iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 11 **Issue:** V **Month of publication:** May 2023

DOI: https://doi.org/10.22214/ijraset.2023.53151

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 11 Issue V May 2023- Available at www.ijraset.com

Enhancing Community based Development on Tourism - A Case Study of Nayagarh, Odisha

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Abstract: ***In the Nayagarh district of Odisha, the Khandapada, Nayagarh, and Gania Block are the subjects of this study, which looks at both the local's and tourist's perspectives on community-based development. The view and intentions of the local community towards the socioeconomic aspects of ecotourism, specifically sustainable community development and local community involvement in ecotourism planning and management, were assessed.***
The study region tourist sites are surrounded by locals who live there, and the analysis is based on data gathering and survey through questionnaire interviews with them. The results of the Survey indicate that residents support growth and enhancement of the neighborhood, although there are some local problems and requests that must be addressed. There is a lot of opportunity for community-based development on brass and metal work around the hill where the temple of Lord Nilamadhava temple. The majority of Lord Jagannath's Puri festivities are observed here, with the Bhauma Ekadasi being the most notable. In addition, socioeconomic issues must be addressed, and a framework for community empowerment must be proposed in order to raise awareness among the populace and ensure that they receive equitable benefits from the study area's recreational activities. These demands are made by the local communities.
Keywords: Local Community based development, Sustainability, Livelihood, Development, Traditional Work

I. INTRODUCTION

In this context, the term "community-based" describes in-person groups that are functioning essentially on their own initiative within communities.
A number of methods can be used to domesticate and tame community-based development planning. Tourism is generally described as the transfer of people from their typical environment to another location for a minimum of twenty-four hours to a maximum of six months solely for leisure and pleasure.
Tourism and its management are closely linked to various major functions, operations, and procedures that are followed in various areas related to tourism and are not just limited to activities in the accommodation and hospitality sector, transportation sector, and entertainment sector with visitor attractions.
Through the provision of goods and services required for tourist-related activities and upkeep, the tourism industry as a whole significantly contributes to the growth and development of a region's economy. By directly or indirectly producingV job opportunities and by providing the goods and services required for tourist-related activities and upkeep, the tourism industry as a whole greatly contributes to the growth and development of a region.
Additionally, tourism contributes to the socioeconomic development of the area (i.e., growth of SMEs, creation of jobs, improvement of infrastructure, etc.). A component of Odisha's handicrafts, art, and craft is the study of the brass and bell-metal industry.

II. STUDY AREA

1) Nayagarh district is owns the rank of 15th in Tourism between the 30 districts of Odisha state.
2) The Blocks taken into consideration are Gania ,Khandapada Block & Nayagarh Block of Nayagarh District..
3) The Khandapada Block is connected to Nayagarh sadar via main district road passing through Nayagarh town
4) A significant area is covered with forest, along with hilly areas, which is the seven hill. The Nilamadhaba temple located on the on top of the twin hills(Brahmadri hills) with surrounding green forests attracts lots of visitors & a permanent flow of holy water from the feet of Lord Nilamadhava is another attraction of the spot. .

