

# Tourist Flow at Puri Town: A Geographical Analysis

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## ABSTRACT

Generally Puri is the holy place for each and every Hindu devotees in all over the world. It is known as Shreekhetra or Purusottama khetra. So every year the flow of tourist rate are seen in differently. Many tourists arrive for worship to Lord Jagannath and also some are arrive for to see the scenic beauty for its attractive Sea Beach and also Jagannath Temple. Mostly the domestic tourists are arrived from West Bengal to Puri and also the foreign tourists are coming mostly from UK. So in this way to see the previous year before in 2015 the rate of foreign tourists arrival was grow but in 2015 the rate is less in number due to many causes, and here to develop the tourists arrival by the process like, awareness, safety & security etc. sector respectively.

**KEYWORDS:** Tourist, Domestic, Foreign, Flow, Awareness

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## INTRODUCTION

Puri is the place famous for Lord Shree Jagannath. It is the holy place for each and every Hindu deity in this world. The town is located almost at the geographic centre of district, and also on the coast of Bay of Bengal. The location is mainly 19 Degree 18 min North Latitude and 85 Degree 51 min East Longitude. It is also a coast old town in Odisha, have its existence before thousands year ago, mainly developed as a religious and then tourist town. Puri town is one of the nodes of golden triangle of Odisha, with Bhubaneswar and Konark being the other node.

The tourist flow process is the main characteristics for tourism development at every tourism sector. The tourist flow is played an important role in the each and every tourism sector for better tourism purposes. By this tourist flow is occur in Purispecified for the Religious purposes and also holiday special. The city has faced so many types of visitors to coming from different country and also states. Other country's people were comings this place for basically research about the archaeological view, historical monumental works and also scenic attraction process. In our other states people also coming for Puri for Religious faith, research, Business, scenic attractions etc. causes. In the time of RathYatra(Car Festival), DolaPurnima, ChandanYatra and other festival there are maximum devotees were coming at

Puri. Basically the West Bengal people were coming Puri every day. Those were the main Domestic tourist in Puri and also Odisha.

### Tourist Flow:

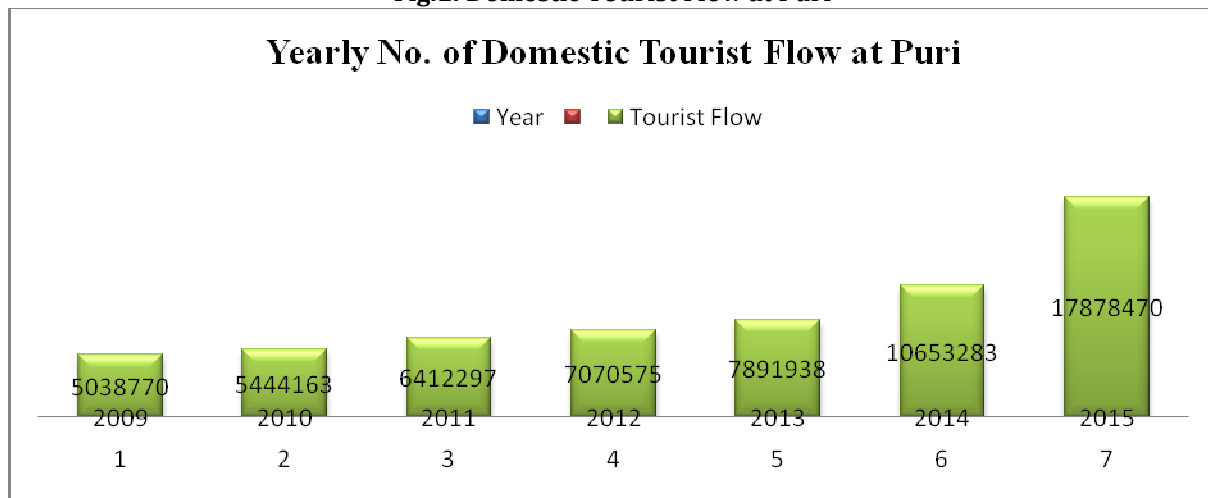
Generally tourist flow will be based on two types of tourist generating process, such as:

1. Domestic Tourist Flow
2. Foreign Tourist Flow

#### 1. Domestic Tourist Flow:

The domestic tourism will be play an important role for develop the tourism sectors. By this point, the tourists which are coming from other states or nearest states and also own states peoples from various purposes. So the several factors are arrive for visitors are Health, Religious, Scenic attraction, Research, Holiday, Business etc. related with the domestic tourism. In Odisha the annual domestic flow is 11786117 persons as per 2015 statistical report. The seasonal pattern of tourist arrival during 2015 is in peak season January to March and October to December is 7089623 persons and in Lean season April to September is 4696494 tourists were comes to Odisha respectively. Basically domestic tourists are coming at Odisha from West Bengal. In this tourism process the maximum number of tourist are also arrive in our state.

