

TOURISM AND ITS IMPACT ON LOCAL ECONOMY: A STUDY ON AJODHYA HILL REGION ,BAGMUNDHI, PURULIA ,WEST BENGAL ,INDIA.

1.1 Introduction: Tourism always plays an important role in developing the economy at national, state and local levels. This study focuses on two major aspects of tourism industry i.e. the socio-economic development which helps in creating employment opportunities for the local residents that leads to the improvement of daily living of the local community and secondly on the psychological satisfaction of the tourists who visit this place for various purposes. Only complete satisfaction of the tourists will lead to the progress and growth of the tourism industry in these areas. This paper tries to analyse the impact of tourism on the local resident's economic status based on the tourists' feedback of availing essential and important services of the tourist centres.

The economic impact analysis presented here through investigating the various parameters like gender, age, sex, religion, length of stay, purpose of visit and so on. These parameters by and large, have influenced both tangible (quantitative) and intangible (qualitative) values of life of the people of the East District. The most significant tourist-based determining factor of tangible parameter is income no matter how operationalized. Although the present investigation indicates that a relation between the number of visits and spending levels are much contradictory and season dependent. Day trippers and overnight tourists especially a business trip contributes more and rapidly than a tourist gang with a long stay. Nevertheless, a long staying tourist although pay less in stay and food, they spend more in transportation for site seeing. We suggest that analysis of the above parameters is not exhaustive and further understanding of economic growth also depends on attributes of supply and satisfaction with it. In the Ajodhya region (Baghmundi), economy is much dependent on the characteristics of destinations and the findings indicate a significant impact on the spending level that is influenced by season, travel motives and activities.

Key words: Tourism industry, Local economy, Infrastructure, , Tourist culture

1.2 .Review of literature:

Success of any research depends on its theoretical background and history of work on the related topic done in the past. The source of concept building on a topic is the review of various literature related with the topic or subject. Lots of researchers have already been completed on the topics of tourism and its development and related topics which is very helpful in building of concept in the related subject. Various literatures regarding tourism potentiality all over the world have been studied in considerable detail at different regions.

The present research deals with the relation between geomorphology and tourism and impact on local people. So the present researcher has studied both tourism and also the geomorphology related books, journal, magazine etc. Some of them are Sing (1984), Hack (1945), Wolman (1954), Moriswa (1971) etc. To understand the handling the Remote Sensing and GIS data the author attempt some books such as: Lilesand Kiefer, Chipman (6th edition) etc. Some of the others reports like: CWC Report (2011), District Statistical Handbook, District Census report etc. have been put tougher to study the research work.

Many of research report have been published regarding to this topic both national and also the international level. Some of them are:

L. M'Barki and Md. Benssaou (2016), in the study of "Tectonic and geomorphological landscapes and their geodidactic and geotouristic involvement: Case study in Precambrian and Paleozoic reliefs

of Tata – Morocco” that this paper has revealed the importance of landscape forms in the local development of this region.

A. Yazdi, Md. Foudazi, R. Dabiri and F. Faraji (201525), they discuss about the “Geomorphosites and Geotourism in the Kavir National Park (Central Iran)” and considered the Geotourism and geomorphotourism are the most important sub-categories of tourism industry in recent years, and their systematic development based on the principles of proper planning and creating required infrastructure can have a direct impact on sustainable development of every country.

S. Shayan, G Zare, and M. Ghasemnezhad (201524) case study on the Gilangharb, Qasr-e Shirin, and Sarpolezahab Cities and Analysis of the Tourism Capacities of Geomorphosites. In this research they classified the Geomorphosites in two general categories. The first category presents the morphological characteristics with cultural - historical and landscape values. The second category, which is dominated by scientific values, deals more with geomorphological processes or specific nature of landforms and their conditions.

P. Zhyrnov (201526), in the study of “Geomorphosite Assessment Method of Karst Landscapes by Considering Geomorphological Factors” made scientific value, aesthetic value of relief assessment. These are: Integrity, Representativeness, Rareness, Diversity, Paleogeographical value etc.

M. Seyedi, S. Dalfardi (201517), made a study on “Evaluating of Kerman Province’s geomorphosites by using Prolong”. In this study they identify landforms with special importance on understanding the geomorphologic structure of a region and their scientific, ecological, cultural, aesthetic, and economical values.

A. Arbabi Sabzevari and Anoush Karami Mirazizi (20142), made a study on “Assessing Geo-Tourism Potential in Local and Sustainable Development of Tourism (A Case Study of Darband Sarab, Sahneh Town)”. They argued that planning and formulating comprehensive strategies, in addition to emphasizing scientific, cultural, ecological, and economic values.

L. Artugyan (20141) in his study “Geomorphosites as a Valuable Resource for Tourism Development in a Deprived Area. The Case Study of Anina Karstic Region (Banat Mountains, Romania)” he point out that tourism and the auxiliary economic activities may be the best option for the deprived region, because, besides the geomorphosites there are some other touristic attractions that may be included in touristic activities, like artificial lakes, some cultural heritage, some buildings etc. All these elements may represent a plus brought to the Geomorphosites as tourist attractions.

1.3. Data Input:

Both primary and secondary data have been used to fulfil the objectives and analyse the impact.

i. Primary Data: It is collected through the survey from local residents who are a part of the tourism project viz. shopkeeper, car-driver, hotel management staff and owner and the tourists of the specific study area.

ii. Secondary Data: It has been collected from Primary Census Abstract, Census of India, 2011 and tourism related data from UDHD.

