



Rural Tourism Issues And Challenges: A Case From Kamarpukur, India

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Abstract

This study aims at exploration of tourism, which acts to promote local economy, socio-cultural changes and life style of the people residing in and around the tourist locations in Kamarpukur. The purpose of this study is to explore issues and challenges of tourism at Kamarpukur and find also the impact of rural tourism to gain experience from art, culture, lifestyle etc, which in turn create a tremendous impact on local economy. Nonurban tourism includes specific services which are comprised of different social systems and which has the focus on complementary elements of regional product. In a pilot survey, it has been observed that tourism in Kamarpukur has also improved its civic amenities like communication, sanitations, transport facilities and standard of living for the people in general. To have leverage on tourism potential, it is necessary for rural and urban tourism destinations of Kamarpukur not only to promote them but also analyze the needs, perceptions, preferences, and satisfaction of the tourists that it can provide. This paper emphasizes on the concept of tourism, different issues, challenges related to tourism as well as revaluing the effectiveness of development of socio economic condition of the under developed regions The potentiality of tourism in the context of social development in particular and general is analyzed through Tourism Appraisal Model (TAM). It is therefore suggested that Kamarpukur tourism must develop its infrastructural facilities and promote its offerings in a sustainable manner which can explore newer avenues in relation to nature and open up its unexplored areas.

Keywords: Tourism, Rural tourism, Issues and Challenges

1. Introduction

Popularly known as the cultural capital of India, Kamarpukur is one of the very few states in India, which has some thing to provide each and every kind of tourists. The state is covering an area of 87,853 square kilometers with population of more than 70 million. About three quarter of the population out of eighteen districts lives in rural areas. The state occupies four percent of total land and burdened with more than eight percent of total population. The state of Kamarpukur is having unique



characteristics of sharing its boundary internationally with Bangladesh, Nepal, and Bhutan and domestically with Bihar Jharkhand, Orissa and Assam. The state is having the uniqueness having its connection from the frozen Himalayas in north and the temporal coast line in the south. It has 18 districts, including the famous city of Calcutta, which is the capital of the state.

Rural Tourism in Bengal: Current Status, Importance and Scope

Over the past decade, mass tourism in various forms ruled the travel market but as a consumer of travel products are undergoing their consumption habits new form of tourism such as eco-tourism, agri-tourism, rural tourism, wild life tourism and many others are getting market attention.

The cultural variation and the unit with heterogeneity has been an important feature of Indian society. The survival of traditional society and culture even in the area of rapid industrialization has a unique feature of India where Kamarpukur is no exception to it. It has placed Kamarpukur in a better position to exploit the ethnic and rural tourism.

Rural tourism can be defined as ‘any activity that takes place in the countryside’. It is also defined as “any form of tourism that show case the rural life, art, culture and heritage at rural to benefiting the local community economically and socially as well as enabling interaction with the tourist and the locals for a more enriching tourism experiences. Rural tourism is experience orientated. It generally experienced predominantly in a natural surroundings. It meshes with seasonality and local events on preservation of culture and heritage.

Culturally the state is very rich. There is a famous saying that the real culture lives in the blood of a Bengali. The state has its three quarters of populations living in villages. Agriculture here is playing a predominant role for the state’s economy. The state has the credit of having 15 Wildlife Sanctuaries, 5 National Parks and 3 Tiger Reserves. So it is rightly justified to develop this state as a perfect rural tourism destination.

What the state can offer for development of rural tourism?

As we all know that the tourism potential of Bengal is vast and varied. The state has no doubt has plenty to offer in terms of religious, cultural and wild life tourists. The state has 3 D’s namely- Darjeeling, Digha and Duars. 3 M’s namely – Malda, Murshidabad, and Mukut Mani Pur. The state has also promoting Vishnupur in terms of 3 T’s namely- Temple, Terracotta and Textile. Apart from these, the state is having lot to offer to the tourists in terms of handicrafts, textiles, art forms etc.



