourists (Total, Domestic, Foreign) visiting Odisha during Peak and Lean period (2015-17).

IV.% share of Tourists visiting Odisha, Region wise, 2017.

V. % share of Tourists visiting Odisha, State wise, 2017.

VI. % share of Tourists visiting Odisha, District wise, 2017.

VII.% change in the Inflow of Money through Tourist Expenditure (Total, Domestic, Foreign) in Odisha (2007-17).

3.BACKGROUND LITERATURE

The recent past has witnessed significant contribution from scholars on various aspects of tourism. An attempt is made in this section to present a review of existing literature on tourism.

Biju (2002) in his work on global tourism viewed that the main reason behind tremendous growth of travel industry is emergence of railways, shipping, motor car and airplane.

Woodward (2004) opined that the income generated by religious sites can be used for repair and maintenance of those particular sites and other religious sites.

Bahuguna (2004) stated that Tenth Five Year Plan considers India's competitiveness as a high tourist destination. India has vast potential for different types of tourism like ecotourism, pilgrimage tourism and health tourism, which require proper planning.

Sud (2006) opined that India has huge potential for tourism but problems like lack of airline seats, non-availability of rooms in hotels, and lack of professional expertise to handle tourists discouraged and advertisement for foreign tourists to prefer India as tourist destination. The study has also highlighted that though India has inadequate tourism infrastructure yet foreign tourists like to visit India because of its rich culture. These foreign tourists directly assist the rural economy by staying in local hotels, eating local food and buying local handicrafts.

Haldar (2007) stated that the main aims are to measure the potential of rural tourism in India is to find out impact of rural tourism to our society, to identify the challenges and opportunities in rural tourism and to identify the essential elements for development of rural tourism.

Chocklingam and Ganesh (2010) expressed that tourism is an upcoming and fast growing industry in developing countries like India. Due to its newness in nature, there are some hurdles that the tourists face.

Mudoj (2011) suggested that it is more important to create a peaceful atmosphere so that tourists can enjoy their stay in a tourist area.

Bhaduri and Swamy (2012) stated that heritage tourism is the travel to experience the historical places, artifacts and activities that authentically represent the stories and people of the past and the present. They stated that Odisha is a land off deep rooted heritage and history dating back to several centuries. The ancient heritage monuments, traditional art and culture still narrate the multi-hued heritage of Odisha where one will find the saga of happiness, sorrow, love and betrayal all woven in the rollicking time.

Das (2013) attempted to analyse the growth and prospects of tourism industry in Odisha. The main objectives of his study was to analyse the performance of tourism industry, to review the origin and growth of tourism industry in Odisha since pre-independence period, to review the problems of tourism in the state and to suggest concrete measures for the growth of tourism industry in Odisha.

Sahoo (2013) attempted a study to examine the relationship between overall satisfaction of tourists and tourism festival attributes taking case study on Konark Dance Festival, Odisha.

Sahoo2 (2014) in his study tried to identify the major sea beaches across the state, analysing the statistical data in order to find out the potential of beach tourism in Odisha and providing suggestive measures for promoting beach tourism in Odisha.

Sahoo(2014) in his study stated that SIT (Special Interest Tourism) is a travel for people who are going somewhere because they have a particular interest that can be pursued in a particular region or at a particular destination.

Indapurkar and Berry (2015) conducted an empirical study to understand the status of tourism in Odisha.

Earlier the focus of these studies was on understanding the spatial pattern and trend of tourism in a particular state or country. Nowadays the focus has shifted to a new thrust of study that is to analyze the role of tourism in the economy of a particular region. The present study intends to understand the geographical trend and pattern of tourists (Domestic and Foreign) visiting Odisha.

The study is basically a geographical analysis of tourism in Odisha. The study tends to examine the seasonal variation in the tourist arrival to Odisha. The study also tries to grasp certain knowledge and facts regarding the inflow of money through tourist expenditure in Odisha.