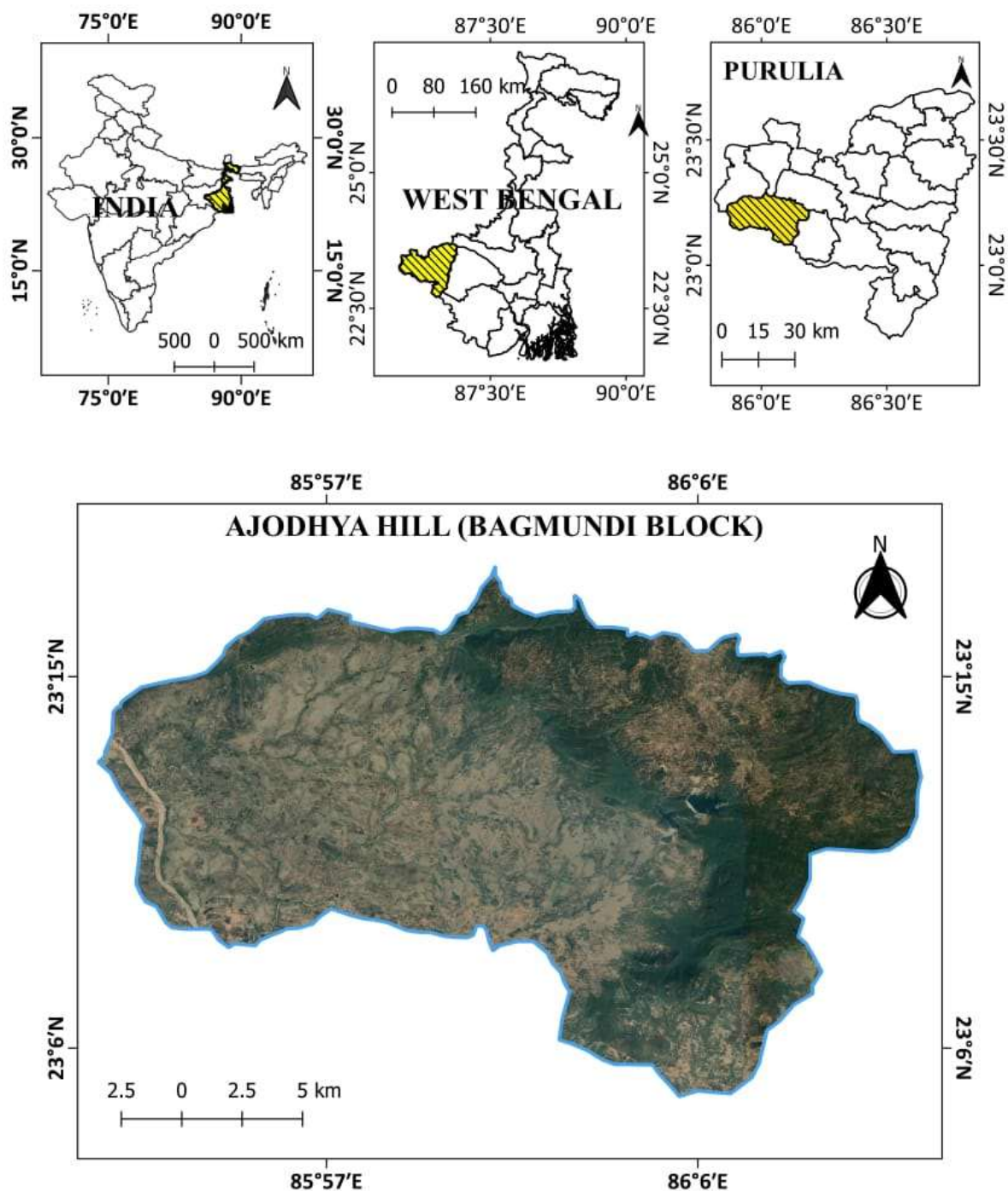
1.4. Study Area: Purulia district has been chosen as study area to develop tourism with special reference to Ajodhya tourism spot(Baghmundi). Purulia, is a district of West Bengal, and is situated almost the southern part of West Bengal. Total geographical area of the district is 6259 sq. km and

consists of 2 Subdivisions, 20 blocks, 170 Gram panchyats and 2,683 Mouzas. The district situated between latitude and longitude $22^{\circ} 42'00''$ N to $23^{\circ} 42'00''$ and $85^{\circ} 49'00''$ E to $86^{\circ}54'00''$ E respectively and surrounded by Birbhum, Bankura and Paschim Medinipur in the east, Jharkhand state in the West, North and South. The Bay of Bengal and the Hugli estuary are within 220 km from the center of the district. Ajodhay hills are the main highland in this district. It divided the Kasai and Subarnarekha river and makes different watershed. Ajodhay hills occurs some different residual hills, isolated and detached from the parent body . Baghmundi C D Block coordinate $23^{\circ}12' N$ & $86^{\circ}3' E$

.Baghmundi community development block has an area of 427.950sq km.

LOCATION MAP OF STUDY AREA

Ajodhya Hill (Bagmundi C.D Block, Purulia)



1.5 Sampling:

In this paper sample analysis is done through the design, by which includes the dual process of quantitative and qualitative analysis.

The study is done with the help of total 200 samples taken for the purpose of study. Among the total sample 100 are of the local residents and 100 samples are from the tourists, which is taken to analyse the local impact of tourism industry of Ajodhya.

1.5.1 Sampling Design: The study is done with the help of simple random sampling

1.5.2 Sample Size:

The survey has been conducted into two levels

- a) Local Residents: 100 samples have been collected.
- b) Tourists: 100 samples have been collected.

1.6. Methodology

In order to study the topic of tourism and its impact on local economy, three steps are used: pre-field work, field work and post field data processing.

Table 1. A three tier system of data collection and processing followed in the present study.

Steps	Characteristics
Pre- Field	Collection of some information
	Collection of data from Census of India
	Selection of study area
	Determination of the objectives
	Designing the survey schedule or questionnaire
Field	Collection of location map of GMC
	Conduction of resident survey
	Conduction of tourist survey
Post-Field	Tabulation of collected Data
	Statistical representation of data
	Analysis of data

2. 1.. PHYSICAL ASPECT:

2.1.1. GEOLOGY:

Due to undulated topography nearly 50% of the rainfall flows away as runoff. The district is covered by residual soil formed by weathering of bed rocks.

2.1..2. CLIMATE:

Purulia is a drought prone Purulia-II block. The district has a sub-tropical climate and is characterized by high evaporation and low precipitation. Temperature is very high in summer and low in winter – it varies from 3.8oC in winter to 52oC in summer, causing dryness in moisture. Average annual rainfall varies between 1100 and 1500 mm. But uneven, scanty and erratic rainfall results agricultural drought in the kharif season.

2.1.3. DRAINAGE:

The main rivers passing through the Baghmundi block are Subarnarekha and Kangsabati. Soil erosion is the most prominent phenomenon of this district resulting huge deposition of fertile soil in the valley region. As a result Purulia District is facing crisis due to depletion of top fertile soil and water loss.

2.1.4. FOREST:

As per Satellite Imagery data 52.47 % of total Geo area is used for agriculture. 29.69 % are under forest coverage (including social forestry) and 10.15 % are identified as Wasteland (14.11 % as per Land sat Thematic Mapper/IRS LISS II/III data). The natural forests of the district are mostly of mixed nature. 973 hector forest coverage of the Purulia II block area. The forest produce available in the district are Sal, Plash, Kusum, Sirish, Simul, etc.

2.1.5. GROUND WATER:

The district is a 'White Zone' in respect of ground water status (i.e. 60% of available ground annual recharge is in use). In general, during the rainy season the water table in the wells raises up to 1.00 to 3.50 m bgl till the end of October and gradually falls down to maximum of 6 to 14 m bgl during April-May.

2.1.6. SOIL:

In general three types of soils have been recognized in this district viz. (1) residual types derived from weathering of granites, gneisses and schist (2) Lateritic soil in the upland areas (3) Clay loam to clay in the valleys. The fertility is low, as the soils contain very little organic matter. Soil erosion is the most prominent phenomenon of the district resulting in huge deposition of fertile soil in the valley region. Vast areas of land remained uncultivable wasteland.