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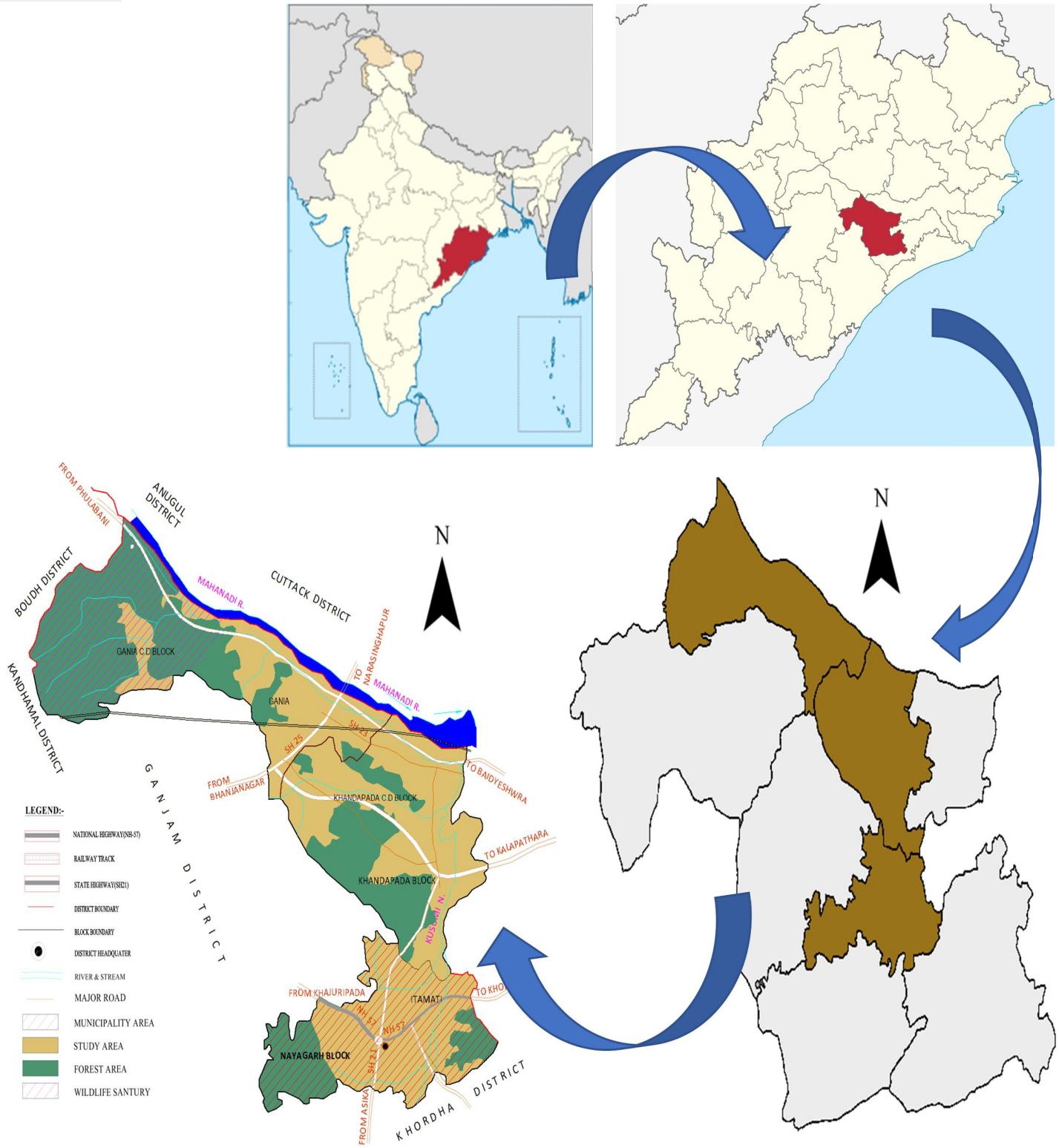


Fig 1: Map of Nayagarh ,Khandapada & Gania Block
Source: Google

1) Total Geography area of study area is 600.33 Sq.km.
2) Total population of study area is 295760 which are 30.71% of the district population.
3) The aboriginal people of Nayagarh district, the Savaras and Kandhas, have a rich cultural heritage that dates back centuries.

A. Needs Of The Study

1) Nayagarh As an underrated district in case of artistic development it has been ingored, but it has potential.

2) In past 3-4 years odisha government explored the potential of Brass and bell metal workers as they generate good revenue and bring sustainable development. But a little private involvement is needed for rapid growth of "The Art, The Artist, The Community, Their identity and Their Development ".

3) Report by industry and mining department stated the fall and none like development of artisans and handloom industries.