4. STUDY AREA

Odisha is a maritime state with a huge collection of wildlife, coastal scenarios, culture and heritage, historical monuments and religious spots. This diverse heritage of tourist places makes Odisha a paradise for tourists. Odisha lies on the eastern coast of India having an extension of 17°49'N to 22°34'N latitudes and 81°27'E to 87°29'E longitudes. Travel in Odisha in the distant past was not a thing of pleasure, as it is the case now. The travellers to Odisha of the past were mainly merchants. Odisha had good trade relations with different foreign countries like Rome, Africa, Araba, China, Java, Bali, Sumatra, etc. So the great was the fame of Kalinga as a maritime power in ancient time. Kalidas in his Raghuvansa referred to the king of Kalinga as Lord of the Sea. Not only Odisha was a trade center, but also it was a land of some important religious centers, for which people of different parts of the world were coming to either learn the religious practices or to visit the sacred places. Present Orissa came into existence only on 1st April 1936 when it was separated from Bihar and Bengal and declared as a separate province. Then the State Government followed the central lead in the development of tourism. Tourism in Orissa came into being as a state subject in 1956-57 and remained as a part of the Home Department of the State. The most important decision was taken by the Government of Orissa on 13th November, 1973 and created a separate Department of Tourism after realizing the due importance of tourism industry. Odisha is endowed with vast reserves of minerals and many natural resources like mountains, hills, rivers, forests, waterfalls, pilgrims, historical and religious places. The Tourism Department of Odisha has identified 357 tourist places in Odisha as of now. The state has worldwide unique recognition for its metal works, Silver Filigree, PataChitra, PipliChandua and Sambalpuri as well as Handloom and handicraft works. Odisha is also famous for PuriJaggannath Temple, Konark Sun Temple, Chandipur beach, RathaYatra, tribal culture, Bhitarkanika, Chilika, Odishi Dance, Daringbadi, Bhubaneswar the city of temples, etc. Odisha otherwise known as Utkal, stands for excellence in the field of art and architecture. These are the specific features of the state which attracts domestic as well as foreign tourists.

RESULTS AND DISCUSSIONS

5. GROWTH OF TOURISM IN ODISHA

Tourism in Odisha has seen an impressive growth over the years, driven by a rich mix of tourism products and unique cultural and natural heritage. The state is home to one of the most important religious destinations for Hindus – Puri, and the coast of Odisha has one of the most unique coastlines in the country, including the world’s largest known rookery of Olive Ridley sea turtle. Odisha, ‘The Soul of Incredible India’, is a land of rich and diverse cultural heritage, abundant natural resources and biodiversity. With Konark Sun Temple being declared a UNESCO World Heritage Site, the State has witnessed an exceptional growth in tourists during the last decade. Some of the major tourism themes of Odisha are:

1. Heritage and Cultural Tourism
2. Art & Craft
3. Nature & Wildlife Tourism
4. Beach Tourism
5. Tribal Heritage
6. Pilgrimage Tourism

Table- 1: Number and Change of Tourists in Odisha from 2007 to 2017

Year	Domestic	% Change	Foreign	% Change	Total	% Change
2007	5944890	13.4	41880	7.0	5986770	13.6
2008	6358445	6.9	43966	5.0	6402411	6.9
2009	6891510	8.38	45684	3.9	6937194	8.35
2010	7591615	10.16	50432	10.4	7642047	10.16
2011	8271257	8.95	60722	20.4	8331979	9.03
2012	9053086	9.45	64719	6.58	9117805	9.43
2013	9800135	8.25	66675	3.02	9866810	8.21
2014	10790622	10.1	71426	7.13	10862048	10.08
2015	11786117	9.2	66971	-6.24	11853088	9.12
2016	12842899	8.97	76361	14.02	12919260	9.00
2017	14011229	9.10	100014	30.98	14111243	9.23

Source- Statistical Bulletin 2017, Department of Tourism, Government of Odisha

The trend of tourist visit to Odisha is analyzed through the above table 1. The number of tourists are increasing in all states of the country due to population growth and improvement in standard of living of the people. The domestic tourists are continuously increasing to Odisha but foreign tourists decreased in the year 2015.

