

DEVELOPMENT PROSPECT OF TOURISM INDUSTRY IN MURSHIDABAD – JIAGANJ CD BLOCK, MURSHIDABAD DISTRICT, WESTBENGAL

Subham KUMAR ROY

Faculty, Dept. of Geography, Prof. Syed Nurul Hasan College, Farakka, Murshidabad

skroy0003@gmail.com

Chumki MONDAL

Khandra College, Paschim Bardhaman.

Abstract:

Temporary movement of people from their place of birth or workplace to place of destination what they want to visit. Tourism is a growing industry it can help to employment generation and help to strength economy of country. Human environment interaction and quality of the environment is primary key to attract the tourist. This can lead to considerable pressure on the environment and in that process can accelerate the rate of environmental degradation. The main objectives of this paper are to identify the tourist spots surrounding study area, to draw the perception of tourist about the infrastructure and regarding problems and provide some probable recommendation for sustainable tourism development. To prepare this paper simple field based methodology are applied. Geo-informatics has been used for collecting data and prepare necessary map making. Various books, journals, report, were used for preparing secondary data source. Tourism should be undertaken with equity in mind, not to do unfair activities which make access or pollution free environment and appropriate economic use of natural and human environment. Through this paper we will provide some recommendations which are associated with eco friendly, sustainability and dynamic in nature.

Keywords: Tourism, Environmental degradation, Sustainability, Dynamic, Eco friendly.

JEL Classification: L83

I. INTRODUCTION:

Most of the philosopher visited several places from ancient to present days and they wrote some valuable books on the basis of their views. This can be helpful to know about places, climate, natural phenomena, human races and civilization, emperors, education, transport communication etc. Rapid development on transport communication today has made travel an easy affair. Tourism no doubt has become the buzz word in the modern industrial world and also been crowned as the latest dynamic industry. From a position at the end of the Second World War when relatively few people travelled, tourism has grown to a point at which it is commonly being heralded as the world's largest industry (William, 1998). Tourism involves the movement of people through time and space between their home and destination areas (McKercher&Lew, 2004). Most of the tourist spots of Murshidabad are basically historical and cultural sites (K.P.Mandal, 2011). They have most potentiality to develop tourism sector in Murshidabad that can flourish the nature of dynamicity of tourism directly or indirectly.

P.K.Mandal (2011) in his paper "Tourism as a Factor of Regional Economic Development: A Case study of Murshidabad District, West Bengal" has discuss about tourism infrastructure, explore the feasibility and economic viability of all historical spots,

potential of tourism and last of all impact of tourism in the economy of

Murshidabad district.

S.Tarafder & S.Biswas (2011) in their paper was "STATUS AND PROSPECTS OF TOURISM INDUSTRY IN THE MURSHIDABAD MUNICIPAL TOWN, WEST BENGAL" – have talk about nature of tourists, assessment of the people involvement with the tourism activity and the way of successful tourism development.

S.Tarafder & N.Jana (2012) in their paper "ASSESSMENT OF TOURISM POTENTIAL IN MURSHIDABAD DISTRICT, WEST BENGAL" have studied about major tourists' places, situation of tourism activity ,evolution of potentiality and recommendation for tourism as well as socio economic development of the district.

A.A. Mamun& S.Mitra (2012) in their paper "A Methodology for Assessing Tourism Potential: Case Study Murshidabad District, West Bengal, India" have discuss about restricted to assess strength and weakness of the spots and find out suitable developmental strategies through optimization of service infrastructure.

S.K.Pal & S.Roy (2016) in their paper "Tourism-based heritage conservation in Murshidabad:an appraisal" have studied about built-heritage centric tourism ignoring the conservation attention necessary to retain authenticity and meaningful existence of historic structures.

The overarching issues emerging from the current level of relational maturity in Murshidabad are identified with suggestions for possible policy implications of the study.

K.Dey & T.K.Biswas (2019) in their paper “Role of Murshidabad Hazarduari Palace Museum in Cultural and Heritage Tourism” mainly focus on cultural heritage components of Murshidabad Hazarduari Palace Museum, tourist carrying capacity, main problems of Hazarduari Palace Museum and last of all Govt. initiatives to develop this area as cultural heritage centre.

We have come across various research papers, articles, journals, books and several works relating to tourism development in Murshidabad, as well as Bankura, Purulia etc. In this paper I can try to represent some of the major tourist places in Murshidabad, show the tourist perception about the tourism sector in Murshidabad, evaluate the sustainable tourism development and last of all provide some possible recommendation for further development of the tourism industry in Murshidabad.