4) It stated that number of MSME's increased to 1241 from 864 in 2016-17, but later that year it fell down to 867 in 2018. Thus capital investment increased in 2017-18 to 67.34cr from 51.71cr, and fell down to half 35.02cr in 2018 financial year.

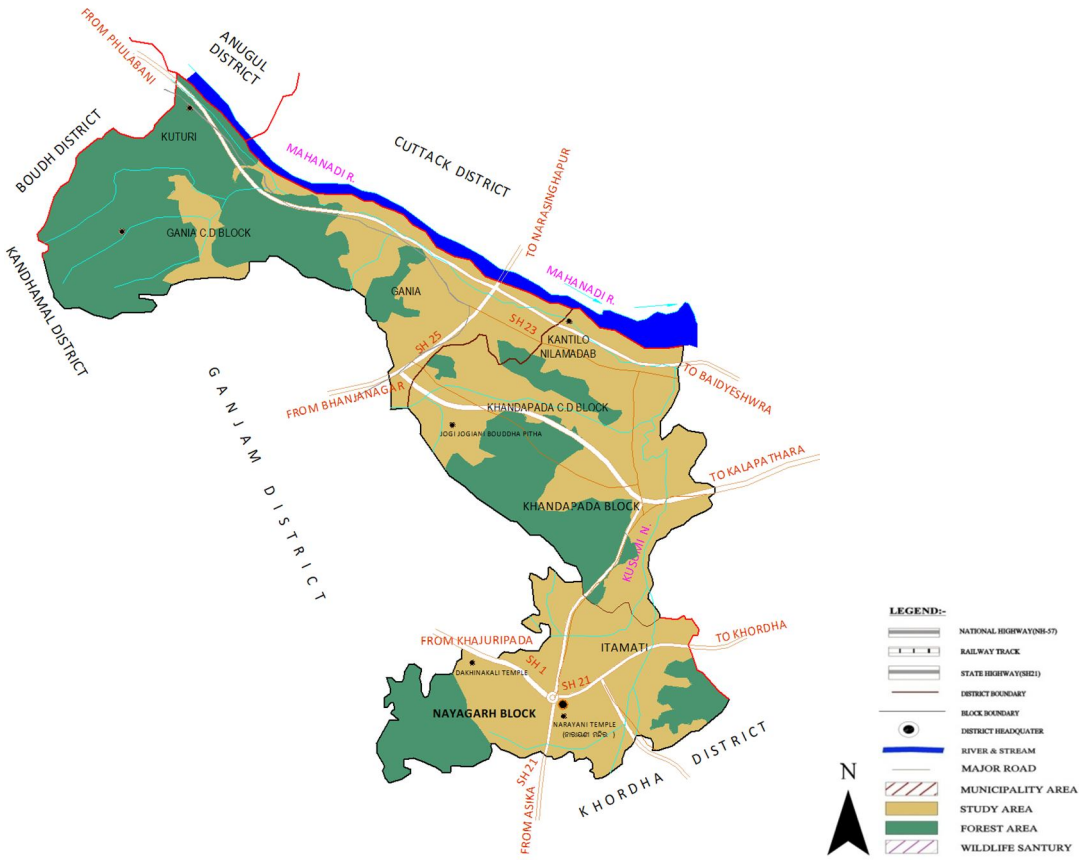
5) In case of employment generation and providing income MSME's in Nayagarh offered income to 3055 in 2015-16, slightly grown in 2016-17 that is 3880, but in 2017-18 it's decreased to 2597.

6) Condition of Cottage industries and handloom industries are also same. Whether it's slightly increasing, or decreasing.

7) It's showing that artisans and skilled workers losing interest in their communal works for which they are known, and somewhere the fault lies between us, we are ignoring the arts of the artisans, or can't provide them suitable stage to promote themselves.