2.2. SOCIO-CULTURAL ASPECT:

2.2.1. DEMOGRAPHICS:

As per 2011 census, Baghmundi block had a total population of 135, 579, out of which 69,520 were males and 66,520 were females. Baghmundi block registered a population growth of 13.64 per cent during the 1991-2001 decade. Decadal growth for Purulia district was 13.96 per cent. Decadal growth in West Bengal was 17.84 per cent. Scheduled castes at 10.36% and ST 25.11%. According to the census 57.17% literate persons in the Baghmundi CD block.

2.2.2. AGRICULTURE:

The Baghmundi CD block as bargadar 0.17%, patta 10.24% small farmers 3.40%, marginal 38.42% and Agricultural labours 61.05%. Total irrigated area 7792 hectares. Total production as well as productivity has increased to a great extent in cereals and vegetables due to introduction of HYV and Hybrid varieties along with proper technical know-how. Mainly cropped are Aman paddy, wheat, maize, khesari, mustard.

2.2.3. Language and Religion : Bengali was the mother tongue for 76.6% of the population of the district, followed by Santali 11.4%, Kurmali 7.7%, Hindi 1.9%, Urdu 1.1%. In the 2011 census Hindus 85.29%, Muslim formed 2.86%, Christians 0.56%, other formed 11.29%.

2.2.4. ROAD

The road transport network is almost adequate in terms of availability of bus and flow of goods carriage. Baghmundi CD block had 3 bus routes. The nearest railway station Barabhum railway station at Balarampur town was 20km from Baghmundi block.

2.3. CULTURE

Purulia is very rich in its wealth as well as in cultural heritage. This is a place where we can observe the culture of Bengal, Bihar (recent Jharkhand) and Orissa are in harmony. Starting from archaeological evidences to local festivals, every cultural event has got a nice tribal touch in it, which is the specialty of Purulia. Living mostly in rural areas and keeping intact many of their socio-cultural values more or less in pristine forms the rural people of Purulia have their folks to speak about many of their tenets. The distinctiveness of those is well demonstrated with the sentiments and feelings of the population and these are marked with splash of colours and often entwined with pathos, romanticism, velour and social consciousness. Purulia got a distinct folk culture of Jhumur, Tusu, Bhadu songs. It is also the birth place of a martial dance of Bengal – 'Chhau'. Among the neo classical dance and dance dramas like Bharatanatyam, Kathak, Kuchipudi, Odissi, Kathakali and a few more, Chhau the rare mask dances of eastern India are quite unique.

The three forms of Chhau are named after the district or village where they are performed, i.e. 1.The Purulia Chhau of Bengal, 2.The Seraikella Chhau of Bihar and 3.The Mayurbhanj Chhau of Orissa. Surprisingly the earlier writers have exercised considerably to understand the origin of the word Chhau and to ascertain its classical origin as also they have tried to establish the origin of the word Chhau from Sanskrit root word "Chaya", while others have tried to justify its martial base and the derivation of the word by suggesting that the word Chhau is derived from the local dialect meaning an army camp. However, they have overlooked the outcries of the performers or the drummers during performance. Particularly in Purulia

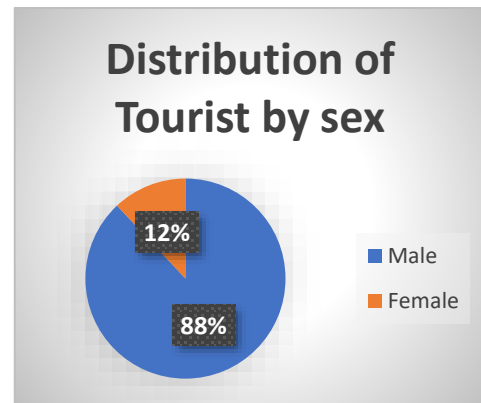
3.0 Profile of Tourist and their Perception about Tourism Infrastructure

3.1.DISTRIBUTION OF TOURIST BY GENDER (SEX):

Gender is one of the major demographic factors which influencing travel demand. The travel patterns in tourism men and women depends on their travel motivation. The other factor which affecting the participation in tourism activities include age, marital status, educational background, occupation, religion and as well as the available transportation system and commodities.

From our field survey it has been revealed that, the participation of tourist in terms of their gender has high for male tourist i.e.,88% and relationally low for female travelers. According to various study it has also been concluded that, men travel more than women.

Sex 1	Distribution of Tourist by Sex	
Sex	Number of Tourist	Tourist %
	88	88
Female	12	12

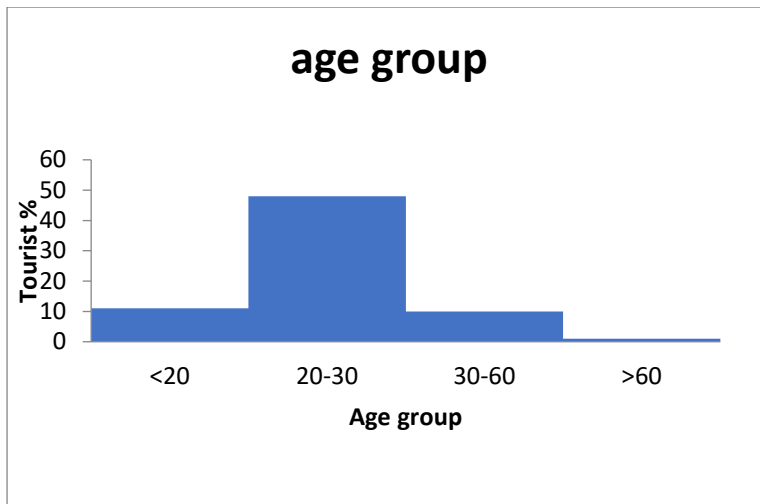


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3.2.NATURE OF TOURIST BY AGE GROUP:

Age is considered to be crucial demographic factor by tourism stake holders because leisure demand can effectively be predicted through visitors. Age is reported to have positive influence on individuals desire for relaxation and nature exploration.

