



Severity of Issues related to tourism industry in Chhattisgarh

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ARTICLE INFO ABSTRACT

The research work focused on identifying the severity of issues related to tourism industry in Chhattisgarh. Using primary data, the research work identified that poor road and railway infrastructure in Chhattisgarh to tourism sites is the most severe issue related to tourism in Chhattisgarh. While the issues of reservation and souvenir unavailability also gained traction. The research work concluded that if tourism in Chhattisgarh is to be improved the identified problems must be addressed in order of their identified severity.

Keywords: Industry, Issues, Severity, Tourism,

Introduction

The state of Chhattisgarh was formed in the year 2000. When the state was formed the resources were split among Madhya Pradesh and Chhattisgarh in proportion to the land mass and population. The state received its fair share of Natural resources. The state of Madhya Pradesh focused on harnessing the tourism potential of its Natural resources however the state of Chhattisgarh appeared to be focusing excessively on its exploitation. This resulted in MP developing tourism as an alternative revenue generating industry while the tourism in Chhattisgarh was periled down to zero. The reasons for jeopardising of tourism industry of Chhattisgarh have mentioned by multiple researchers in the past -

- (Shrivastava, 2018) indicated that Chhattisgarh has tremendous tourism potential but is only explored by the locals and not by international and national tourists.
- (Sharma & Vaidya, 2018) indicated that Chhattisgarh is rich in natural scenic views, but not clear tourism policy has led to its underperformance.
- (Jangde, 2021) indicated that Chhattisgarh can do big in terms of tourism industry however the government of Chhattisgarh appears to be non-promotional of its tourism sector.

The research work focuses on identifying the severity of issues as identified by tourists which might be led to no prosperity of tourism industry in Chhattisgarh.

Methodology

The research work focused on collection of rank data from 400 tourists visiting the tourist sites of Chhattisgarh. The tourists were given a list. The entries of this list were needed to rank from 1st to 8th based on the severity of the issue. The collected rank data was analysed through Henry Garrett Rank Method for determination of severity of issue related to tourism sector.

Data Analysis

The section first presents descriptive analysis of the collected rank data.

Table 1 Analysis of Ranks collected for Challenge related to – Accommodation Near Tourist Place

Rank	Number of Respondents
1 st	15
2 nd	29
3 rd	16
4 th	85
5 th	79

6 th	90
7 th	41
8 th	45
Total	400

The above presented table indicates that 3.75 percent tourists marked the problem as first, 7.25 percent tourists marked the problem as second, 4 percent tourists marked the problem third, 21.25 percent tourists marked the problem as fourth, 19.75 percent tourists marked the problem as fifth, 22.50 percent tourists marked the problem as sixth, 10.25 percent tourists marked the problem as seventh while 11.25 percent of tourists marked the problem as eighth.

Table 2 Analysis of Ranks collected for Challenge related to – Tourist Transfer from Airport

Rank	Number of Respondents
1 st	21
2 nd	59
3 rd	104
4 th	55
5 th	25
6 th	20
7 th	60
8 th	56
Total	400

The above presented table indicates that 5.25 percent tourists marked the problem as first, 14.75 percent tourists marked the problem as second, 26.00 percent tourists marked the problem third, 13.75 percent tourists marked the problem as fourth, 6.25 percent tourists marked the problem as fifth, 5.00 percent tourists marked the problem as sixth, 15.00 percent tourists marked the problem as seventh while 14.00 percent of tourists marked the problem as eighth.

Table 3 Analysis of Ranks collected for Challenge related to – Local artistry and souvenir.

Rank	Number of Respondents
1 st	103
2 nd	38
3 rd	37
4 th	61
5 th	22
6 th	48
7 th	47
8 th	44
Total	400

The above presented table indicates that 25.75 percent tourists marked the problem as first, 9.50 percent tourists marked the problem as second, 9.25 percent tourists marked the problem third, 15.25 percent tourists marked the problem as fourth, 5.50 percent tourists marked the problem as fifth, 12.00 percent tourists marked the problem as sixth, 11.75 percent tourists marked the problem as seventh while 11.00 percent of tourists marked the problem as eighth.

Table 4 Analysis of Ranks collected for Challenge related to – reservations at tourist locations

Rank	Number of Respondents
1 st	77
2 nd	51
3 rd	46
4 th	38
5 th	17
6 th	46
7 th	68
8 th	57
Total	400

The above presented table indicates that 19.25 percent tourists marked the problem as first, 12.75 percent tourists marked the problem as second, 11.50 percent tourists marked the problem third, 9.50 percent tourists marked the problem as fourth, 4.25 percent tourists marked the problem as fifth, 11.50 percent

tourists marked the problem as sixth, 17.00 percent tourists marked the problem as seventh while 14.25 percent of tourists marked the problem as eighth.

