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An Analytical Study of Odisha's Heritage Prospectus in Tourism Development.

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Abstract: This paper attempts to probe the prospectus of Heritage tourism, Heritage Tourism can help in shaping our cultural resources. It can have advantages on regional as well as nations development with proper utilization of available resources. The scope of heritage tourism is having plenty of opportunities to develop and conserve the cultural resources to preserve it for forth coming generation and also it boosts the economic benefits. The ODISHA'S heritage could be capitalizing for the opportunities of their cultural assets for tourism for their empowerment, to promote tourism in this region. For developing the heritage tourism we need to understand the tourism environment, and socio-culture, economic, historical background of those Odisha's places. How we can involve the community people to enhance their socio-economic condition. To develop a strategic plan for heritage tourism, we have to understand the tourism resources and it's needs and wants and how to match it with our available resources in the future to make successful utilization of resources for the empowerment of the state.
Keywords: Heritage tourism, Concept of Heritage, Odisha's heritage resources, Prospectus in Heritage Tourism.

Heritage says about the past legacy of a particular place, with relation to its culture, tradition, history and community. Heritage is what we value as a people and choose to pass on to future generations. Heritage has shaped the past and present, will influence future development, and can contribute to stability, growth, and economic development. Heritage tourism encompasses elements of living culture, history, and natural history of place that constitutes a community's value and steward for the future. These elements are very specific to a community or region and can contribute to pride, stability, growth, and economic development. Heritage and culture are especially critical in rural settings. A person is identified from his land, language and culture. If the person achieves something them he or she becomes a matter of proud his whole community and region. Similarly by developing the land and highlighting the culture, the community becomes proud for the particular place. Heritage is what we pass from generation to generation. With the modernization of the society, the culture and tradition of the places are in extinct condition now. Many tourism efforts focus on cultural or natural resources. Heritage implies action as it is a responsibility for stewardship and protection–insuring continuation in the future. Tourism is also purposeful as it is the commercial organization and operation of places and activities that interest and attract the visitors to our communities and regions for their enjoyment and for our economic benefit.

I. RELEVANCE OF THE STUDY

An extensive literature relating to the concept of heritage tourism and related subject has been collected and reviewed to understand the broader areas of previous research works and also to know the existing research gap. The National Trust for Historic Preservation defines the benefits of Cultural Heritage Tourism as following. The Cultural heritage tourism can have a tremendous economic impact on local economies .S.P Guptha , KrishnLal and Mahua Bhattacharya (2002), in their book published an account of India's people, history, national flag and national anthem, dance, drama, music, painting, textile, pottery, food and drink, customs and lifestyle that comprise the multifaceted components of India's culture. It describes all the major places of pilgrimage and festivals and scenic beauty in India, and lists state-wise historical cities, sites and monuments steeped in history and its museums laden with treasures from the past.

II. RESEARCH GAP

In the process of surveying the literature it has been observed that there has been substantial research conducted in the area of tourism, techniques of tourism development, development of tourist facilities, places of interest and various means of promoting tourism. The literature review reveals that not much research has been done in the field of Heritage Tourism in Odisha.

A. Statement of Problem

The glorious past of Odisha has ensured that the present and subsequent generations have plenty of historical monuments to be proud of. As one turns the pages of history, the rich heritage of Odisha comes alive with all its fragrance and colour which are still

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breathing in the Culture, tradition, handicrafts and historical monuments fringed in each and every corner of this multi facet state of Odisha. The following researchable issues are identified after a thorough literature review.

1) What is the present position of heritage tourism in Odisha?
2) Is there any sort of Developmental activities in regard to heritage tourism of Odisha?
3) What are the sources available for heritage tourism in Odisha?

III. OBJECTIVE OF THE STUDY

A. *The objectives of this study are the following:-*
1) To assess the present status of heritage tourism in Odisha.
2) To evaluate the Developmental activities in heritage tourism existing in Odisha.
3) To study the heritage sources of Odisha.

IV. RESEARCH DESIGN AND METHODOLOGY

Research is designed on the basis of descriptive method here the study will investigates Heritage tourism in Odisha. The data will be collected to through various reports of trustable sources such as DOT, Government of Odisha Annual Tourism Report, Ministry of tourism, Government of India Report etc., to gather the statistical data to process the study. The information gathered from various authentic sources are analysed and reported in the study.