2) Age Group	Number of Tourist	Tourist %
<20	11	11
20-30	48	48
30-60	10	10
>60	1	1



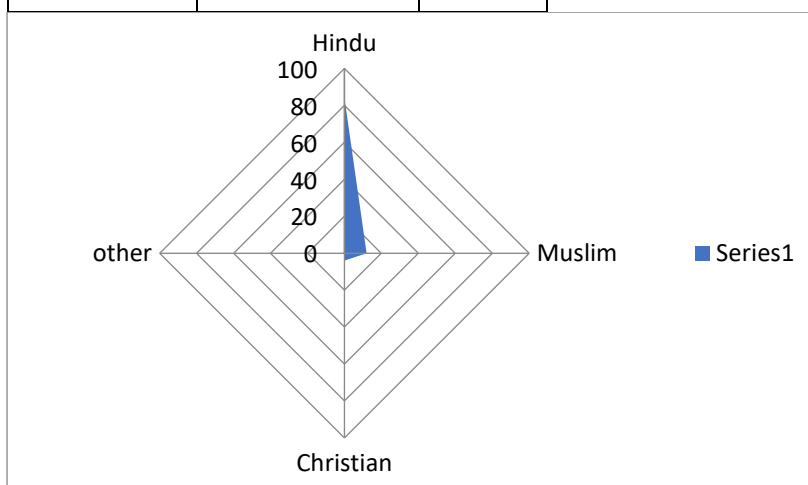
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Our study area, Ajodhya hill region appeared to be an amazing treasure house for the nature lover as well as for the educationalist and scholars. And that is why the majority of the tourist are belonging from young to adult age group. Various study revealed that the probability of activity participation increases when an individual is young and decreases as that individual grows old.

3.3.DISTRIBUION OF TOURISM OF RELIGION GROUP:

Tourism and religion can also impact on tourist behaviour instance, religion influences the choice of destination, tourist product preferences it has been observed by our field study that, majority of the tourist belonging from Hinduism and more fascinated by natural environment of Ajodhya hilly region compared to Islam and Christianity.

Religion group	Number of Tourist	Tourist %
Hindu	84	84
Muslim	12	12
Christian	4	4
other	0	0



The tourist are heterogenous in their perception off travel attributes. Travel attributes way be perceived differently by tourists of different culture community and religion.

3.4.MARITAL STATUS OF THE TOURISTS:

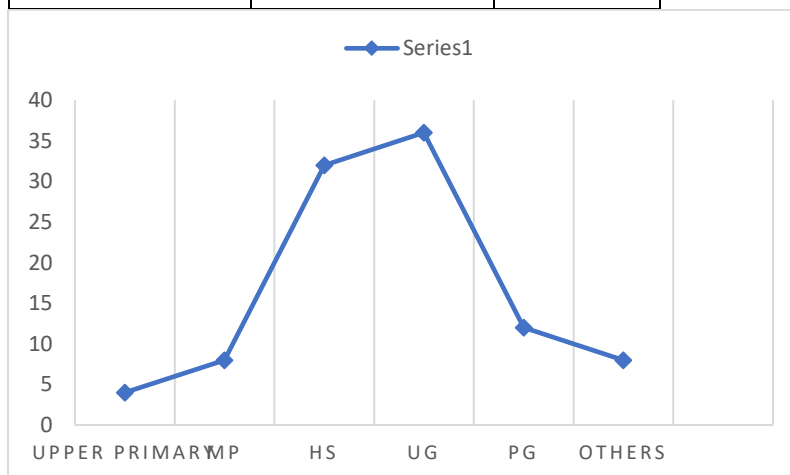
Marital status is one of the factors that affect vacation decision. The study examined travel motivation difference among leisure tourists who were married and those who were unmarried or single. Our field survey revealed that, more than half of the tourists were unmarried i.e.,56% so, singles are assumed to have more free time to engage in various activities compared to those the married couples.

4)Marital Status	Number of Tourist	Tourist %
Martial Status		
Unmarried	56	56
Married	44	44

3.5.EDUCATION STATUS OF THE TOURIST:

Education level of the tourist on the basis of decisions making, is considered as an important controlling factor which influence tourism. Not only in physiography, but also our study area depicted a unique cultural and ethnic identity. Our field survey revealed that, the majority of the tourists are from under graduate and higher secondary education level.

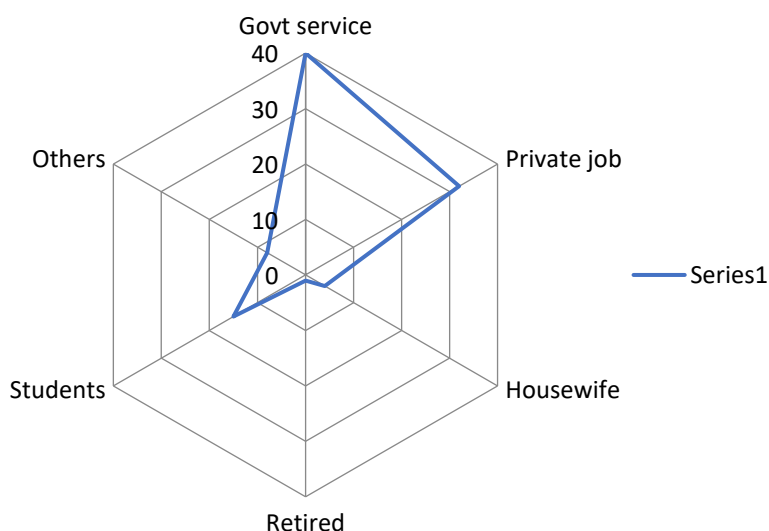
5)Education Status	Number of Tourist	Tourist %
Primary	0	0
Upper primary	4	4
MP	8	8
HS	32	32
UG	36	36
PG	12	12
OTHERS	8	8



3.6. OCCUPATION LEVEL OF THE TOURIST:

Occupation structure of the tourist is an important parameter which influence tourist directly or indirectly because the tourist must have the ability to purchase and afford the hospitality of the tourist place.

6) Occupation		
occupation	Number of Tourist	Tourist %
Govt service	40	40
Private job	32	32
Housewife	4	4
Retired	1	1
Students	15	15
Others	8	8

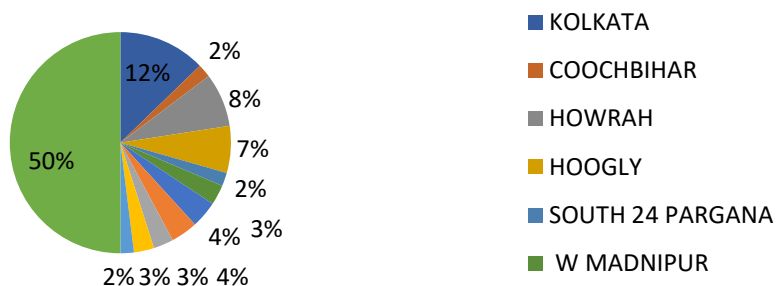


In terms of occupation level of the tourist, the data revealed that, the majority of the tourist are engaged in govt services and some of the tourist engaged in private job, I.e., 40% in gov. services and 32% in private job comparatively.

3.7. CITIZENSHIP OF THE TOURIST:

Our field survey revealed that, 98% of tourist are Indian and only 2% are from outside the country. Through, the foreign tourist investments increase employment opportunities which contributes in tourism industry and indirectly develops the above discussion, more than half of the tourist are arrived from the different district of west Bengal and an another from the state Jharkhand.

