

# Tourism Resource Potential in Chitrakoot Region: A SWOT Analysis

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## ABSTRACT

Chitrakoot is one of the major tourists' destinations of India not only for Religious Tourism (Hinduism) since ancient era but also having enough of other tourism potential such as wild life tourism, adventure tourism, wine tourism and Natural tourism. The main purpose of the study is to find out those potentials which are unexplored at the Chitrakoot region of Bundelkhand in Uttar Pradesh and Madhya Pradesh. The type of research is descriptive and exploratory. The study is qualitative in nature. Data was collected through primary and secondary sources. For primary data, open-ended questionnaire and opinion method were used. The researcher has done SWOT analysis of the Chitrakoot region in respect to tourism potential. The findings of the study reflected that various tourism potentials existed in the Chitrakoot region. Some suggestion and recommendations have been provided at the end of the study.

**KEYWORDS:** Chitrakoot, Tourism resource potential, SWOT Analysis

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## 1. INTRODUCTION

Tourism has been considered as a very important vehicle for socio-economic development of a state or country. It is a main basis of foreign exchange creation and also contributes to the national balance of payments and act as a major source of income and employment. Entire the world, the most promising reason for pursuing tourism as an advance strategy is its alleged optimistic contribution to the local or national economy. Tourism is one of the most important and key industry of Chitrakoot and that has huge potential such as Pilgrimage tourism, wild life, adventure tourism, wine tourism, medical tourism and cultural tourism for tourism development and a pool of tourist activity can be found widely spread in the state. Chitrakoot, mainly known as the Pilgrimage destination has a variety of beautiful and cheerful scenic landscape best suited for tourism activities. Chitrakoot is one of the districts that have enormous and diverse tourist attractions. It has beautiful land features. There is an attractive Mandakini river having Jagdal water fall in Baster, lakes including the

Rift valley lakes, and there is a Gupt Godavari Caves. This wide land features gave birth to the distinct ecological zones that are a home for the ample diversity of wild life of both flora and fauna. Chitrakoot is rich enough in wild animal's species of Mammals and species of birds that are attraction of chitrakoot. Chitrakoot is a small town on hills but filled with various tourism dimensions.

## 2. Literature Review

### 2.1. Tourism resource potential

Verma (2021) in his research paper entitled, "Exploring possibilities and potential of rural tourism in Bundelkhand region for poverty alleviation" The study also aims to make a recommendation on the development of rural tourism that would help in the development of rural tourism and therefore outcome in poverty mitigation in Bundelkhand region. Rural tourism has emerged as a growth tool aimed at combating poverty, modernizing rural and minimizing regional inequality remote areas in which

ethnic minorities live. The study shows that the Bundelkhand region has both tangible and intangible resources to be a focus for visitors. In order to development of rural tourism for social economic and environmental benefit, resources can be exploited.

Slehat (2018) in his research paper entitled, "Evaluation of Potential Tourism Resources for Developing Different Forms of Tourism: Case Study of Iraq Al-Amir and its surrounding areas – Jordan" The main objectives of case study to identify, classify existing and inventory, potential tourism resources in Iraq al-Amir and its surrounding areas, which could be used as baseline data by decision-makers for future tourism development to develop, encourage, and market the area. Study findings are mostly based on qualitative methodology, field observations and in the form of interviews. Findings disclose that the case study area has inadequate basic infrastructure. Conclusions from the case study affirm that Iraq al-Amir and its surrounding areas are suitable for tourism development, due to its diverse range of attractions, one of the major factors relating to successful tourism. A most important disadvantage to the feasibility of future tourism activities is the lack of easy access.

Priskin (2000) in his research paper entitled, "Assessment of natural resources for nature-based tourism: the case of the Central Coast Region of Western Australia" The main objective of this paper is to identify and assess natural resources related to development of a nature-based tourism industry in the Central Coast Region of Western Australia. The assessment framework developed used both quantitative and qualitative techniques to establish levels of attraction, accessibility, presence of infrastructure and the level of environmental degradation. Data were collected using a checklist approach to quantify characteristics of destination. This paper highlights some of the difficulties associated with establishing objective resource evaluation techniques for nature-based tourism, as well as key findings from the research. Results from this research were presented to government authorities and incorporated into the planning process.