**Fig.1: Domestic Tourist Flow at Puri**



Source: OTDC Statistical Bulletin 2015

The domestic tourist flow at Puri is based on two types, such as Hotel occupancy and another is Day visitors. Here the hotel occupancy is the numbers of tourist who get arrive at Puri then live in hotels some days, a week or a month. Then the day visitors are the tourists who arrive at Puri in a day and goes to their home in same day, or the hotel occupancy is also merged with this day visitors. The fig.1 is showing the tourist flow is in 2009 is 5038770 but in recent year 2015 the number of tourist flow is 17878470. So in this figure is confirmed that the domestic flow is get increased every year. This 2015 the rate of tourist flow is improve dynamically and it is important for development of tourism potential at Puri.

In the 2009, 2010, 2011, 2012, 2013 and 2014 the number of hotel occupancy and also day visitors are get increase in a series. So in next 2015 year and also next upcoming year definitely the domestic flow is got increased.

**Table.1: State wise break-up of Domestic Tourists visit at Puri**

Sl. No.	Name of the State	Proportion to Total (in%)
1	West Bengal	14.00
2	Chhattisgarh	2.30
3	Jharkhand	2.04
4	Uttar Pradesh	2.29
5	Madhya Pradesh	2.50
6	Bihar	1.58
7	Andhra Pradesh	2.45
8	Maharashtra	2.62
9	Odisha	60.00
10	Others	10.22

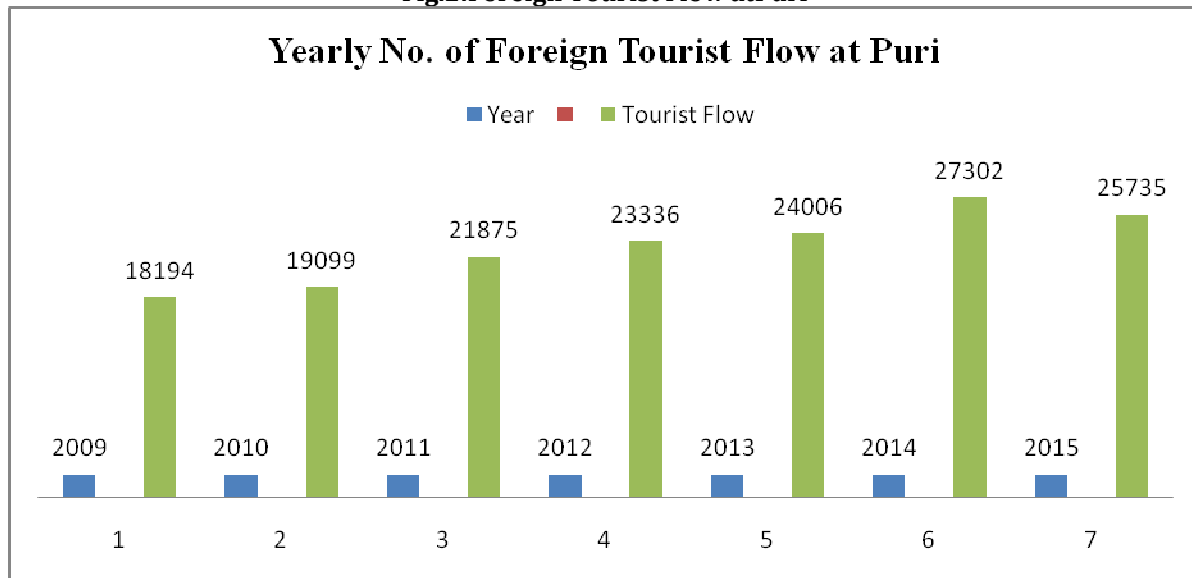
Source: OTDC, Puri

Table.1 is showing that the percentages of domestic tourists are coming from different states and also Odisha. In this table the West Bengal tourists are get arrive at Puri nearly 14%, then Madhya Pradesh tourist is 2.50, basically the West Bengal tourist, the Jharkhand and Chhattisgarh tourists are arrive Puri per year or month. The Andhra Pradesh tourists are also coming in major numbers. But now seen the Maharashtra tourists are comes to Puri by the means of travel by Bus. The interesting thing is the Odisha tourist is maximum rate to arrive at Puri nearly 60%. It is very interesting that we believe how our Odisha's people are get love to Puri respectively.