The growth rate of domestic tourists was highest i.e. 13 per cent in the year 2007 whereas growth rate of foreign tourists was highest i.e. nearly 31 per cent in the year 2017. The growth rate of total tourists was highest i.e. 13 per cent in the 2007.

From 2007-17 there has always been a positive change in terms of domestic tourists to Odisha whereas in terms of foreign tourists to Odisha there has also been a positive change except 2015 which showed a negative change i.e. -6.24. Otherwise as a whole there has been a continuous positive change in terms of total tourists visit to Odisha.

In the year 2007 the change in domestic tourists was 13.4 per cent as compared to previous year which nearly declined to half i.e. 6.9 per cent in the year 2008 but it increased for the next two years achieving a growth rate of 10.16 per cent in the year 2010. For the next three years i.e. there was a slight decline in the growth rate of domestic tourists to Odisha which further revived its status in 2014 when the growth rate was again 10 per cent. The growth rate again declined slightly to 9.2, 8.97 and 9.10 per cent in the year 2015, 2016 and 2017 respectively. Though the rate declined but there has a continuous increase in the number of domestic tourists to Odisha.

In terms of foreign tourists to Odisha the growth rate was 7 per cent in the year 2007 which declined to 3 per cent and 3.9 per cent in the year 2008 and 2009 respectively. There was a substantial increase in the rate of foreign tourists to Odisha in the year 2010 and 2011 where the growth rate accounted for 10.4 and 20.4 per cent respectively but for the next three years i.e. 2012, 2013 and 2014 the growth rate of foreign tourists declined to 6.58, 3.02 and 7.13 per cent respectively. In the year 2015 the growth rate in foreign tourists to Odisha declined drastically, in fact there was a negative growth rate of -6.24 per cent. But in the year 2016 and 2017 the growth rate of foreign tourists to Odisha revived positively and the increase was substantial i.e. 14.07

and 30.98 respectively. In fact, 2017 was the best year for Odisha in terms of foreign tourist arrival.

6. SEASONAL VARIATIONS

The weather condition is a vital factor of tourist visits to Odisha. Since Odisha's climate is hot and humid which endures severe high temperatures during the month of April to June and rainy season starts from July to September which affects the tourism in Odisha and thus this period is called as lean tourism season. Peak tourism season is from October to March because at this time winter season prevails over Odisha which is very much favorable for foreign tourists as well as domestic tourists. This season is also known for picnic, tours and excursions in India and Odisha due to many local festivals combined with Christmas as well as New Year celebration. Table 2 reveals that in the last three years more tourists arrived to Odisha during October- March (peak season) than in April to September (lean season) both in case of domestic as well as foreign tourists.

Total tourist visits to Odisha during peak period that is January –March & October-December was 7128963 in the year 2015 which increased to 7772930 and 8486403 in the year 2016 and 2017 respectively.

Total tourist visits to Odisha during April-September (Lean Period) in 2015 was 4724125 which increased to 5146330 and 5624840 in the year 2016 and 2017 respectively. The difference of total tourist visits to Odisha during their peak and lean season was 2404838, 2626600 and 2861563 in the year 2015, 2016 and 2017 respectively.

Domestic tourist visits to Odisha during peak period that is January –March & October-December was 7089623 in the year 2015 which increased to 7726692 and 8424948 in the year 2016 and 2017 respectively.

Domestic tourist visits to Odisha during April-September (Lean Period) in 2015 was 4696494 which increased to 5116207 and 5586281 in the year 2016 and 2017 respectively. The difference

of domestic tourist visits to Odisha during their peak and lean season was 2393129, 2610485 and 2838667 in the year 2015, 2016 and 2017 respectively.

Foreign tourist visits to Odisha during peak period that is January –March & October-December was 39340 in the year 2015 which increased to 46238 and 61455 in the year 2016 and 2017 respectively.