Kumar (2018) in his research paper entitled, "Potentials, Challenges and Opportunities for Tourism Development in the Eastern Province Sri Lanka" This Study aims to determine and analyse the capability of tourism advancement, the opportunities and challenges of tourism advancement in the eastern region of Sri Lanka. The main statistics was taken from hundred regional and foreign tourists in the research area. In order to choose respondent, random

sampling got utilized. The outcome of the research shows that the challenges of eastern region tourism industry are scarcity of health and safety of tourists, accommodation, internet and mobile network, infrastructure and the image of the region, skilled and trained work force. The government has introduced many plans in order to handle these issues under "tourism development strategy". However government departments, private sector and community must participate in tourism so as to advance and maintain the tourism industry in eastern region. There are some solutions such as improvement of medical facilities at tourist destination, advancement of infrastructure, advancing tourist circuits, providing training and making tourist police task force. Following these solutions, we can overcome all these challenges.

Gupta and Singh (2015) in their research paper entitled, "Potential and Performance of Rural Tourism in India: Assessing Intra-State Variations" The aim of this research is to determine the ability, anticipation of rural tourism and presentation in different states of India. The assessment resulted in three different categories of states regarding ability and presentation. The research shows that the states whose performances were good in advancing the rural areas got categories in high potential and high performance cluster. The dissimilar uniform code of conduct was suggested to get better performance of the whole three clusters.

### **3. Research gap**

After going through literature it has been found that now less work has been done in Tourism resource potential and SWOT Analysis. A few studies presented merely religious tourism potential but that were too very limited. Also no work has been done specifically in Chitrakoot which is one of the major tourist destinations in Uttar Pradesh and Madhya Pradesh, India. As a result, the current study tries to find out the Tourism resource potential and SWOT Analysis through the tourists visited Chitrakoot.

### **4. Statement of the problem**

Having gone through the literature review chitrakoot has been found that a little work has been done for the sake of tourist SWOT Analysis and Tourism resource potential. There are ample of tourism potential in chitrakoot such as pilgrimage tourism, wine tourism, wild life tourism, natural tourism and adventure tourism they do not intent to show the tourism potential as much there should be showed. That region is not being focused by government. So Infrastructures are so poor even religious tourism is there but as such there is not good infrastructure as much as there should be. They are not feeling like

visit again due to infrastructure and poor facilities. On the basis of current scenario of chitrakoot destination I would like to research Tourism resource potential, SWOT Analysis in order to increase tourist's potential. Through this research may be they can get benefits.

## 5. Research questions

- 5.1. What are the different tourism resources potential in chitrakoot?
- 5.2. Whether the tourism resources potential available there are sufficient even to develop a diversified tourism product?

## 6. Objectives of the study

- 6.1. To explore various tourism resource potentials of the Chitrakoot region.
- 6.2. To perform the SWOT analysis of the Chitrakoot region with respect to Tourism Resource Potential.

## 7. Scope of the study

As the study has some demerits and had particular aims of the research, other related tourism resource potential, SWOT Analysis may be covered future researches. This study will be done in the chitrakoot region which is situated between Uttar Pradesh and Madhya Pradesh. It is mainly famous for pilgrimage tourism. This study will be conducted whole year. Further it can be beneficial for the tourists, stack holder along with researchers. Through this study, employment can be generated in chitrakoot. Uttar Pradesh and Madhya Pradesh tourism department may get some more relevant data through this study of the destination.

## 8. Research Methodology

The study is both descriptive and exploratory, which is qualitative in nature. Data was collected through primary and secondary sources. For primary data, open-ended questionnaire and opinion method were used. The researcher has done SWOT analysis of the Chitrakoot region in respect to tourism potential. The tourist's selection was done on the main exit points of Chitrakoot and specific destinations.