Major Handicrafts, fairs and Festivals of Kamarpukur

The Kamarpukur heritage of handicraft is legendary. The exquisite texture of Baluchari Sarees, Silk and Tasar Textile from Murshidabad, Birbhum, Bankura, Hoogly and Nadia districts have become the Choice of the Century. The fascinating handloom textiles of the same regions as mentioned above are now attracting world-wide attention. Besides the garment materials, jute products, wood and cane products, conch-shell products, brass wares and folk dolls and handicrafts belonging to different schools of art as Dokra art etc. Now embellish a large many drawing rooms. The salient point, however, to be noted in this context, is that each of these schools. In spite of their contiguity has maintained its own distinguishing features down the ages. The major fares and festivals of Kamarpukur includes the GangaSagar Mela- South 24 pargana, Pausa Mela- Shantiniketan., Jabder Kenduli/Baul Mela, Pathor Chapri-Dargha, Krishna Sayer Mela-Burdwan, Durga puja, Kali puja etc. The state Government has also announced that each 18 districts head quarter will organize utshav to promote their culture, tradition and handicraft. Apart from that the state government also organizes different leather exhibition, book exhibitions, and Industrial exhibition to attract a large bunch of domestic as well as foreign tourist.

Survey Of Literature:

Critical work on tourism development focused on how the tourism industry often exploited colonial associations and turned to colonial power structures to promote and construct the industry in developing countries (Perez 1974, 1975; Britton 1982; Nash 1989). In response, tourism studies turned its attention to 'alternative' forms of tourism, suggesting that these were more likely to overcome the exploitative dimensions of mass tourism in developing countries (Lea 1993; Brohman 1996; Khan 1997). The 'pro-poor tourism' (PPT) approach can be seen as an attempt to take these questions into account and to target the benefits of tourism more directly towards poverty reduction (Brown and Hall 2008). PPT has been extensively debated in the literature, with critics arguing that it serves to facilitate a reinforcement of global inequalities by not taking into account broader power relations of global political economy (Harrison 2008). Scholars within tourism studies have long argued that tourism is a highly gendered industry (Kinnaird, Kothari and Hall 1994; Kinnaird and Hall 1996). Tourism has been particularly attractive to governments as a development strategy because of tourism expenditure's strong multiplier effect—the phenomenon in which tourist dollars initiate increased spending on local goods and services, thereby promoting employment and growth in multiple sectors of industry (Wearing and Neil 1999). The researchers and analysts hold the view that the rapid growth of tourism sector causes an increase of household incomes and government revenues through its multiplier effects, improvements in the balance of payments, and growth of the tourism industry by itself. As such, the development of tourism has usually been considered a positive contribution to economic growth (Khan et al, 1995; Lee and Kwon, 1995; Lim, 1997 and Oh, 2005). Keeping in view such positive impact of tourism on economic growth many researchers have investigated the relationship between tourism sector development and economic growth in a country. Using Spain's economic data, Balaguer and



Cantavella-Jorda (2002) examine the role of tourism sector in the long-run economic development of the country. In Guduz and Hatemi (2005) have also found empirical support for the tourism-led growth hypothesis. Dritsakis (2004) shows that tourism has a long-run economic growth effect for Greece. Oh (2005) on Korean tourism concluded that the increase in tourism income influences the economic growth. Kim et al. (2006) examine the causal relationship between tourism development and economic growth in Taiwan and find a reciprocal relationship between tourism development and economic growth. Khalil et al (2007) examines the role of tourism in the short-run economic development in case of Pakistan through error correction model, and the Causal relationship between tourism receipts and economic expansion. The results points out that there is strong relationship among tourism, receipts and economic expansion which means that economic expansion is necessary for tourism development in Pakistan. Wickremasinghe and Ihalanayake (2006) investigate the issue that tourism industry leads to economic development for a developing country - Sri Lanka, using annual data from 1960 to 2000. The results of the study suggest that there is a significant causal relationship from tourism receipts to the GDP of Sri Lanka.

Methodology:

The data for the proposed study has been collected from both primary as well as secondary sources. The primary data has been collected in form questionnaire to the tourists in form of in-depth interviews.. The interviews were formal and directed by pre structured questions. One questionnaire was formulated to collect the information regarding their family size and no. of family members working in tourism related services, problem in occupation, income, health, land pricing, impact of tourism in their livelihood, financial support, cultural benefits, health and hygiene views on rural tourism development in their region etc. The questionnaire consists of 25 questions. The researchers have gathered data personally at different destinations in Kamarpukur .The respondents are selected randomly. Questions were asked sequentially to the respondents to seek their views. For the study, data has been collected from different places of tourist interest within the study area i.e. from Kamarpukur. Data has been collected from different households randomly, where the respondents are mostly engaged in tourism and tourism related business directly or indirectly. Household survey has been made from 90 different families, out of which 30 from each places consisting mainly of Shop keepers, Tea stall Owners, handicraft sellers in and around the study area.