District Wise Distribution of Tourist % from West Bengal in Ajodhya



Districts (WB)	Number of Tourist	Tourist %
KOLKATA	13	25.5
COOCHBIHAR	2	3.91
HOWRAH	8	15.68
HOOGLY	7	13.73
SOUTH PARGANA	2	3.91
W MADNIPUR	3	5.88
E MADNIPUR	4	7.84
BANKURA	4	7.84
JHARGRAM	3	5.88
WEST BURDWAN	3	5.88
E BURDWAN	2	3.91
	51	100

3.8. LENGTH OF STAY OF THE TOURIST:

Length of stay is a key parameter in the measurement of tourism development. It depends upon tourism facilities and customers satisfaction level in terms of accommodation, lodging, food, recreational, facilities, transport system, level of hygiene and sanitation, quality of road etc.

Ajodhya hill region is a land of lush green landscape, verdant hills and dense forests which make it a perfect tourist destination.

Length of stay	Number of Tourist	Tourist %
1day	12	12
2day	68	68
3 day	3	3
4day	7	7
5 day	2	2
more than 5 day	3	3
not stay	5	5
	100	100

3.9. PURPOSE OF VISIT:

Our study area Ajodhya hills is one of the most enthralling tourist destinations of the purulia district, which fascinated the tourist from not only in West Bengal but also from different states of our country.

From our field survey it has been observed that, majority of the tourist are come to visit the entire hilly region of Ajodhya on the purpose of touring. i.e.90%. Apart from that, it can be observed from recent trends that, a certain amount of students and scholars also visit this region for educational purpose. i.e.8%. The observation we made from our field study that, our study area seems to be a treasure house for the nature lover as well as for the students and scholars because of its ethnic and cultural uniqueness.

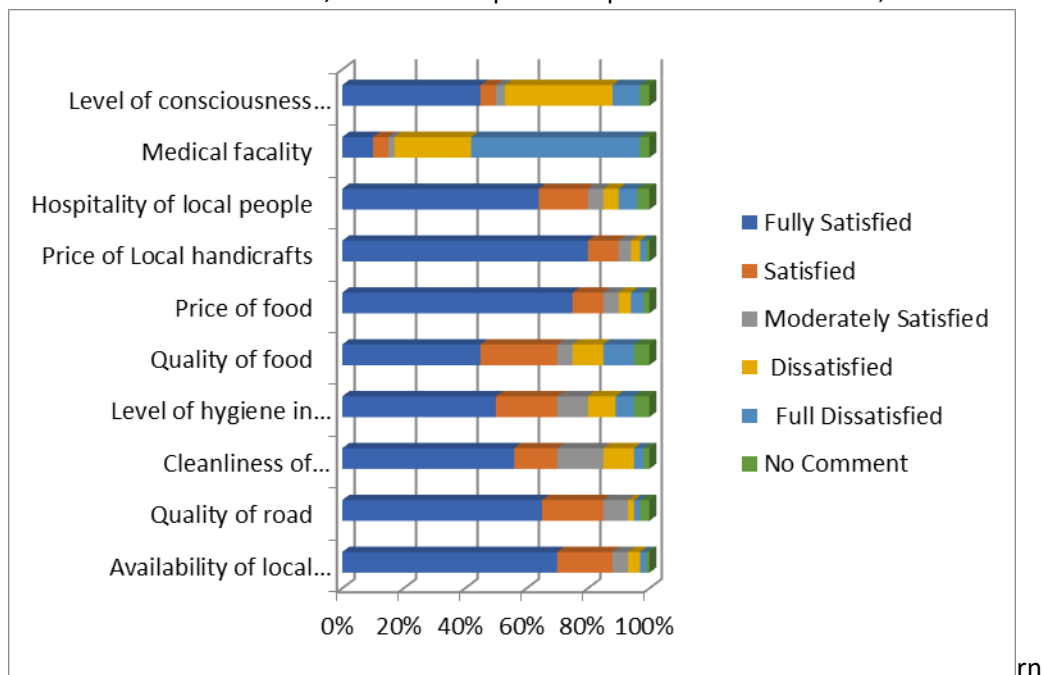
9 Purpose of visit		
purpose	number of tourists	Tourists%
Touring and sightseeing	90	90
Religious	0	0
Education	8	8
Business	2	2

3.10. ACCOMPANYING PERSON:

Participation of tourist in a tourism in terms of accompanying persons in our study area reveals that 50% of tourist area participated family orientation which needed family accommodation and 40% with a friend association which finally reflects an overall acceptance of this region as a tourist destination.

3.11.SATISFACTION LEVEL OF TOURIST:

Tourist satisfaction is an important indicator for successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return.



Satisfaction level of Tourist							
	Fully Satisfied	Satisfied	Moderately Satisfied	Dissatisfied	Full Dissatisfied	No Comment	Total %
Availability of local Transport	70	18	5	4	2	1	100
Quality of road	65	20	8	2	2	3	100
Cleanliness of accommodation	56	14	15	10	3	2	100
Level of hygiene in sanitation	50	20	10	9	6	5	100

Quality of food	45	25	5	10	10	5	100
Price of food	75	10	5	4	4	2	100
Price of Local handicrafts	80	10	4	3	2	1	100
Hospitality of local people	64	16	5	5	6	4	100
Medical facility	10	5	2	25	55	3	100
Level of consciousness COVID-19	45	5	3	35	9	3	100

The satisfaction level of tourist can be determined by infrastructure, availability of local transport, quality of road, safety and security, level of hygiene and sanitation, cleanliness and accommodation, perceived cost, recreation activities negative attributes, and hospitality of the local people and also medical facilities. An observation has been collected from our filed study that, 70% tourist are fully satisfied with availability of local transport system, 65% tourist have been satisfied with quality of road, 80% are satisfied in the price of local handicrafts, 64% tourist have been satisfied with the hospitality of local people, 75% were satisfied with the quality of food available in the area. Apart from that, more than a half of the tourist are dissatisfied with unavailability of medical facilities of that region.

4. Local Peoples Perception about Tourism Impacts

4.1.1. Native Place (place of residents)

Physiographically the area of Purulia district falls under a subregion of north-eastern part of Chhotanagpur plateau with undulating and rolling topography and our study area Ajodhya hilly regions display an absolute evidence for that.

2) NATIVE PLACE	
LOCAL	OTHERS
98	2

Our study area is situated with an advance physiographical condition with a hares undulating topography and mainly inhabited by the native people belonging from tribal community also known as indigenous people and constitutionally called scheduled Tribes .i.e. Santal, Bhumiz, Birhor, Kheria and Lodha-sabar. It has been observed from our field study that 98 percent of population are inhabited by those native people in our study area.