A. Heritage tourism resources of Odisha

Odisha the soul of India is the place where lord of universe resides. The land is blessed by the grace of Lord Jaganath. The state is a hub for the foodies along with its unique style of handicraft and textile, fascinates the tourists in a great way. Odisha has the largest variety of tribal communities, which are at various stages of socio-economic development. At one extreme are the groups which lead a relatively secluded and archaic mode of life, keeping their core culture intact, while at the other extreme there are communities which are indistinguishable from the general agricultural communities. Odisha is ruled by many major dynasties like the Nanda dynasty, Satavahana dynasty, Gupta Empire and many more. The contribution of these dynasties in the field of art and architecture is of immense value.

B. Puri

is largely a pilgrim place, a religious centre, an Eternal City, a holy land for liberation. Of course, a classic tourist destination owes its origin with the Lord of Universe- Sri Jagannath. Puri, as the centre of culture and religion, forms an integral part of the great Pan-India tradition; being one of the Dham, founded by the great reformer JagatguruSankaracharya: perhaps the first door opened for the domestic tourists. SankaracharyaMatha which is located near Sea Beach still bears the eternal truth. Inscriptional records are available down the centuries about the glory of Sridham, PurusottamaDham, Sri JagannathDhamand many travellers, teachers and preachers paid their visit to this place. Puri is always a seat of cultural transgression.

C. Sun Temple of Konark

The magnificent Sun Temple at Konark is the culmination of Odisha temple architecture, and one of the most stunning monuments of religious architecture in the world. Built by the King Narasimhadeva in the thirteenth century, the entire temple was designed in the shape of a colossal chariot with seven horses and twenty our wheels carrying the sun god, Surya, across the heavens. Surya has been a popular deity in India since the Vedic period. In India, when the sun rises in the east, the first ray falls on a point located inside the temple One can wonder by seeing this gigantic temple had he will say the language of stone is defeats the language of man.

D. Lingaraj Templ

in Bhubaneswar, dedicated to Lord Shiva or Tribhuvaneswarre presents the perfect harmony between Orissa's architectural style and decorative motifs. The origins of the temple date back to the 7th century, and YayatiKesari is believed to have initiated its construction, when he re-located his capital from Jaipur to Bhubaneswar. On the other hand, inscriptions on the wall of the "Jagamohana" or waiting room of the temple carry the story of the grant of land for the construction of the Kirttivasas (Lingaraj) Temple during the reign of King AnantavarmanChodaganga in 1114-1115 AD. The temple is also believed to be Lord Shiva's

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choice for a resort over Varanasi. Archaeologists have assigned the Lingaraj temple to the 10th century, with the "Jagamohana", Sri Mandir, the "bhogamandap" and the "natyamandir" being added at a later date.

E. Buddhist Monuments

Odisha is the nest of several splendid Buddhist monuments which tells about the one of the ancient religion of India. The places like Uday giri & Khanda giri, Ratnagiri, and Dhauli are exhibiting finest architectural exhibitions of Buddhist tradition Chaitya halls &Viharas of Udaygiri&Khandagiri will give a clear idea of life styles of Buddhist monks. The Shanti stupa of Dhauli is an added attraction for the visitors.

F. Art & Craft

Odisha is a land where every corner is evident with the greatness of art and craft. The traditional quintessence of Oriyan art and craft can be seen. The tiny Raghurajpur village with busy artisans upholds the long tradition of muralpaintings as well as Patta paintings, palm leaf paintings, paper Mache and stone carvings etc. The tourists can find a good number of households demonstrating the art materials while doing the paintings.

G. Textiles

Ikat- gloriously woven, blurry edged, gem coloured design, in gorgeous yarns of silk and cotton. It is manufactured in the village like Barapalli, Atabira, and Nuapatna. Speaking eloquently of its old maritime linkages with Bali, the Ikat tradition of Orissa is the intricate process of Tie and Dye, i.e. knotting selections of yarn before dipping them in separate colors one at a time and finally weaving them to produce one of the most delightful designs in multi-hued tones, in motifs drawn from the richness of nature, in threads both silken and gold. Bomkaisaree print explains the social life of the Tribal people which is manufactured in village of Bomkai. Tarkasisaree is another famous saree of Odisha manufactured in Cuttack famous for its silver embroidery work.