Kamarpukur: Physical Setting

Tourism Infrastructural Facilities

At Kamarpukur the whole Population is maintained by various beliefs and faiths. The place, particularly and around this places this unique religious atmosphere, which has its cultural heritage uniqueness. The villages of Kamarpukur, they are of opinion that tourism industry is an economic source is lucrative. The local people during the festival of Sri Ramakrishna's birthday mela & during



Durga puja earn cash a lot. Math takes initiatives every year during those festive occasions. Ramakrishna, Sarada Devi and Swami Vivekananda influence much of the cultural life of local population during traditional Hindu festivals .The local population as well as domestic and international tourists visit Kamarpukur on these occasions not only to enjoy the religious activities in rural environment but also to have a taste of Cultural heritage of this tourist destination.This provides an opportunity to local people to display and sell their handiwork to the tourists with a view to earning their livelihood. In order to accommodate the tourists for their brief stay at Kamarpukur, Ramakrishna Mission runs two guesthouses. There are private hotels and restaurants at Kamarpukur, who take care of a large number of tourists. Because of seasonal tourism, local people get the scope to earn more through the supply of food, providing transport facility and selling their handiwork to the tourists. The villagers of Kamarpukur are of opinion that tourism industry is a lucrative source of their income. The local people during the festival of Sri Ramakrishna's birthday fair & during different festivals earn cash a lot. Ramakrishna Math takes initiatives every year during those celebrations. Tourism can also support local culture in rural areas by encouraging restoration of local and regional historic sites. In addition, tourism, which is generally considered a relatively clean industry, may foster local conservation of tourism elements.

Ramakrishna Mission possess to relatively big two guesthouses for Pilgrims who wishes to spend their spiritual holidays for a few days. For accommodation one requires to contact the Math Authority for booking and reservation. There are three, four and five bedded rooms with or without attached baths. Side by side, some private lodge, hotels and restaurant also build near by the math and around Kamarpukur when overcrowd at the time of celebration tourist stay such lodge cum hotels. An a impact of tourism it has been observed that tea stall, fast-food centre, rickshaw puller, STD shops, sweet shop owner etc are benefits due to tourist inflow and as a result they are able to earn a lot of cash from tourists. At the time of Prayer Kamarpukur Mission authorities provide tourist police for maintaining discipline. Van Rickshaw, Rickshaw and rental Car available for sight seen. Medical facilities also provide in the emergency case. Besides there are other facilities like Medical aid, medicine shops, laundry facility, banking services and Travel agents available to fulfill tourists' needs. With regard to tourism, Kamarpukur faced with two-fold problems. On the one hand due to lack of infra-structural facilities as indicated in the above table, tourists visiting the place during two particular occasions do not get adequate facilities for accommodation on the other hand, during the rest of the year due to lack of tourists, neither the Government, nor RK Mission nor private investors are interested to develop boarding, lodging and other infra-structural facilities at Kamarpukur.

Tourist Interest of Kamarpukur:

The primary interest of the tourist to visit in and around Kamarpukur with the beauty of nature and evergreen atmosphere as well as spiritual refreshment. The village of Kamarpukur is on the North West



of Hooghly. It in the meeting point of two districts Bankura of Medinipur, the village Kamarpukur consists of 3 Villages: Sripur, Kamarpukur and Mukundapur. It has the History in the past its name was Sukhlangang. Dhonikamarni the foster mother of Sri Ramakrishna Dev was the native of this village. A grate man named Manik Raja digged a tank for the benefit of local villagers. Most of the Predecessors of Dhoni family were engaged in digging the tank .The tank became popular as tank of the “kamars” at last it was named Kamarpukur. The name Sukhlangang Ceased to exit.

The Ancestral Home of Ramakrishna: -

Khudiram chottopadyaya, father of Ramakrishna lined originally in the village of derepur, two miles to the West of Kamarpukur. Zaminadar of Derepur village Ramakrishna Roy requested Khudiram to give false evidence in his favour but his request refused by Khudiram as on his refused landlord filed a false case against Khudiram and won the case and got possession of while ancestral property were about 150 bigha. Through auction. Then Khudiram’s boosm Friend Sukhlal Goswami of Kamarpukur gifted him few huts for living and small plot for paddy field for Cultivation.