Foreign tourist visits to Odisha during April-September (Lean Period) in 2015 was 27631 which increased to 30123 and 38559 in the year 2016 and 2017 respectively. The difference of foreign tourist visits to Odisha during their peak and lean season was 11709, 16115 and 22869 in the year 2015, 2016 and 2017 respectively.

Table- 2: Domestic and Foreign Tourist Visits in Odisha during Peak and Lean Period

TOTAL TOURISTS	2015	2016	2017
(a) Visits during January-March & October- December(Peak Period)	7128963	7772930	8486403
(b) Visits during April-September (Lean Period)	4724125	5146330	5624840
DIFFERENCE	2404838	2626600	2861563

DOMESTIC TOURISTS	2015	2016	2017
(c) Visits during January-March & October- December(Peak Period)	7089623	7726692	8424948
(d) Visits during April-September (Lean Period)	4696494	5116207	5586281
DIFFERENCE	2393129	2610485	2838667

FOREIGN TOURISTS	2015	2016	2017
(e) Visits during January-March & October- December(Peak Period)	39340	46238	61455
(f) Visits during April-September (Lean Period)	27631	30123	38559
DIFFERENCE	11709	16115	22869

Source- Statistical Bulletin 2017, Department of Tourism, Government of Odisha

Table 3 below also supports the above criteria that peak season of tourist visits to Odisha is from October to December and January to March whereas lean period of tourist visits to Odisha is from April to September. But there is an exception in case of foreign tourist visits to Odisha for the month of July in the year 2017. It may be attributed to the famous Car Festival in Odisha which attracts many foreign devotees and tourists.

Table-3: Proportion of Domestic and Foreign Tourist Visits in Odisha to the Total Tourist Visits in Odisha during 2017 (Month-wise)

Month	<i>Proportion to Total</i>	
	<i>Domestic Tourists</i>	<i>Foreign Tourists</i>
January	11.64	9.26
February	7.33	8.00
March	6.90	6.96
April	6.64	5.28
May	7.63	5.02
June	6.81	4.83
July	6.60	9.29

August	6.14	7.87
September	6.05	6.26
October	9.31	8.41
November	10.49	13.47
December	14.46	15.35
Total	100.00	100.00

Source- Statistical Bulletin 2017, Department of Tourism, Government of Odisha

7. INFLOW OF MONEY

The inflow of money through tourist expenditure in Odisha is an important aspect to study and understand. Tourism as an industry also makes some contribution to the state GDP of Odisha. Tourism provides employment opportunities to many people. Table 4 below represents the percentage change in the inflow of money through tourist expenditure in Odisha in the last one decade. It is revealed from the table that there has been a drastic change in the inflow of money from tourist expenditure in Odisha in the last one decade. In the year 2007 the change in total inflow of money was 13.22% with 6.99% change in inflow of money due to foreign tourists and 13.45% change in inflow of money due to domestic tourists. Though the change in the total inflow of money remained positive but declined till 2012 as compared to 2007 but drastically increased to 117.21 % in 2013 but further declined for the next four years. In case of inflow of money due to domestic tourists, it also showed the same trend i.e. though the change in flow of money remained positive but declined till 2012 as compared to 2007 but drastically increased to 120.41 % in 2013 but further declined for the next four years. But when we consider the inflow of money due to foreign tourists it is very unpredictable in nature. In 2007 the percentage change in foreign inflow of money as compared to the previous year was 6.99% which slightly declined in 2008 but again revived in 2009 and increased to 34.77%. The nature of change in foreign inflow of money through tourists' expenditure showed its unpredictable nature for the next four years too by decreasing and increasing in the alternate years though it remained positive till 2014. The change in foreign inflow of money in Odisha was highest in the year 2013 i.e. 47.47%. In the year 2015, there was a negative growth or change in the inflow of money through foreign tourist expenditure. This might have happened due to the consecutive cyclonic storms that hit Odisha in 2012 (Nilam), in 2013 (Phailin) and in 2014 (Hudhud). But again slowly and steadily

the foreign inflow of money through tourists' expenditure increased and change became positive in the next consecutive two years. The change in inflow of foreign money was 14% in 2016 which reached to 30.97% in 2017.