II. DATABASE AND METHODOLOGY:

Explanation of past, present and future of any geographical event requires a particular method and analytical process. The methodology incorporates the collection of data and information available from various relevant sources. The data have been categorized and classified in accordance with their relevance and importance to reach the stated objectives. The data and information, qualitative and quantitative, descriptive, numerical and digital, have logically been categorized as secondary data, which are published and retrieved in various formats like records, reports, memoirs, census statistics and gazetteers. The maps, images and photographs of different times are also incorporated. The data generated through intensive field visits, both through oral interviews with the respondents and with the help of the questionnaire schedule, have been assorted in accordance with the objectives and to satisfy various aspects purposefully put in the research objectives (S.Ghosh, S.Bid, C.Mondal, 2018).

- **DATA COLLECTION** – The collection of data and information available from various relevant sources. The data have been classified with their importance to fill the objectives.

PRIMARY DATA – Field visit, questionnaire and oral interview helped to collect primary data from the tourists' and local people. In this case we tried to use random sampling method.

SECONDARY DATA – This data mainly depends on published data. Official observation indicates the collection of data from different official sources. These are mainly numerical data, different thematic maps, etc. which helped to analyse the research work.

- **INFORMATION PRESENTATION** –

After data collection and analysis the final step of our paper is to represent information in a specific manner. In this sector GIS plays a vital role to create maps, tables and charts which are correlated to our objectives and which provide diagrammatic or thematic result.

III. SELECTION OF STUDY AREA:

Bhagirathi river separates Murshidabad district into two regions: western part being Rarh region and eastern part Bagri region. Murshidabad represents the cultural and historical sites of West Bengal (K.P.Mandal, 2011). Murshidabad was the last capital city of Independent Bengal but after the British rule the capital had been shifted from Murshidabad to Kolkata. According to Mumford town classification, Murshidabad town is a necropolis town. But it has much more potentiality to develop the tourism industry.

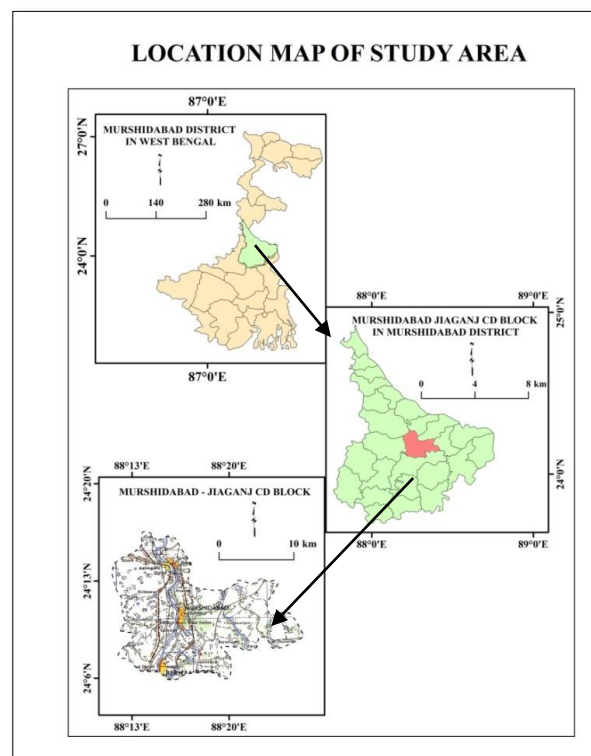


Fig. 1: Location map of study area

IV. HYPOTHESIS

Development prospect of tourism industry in Murshidabad – Jaganj CD block are based on the following hypothesis.

H1. Identify the mean center of tourist spots.

H2. Suitable sustainable planning management will help to establish tourism industry and create a local economic influenced zone.

V. MAJOR TOURIST SPOTS AT MURSHIDABAD:

• **Hazarduari palace:** It is the chief attraction of Murshidabad. It has thousand doors among which only 900 are real and 114 rooms along with eight galleries built in European style (K.P.Mandal, 2011).

• **Katra mosque:** It was built by Nawab Murshid Kuli Khan, it is a replica of Kabab Mosque of Mecca (K.P.Mandal,2011).

• **Kathgola bagan:** It is another attraction of Murshidabad , it was built by Lakshmi Pat Singh Dugar , who belonged to a Jain family and he built a beautiful Jain temple within the premises it is called Parasnath temple, in present day many of tollywood movie shooting has been done.

