



Lack Of Awareness Is The Major Constarin For Development Of Tourism Industry: A Case Study Of Cossimbazar Village, Murshidabad District, W.B

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Abstract:

Cossimbazar village of Murshidabad district is an important historical place of West Bengal. There has lot of scope for the development of tourism industry. But the major constrain is that people are not well aware about tourism. They are destroying natural beauties. Research found that the entire area of Cossimbazar is under development. Approach from both Government and local people for the development of tourism industry may be an ideal step to regenerate the economic condition of the study area.

INTRODUCTION

Tourism is the industry of industries and has a great multiplier effect on other industries. Tourism serves as an effective medium/conduit for transfer of wealth because here income earned in places of 'residence' is spent in places 'visited'. It is the highest generator of employment. Tourism is a labour intensive industry which provides employment to the semiskilled and unskilled labours. A total of 212 million people are now being employed globally through direct and indirect opportunities, generated by this industry. Cossimbazar village of Murshidabad district is an important historical place of West Bengal. There has lot of scope for the development of tourism industry. But the major constrain is that people are not well aware about tourism. They are destroying natural beauties. Research found that the entire area of Cossimbazar is under development.

OBJECTIVES

The main objectives of the study are –

1. To examine the participation rate of local people in tourism business.
2. To enumerate the measures of tourism development in this area.
3. To find out the economic viability.
4. To evaluate the status of tourism attractions.
5. To propose suggestions for future development and increase of tourist attraction.

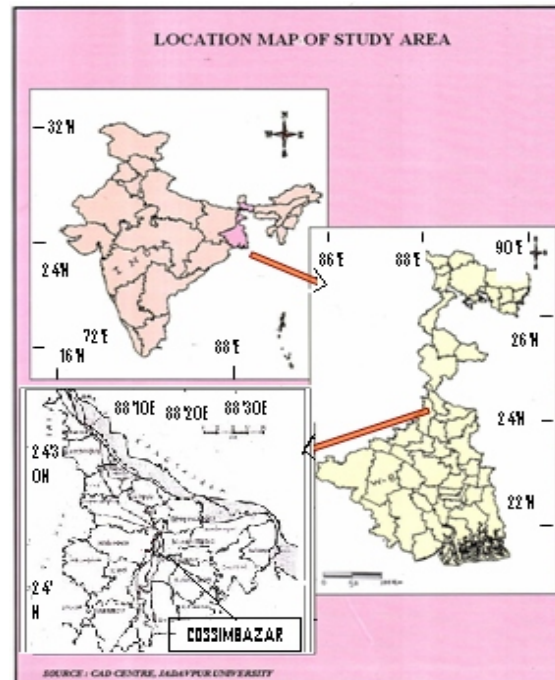
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BACK GROUND OF THE STUDY AREA

Cossimbazar is situated on the bank of the river Bhagirathi. Towards the beginning of the 19th Century, the river Bhagirathi abandoned its old and circuitous course and took a straight cut, thus leaving Cossimbazar far off inland.

Cossimbazar was the key trade and commerce village of 17th and 18th century in Murshidabad. It was a place of great trade, the most vendible commodities being gold, silver, sugar, silk, cotton. Cossimbazar has Hindu, Jain, Muslim and British landmarks. It was the site of the first English factory, founded about the year 1658 AD. It was the largest silk emporium of The East India Company. The French and the Dutch also carried on trade and established their factories here. The earliest connection of the East India Company with this district was marked by the establishment of a factory at Cossimbazar. The factory was situated on the western bank of the river Bhagirathi and south of the land occupied by the French and the Dutch. Cossimbazar Palace, British Factory, Cossimbazar Choto Rajbari, Old English Cemetery, Dutch Cemetery, Pataleshwar Shiva Temple, Byaspur Shiva Temple, Bishnupur Kalibari, these are the major tourist attraction component of Cossimbazar village of Murshidabad district.



LOCATION OF THE STUDY AREA

Cossimbazar is situated on the bank of the river Bhagirathi.

DATASOURCE

This work is based on primary data obtained from Questionnaire survey, interview, field visit and secondary data is obtained from Government and Non-Government office, Gram Panchayat office of Cossimbazar. Important tourist places have been visited. Relevant photographs have been taken in support of the facts stated in the literature. Various maps and diagrams have been collected in order to fulfill the objective of the research.