## 9. SWOT ANALYSIS OF CHITRAKOOT STRENGTHS

1. Chitrakoot is located in Bundelkhand region between two states Uttar Pradesh and Madhya Pradesh.
2. An Adventure Eco- Tourism policy and A Tourism Policy with Tourism declared is an "industry".
3. It has wealthy and lengthy history dating back from the ancient period. The currents and cross present of history have left unforgettable and

landmark evidences in the whole terra firm of the state. The Tourist Information cum Reservation Offices within the Chitrakoot and Satellite Offices at important locations in state.

4. It has an abundance list of natural and manmade tourism resources which could be well compared with top tourist destinations.
5. Placement of tourism as a major economic activity in the Policy Thrust for Economic Development of Chitrakoot.
6. Computerized reservation system for booking of transport, accommodation and package tours.

## WEAKNESSES

1. Travel has been made time-consuming and expensive, since there are long distances between the tourist centers.
2. Chitrakoot needs more attention towards growth of priority sector and common welfare pursuits as it is a developing region.
3. Shortage of extensive marketing plan and inadequate marketing of tourism product.
4. Tourist centers having bad connectivity and infrastructure provisions.
5. Despite its economic potential, insufficient extensive plan for long-term growth.
6. Scarcity of cooperation from regarding govt. development departments for providing primary infrastructure.
7. Chitrakoot doesn't get the hinterland advantages because it is not situated close by the notable ports of tourist entry e.g. Maharashtra or Goa.
8. Foreign country having no relevant marketing of Chitrakoot tourism.
9. Shortage of safety and security of tourists.
10. Dearth of advanced public transport system.
11. Poor involvement in transport, hotel and travel agency business because there is inadequacy of level playing field and correlation with private sector.
12. Local residents having poor cognizance concerning economic social and cultural advantages of tourism. Regional people are indifferent to tourism pursuits since there is insufficiency of professional training provisions for human resource growth.
13. Enjoyment of having a walk along the roads.
14. Overcrowding of famous tourist centers.



15. There is overcrowding in the rustic areas of Chitrakoot.
  16. Shortage of sufficient infrastructures
  17. An intolerant attitude among certain sections of the people.
  18. Poor health, lack of cleanliness and proper sanitation among common people particularly.
  19. Being a female in India is not easy ,While the media focus on all the rape stories definitely creates an exaggerated and expended image of the dangers as a female travelling in up of chitrakoot.
2. Categorization of hotels: Different hotels across the district have been classified as five stars deluxe, five star and three star hotels in collaboration with the government provide high end facilities to the tourist visiting the city.
  3. Better road connectivity has helped increase tourist inflow to Mau, Pahari, Ramnagar and Manikpur.
  4. Paying Guest Schemes: The Government is encouraging people to provide paying guest facilities to tourists so that tourism can be developed and far reached.
  5. Bed and Breakfast: The Government is also encouraging families to provide facilities of Bed And Breakfast to tourists to make them feel at home and also maintain a Budget.
  6. Participation in fairs, exhibitions and travel marts: in order to exhibit the potential of the tourism sector of the state and draw the attention of more tourists in the future, initiative in taking part in various fairs, travel marts, and exhibitions, on regional and national level has been taken by state government.
  7. States deploys 'tourist police': Special initiative has been taken by the state government to deploy 'tourist police' for safety of the visitors. This facility is already implemented in cities like Agra, Varanasi and Luck now and Mathura. Ropeway facilities at Chitrakoot development and tourist Facilitation Centre in Chitrakoot. All Circuits have well-planned infrastructure.

## OPPORTUNITIES

Given the diversity of identified tourist resources, the virgin areas, river sporting water body and peaceful and serene areas, Chitrakoot has enormous opportunities for development of following Forms of tourism:

### Wildlife

A wildlife sanctuary is an area where animal habitats and their environment are protected from any sort of interruption. The purpose at giving a comfortable living to the animals. The capturing, killing and poaching of animals are strictly prohibited in these regions. India has lovely wildlife sanctuaries, by with dense forests, large rivers, high altitude and lovely mountains. It has diverse wildlife which is spread over 230 km<sup>2</sup>. Ranipur wildlife century which was founded in 1977 is one of the most attractions of chitrakoot region in Uttar Pradesh.