Table- 4:Percentage Change in the Inflow of Money Through Tourist Expenditure in Odisha (2007-17)

Year	Domestic	% change	Foreign	% Change	Total	% Change
2007	2956.09	13.45	103.39	6.99	3059.48	13.22
2008	3161.73	6.95	108.54	4.98	3270.27	6.88
2009	3460.14	9.43	146.28	34.77	3606.42	10.27
2010	3811.67	10.15	161.49	10.39	3973.16	10.16
2011	4152.92	8.95	194.41	20.38	4347.36	9.41
2012	4545.46	9.45	207.24	6.59	4752.70	9.32
2013	10018.78	120.41	305.62	47.47	10324.40	117.21
2014	11031.36	10.10	327.39	7.12	11358.75	10.01
2015	12049.06	9.22	306.97	-6.23	12356.03	8.77
2016	13129.42	8.96	350.02	14.02	13479.44	9.09
2017	14323.82	9.09	458.43	30.97	14782.25	9.66

Source- Statistical Bulletin 2017, Department of Tourism, Government of Odisha

From all around the world tourists visit Odisha to enjoy its beauty, architecture, culture and festivals. It is very interesting to know that which corner of the world the tourists visit Odisha. The table 5 below represents the region wise share of foreign tourists visiting Odisha in 2017. It is revealed from the table that maximum percentage of foreign tourists i.e. 39.47% come from the Western Europe followed by 18.48% from East Asia and 11.37% from North America. The lowest inflow of foreign tourists is from Central and South America with 1.84% followed by West Asia with 2.31% and Africa with 2.55%.

Table-5: Region wise breakup of Foreign Tourists Visiting Odisha (2017)

Sl.No.	Name of region/ Country	Proportion to Total(in %)
1	North America	11.37
2	Central & South America	1.84
3	Australia	4.23
4	Western Europe	39.47
5	Eastern Europe	4.68
6	West Asia	2.31
7	South Asia	7.24
8	South East Asia	7.78
9	East Asia	18.48
10	Africa	2.55
11	Total	100.00

Source- Statistical Bulletin 2017, Department of Tourism, Government of Odisha

Domestic tourists visiting Odisha not only come from within the state but also from other states as well. Domestic tourists from various corners of India visit Odisha for experiencing the beauty of Odisha and its culture. The table below shows the State wise share of domestic tourists visiting Odisha in 2017. The table 6 reveals that out of 100% of the domestic tourists visiting Odisha, 60% are from Odisha itself. The rest 40% of domestic tourists is derived from different states of India. After Odisha, the state which has a higher percentage of share of domestic tourists visiting Odisha is West Bengal (13.87%). All the other states of India show a very low percentage of tourist visits to Odisha. West Bengal stands as the sole contributor of domestic tourists to Odisha after the state itself since West Bengal is the neighboring state of Odisha which shares a nice bonding with Odisha.

Table-6: State Wise Breakup of Domestic Tourists Visiting Odisha (2016-17)

Sl.No.	Name of the State/ Union Territory	Proportion to Total (in %) during 2017
1	West Bengal	13.87
2	Andhra Pradesh	2.43
3	Telangana	1.10
4	Bihar	1.70
5	Jharkhand	2.08
6	Madhya Pradesh	2.55
7	Chattisgarh	2.36
8	Maharashtra	2.70
9	Uttar Pradesh	2.35
10	Uttarakhand	1.03
11	Tamil Nadu	1.61
12	Karnataka	1.23
13	Gujarat	1.00
14	Rajasthan	0.75
15	Assam	0.37
16	Punjab	0.53
17	Haryana	0.28
18	Kerala	0.32
19	New Delhi	0.50
20	Tripura	0.12
21	Goa	0.03
22	Puducherry	0.05
23	Jammu & Kashmir	0.03
24	Other States/ UTs.	1.01
25	Odisha	60.00
	Total	100.00