4.1.2.SEX: Average sex ratio of Baghmundi CD block is 926 which is lowest than west Bengal state average of 950 (census 2011)

4.1.3.Migration

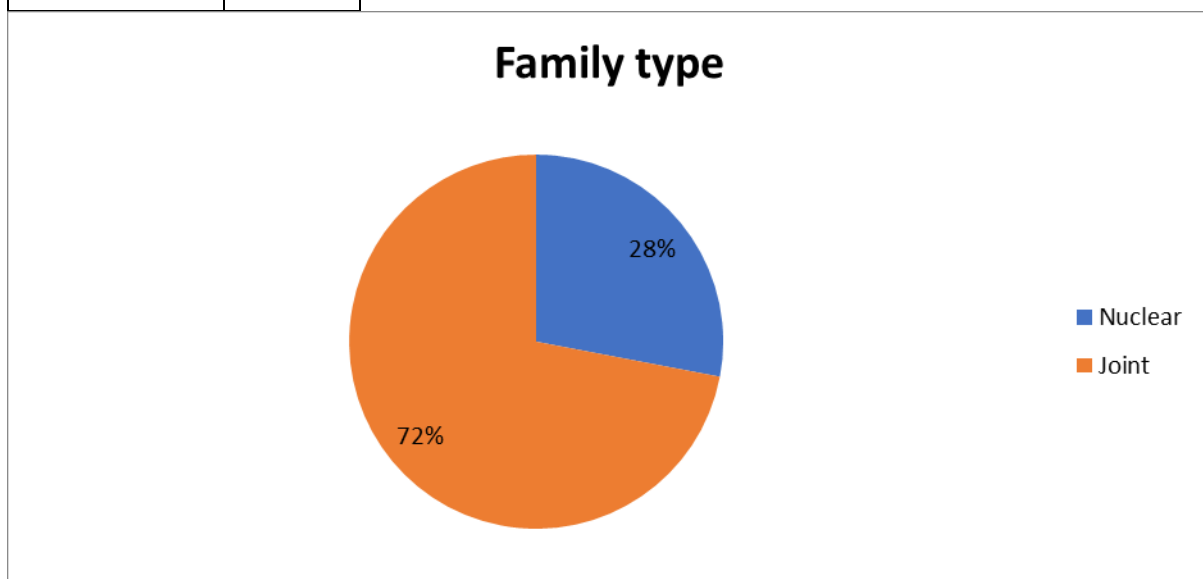
Migration is an important parameter which influence tourism development . Migration also makes important social and economic contribution to destination places , culturally enriching their society enhancing the tourism product . In our study area migration has been accounted as a least-affected parameter.

It has been disclosed from our field study that,the percentage of migrants people have seems to be very low percentage in our study area.

4.1.4.Types Of Family

Based on size or structure of family the people belonging from tribal community mainly associated with a joint-family set up in our study area and very few household are belongs to nuclear family norm.i.e.72%.are join family and 28% belongs to nuclear family comparatively.

TYPE OF FAMILY 6	
Nuclear	Joint
28	72



*Types of family in term of size structure is considered as an important component of societal status and morphology of a particular settlement.

4.1.5Lenth Of Residence

As al ready started that , the Ajodhya hill region is largely inhabited by tribal community , also known as Indigenous people or Adibasi .

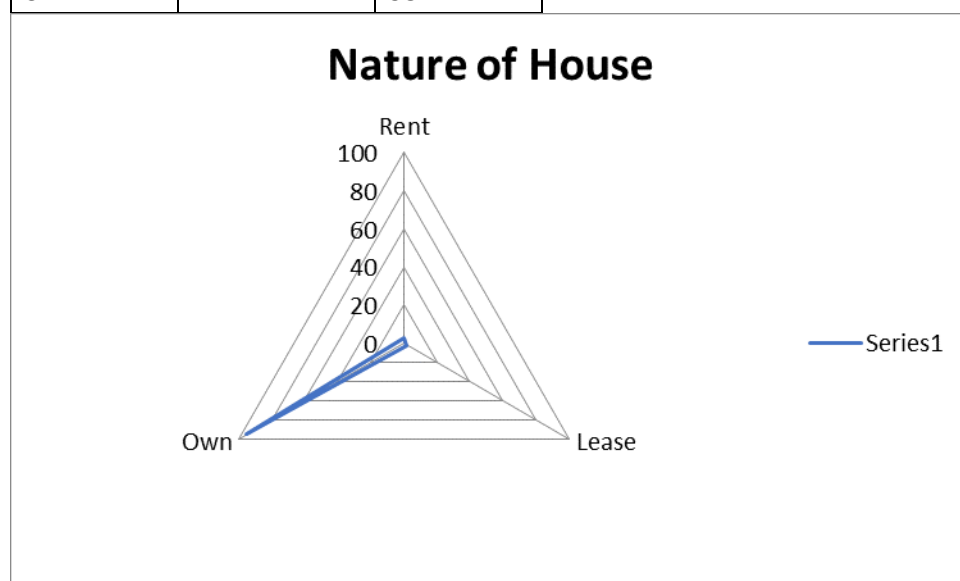
Length of residence 4			
<10 yrs	10-20	20-30	>30 yrs
4	1	39	56

It has been revealed from our field study that more than half of the household reside in this region more than 30 years and rest of the household lived in this region more than 20 years.

4.1.6. Nature Of House

The entire Ajodhya hilly region is situated in an advance physiographical condition, and most of the inhabitants are belonging from tribal community and reside in their own houses in a very harsh socio-economic and unfriendly environmental conditions. Our field study disclosed that, 95 percentage of household lived in their own houses and only 3 percentage are rent.

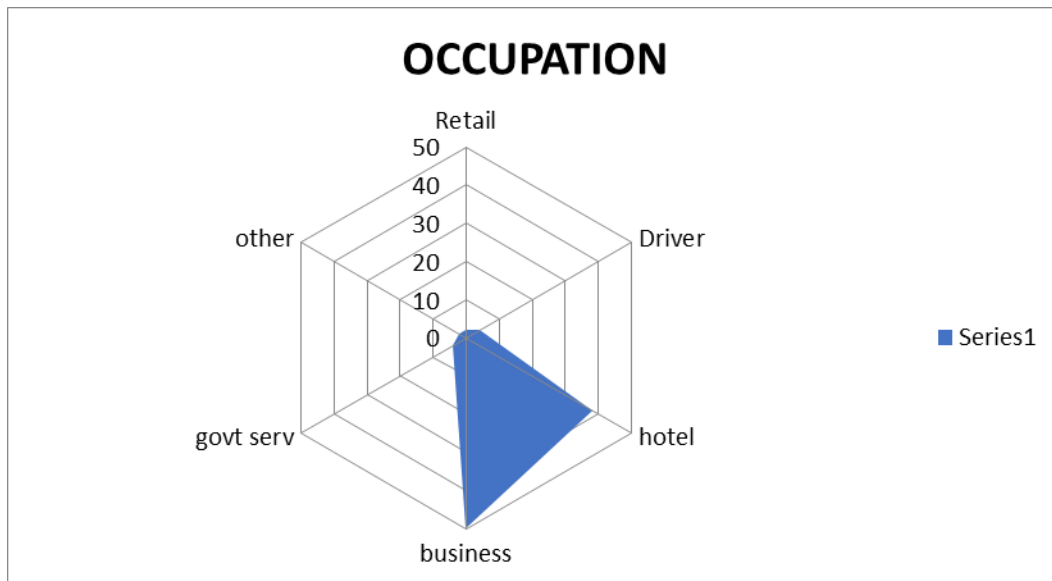
Nature of house 5		
Rent	Lease	Own
3	2	95