### Pilgrim

A pilgrim is a traveler who is on a journey to a sacred place. Generally, this is a physical trip to some place of special importance to the supporter of a particular religious standpoint. Tourism nearly half a dozen pilgrim centers of the state are of national repute, drawing devotees from far and near. The religious rituals and fairs related to these centers, such as, Ramnavami, Diwali, Dussehra, Navaratri festival and national Ramayana fair could be marketed after providing tourist amenities in high class tented accommodation and high quality coaches.

### Nature/Eco-tourism

The spreading virgin wilderness and the forest areas provide ample capacity for eco-tourism and nature based tourism; the latter should not be banned to wildlife areas only.

1. Chitrakoot has been chosen as one of the pilgrimage city for Religious city development and augmentation yojna scheme of government of India.

### Water Sports Tourism

Water adventure or water sports tourism refers to tourist activities undertaken at water resources such as water fall, dams, lakes, canals, seas, coastal zones, oceans, river and creeks. It is a niche type of tourism that involves exploration and travel in an unfamiliar, remote, and exotic and wilderness location. There is enormous potential of adventure water sports tourism such as boating, swimming, cannoyning, scuba diving, boat race, and jumping etc. in chitrakoot. It can be possible in Mandakini River along with jagdal fall water.

### Resort tourism

There is no snowfall and snow waves in Chitrakoot but has quite a mega water body. One or two of these could be identified for development of river resorts which may be famous in domestic and foreign markets. It will be extremely beneficial to the host community.

### Health tourism

Medical tourism refers to a person traveling out of the country to get medical treatment. Chitrakoot has a huge potential in the health sector. There is mountain, river, forest along with religious destinations where would be done meditation, exercise which are helpful for health and through this can be treated mental along with physical health. Having searched potential of health tourism in Chitrakoot, it will be very beneficial for host community because tourists will come in massive number.

### Cultural/Festival tourism

Many fair and festival are celebrated in Chitrakoot. On any occasion of festival, there can be seen footfall of tourist. A few important folk and tribal fairs and festivals, such as Bhagoria in Jhabna, could be identified and a festival travel circuit could be developed.

### Threats

1. Chitrakoot is already facing rigid competition from the nearest Districts & states such as Uttar Pradesh, Rajasthan, and eastern part of Maharashtra. It has to take steps for more rapidly positioning and violent marketing to lure the tourists from known markets.
2. Sanitation of the areas improved hygiene, elimination of beggars and touts should be given priority.
3. It will require planned and careful handling to discuss the present unfavorable image and bring it up to an optimistic positioning.
4. Lack of promotion on good tourist destination among the travelers.
5. If Infrastructure does not get improved within a period of time, problems may arise in future.
6. Shortage of amenities (guide, hygienic food good hotels, and water and information board etc.)
7. Lack of advertising of culture and cuisines.
8. No compassion towards tourist

### 10. LIMITATION

Since the study is based on the tourist behavior hence there are possibilities of some biased and irresponsible information could be provided while filling questionnaires which must reflected in the analysis and interpretation which cannot be ignored. Time and money constrains play an important role hence also the limitations of the study. Respondents are sometimes hesitant to share their true self and consequently it's one of the major limitations of this type of survey based research. The findings cannot be

generalized over total population of tourists in Chitrakoot Region.

### 11. Direction for Future Research

Future researches can cover other aspects related to the experience, contentment and revisit aims, as the present study had explicit limits and specific goals. In order to observe more outcomes from the same or associated modals, more and modern statistical instruments and techniques could be used.



### 12. Conclusions and suggestions

There was a huge tourism potential in different forms. When it will start developing tourism potential only then tourists, stock holders and researchers will get benefits Also through this we can develop the

infrastructure along with unexplored tourism potential.

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