Source- Statistical Bulletin 2017, Department of Tourism, Government of Odisha

Table 7 below represents the District wise share of tourists in Odisha in 2017. From the table it is revealed that total tourists share is maximum in the district of Puri. Puri also has the maximum share of domestic as well as foreign tourists in the state. Puri has around 36% of the total tourists

visiting to Odisha followed by Khordha with 12.8%, Balasore with 7.66% and Cuttack by 5.13%. These four districts have the maximum share of tourists visiting Odisha because of their administrative and religious importance. Puri is the religious center of the state hence it attracts both domestic and foreign tourists. Khordha has the capital city Bhubaneswar which is an important administrative center and it is also known as the city of temples. Balasore has many famous tourist spots and Cuttack is the commercial city with market centers. Hence these districts have the major share of the tourists visiting Odisha.

Table-7: District Wise Share of Tourists Visiting Odisha (2016-17)

Sl. No.	Name of District	% of Domestic Tourists Visits	% of Foreign Tourists Visits	% of Total Tourists Visits
1	Anugul	1.19	1.11	1.19
2	Balasore	7.68	0.81	7.66
3	Bargarh	1.53	0.10	1.53
4	Bhadrak	2.37	0.02	2.37
5	Bolangir	2.69	0.09	2.69
6	Boudh	0.30	0.01	0.30
7	Cuttack	5.13	0.36	5.13
8	Dhenkanal	2.50	0.29	2.50
9	Deogarh	0.28	0.01	0.28
10	Gajapati	0.45	0.03	0.45
11	Ganjam	4.56	1.17	4.56
12	Jagatsinghpur	1.73	1.90	1.73
13	Jajapur	2.57	0.80	2.56
14	Jharsuguda	0.53	1.53	0.53
15	Kalahandi	0.72	0.04	0.71
16	Kandhamal	0.52	0.13	0.52
17	Kendrapada	1.08	0.12	1.08
18	Keonjhar	3.08	0.05	3.08
19	Khurda	12.03	29.66	12.08

20	Koraput	1.22	1.57	1.22
21	Malkangiri	0.21	0.003	0.21
22	Mayurbhanj	2.08	0.07	2.08
23	Nawarangpur	0.57	0.02	0.057
24	Nayagarh	2.12	0	2.12
25	Nuapada	0.23	0	0.23
26	Puri	35.95	56.01	36.00
27	Rayagada	0.98	1.28	0.99
28	Sambalpur	1.60	0.46	1.60
29	Subarnapur	0.81	0.09	0.81
30	Sundargarh	3.12	2.17	3.12
	Total	100	100	100

Source- Statistical Bulletin 2017, Department of Tourism, Government of Odisha

8. MAJOR FINDINGS

In the last one decade there has always been a positive change in terms of domestic tourists to Odisha whereas in terms of foreign tourists to Odisha there has also been a positive change except 2015 which showed a negative change otherwise as a whole there has been a continuous positive change in terms of total tourists visit to Odisha. In fact, 2017 was the best year for Odisha in terms of foreign tourist arrival. Peak season of tourist visits to Odisha is from October to December and January to March whereas lean period of tourist visits to Odisha is from April to September which is mainly attributed to seasonal and weather preferences and festivals. The change in the total inflow of money as well as domestic and foreign inflow of money through tourists' expenditure reached its highest point in the year 2013. In the year 2015, there was a negative growth or change in the inflow of money through foreign tourist expenditure due to the consecutive cyclonic storms that hit Odisha which made Odisha an unfavorable destination for foreign tourists.

It is found that Western European countries, East Asian countries and North American countries show the maximum contribution of foreign tourists to Odisha whereas in terms of domestic tourists West Bengal contributes highest percentage of domestic tourists other than Odisha itself.

It is also revealed that Puri has the highest percentage of total tourists visiting to Odisha followed by Khordha, Balasore and Cuttack.

Odisha being a maritime state has immense potential to develop tourism as a major sector of its economy. By developing infrastructure, transport facilities, security and safety of the tourists, accommodation facilities and promoting or marketing tourism through awareness shall help Odisha to overcome all the obstacles that come in the way of tourism development in the state.

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