

Tourism Planning and Regional Development

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Abstract:

Many developing countries have adopted specific programs and policies to promote the expansion of tourism as a part of their development ways. Many countries implement their plans for this. This brings great benefit to the tourist destination and national income. In the present research paper, the researcher collected the information about tourism and its benefit to the area and also the employment generated there through monthly publications, various websites, newspapers and necessary secondary sources and then reviewed to arrive at the analysis and conclusions. Efforts are being made to provide benefits to tourist places, but not all tourist places benefit from the scheme. Special mention is made of the lack of development of tourist places in Vidarbha region. This paper tries to convey information and create awareness about tourism.

Keywords: *Tourism planning, Regional Development, Vidarbha region*

Introduction

Tourism may be a follow of move for recreational or leisure purposes. Tourism has become a preferred world leisure activity. It's a brief-term and temporary movement of individuals. It provides a supply of financial gain for the country. Tourism is expounded to pleasure, holidays, travel, and going or incoming somewhere. It involves movement of individuals to, and their lodge in numerous destinations. The purpose of travel is Business, Social, Pilgrimage, Leisure, Education, Health, Shopping, Events, others. Tourism is usually observed as "the activity of visiting places for pleasure." The essential idea of tourism is predicated on the movement of individuals outside their own place of residence i.e. home area. Therefore, tourism is often thought-about because of the movement of individuals inside a town, state, country, or across the international boundary.

1) In 1941, Hunziker and Kraft defined tourism as "The sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar

as they do not lead to permanent residence and are not connected with any earning activity."^[1]

2) In 1976, the Tourism Society of England's definition was: "Tourism is the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes."^[2]

Vidarbha Region

Vidarbha region is situated in the eastern part of Maharashtra Vidarbha is covers a total area of 97,321 km² the population is 2300179 as per the 2011 census. Vidarbha covers 31.6% of the total land area of Maharashtra. While the Vidarbha region covers 21.3% of the population of the state of Maharashtra. This region was first in Madhya Pradesh but when Maharashtra became a state it was included in the state of Maharashtra Nagpur was declared as the vice capital of Maharashtra. Vidarbha has a total of 11 districts and 120 talukas Vidarbha is also divided into two divisions, Nagpur Division, and Amravati Division, the Nagpur division covers a total of six districts including Bhandara, Chandrapur, Gadchiroli, Nagpur, Gondia, and Wardha. Amravati division covers a total of five districts including Akola,

Amravati, Buldhana, Washim, and Yavatmal.

Vidarbha also has many coal mines and valuable mines Maharashtra Vidarbha is wealthy in minerals as most of the coal production in Maharashtra comes from Chandrapur and most of the cement factories are situated in Chandrapur district alone. Vidarbha has a very ancient history, and its historical heritage is still alive today. It is also perfecting for natural beauty as the forest area is abundant There are also hill stations. But Tourism in Vidarbha is not as good as it should be, However, Vidarbha has full potential to attract tourists in the tourism sector and the transport facilities here are developing.

Economical Impact of Tourism^[3]

- ❖ The generation of foreign exchange,
- ❖ The creation of new job and employment opportunities,
- ❖ The stimulation of trade, income and entrepreneurship - especially in the service and small business sectors,
- ❖ The provision of new infrastructure which is available for non-tourism uses,
- ❖ Increased regional development - particularly in isolated areas,
- ❖ Greater tax revenues permitting greater government spending - or reduced taxes on other activities

❖ Cascading of new money through a multiplier effect

Review of literature:

Bramodha Devi, C.K. (2006) In the tourism sector and the surrounding region, as well as in the state, this tourism has a significant impact on the country's economy. In the field of tourism, the basic facilities like employment, transportation, hotels, etc, which depend on various places, as well as the people at the local level are socially and economically affected. Such as various means of communication, sports facilities, recreational facilities, etc. And it also helps a lot in job creation In this regard, Bramodha Devi, C.K. In his study, she highlighted that the various tourist attractions, attitudes of tourism, and their socio-economic conditions, the profile of tourist, impressions, and problems of the tourist. Also concluded that there are some untapped potential areas in this district. Those places should be identified and should be developed at the international standard. Through that, we can improve the employment potential to a greater extent [4] Tourists are doing mouth publicity of various tourist destinations if they get adequate infrastructure Through this, the number of tourists increases as the

information and context of the tourist destination reaches the people Depending on the region and the country, if a variety of food items are available at the tourist destination, the chances of a large number of tourists increase. This is because if food and amenities are made available to them according to their preferences, their impact on the development of the tourism sector It is often convenient for foreign tourists to visit a tourist destination For that D.M. Sheeba Rani's(2007) research shows that Mouth' publicity is very good because more than 50 percent of tourists came to know about A.P Tourism through friends. Among all supporting services, transportation services are excellent in AP Tourism. Foreign tourists need improvement in transportation service because their infrastructure is quite different from India. AP Tourism is attracting tourists within the state. The majority of the tourists are satisfied with the food supplied by APTDC Ltd. foreign tourists are more satisfied with the food. Still, few respondents are not happy with the food supplied by AP Tourism. Most of the tourists opined that the fares charged by AP Tourism are nominal and they are happy. Foreigners are happier because when dollars are converted into rupees, it costs them very low. Tourists find A.P Tourism as one which provides security

and safety for tourists and also reliable and feasible. The overall conclusion of the study is that AP Tourism offering better facilities that make tourists feel happy and Comfortable ^[5]

Research Objectives:

- To Study the development of tourism and its effect on region
- To analysis the interest and curiosity of people regarding tourism
- To Study the importance of Tourism sector for Regional Development

Hypothesis:

- Research has shown that in many places it is necessary to try to ensure that transportation facilities are not adequate
- Awareness is not found among the people except in pilgrimage places in Vidarbha Region.

Research Methodology:

While producing this research article and for making the tourism schemes and facility program it is essential to understand the significant knowledge of this sector and also regarding the existing effort which already taken by the concerned authority and also regarding the tourism sector and the contribution to the development and Tourism sector aimed at

the tourist here are seen expanding their business in region.

Limitations:

- The study is conducted only within the Vidarbha region
- Due to continuous change in the environment and also some changes in government policies what is relevant today may be irrelevant tomorrow.

Conclusion:

It was noticed that tourists are the strength of the tourist places and tourist and the tourist places are the assets of that region today tourism sector is the most important and effective developing industry of external economic activities therefore if a tourist place is developed it will definitely help in the development of the region it will also increase employments and helpful for growth for trade. It is also seen that many steps are taken from tourism offices and Maharashtra governments in Vidarbha, some tourist places are fully developed and many places are on the way to development. Vidarbha region is rich in the cultural tradition of natural beauty forest and hill station, therefore, the development of tourism in Vidarbha will definitely help the economy grow. During the study it is observed that in Vidarbha only Nagpur has witnessed a lot of

industrial development this is not the case in other districts it should have more investment in tourism sector is needed and this is game-changing for regional development.

References:

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