4.1.7. Occupation Structure Of The Local People

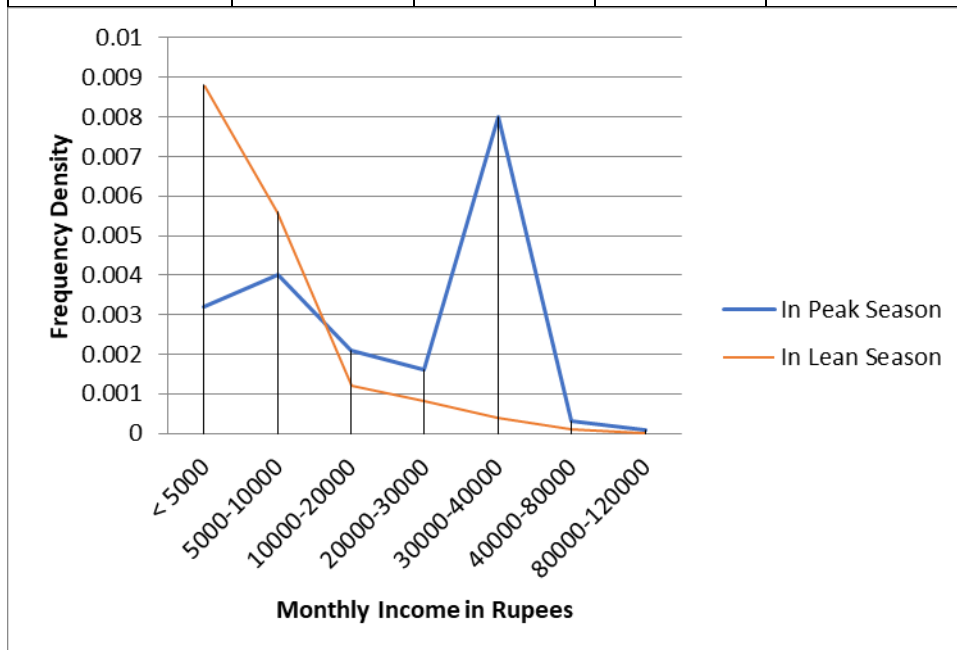
Occupation structure of the study area completely dependent upon topography. Due to undulating topography related with an advance adverse environmental and physical- climatic condition, the agricultural practice could not be reached at desirable limit. Such an advance physical condition issues the population to elect other profession for their livelihood rather than agricultural practice. The data revealed from our field study that, 50 % of population depends on business and 38% of people were engaged with lodging activity like hotel.

Occupation 7					non tourism related	
Retail	Driver	hotel	business	govt serv	other	
2	4	38	50	4	2	



4.1.8.Average Income : Among the surveyed 100 resident 100 of them responded about their monthly income .It is evident from table below that concentration of the monthly income of the local people is below Rs 5000 which is highest in the lean season .

8	Number of Residents		Class Width	Frequency Density	
Monthly Income	In Peak Season	In Lean Season		In Peak Season	In Lean Season
< 5000	16	44	5000	0.0032	0.0088
5000-10000	20	28	5000	0.004	0.0056
10000-20000	21	12	10000	0.0021	0.0012
20000-30000	16	8	10000	0.0016	0.0008
30000-40000	8	4	10000	0.008	0.0004
40000-80000	12	4	40000	0.0003	0.0001
80000-120000	3	0	40000	0.00008	0



5. IMPACT OF TOURISM ON LOCAL ECONOMY

5.1. Job Opportunity For Local People

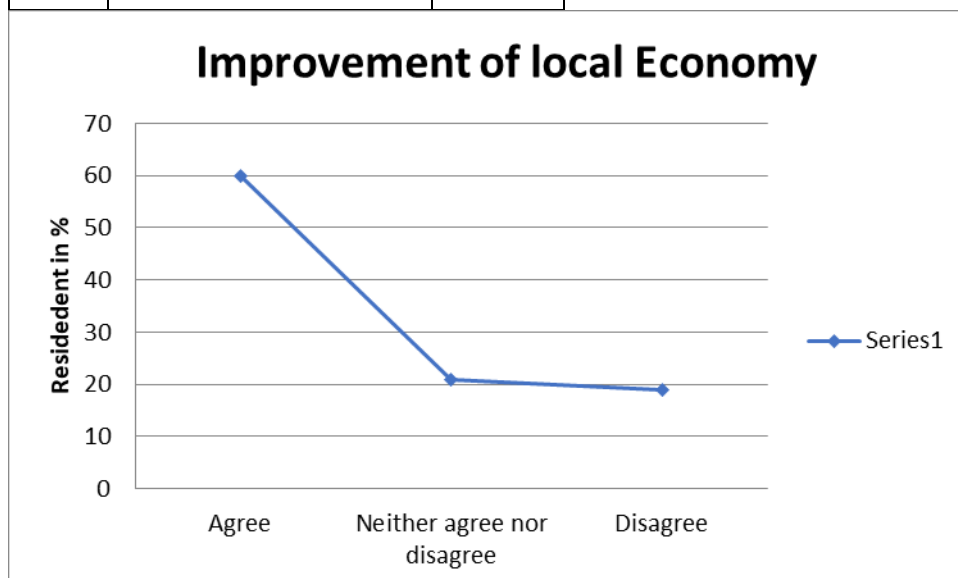
The influence of geological structure have been observed very clearly as an effective controlling factors on socio economic development in our study arera . Therefore, the expansion of tourism could be recreate the basic employment –opportunities among the people . From our field study , an observation of the local people have been collected , it shows that 43% of the inhabitants were engaged with the different mode of economic actionely which has been associated with tourism , which creates job opportunities among the native people.