H. Appliqué

in Orissa is an old temple art, which has been refined to perfection. A fine example of the craft is the enormous appliqué canopies above the reigning deity of Puri, Lord Jagannath. Appliqué art is the process of cutting colored cloth into shapes of animals, birds, flowers, leaves and other decorative motifs and stitching them on a piece of cloth that can ultimately be used as a lamp shade, a hand bag or even a garden umbrella. The village of Pipli, close to Bhubaneswar is the site of beautiful appliqué work, created by artists, quite a few of whom have won national awards for their crafts apart from this metal & silver work are also famous in Odisha.

I. Fairs & Festivals: RathYatra (June-July)

The passing of time has certainly not dimmed the pomp and ceremony or the intense religious aura that surrounds the annual rites for one of the most dynamic temple-festivals in the world. The RathYatra of Lord Jagannath at Puri is one of the most important festivals not only for the Orissans but also for the whole human race. The Jagannath Temple is one of the four holiest places (dhams) in India for the Hindus and the chariot procession (rathyatra) every year is a cultivation of the religious importance, the deities enjoy. The sheer sizes of the chariots are enough to fire the imagination. These enormous raths, hoisted on huge wheels are hauled by thousands of frenetic devotees to the GundichaGhar, where Lord Jagannath,. His sister Subhadra and brother Balhadra rest for a week. The whole process is repeated when the images are transported back to the Jagannath Temple amidst a great deal of colour and frenzy activity. The other festivals like MaghaSaptami (January-February) Celebrated in praise of Lord Surya, MaghaSaptami is one of the most colourful and popular festivals in the state.

J. Highlights of Odisha's Heritage Tourism Development

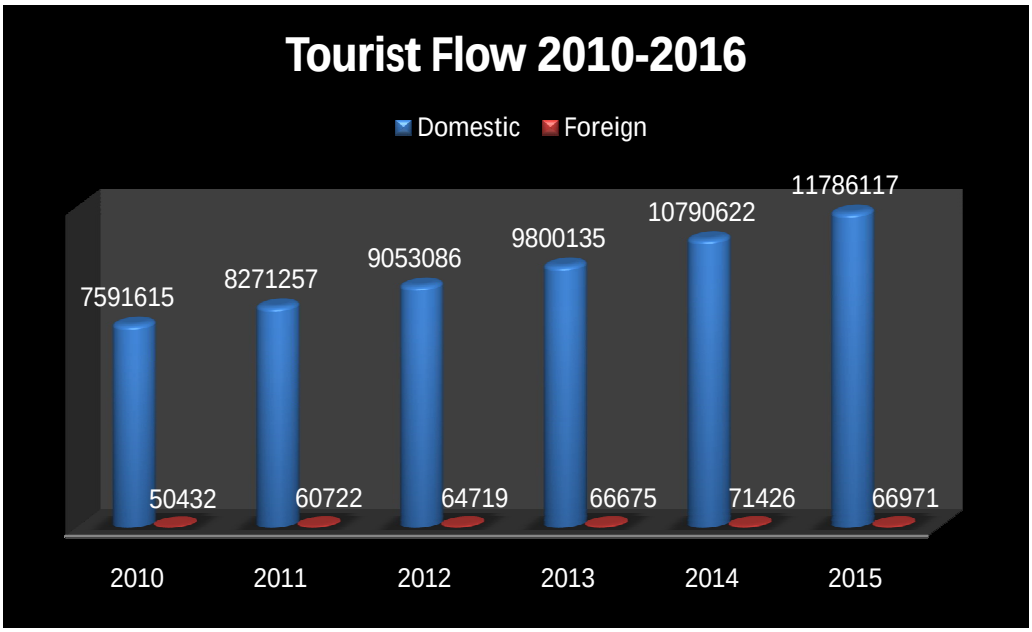
Today tourism is the largest service industry in India, with a contribution of 6.23% to the national GDP and providing 8.78% of the total employment. India witnesses' more than 5 million annual foreign tourist arrivals and 562 million domestic tourism visits. Odisha is now rapidly growing has hub of heritage tourist destination of India by its visitor-friendly traditions, varied life styles and cultural heritage and colourful fairs and festivals. Odisha tourism has shown drastic improvement in tourist activity over the past few year the following statistic can prove the tourist traffic development in state:

Year	Domestic	Foreign	Total
2010	7591615	50432	7642047
2011	8271257	60722	8331979

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2012	9053086	64719	9117805
2013	9800135	66675	9866810
2014	10790622	71426	10862048
2015	11786117	66971	11853088
2016	12842899	76361	12919260

Source: odishatourism.gov.in/



Odisha'stourism showing continues growth in terms of both domestic and international tourist arrivals to the state.The unique tourism resources of the state attracting the tourist for splendid experiencewith unforgettable memories.