BLOCK NAME	AREA (SQ KM.)	NO OF HOUSEHOLD	POPULATION
KHANDAPADA	244.63	25316	107260
NAYAGARH	193.12	35511	149994
GANIA	162.58	9247	38506

Table 4: Study area, population, No of Household table Source:-Nayagarh district Hand Book 2011



Map 1: Study area location, road linkage and connectivity

ITEMS	2015-16	2016-17	2017-18
A) Micro small & Medium Enterprise(No. units)	864	1241	867
I) Employment Generate	3055	3870	2597
B) Cottage Industry (no. units)	60	87	74
I) Employment Generate	60	215	159
C) Handloom Industries (No. of units)	1206	1236	1228
I) Employment Generate	2412	2472	2456
II) Production	10.24	7.99	4.99

Table 7.3: showing MSME, Cottage &Handloom Industries
Source: self survey & 2011 census book

B. People's Involvement In Tourism Sector

The majority of any tourist destination's region is rural. In the study area block, agriculture & brass & metal work is the primary economic activity.. The main economic activity in the study area block is agriculture, followed by brass and metal work. The community of handicraft villages, hotel and lodge owners and employees, small restaurant owners, transportation such hired cabs, mini buses and small convenience stores are the people who are mostly directly or indirectly involved in the tourism sector. There are no effective community awareness campaigns or programmes that encourage locals to work in the tourism industry.

III.METHODOLOGY

The aim of the study is by strengthening and integrating the community base in tourism development, to promote the economic and social growth of local communities. According to the aim the objectives were to assist in community development by providing the alternate source of livelihood to local community which is more sustainable, to identify the gap in tourism infrastructure in the potential tourist sites of Study area by analysing the problems and issues faced by the tourists, to propose strategies for community development through tourism sector. The study used a site study design, literature analysis, in-person interviews with local communities engaged in the tourism industry either directly or indirectly, and analysis of the inputs of passing tourists.

IV.DATA COLLECTION & ANALYSIS

For primary data collection, field survey work was done on the site and surrounding villages. According to the Indian census data of 2011 the Male population is 6% more than the Female population in the both District as well as Study area. The district has 91.72% rural population, whereas 8.73% urban population. The Study area has 94% rural population, whereas 6% urban population Thus It is a rural populated area. Both the Nayagarh District as well as study area blocks has higher number of SC population. The district has 70% SC population whereas 30% ST population. The study area has 85% SC population whereas 15% ST population. The literacy Rate of the district is 80.42% while that of the study area is 56.48%.The literacy rate of the district as well as study area is low to that of the state literacy rate which is 72.87%.The male literacy rate is comparatively higher than the female literacy rate. According Odisha Tourism statistical bulletin 2020 data most of the accommodation facilities are concentrated only in Nayagarh Town Block. It is observed that people/ tourist are willing to stay in middle and lower spending group category hotels/lodges as they provide necessary facilities and better services within a preferable budget. There was one government guest house or Circuit house one in Nayagarh block & middle spending group category hotels.

The lack of enough lodging facilities is a serious problem since although tourism occurs all year long, December and January see the biggest foot traffic, followed by November and October. According to a Survey, the town of Nayagarh, which is away from popular tourist destinations, has the most lodging options.

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No of hotel rooms present currently	Current Requirement of rooms	Projected room requirement for 2021 (Under normal circumstance)	Projected room requirement for 2031	Projected room requirement for 2041	Gap analysis of rooms for 2021
165	160	254	425	595	40-50

Table 7.2: showing Gap Analysis
Source: Primary

A. Recommendations For Inclusion Of New Tourism Activities

1) Recreational facilities like Zorbing, Rock Climbing, Traditional attire photography, nature walk or hiking, camping, music and folk dance event can be provided for the tourists to make their stay period long and get entertained.

2) Such facilities if provided will attract the people to visit the tourist place and experience adventure sports in the lap of nature as well as discover the natural beauty of the region.