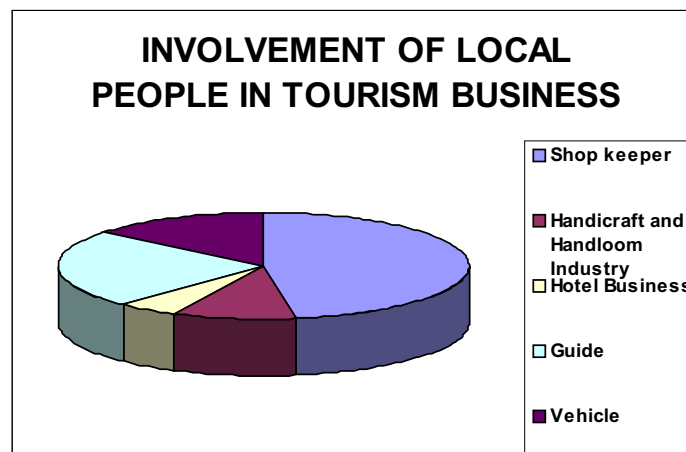
METHODOLOGY AND DATABASE

Methodology for the present work is statistical as well as cartographic. For analyzing this data,

statistical techniques have been adopted to fulfill this objective. This represents the present scenario of tourism industry of Cossimbazar village, Murshidabad district.

| Involvement of local people in Different Fields | Total Number of local People involve in tourism business |
|---|--|
| Shop keeper | 10 |
| Handicraft and Handloom Industry | 2 |
| Hotel Business | 1 |
| Guide | 5 |
| Vehicle | 3 |

Source: Field Survey, 2012



MAJOR PLACES OF TOURIST ATTRACTION OF COSSIMBAZAR



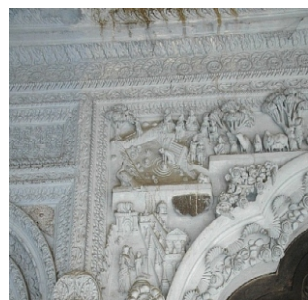
Dutch Cemetery



Cossimbazar New Palace



Cossimbazar Choto Rajbari



Display of an art



Old English Cemetery



Pataleswar Shiva Temple

TOURISM DEVELOPMENT: MAJOR CONSTRAINS AND SUGGESTIONS

Local people of Cossimbazar are not well aware about Tourism. Research reveals that there are lots of thing to do to improve the quality of accommodation, food, transport, services in this area. But the most important is to solve the law and order problem which is totally denied by local policy authority. Tourism may change the socio economic condition of the local people of Cossimbazar. The only reason behind the unwillingness of the local people is that there have alternative economic opportunities. They involve in agriculture, business and different private sectors. According to the local people tourist come to visit historical places only for a month so it creates seasonal unemployment. Second problem is that the entire area of Cossimbazar is an interior village where people have narrow and traditional thinking. They never want to provide any accommodation facility to unknown tourists. Communication system is very poor in the rural Cossimbazar. There is no mode of communication except van rickshaw. So better suggestion for the development of tourism industry in this area may be the social change and change in human perception and thinking. Approach from both Government and local people for the development of tourism industry may be an ideal step to regenerate the economic condition of the study area.

NO MAINTANANCE OF TOURIST PLACES

A PICTURE OF COSSIMBAZAR RAJBARI



PAST CONDITION



PRESENT CONDITION

A PICTURE OF COSSIMBAZAR ANUKUL THAKUR A SHRAM (PIC-1) AND PATALESWAR SIVA TEMPLE (PIC-2)



PIC-1



PIC-2

STRATEGY FOR TOURISM DEVELOPMENT OF COSSIMBAZAR

To make a quantum leap in tourism, the attention is required by the state government on the following aspects:

- (1) Creation of new tourism products by opening up new tourist locations.
- (2) Improvement / standardization / diversification of the existing tourism product.
- (3) Efficient marketing and publicity of such products.
- (4) Organize awareness programmes for tourism development.
- (5) Ensure the security of tourists.
- (6) Investment for communication development.
- (7) Promote tourism infrastructural development at Cossimbazar.

CONCLUSION

The importance of tourism as an instrument for economic development and employment generation, particularly in remote and backward areas, has been well recognized at Cossimbazar village of Murshidabad district. Cossimbazar village of Murshidabad district has lot of opportunity for the development of tourism industry. But lack of awareness of local people about tourism, impedes the process of development. Cossimbazar is a place of historical importance. Therefore effective planning and management is required for the development of tourism industry in this area.

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