• **Motijheel:** It is an oxbow lake formed out an abandoned bed of river Bhagirathi. Motijheel belonging in 750 bigha. It is mainly used for to protect their kingdom from out comers and pearl culture. In that place during time of Lord Clive first British governmental house had been established. In present day West Bengal Government is build a great park.

• **Khosbag:** This well laid beautiful trio gardens were final resting places for Nawabs and their families(K.P.Mandal,2011). It was situated another side of Bhagirathi river.

• **Dhapara:** It was situated another side of Bhagirathi River and it was famous for Jagatbandhu Ashram , it was a great holy place for Hinduism.

• **Kriteswari temple:** It was another holy place for Hinduism, because of it was one of the most important sati peats of Uma.

Table no.1: Toursts’ spots Murshidabad and its surrounding

TOURISTS' SPOTS MURSHIDABAD AND IT'S SURROUNDING		
HISTORICAL	RELIGIOUS	AESTHETIC
HAZARDUARI PLACE MOTIJHEEL KATHGOLA BAGAN NASHIPUR RAJ BARI HOUSE OF JAGAT SETH JAHANKOSA CANON KHOSBAG DEBI SINGHA PALACE WASIF MANZIL HATISHAL ASTABAL GRAVE OF NOWSER BENU BEGUM DAKSHIN DARWAZA TRIPOLIA GATE MIR JAFAR HOUSE AZIMUNNISSA BEGUM CEMETRY HIRAJHEEL	IMAMBARA KATRA MOSQUE MADINA MOSQUE FUTU MOSQUE DAHAPARA DHAM KIRISTWARI TEMPLE PARASHNATH TEMPLE CHARBANGLA TEMPLE RANI BHAWANI TEMPLE RADHA MADHAB TEMPLE AMAIPARA KALI TEMPLE	MATIJHEEL PARK MURSHIDABAD PARK BHAGIRATHI PARK.

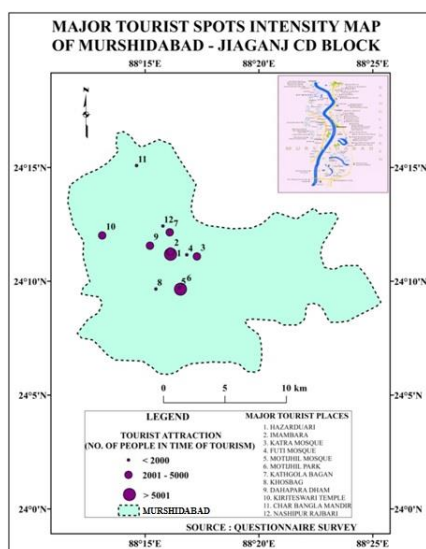


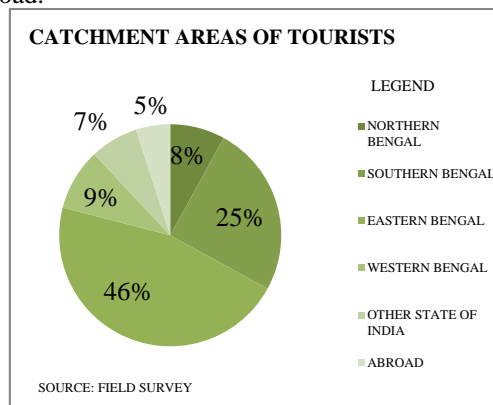
Fig.2: Major tourist spots intensity map

VI. PERCEPTION OF TOURIST:

Tourist is the main resource in a tourist spot .It is very significant to study the perception of the tourists

about a tourist centers (M. Nandi & N. Chakma, 2013). Through the survey of the perception of the tourists we have tried to identify their socio economic status and perception about tourism.

• **Catchment of tourist:** The catchment area of tourists who came to Murshidabad following area – Northern Bengal, Southern Bengal, Eastern Bengal, Western Bengal, Other State of India and coming from abroad.