Percentage Share Odisha and Indian Tourism during 2014 – 2015

2014			2015		Growth Rate (Domestic)	Growth Rate (Foreign)
	Domestic	Foreign	Domestic	Foreign		
India	1282801629	22334031	1431973794	23326163	11.63	4.44
Odisha	10790622	71426	11786117	66971	9.23	-6.24

Source: State / Union Territory Tourism Departments.

Odisha tourism plays prominent role in the growth of domestic tourism in the country, with domestic tourist arrivals of the state over 10 lakhs in 2014 and 11 Lakhs in 2015 at a growth rate of 9.23.

Number Of Visitors To Centrally Protected Ticketed Monuments, 2012 – 2014 (Bhubaneshwar Circle)

Sl.No	Name of the Monuments	2012		2013		2014	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
1	Sun Temple, Konark	2334556	7486	3380698	6567	2709046	6336
2	Udayagiri&Khandagiri Sites	542990	2991	409053	2852	513228	2865
3	Ratnagiri Monuments	43575	425	35613	322	43520	506
4	Raja Rani	19746	1207	23302	1256	27688	1237

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	Temple, Bhubaneshwar						
5	Lalitagiri Monuments	25054	305	25690	237	31640	456
Total		2965921	12414	3874356	11234	3325122	11400

Source: Archaeological Survey of India.

Ticketed monuments contributions in overall domestic Visitation of the state

Sl.no	Particulars	2012	2013	2014
1	Overall Odisha Tourist arrival	9053086	9800135	10790622
2	ASI Ticketed Monuments Tourist Arrivals	2965921	3874356	3325122
Total % of ASI Ticketed Monuments		32.76%	39.53%	30.81%



Odisha's Heritage sources significantly influencing the tourists to travel towards the state. In 2012 about 9053086 tourists visited the state in which overall 31% tourists are visited heritage destination (ASI Ticketed Monuments) and 2013 and 2014 around 33%, 36% tourists visited ASI Ticketed monuments respectively.

V. OPPORTUNITY IN HERITAGE TOURISM

A. Knowledge about the culture

A place is known for its past legacy and its culture. Heritage tourism says to highlight the destination culture and tradition. By stabilizing the heritage tourism the tourist will have accurate knowledge about the Odisha's culture and tradition. The tourist travelling towards the state will be benefited from the trip as they will be having the exact knowledge about the Odisha.

B. Employment opportunity

Tourism is the largest service industry in the world and it creates thousands of employment opportunities for the local people. Tourism boosts employment for all the levels of the society starting from the unskilled to the skilled people. The local people can be appointed as security guards, tourist guides, cleaners etc.

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C. Market for local art and crafts

When tourists visit to any destination, they purchase the local handicrafts. This gives a good market for the local people to display their crafts and get recognition from the people. Like Pipili of Odisha is renowned for its mirror work items, Raghurajpur for Patachitra etc.

D. Revenue generation for local community

As the local people will be employed and will have a good market, then simultaneously the revenue will be generated. The tourists will be spending money to purchase the crafts, for ticketing, to have the local cuisine and many more.

E. Economic benefit for the country

The economic benefits of heritage tourism include creating new jobs and businesses, increasing tax revenues, and diversifying the local economy. These economic benefits are not the only reason why heritage tourism may be good for your community but also it has quality of life benefits as well. Heritage tourism helps preserve a town's unique character, which results in greater civic pride.

F. Development of Information technology

Information technology plays vital role in promoting tourist destination & branding of a destination. If a place is having a heritage monument, fort, temple etc, then more number of tourists will come to that place if web pages are created by highlighting the destination. The place will be automatically popular if it is having a unique culture and tradition.

G. Increase market access

Promotion & Publicity through multiple media, events, various exchange programmes made easy access for travel market in Heritage sites. Even though many heritage sites are having immense potentiality in tourism industry with its wide variety of colorful tourist destinations still they are facing some problems related to the inflow the tourist because of some or the other reasons.