3) These facilities will entertain the tourists as Well as empower the community by their Involvement.

B. Methods For Increasing The Income Of The Local Population Through Tourism

1) Local goods and handcraft marketing

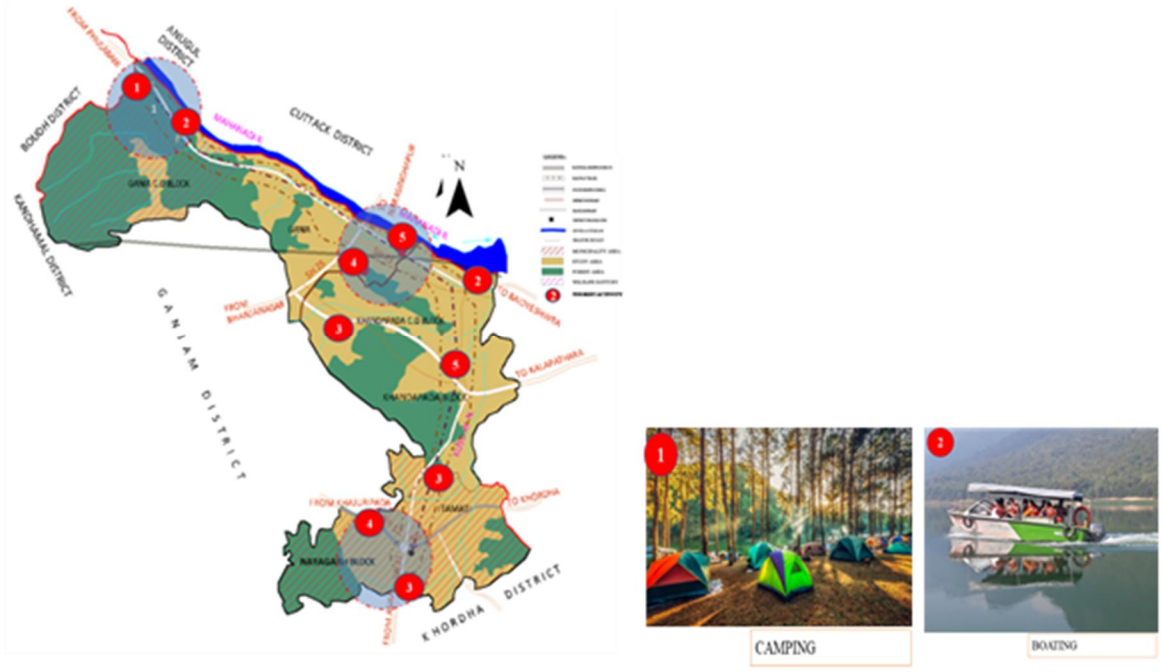
2) Traditional restaurants and souvenir stores

3) Tourist guide, cab/taxi service, rental bike/scooter service

4) Vocational training on tourism for local people

5) Recreation and entertainment facilities for tourists

6) Creating awareness about sustainable community based tourism



Map 7: Showing recreational Facilities Along Transit Route and Tourist Spots
Source: - Primary







C. Enhancement and Infrastructure Development of Tourist Area

1) Accommodation facilities
2) Maintenance of tourist spots
3) public toilet and drinking water service
4) provision of proper parking facility and emergency services
5) Signage