**2. Foreign Tourist Flow:**

In this process of tourism is played a vital role for the development of the growth rate of capital for a country. The foreign tourist are visit the respective tourism places for various factors, mainly Holiday purposes and also religion point of view for the example, Hindu devotees are comes to Puri to worship Lord Jagannath and also the Muslim Devotees are goes to Makah, Medina for Haj, so in this way the another factors like Scenic attractions, Beach, Island, Hill Stations etc. and also factors were Health, Research, Business, Holiday etc. purposes. This foreign tourist is that the one country people are goes to other country for visiting purposes. So here the seasonal pattern of tourist arrival during 2015 is (Peak season) January to March and October to December is 39340 and (Lean Season) April to September 27631 visitors visit in Odisha. So in this way the foreign tourist arrival in India during 2015 is 8027133 persons. Mostly foreign tourists are coming in Odisha from UK.

**Fig.2: Foreign Tourist Flow at Puri**



Source: OTDC Statistical Bulletin 2015

The arriving processes of the foreign tourists at Puri each and every year. In 2009 the rate of visitors are 18194 then its rate is increased per year to showing the Fig.2 that in recent 2015 the tourist flow is 25735, this is the improvement of the foreign tourist at Puri. Here in the 2014 the foreign tourist are arrived in 27302 but in the 2015 this rate of increasing was get less in numbers because the lack of tourism advertise and also lack of security. The hotel occupancy is vary with day visitors of foreigners in 2009 and 2010, but next in 2011, 2012, 2013 and also 2014 the hotel occupancy and day visitors rates are growing but in 2015, the rate of growth is get down in numbers, according to OTDC of Puri.

**Table.2: Country wise Break-Up of Foreign Tourists visit at Puri**

Sl. No.	Name of the Country	Proportion to Total (in %)
1	UK	25.00
2	Japan	9.58
3	Bangladesh	3.29
4	USA	20.13
5	Germany	7.18
6	USSR	9.36
7	Italy	8.36
8	France	10.27
9	Ukraine	4.12
10	Others	2.71

Source: OTDC. Puri

The table.2 is showing that the maximum foreign tourists are arrived from UK to Odisha and also Puri. But according to OTDC of Puri, the USSR tourist are arrive at Puri in some numbers but their living conditions in Hotels are maximum days because the religious faith. The ISKON devotees are those USSR people, so they are live in hotels and also different Math of Puri nearly one Month. Then after the USSR the Japan tourist arrive at Puri and live also one or two months for their religious faith and also holiday special. Some of them are interested for need to Spa facilities of Puri respectively.

Next the UK, France, German and also Ukraine tourists are arrive at Puri in some numbers. In the Asian continent the Nepal and Bangladesh tourists are arrive at Puri every year for their religious faith and also some of business purposes.

**Need for Strategic Actions:**

- To improve a well trained security system for rescue to tourists at the time of sea bath, because now we are seen in every day at the time of bath many tourist people were get injured and also many are died. So to provide a well awareness and also rule to tourist for their better bathing systems.
- To provide better toilet facility and also night shelter for tourist. Because many tourists are faced this type of things is their greater problem. Now we are seen many usable toilets are get unused now, the night shelter number is very low. Puri is a religious town so many types of tourist are comings this place for their

- ritualistic points of view, they are many rich persons and also many poor. But here those poor persons have faced much problem for their shelter and also toilet facility because they have not much money to live at hotels, holiday homes etc. for some days.
- To see the areas with high concentrations of tourist activities and appealing natural attractions, waste disposal is a serious problem and improper disposal can be a major despoiler of the natural environment like, scenic areas and road sides, Sea beach areas of Puri. Basically tourists are used many plastic items, then after used they are throw that items at many places, so this is the main point to aware them this waste process and

also provide many dustbins in 20m to 50m distances at Puri.

- To know how the traffic congestion at Puri Grand road created due to informal vending and illegal encroachments. So in this process tourists are faced maximum problem for move at one place to another place for their visiting purposes.
- To understand that the major problem is currently Puri is facing due to primarily mixing of domestic traffic and tourist traffic as there is no line of separation between the two. Hence there is a need to create an alternative route for tourist traffic entry into the town especially for tourists visiting for recreation in beach of Puri.
- To aware about Puri how it's great Lord Jagannath's culture & traditions, Sea beach facility, scenic beauty etc. at many state of India and also other countries by a camp system and also the important means is now these days are print media, social media, electronic media etc.
- To create the city beautification by the process of plantation system at the road side and also develop the parks that tourists are enjoy that park at morning and evening time.

#### Conclusion:

Puri is the holy town not only for Odisha but also in India. Mostly each and every day the number of tourists are arriving at Puri. Here the Govt. of Odisha and Govt. of India jointly planned for developing the Puri Sea beach named "Blue Flag Beach" for the scenic beauty and attractions of tourists not for Indian but for foreigners. So in this way when the overall development should be held at Puri town, then

automatically the number of tourists and also devotees of Lord Jagannath arrive in huge quantities respectively.

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