Sri Ramakrishna’s Living room: -

Sri Ramakrishna is living room is presently an integral part of the temple. Sri Ramakrishna used to stay in south facing hut situated at the western side of the premises which is presently being used as a part of Shrine Ramakrishna.

The temple of Sri Raghuvira :

This also was previously a small hut facing east. It has floor and walls of mud and a roof of straw, The present temple has been constructed exactly on the same spot with the same dimension. In it, the Salagrama Sheela (round stone emblem) of Raghuvira (Rama), the earthen jar representing Goddess Sitala, the Rameswara Sivalinga, and image of Gopala and the Salagrama Sheela of Narayana are worshipped everyday.

The Parlor & the Mango Tree :

All the Parlor Sri Ramakrishna used to meet people and instruct them. The Wooden door leading to the house is still preserved in its old place. The mango tree planted by Sri Ramakrishna stands to the east of the parlor and still yields fruit.

Yogi’s Siva Temple:



It is situated to the north of the resident of Sri Ramakrishna. In front of the temple his mother had a divine vision. While speaking of Dhani, she suddenly saw a beam of celestial light with emerged from the image of Siva, filled the temple and swiftly entered her body.

When she regained consciousness, she felt that the light was still in her womb, and that she had conceived. As a result, Sri Ramakrishna was born.

The Primary School :

The school was held in the spacious natmandir in front of Sri Durga Temple of Lahas house. Gadadhar also joined this School at the age of five. In a short time he learnt to read and write, but soon his interest flagged off and he developed a tendency to get merged in ecstatic moods at the sight of beautiful scenery or at the contemplation of particular deities. The boy liked the recital of the Puranas and the performance of village dramas more than his school lessons.

Palace of Manik Raja :-

Manik Chandra Bhandyopadhyaya of Bhursubo Village was renowned in the area for his great benevolence, and so he becomes known as Manik Raja. To the West of Bhutir Khal he reared an extensive mango grove for the public. His garden became the play ground of Gadadhar and his friends. Now and then they would run away from school. Go to this secluded place and engage them in performing drams, which they might have seen earlier. In these, Gadadhar took not only the role of the hero but also directed the performance. Men and women passing by or the peasants engaged in cultivation nearby, were astonished to see his memory and were also charmed at his skill in acting. There are many other incidents motioned in Sri Ramakrishna Lila-Prasanga about the intimacy of Gadadhar with Manik Raja.

JAYRAMBATI

Jayrambati, in the district of Bankura is the birth place of Holy Mother Sri Sarada Devi. It stands at the junction of the district of Bankura and Hooghly, and is about 5 km in the west of Kamarpukrr. This birth place of holy mother is full of sweet memories of Sri Ramakrishna. Many a time the Master went there and stayed few days with the simple village folk.

Cycle Ride_: For an authentic meaningful experiences both national and international tourist who comes to explore the Mural village there is an ideal way to refresh by cycling tour.

Bullock Cart : People in and around Kamarpukur depend their livelihood on agriculture. An idea of Bullock Cart riding by tourist and visit the hinterland of Kamarpukur and Jayrambait rewording a unique travel of countryside.



Silpa Mela_: The district of Hooghly and Bankura where the Kamarpukur and Jayrambati are located have been a rich handicraft centre. Silpa Mela in the above mentioned villages attract tourist very much. In the Silpamela local village made artisans, stone curving products, terracotta articles, jewellery are product at this mela.

Fishing: The surrounding village of Kamarpukur and Jayrambati are so many water tank i.e. ponds, Dighi (big pond) or reservoirs. Tourist may be taken it as a recreational product. But they should be safe from water bodies.