Table 5 Analysis of Ranks collected for Challenge related to – housekeeping services

Rank	Number of Respondents
1 st	44
2 nd	51
3 rd	30
4 th	59
5 th	28
6 th	46
7 th	61
8 th	81
Total	400

The above presented table indicates that 11.00 percent tourists marked the problem as first, 12.75 percent tourists marked the problem as second, 7.50 percent tourists marked the problem third, 14.75 percent tourists marked the problem as fourth, 7.00 percent tourists marked the problem as fifth, 11.50 percent tourists marked the problem as sixth, 15.25 percent tourists marked the problem as seventh while 20.25 percent of tourists marked the problem as eighth.

Table 6 Analysis of Ranks collected for Challenge related to – tour layouts

Rank	Number of Respondents
1 st	19
2 nd	79
3 rd	52
4 th	45
5 th	55
6 th	85
7 th	40
8 th	25
Total	400

The above presented table indicates that 4.75 percent tourists marked the problem as first, 19.75 percent tourists marked the problem as second, 13.00 percent tourists marked the problem third, 11.25 percent tourists marked the problem as fourth, 13.75 percent tourists marked the problem as fifth, 21.25 percent tourists marked the problem as sixth, 10.00 percent tourists marked the problem as seventh while 6.25 percent of tourists marked the problem as eighth.

Table 7 Analysis of Ranks collected for Challenge related to – tourism infrastructure such as road and railways

Rank	Number of Respondents
1 st	92
2 nd	52
3 rd	67
4 th	21
5 th	47
6 th	42
7 th	43
8 th	36
Total	400

The above presented table indicates that 23.00 percent tourists marked the problem as first, 13.00 percent tourists marked the problem as second, 16.75 percent tourists marked the problem third, 5.25 percent tourists marked the problem as fourth, 11.75 percent tourists marked the problem as fifth, 10.50 percent tourists marked the problem as sixth, 10.75 percent tourists marked the problem as seventh while 9.00 percent of tourists marked the problem as eighth.

Table 11 Final Table after GV operations

Tourism Aspects		1 st	2 nd	3 rd	4 th	5 th	6 th	7 th	8 th	Total	Total/400
Accommodation Near Tourist Place	R1	1200	1972	960	4505	3713	3690	1312	945	18297	45.7425
Tourist Transfer from Airport	R2	1680	4012	6240	2915	1175	820	1920	1176	19938	49.845
local artistry and souvenir shop	R3	8240	2584	2220	3233	1034	1968	1504	924	21707	54.2675
Reservations at Tourist Locations	R4	6160	3468	2760	2014	799	1886	2176	1197	20460	51.15
Housekeeping services	R5	3520	3468	1800	3127	1316	1886	1952	1701	18770	46.925
tour layouts	R6	1520	5372	3120	2385	2585	3485	1280	525	20272	50.68
tourism infrastructure such as road and railways	R7	7360	3536	4020	1113	2209	1722	1376	756	22092	55.23
Eateries at tourist site	R8	2320	2788	2880	1908	5969	943	1280	1176	19264	48.16

The values related to each list entry were then added row wise, for example the values of R1 row were added to obtain 18297, R2 to get 19938. These total values were then divided by total number of tourists i.e. by 400. The obtained value were arranged in decreasing order to obtain the severity of the problem. The highest value indicated highest severity, while the lowest value indicated lowest severity.

Conclusion

The results indicate that among tourist the problem of improper tourism infrastructure is most severe. The tourists indicated poor road and railway infrastructure at tourist sites as the most severe issue. Absence of local artistry shops were the second severe issue. Issues related to reservations at tourist sites were third severe while issues related to lack of eatery was identified as 6th severe most issue.

The tourism aspects in Chhattisgarh are humongous. However, due to lack of infrastructure the state is not able to cash in these potential revenue generation sites. The state lacks a clear cut tourism policy. Along with this the state has no policy that clearly outlines the maintenance schedule of tourism infrastructure specially of road network. The roads at tourist sites are damaged. Along with this these roads frequently become inaccessible in rain due to lack of maintenance which results in flushing of the top layer of roads and water accumulation. Further, the state is not able to promote world heritage Chhattisgarhi arts through local souvenir shops. This has also resulted in lack of tourist attraction. Further the state also needs to iron out the issues related to reservations at tourist sites. The website always displays a houseful capacity while the contact numbers mentioned on the website are frequently not reachable. If Chhattisgarh could resolve these issues the state could make progress in field of tourism industry.

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