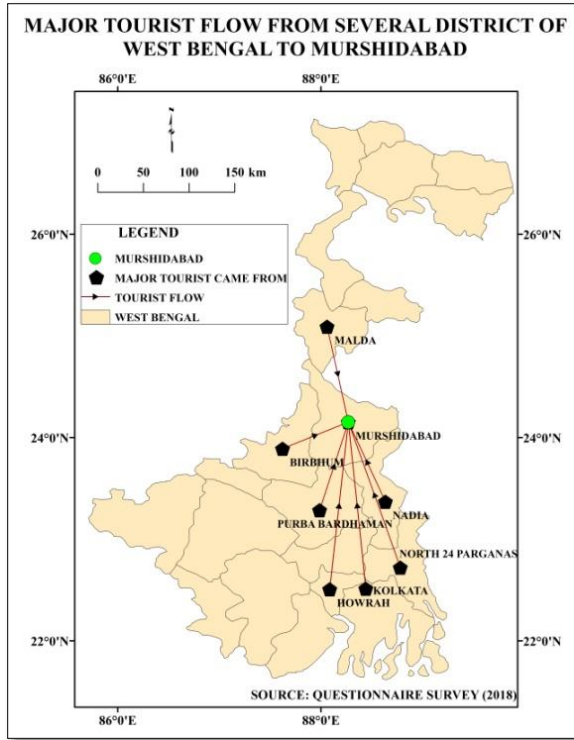


Fig.3: Catchment zone of tourists

• **Purpose of visit:** The particular objective was to find out probable reason of the tourist for visiting Murshidabad is considered for tour purpose. To know the reason question formats were made and applied upon 200 tourists in random way.

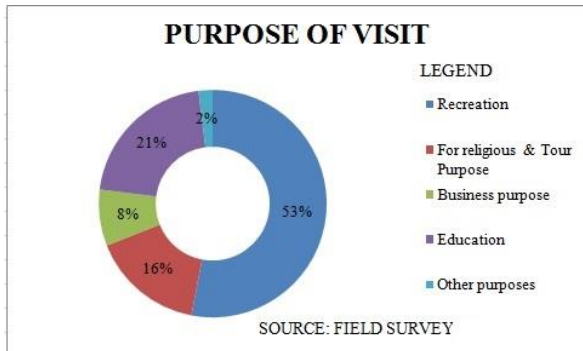


Fig.4: Purpose of visit

• **Frequency:** It is known and has been established through investigation that major no. of tourist comes to Murshidabad for tourism purpose. An attempt was made to find out the frequency of visits usually made by the tourists. This study has been done upon interviewing of 200 tourists (selected randomly) in the field. The result has been represented in the table and has been depicted in Figure.

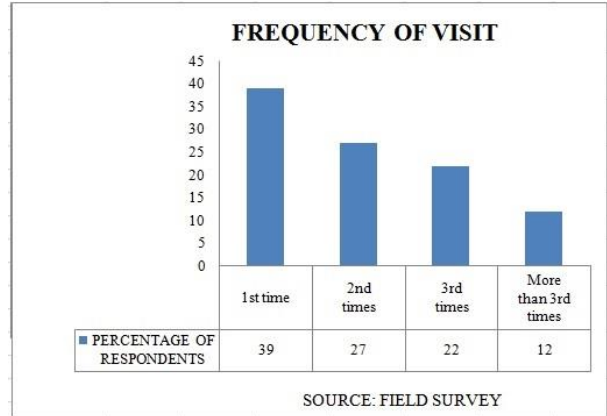


Fig.5: Frequency of visit

• **Level of pollution:** In favorable seasons huge amount of population pressure on environment arise in short time span. It is very difficult to control noise, plastic and drugs pollution. Garbage disposal and water logging type of land pollution also occur at time. In this case tourists' sufferer a lot.