Table:1 Tourism infrastructure at a glance

Items		Kamarpukur
(i)	Guest House / Lodge Under Mission Authority Private	15 20
(ii)	Hotel	12
(iii)	Snack Shop	5 to 12
(iv)	Rental Car	55
(v)	Rickshaw Puller	45
(vi)	Van Rickshaw Puller (with Motor)	60
(vii)	Shops of Private Concern Selling Photos, Bags etc	12
(viii)	Tourist Police	10 (Depend on Tourist)
(ix)	Hospital / Dispensary	1 (Hosp.)
(x)	Over head Tank	1
(xi)	Rest house	3
(xii)	Shop Outlet under R.K.M	3
(xiii)	Tourist Arrival)	2500 (Approx) in off season weekly. 22,000 (Approx) in Season
(xiv)	Car Parking	Under Construction
(xv)	Children Park	1

Source: Data Collected by Survey Method



Impact of Tourism on Socio Economic Conditions :

The economy of in and around Kamarpukur is very poor. The majority of the population lives below the BPL. But there have a unique traditional way of life, heritage culture, and folklore, handicraft that has a great prospect to uplift the economy. Day by day awareness of tourism activity it is very significant in the recent century that tourism activity plays a catalyst for economic growth. Rural tourism impact at Kamarpukur the local people is fortunate to enjoy some infrastructural facilities. For example: demand of tourists and give importance to the place and Communication with Kolkata and other places help for development of economic condition of Kamarpukur rapidly (Ray et al.2012). Women of surrounding Kamarpukur will be gainful employment in the Rural Development Scheme undertaken by R.M.Pallimangal. Due to continuous flow of tourist in and around Kamarpukur round the year leads to changes in the Socio Cultural livelihood which uplifts the Rural Development as well as local Socio Economic Condition. Some Rural Developmental Project organized by the "Ramakrishna Mission Pallimangal" which make mark an impact on local and around the community of Kamarpukur :-

Jute Handicraft Unit :

Jute Handicraft unit has been Continuing Since 2001-2002 and running satisfaction producing about 35 items. This production work constitute at pallimangal workshop. More than 75 poor and destitute woman presently working in this unit, 10 of them earn Rs.500 /PM, 2-3 Rs1000 /-p.m

Weaving Project Unit

Handloom weaving and stitching of products are being done here by women workers the project is being continued satisfactorily at Kamarpukur and Bhurkunda producing more than 25items Viz towel, small mattress. Etc. A new branch has been opened at Sri Ramakrishna Ashrama , Nakunda are a limit under Pallimagal Wearing Project during this year. At least 33 poor and destitute women are engaged in this unit. On are average, 7 of them earn more than Rs 5000 P.M and or 2of them earns more than Rs3,000 P.M.

Incense Stick unit:

This unit was undertaken by pally mangal during it in inception in 1980. total number of production basis wage worker stands at 30 in the reporting year about 8 verities of incense sticks 8 presently manufacture under the brand name ' Sree Dham' Dhoop .35 worker working in this project some of them Rs. 500 p.m and 1 or 2 person Rs. 1000 and one supervisor staff member trained in this project.

Mini Jute Spinning Unit.



The Unit was established during the year 1987 as a pilot project in collaboration with Jute Technological Research Laboratories (Now NIRJAFT) Dept of Science & Technology Govt of India & Govt of WB. The idea was to bring the processing for the jute grower to help the jute for mere and to address rural, Unemployment 14 local Youth have been working satisfactorily working in this project and 2 supervisors in this incense Stick unit staff member. Avg earning of worker Rs 1267.00. this unit was under taken by pallimangal during its inception in 1980.

Food Processing Unit

Promoting Cottage industries with available resources, minimizing wastage of perishable fruits and Vegetable, helping the farming community Pallimangal started the Programme in the month of June 2002. Now 19 varieties of products processed from different fruit and vegetables. Govt. of India, Ministry of Food Processing Industries Sponsored 3rd EDP training on food processing during the year.

There are also three units like Seed Prod Units, Apiculture Unit and Solar Energy Units are satisfactorily continued.

The women workers from each of the weaving, jute handicraft, incense stick manufacturing who are working at the Kamarpukur are provided with mid day supplementary nutrition at free of cost. These products are sending to different destination for selling purpose. Greater exposure and interaction with different customers and artisans' pallimangal has participated at Paschim Banga Rajya Silpa Mela near Science City, Kolkata as special sales counters were launched at Cossipur Math, Barasat Math and Yagodyen Math on various festive occasions like Kalparataru Utshav and Annual Celebration.