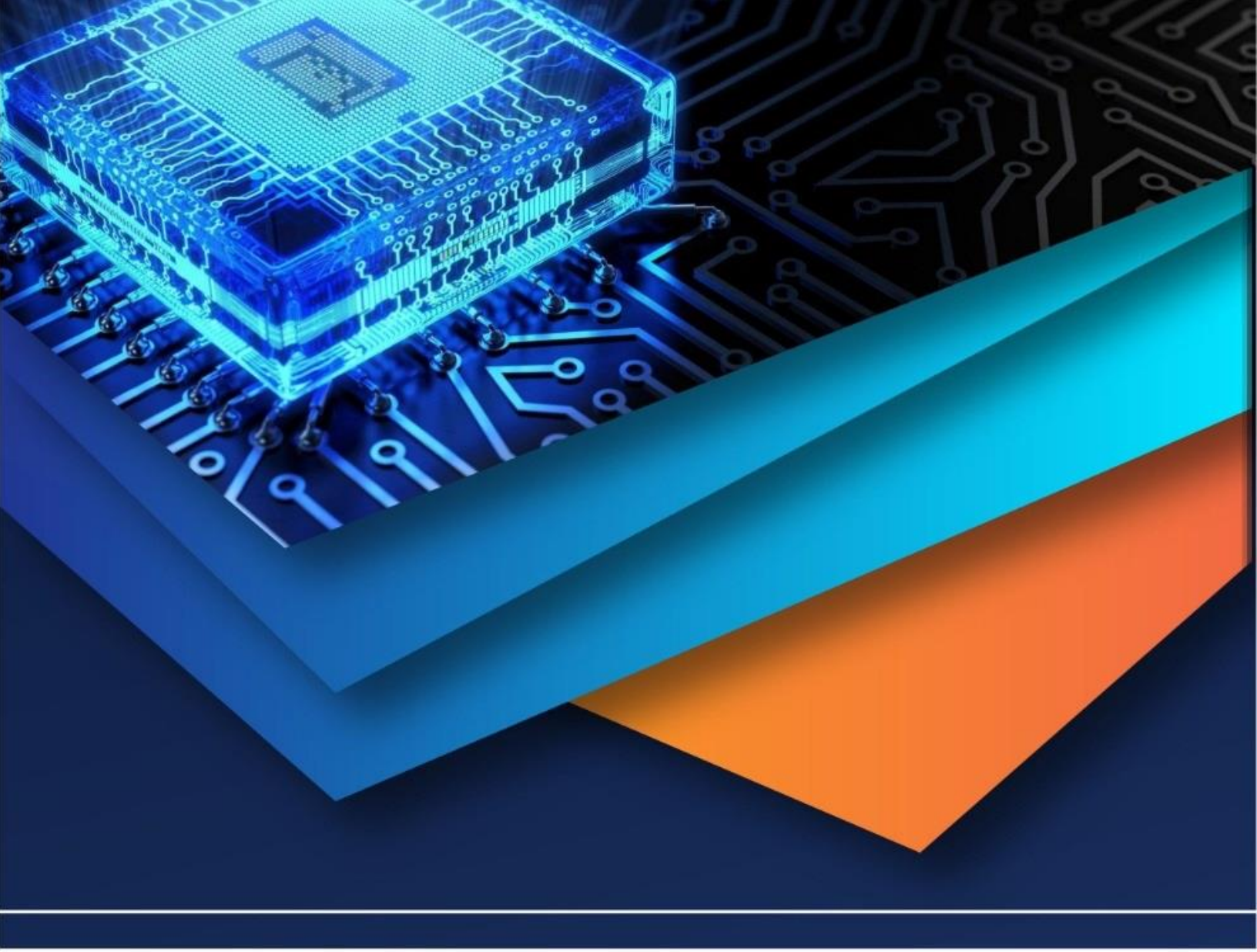
V. CONCLUSION

Community development is a type of tourism that is usually generated or located in the cradle of nature, and its goal is to make visitors appreciate nature and local culture, creating mutual

Consensus, and includes active participation of local communities, generation of benefits and income for local region development. It contributes to the region's revenue creation and has a good socioeconomic impact on the local community. In past 3-4 years odisha government explored the potential of Brass and bell metal workers as they generate good revenue and bring sustainable development. But a little private involvement is needed for rapid growth of “The Art, The Artist, The Community and their Identity”. People are more interested to travel places which are close to nature, away from city rustle, and it’s opening up a new market of tourism.

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