Heritage is everything that is or may be inherited for the Odisha culture in popularizing the native culture, art, architecture, social lifestyle etc. of the people. Odisha tourism has bagged the PATWA INTERNATIONAL AWARD under the category of "Best Heritage State in India" in the year 2012. Odisha boasts up a long and rich cultural heritage. The artistic skill of the Odisha artists is unsurpassable in the world. The discovery that traditional artists still live and work throughout Odisha, producing various objects in many media, is an exciting part of any visit to the state. Being the land of ancient and sacred temple and a state where three religions i.e. Hinduism, Jainism and Buddhism flourished, is thronged by pilgrims throughout the year. Heritage can incorporate both tangible and intangible products. State government, local governments and property owners and members of the community all have a role to play in ensuring that the valuable asset of our heritage is recognized, respected and protected.Thus, we should contribute our own part of act toward the society in order to sustain our heritage, our culture, our tradition, our community and the most important "Our Identity".

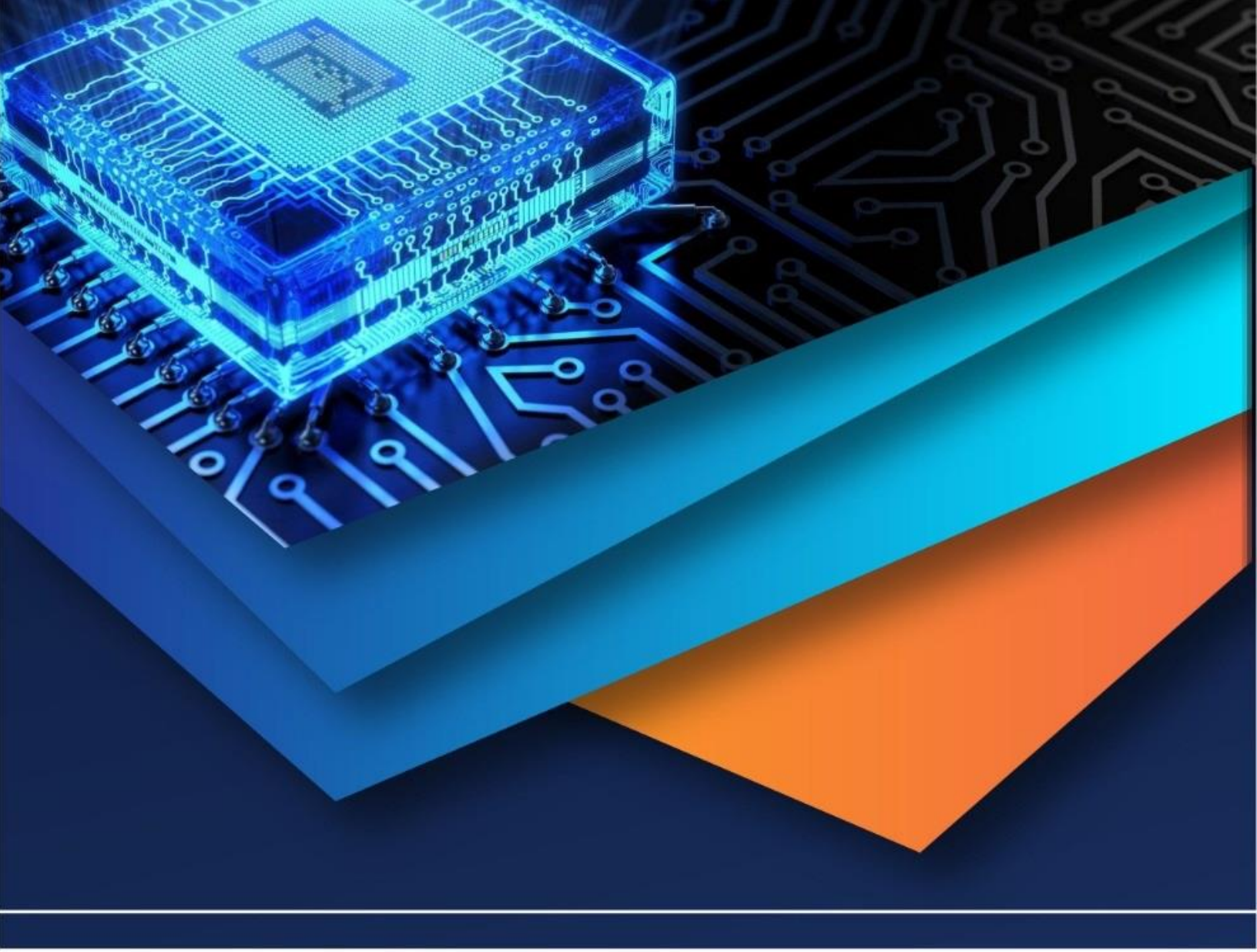
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