Discussion and Result:

a) Requirement of Financial Support for sustainable development:

Tourism Business is highly fluctuate .Due to natural calamity, war, terrorism, seasonality this business suffers a lot .so financial support is a necessary to sustain their occupation who are involve in these tourism related business.The community people reveal that out of 90 families only 12.5% of the respondents are getting financial support from different banks/ cooperatives in terms of loan. Where as 87.5% is not getting any financial support to help in sustaining their occupation.



b) Views on Occupation of Children

The data reveals that 61.5% of the respondents are in favor of continuing their children to work in the same profession. Where as 29.5% donot want to continue their children not to work in any tourism related activity and 9% remains indifferent.

c) Positive Impacts of Tourism by Different Educational Attainments

While comparing different positive impact of tourism like employment avenues, income and increase in living standard with the respondents educational qualifications, it was revealed that out of 90 respondents 50 % are in favor that tourism provides employment avenues, 35% of them are in favor that tourism provides Income, where as all 90 respondents income and 15 % were of the opinion that tourism improves standard of living.

d) Views on Price of Land and Housing Services in Different Towns:

When the data has been collected regarding the price of land and housing services, it was revealed that all 90 respondents viewed that the price of the land and housing services are steadily increasing in these destinations.

e) Cultural Benefits of Tourism to the Community

The data indicates that 44% of the respondents are of the opinions that tourism has a positive impact on the education.22% favoring tourism has a positive impact on local culture. 30% of the respondents reveal that tourism developments leads to increase in positive attitudes towards community and 19% favors towards tourism development leads to increase understanding among the communities. A majority of the respondent are also of the views that tourism development will lead to more motivations to have work more which has a direct impact on their income as well as mental satisfactions they are getting by interacting with the tourists .They viewed the negative role played by the middle man.

f) Sanitation and Hygiene in Golden Triangle

For successful tourism development in any destination, tourism planning should be made by keeping in view sanitation and hygiene as important considerations for tourism operation. In this context 85% of the respondents in the study area reveals that sanitations and hygiene most of the tourist destinations are not sufficient to meet the demand for sanitation and hygiene for the tourist.

g) Safety Measures at Different Tourist Destinations

Adequate safety measures are one of the important factors for a successful tourism operation in any destination. Since tourists are coming from alien places, they are more prone to be cheated. So they are more concerned about the safety and security of the destination they are going to visit. When respondents are asked about whether adequate safety measures provided to the tourists, 65 % are revels that the safety and security measures are adequate in the Kamarpukur area. Where as 35 % of the



respondents are of negative view, i.e. they are of the opinion that the security measures are not adequate in these places. They have cited the recent examples of Singur and Nandigram issues.

h) Health:

Regarding health when questions were asked to them, the respondents viewed that some common diseases occur in the study areas includes typhoid, gastric, Hydrocil, cold and cough eye sight problems etc.

i) Perception about rural tourism development in their region

The results of this study supported the notion that images of a travel destination are a mixture of both positive and negative perceptions. Most of the respondents are not aware of what really rural tourism is? They did, however, have specific comments about the people and infrastructure, which were perceived to be undesirable

j) Problem in Occupation

The major problems in occupation revealed by the house holds are due to intervention of middle man, seasonality and lack of financial assistance by the govt.

Major Challenges in promoting rural tourism in the state:

- To increase advertisement expenditure.
- To create a strong and positive image about rural areas of Bengal in general and Kamarpukur in particular.
- Effectively positioning the destination in front of both domestic as well as foreign tourist.
- To increase the duration of stay of the tourists at various destination.
- Training of rural youth and NGOs, VCCs, SHGs operating in these areas
- To preserve of the villages the preservation and development of local.
- To maintain the drainage system, garbage disposal system, sanitation and hygiene system
- To promote the states culture and tradition in the NRI market.
- How effective documentation can be prepare in form of brochures, cards, websites etc for depicting the site attractions, which leads to marketing the sites among both domestic as well as foreign tourists.
- A vital aspect of the Rural Tourism Scheme was to check the migration of the artisans from the village. To tackle the problem of migration, the artisans in different categories like stone Carvers, pot makers, wood carvers, painters, weavers etc have been given trainings and exposure sits. Their product has been effectively promoted via different means and they have been taught about product diversification and demand of market, which has ultimately enhanced their income and stopped the migration