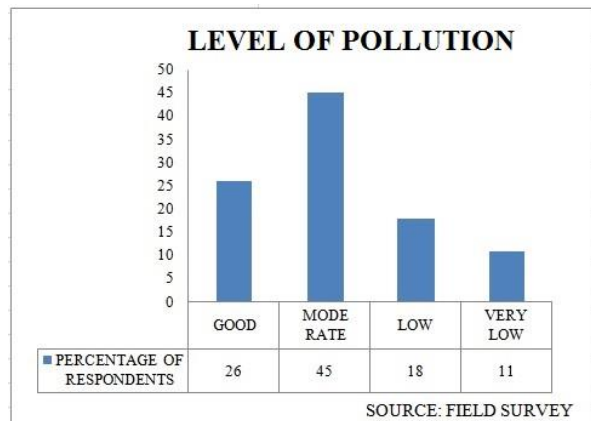


Fig.6: Level of pollution

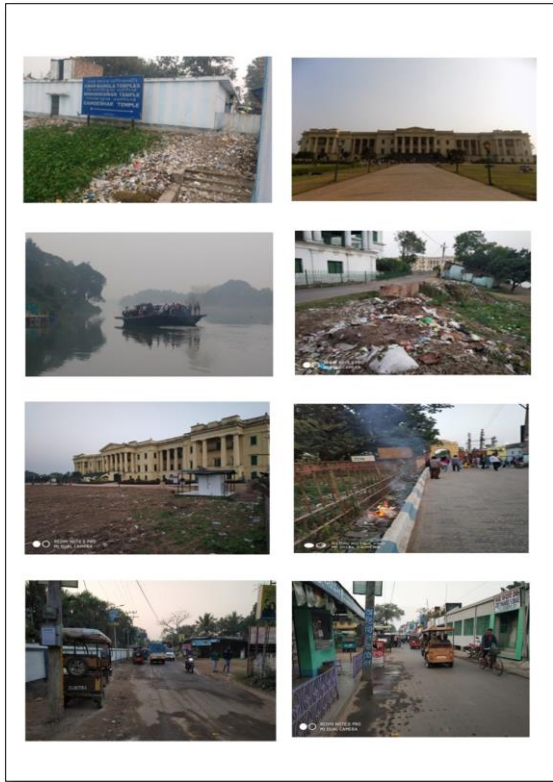


Plate 1: Garbage disposal, illegal road side parking, over loaded boat & footpath facility not available

VII. MAJOR PRBLEMS:

- Garbage disposal problem
- Transport communicational problem
- Lack of well facilitate hotels and lodges
- Illegal car parking & illegal construction beside the road which are helps to traffic problem.
- Absence of proper purified water and sanitation problem for the tourist.

VIII. RECOMMENDATION FOR FURTHER DEVELOPMENT TOURISM INDUSTRY:

- **One ticket facility** for tourist by Murshidabad Municipality or Tourism department of West Bengal Government or NGOs.
- Heavy boat to connect both side of river for the purpose of well distributed tourism.
- Comfortable boat safari to show the beauty of nature, spent some time and visit some places which are situated bank of Bhagirathi river.
- Beautification of bank of Bhagirathi near Hazarduari palace.
- According to tourist intensity map we clearly observed those eastern part bhagirathi rivers which are flourish for tourism industry from western part of river. Motijheel is one of the most chief attractions of tourist but opposite to Motijheel was Khosbag which are grave place of Nabab’s family. But due to transport communicational problem that Khosbag are not create

good impact on tourist. If any kind of ropeway facility are implemented then that area is also introduce another chief attraction of tourist.

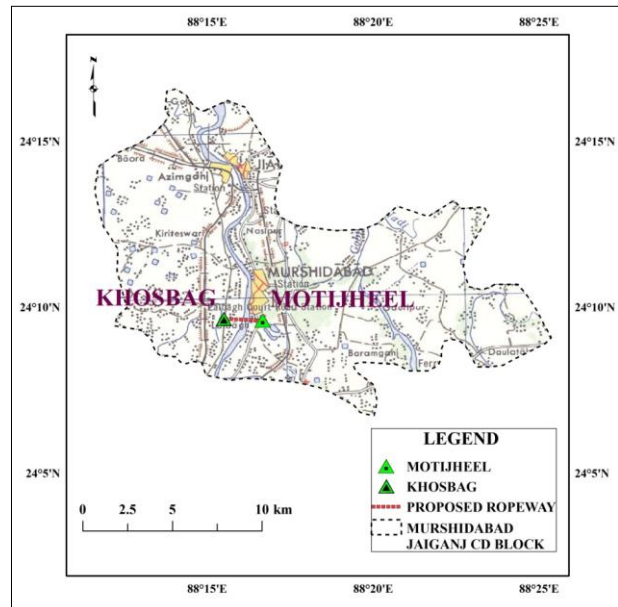


FIG.7: PROPOSED ROPEWAY MAP

- A beautiful specialized market where local products are available.
- Tanga rickshaws become a heritage vehicles they have some importance for tourism purposes.
- Provide a well distributed rate chart for guides, e- rickshaws etc.
- Provide permanent Bus terminus for improve transport communication services to connect directly from kolkata, Siliguri, and Burdwan by SBSTC, NBSTC, and WBTC.
- Provide lots of WATER ATM by Municipality to ensure the pure water.
- Government must pay attention to built up TOUIRST LODGE for developed tourism purposes with special Nawabi dish.
- Provide well bathroom and toilet facility for men and women.
- Municipality pays attention to ensure plastic pollution control, DJ box noise control, control of drug uses in public places, good traffic control, and good administration.
- Developed a community hall for knowing about past glory history of Murshidabad.
- Maintain road and road side lighting and road side beautification.
- Provide well footpath and sound system facility.