Job Opportunity	
Local People	Hired
43	57

5.2.Improvement Of Local Economy

The tourism industry ,as a part of the service sector has become an important source of income for man region and even entire countries . Tourism brings large amounts of income into a local economy in the form of payment for goods and services needed by tourist. The hospitality industries which benefits from tourism include transportation services (such as bus, trains , and taxi) lodging (including hotels, homestays, resorts, and renting out room) and entertainment venues (such as parks , restaurants) etc. From our field study it has been concluded that, 60% of the inhabitants are agree with the situation that , the expansion of tourism can importuned the local economy standard as well as it promotes environmental protection and

Improvement of local economy			
Agree	Neither agree nor disagree	Disagree	
60	21	19	



5.3.Local Inflation

Inflation is a general rise in the price level in an economy over a period of time . Undoubtedly tourism influence the economic development of the host region but the rising prices in a tourist place introduced inflation which may be due to either an increase in tourism demand or higher costs of goods and services . On the other hand an increase in the number of tourist arrival can cause the demand for domestic goods and services to rise .This can contribute to a larger consumption of goods and services, causing a higher aggregate demands which will ensuring inflation.

Local Inflation				
Agree	Neither agree nor disagree	Disagree	Didnot Answer	
45	31	19	5	

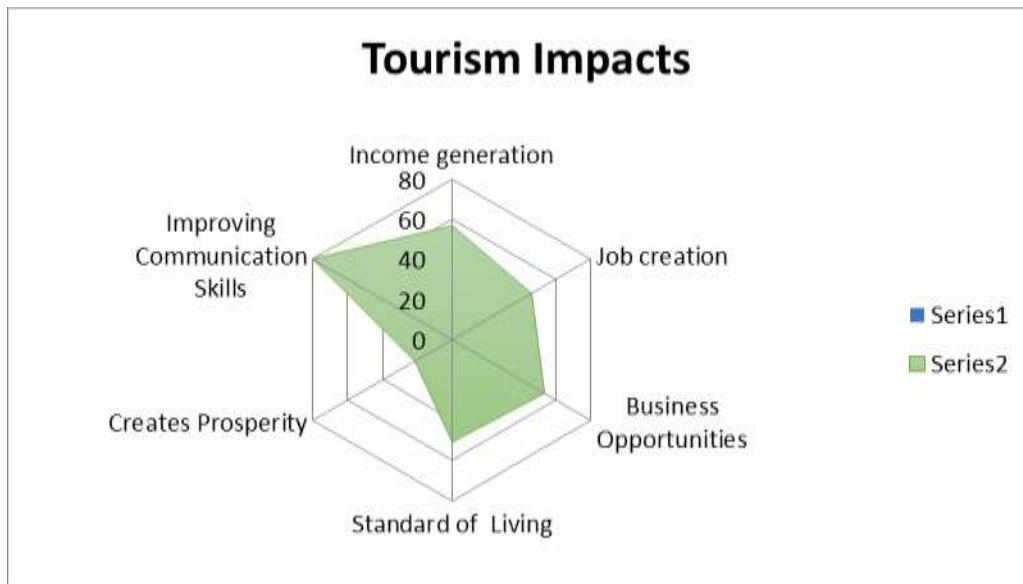
It has been observed from our field survey that 45% of population have been agreed with the increasing prices, on the contrary 31% did not agree with the impact of inflation .

5.4.Perception about the Tourism impacts :

The economic effects of tourism included improved tax revenue and personal income increased standards of living , and more employment opportunities . The traditionally described domains of tourism impacts are economic, socio-cultural and environmental dimensions . socio-cultural impacts are associated with interaction between people with differing cultural back ground , altitude's and behaviours and relationships to material goods. Therefore, tourism brings both positive and negative impacts on destinations. The economic contribution of tourism is felt in both direct and indirect way.

The overall field survey revealed that impressive impact on different criteria mentioned in our field study i.e. Income generation, creation of job opportunists, business opportunities, improve standard of living, and improving communication skill which eventually creations prosperity. The data concluded that 57% possibility in income generations, 46% in job creation, 53% in creations of business opportunists and 51% in improving standard of living of the local people.

Income generation	Job creation	Business Opportunities	Standard of Living	Creates Prosperity	Improving Communication Skills				
57	46	53	51	21	80				



5.5 Government Initiation: In the study area according to the surveyed residents WB Govt is very helpful in developing the tourism infrastructure.

6.Conclusion: Tourism contributes maximum to the local economy by creating employment and generating some local income to the residents of these tourist centers. The most direct effect that happens with tourism sectors is additional jobs, ranging from low-wage entry-level to high-paying professional positions in areas of lodging, restaurants, transportation and amusements that generate income and raise the standards of living of the local residents. Particularly in rural areas of Ajodhya(Baghmundhi) , the diversification created by tourism helps the community to grow that is mostly dependent on only the industry of tourism. Tourists' visiting this areas with friends and family mostly target on recreational aspect and thereby they contribute maximum to the different aspects of income in the local society. Since, these tourists need fooding, lodging, transportation for sight-seeing, amusements during their stay, whereas comparatively business tourists contribute more to only lodging and fooding only. As tourism grows, additional opportunities are created for investment purpose, development and infrastructure maintenance happens simultaneously. To improve tourism sector the local government tries to make improvements in infrastructures of various public utilities such as water, sanitation, sewage systems, road, electricity and lighting, parking, public restrooms, telephone networks and connectivity, transportation for attracting more of people to visit those areas in a more comfortable ambience. Such improvements benefit both tourists and residents alike. The survey conducted on the satisfaction level of tourists visiting this area clearly depict that all the tourists are mostly satisfied with the basic essential facilities of the region , for which their optimistic feedback implies many others to visit this area for recreation and also other purposes helping in growth of the tourism sector. This directly influences the economic status of the local residents and also contributes to their improvement in well-being. So, restoring the profitability of accommodation sector, food supply, etc. and balancing the demand and supply and boosting the existing financial flows will help to create a better impact of tourism industry on the local economy and also enhance the social living standards of the local residents by generating smooth flow of financial assistance.

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Our Group Members

S.L.NO	Roll	Name
1	1913001	AKASH MUKHUTY
2	1913004	BANKIM MAHATO
3	1913006	BHAIRAB MAHATO
4	1913007	BIMAL MAHATO
5	1913008	CHANDAN MANDAL
6	1913009	DEBASMITA SARDAR
7	1913012	JANARDAN MAHATO
8	1913014	KABITA GORAIN
9	1913016	KHUSBU KHATUN
10	1913017	KOUSHIK BANERJEE
11	1913018	MANOJ PAL
12	1913019	MD AJAJ ANSARY
13	1913021	PANCHANAN GORA
14	1913022	PANKAJ MANDAL
15	1913026	RAHUL BARI
16	1913027	RAJIB MAHATO
17	1913028	RAMJAN ANSARY
18	1913029	RATUL DAS
19	1913030	RUDRA PRATAP KUMAR
20	1913031	SAIKAT HAZRA
21	1913033	SANDIP PARAMANIK
22	1913035	SOUMEN KARMAKAR
23	1913037	SOURAV KUMAR CHAND
24	1913038	SOURAV MANDAL
25	1913043	TAPU PAL
26	1913044	TARAKNATH RAJWAR
27	1913045	TARAKESWAR KUIRI
28	1913046	UMA MANDAL