What the state Government has to offer to promote rural tourism



The state government has to increase the budgetary provision substantially so that proper promotion of tourism can be made through advertisement. Since tourism is a multi sectoral and multi dimensional activity, proper co-ordination should be maintain between tourism department with and other departments of state government. The state department should try to increase the duration of stay in different destinations by providing variety of recreational facilities in and around the study area. The state government should try consciously to change the mind set of the tourist regarding the impression about Bengal, its poor infrastructure, over crowding and conge station etc. Local cuisine should be promoted vividly to attract large number of domestic and foreign tourists at different destinations. Provision of marketing assistance should be given to various travel agencies and tour operator to market the rural destinations of the state. Innovative marketing strategies should be adopted by the state in form availing various package tours with the help of internet bookings. Private operators may be given approval in this regard to sell the package tour on commission basis. The concept of public private partnership should be developed and they should be provided with different tax benefits, easy long term loans, subsidies on loans etc. in construction of hotels, restaurants, tea stall owners, small dhabas so that the socio economic conditions of the people will increase. Provision of training for the rural youths in form of guide training programme. Capacity Building for Service Providers programme may be implemented properly to give a boost to the rural tourism sector in the state. Provide forum for the rural artisans and craftsmen to participate in different fairs, festivals, exhibitions which are organize both within the state, nationally and internationally to give a boost to the legendary handicrafts of Bengal.

TOURISM APPRAISAL MODEL AT KAMARPUKUR (SOWT)

S= STRENGTHS

- ✓ Rich & Spectacular rural physical setting for rural tourism
- ✓ Rich quality of natural environment
- ✓ Rich History, Heritage, Handicraft
- ✓ Rich variety of festive occasion and celebration throughout the year
- ✓ Maximum level of tourist satisfaction
- ✓ Transportation overall satisfactory

W= WEAKNESSES

- ✓ Kamarpukur is far from main urban area
- ✓ Most of the cultural ritual demolished
- ✓ Lack of trained guide
- ✓ Lack of promotional strategy
- ✓ Low level of sanitation



O= OPPORTUNITIES

- ✓ Increasing tourism allied activities
- ✓ Motivate more alternative employment and income generation
- ✓ Capturing floating tourist & increased number of stay
- ✓ Attracting attention foreign tourists
- ✓ Development of allied tourism direct involvement activities

T= THREATS

- ✓ Saturation of local cultural heritage exposes
- ✓ Political disturbance
- ✓ Migrate / Shift another profession
- ✓ Increase land price

Table:2 Issues and Challenges of Kamarpukur tourism in the context of Livelihood

	ISSUES	CHALLENGES
Food & Security	<ul style="list-style-type: none"> • Cash earnings (particularly pro-poor) • Better collective resource management 	<ul style="list-style-type: none"> • Wild life affected the agriculture • Lost access to veld foods
Capital needs	<ul style="list-style-type: none"> • Earning opportunities from employment, casual sale enterprises & community contracts 	<ul style="list-style-type: none"> • Requirements of funds
Empowerment	<ul style="list-style-type: none"> • Stronger social & human capital engagement • Confidence to handle challenges • Recognition of the community 	<ul style="list-style-type: none"> • Conflict within & between communities • Imposition of developments by outsiders • Lack of proper training • Poor infrastructure.
Economic Issues	<ul style="list-style-type: none"> • Uplift SHG • Demand of services and goods increase • Technological up gradation in agricultural activities • Businessmen benefited 	<ul style="list-style-type: none"> • Local artisan not promoted due to proper marketing • Rural people may be under paid.



Conclusion

Its boom time for travel and tourism sector in India .Eastern India has emerged as the front runner in its growth chart. Kamarpukur is replete with business and tourism potential. The travel and tourism sector has entered a take off stage and it is going to scale a great height in near future. It is growing every day, every month and every year with a steady pace. Both the growth promise must not lead to mind less complacency (Ray 2012). At a time when expansion looks assured in the travel and tourism sector, it calls for some hard thinking. Has Kamarpukur realized its optimum potential in the sector? Has the state government done enough in promoting travel and tourism, particularly rural tourism in the state? What are its priorities? Has the private sector made Adequate Contribution to the travel and tourism in the east? Has the centre extended a helping hand in this regard? It does not need any serious analysis to say that despite their

immense potential Kamarpukur don't figure prominently in the tourism map of India. Internationally the eastern India is yet to make a true mark. The number of domestic and foreign tourist visiting Kamarpukur and the neighboring states has been on the rise in the last few years. The rising trend may yield some satisfaction. But a comparison with other states and regions in India shows that the east region particularly Kamarpukur have failed to measure up to their potential. The reason is simple. While other states are doing all around publicity to attract tourists, Kamarpukur is lagging behind in its visibility campaign.

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