IX. SUSTAINABLE TOURISM DEVELOPMENT:

The world tourism report defines sustainable tourism “as a mode, form of economic development that exemplifies steward ship of environment and sensitivity to community and cultural aspiration.” As a

form of sustainable tourism prays to man to follow following guidelines to avoid the negative impact of tourism on environment –

- Tourism planning, development and operation should be in the spirit of sustainable development involving different Govt. and private agencies.
- Govt. and private corporations should follow ethical principles, which respect culture and environment of the host area.
- The protection and appropriate economic use of natural and human environment.
- Tourism should be undertaken with equity in mind, not to do unfair activities which make access or pollution free environment.
- Good information, research and communication on the nature of tourism and its effects on the human and cultural should be highlighted prior to during development and in subsequent time.

• Careful monitoring should be done to allow local people to take advantages offered by nature without disturbing it.

• There should be integrated environmental, social, cultural and economic planning to think with existing uses, way of life and natural consideration, which improve human welfare.

• Local people should be encouraged to undertake leadership role in the planning and development of their regional assets with govt. and private help and co-operation.

• Govt. should strictly make laws in favor of environmental improvement and for the people as if they can never hamper the existing condition, rather compelled to enhance the sustainability and obstruct human interference, which is deteriorating the ecosystem.

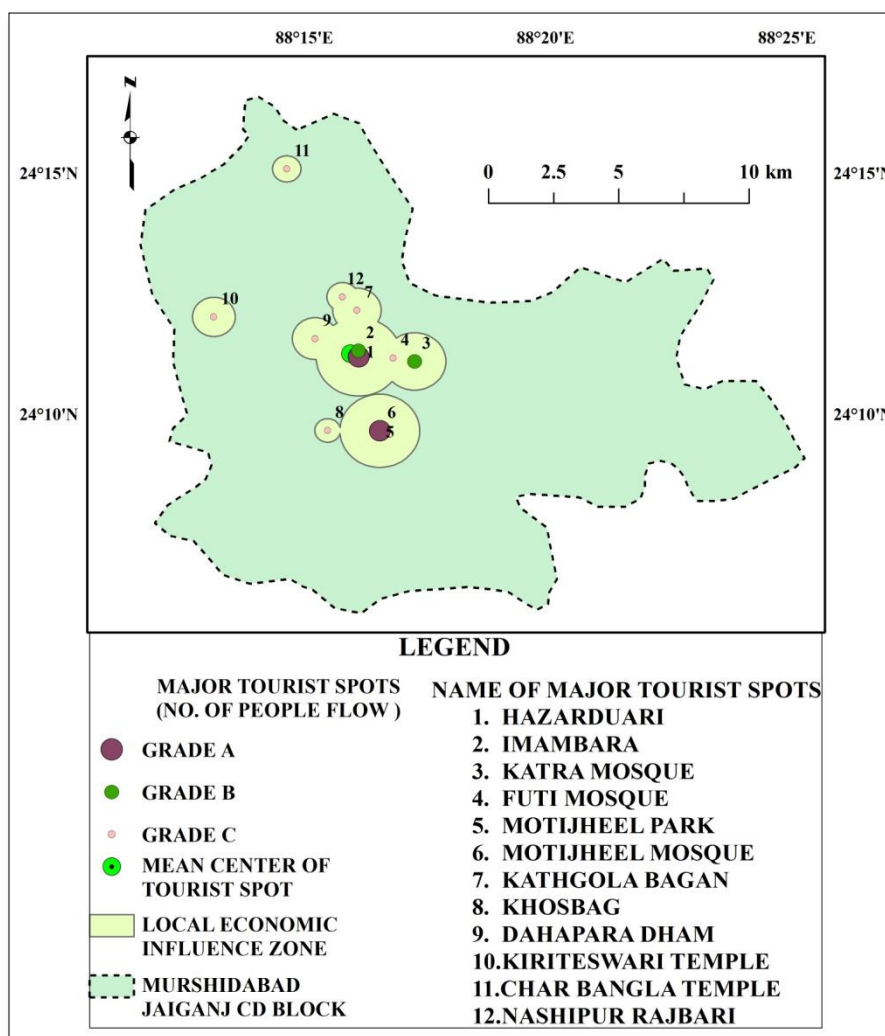


Fig.8: Mean center of tourist spot & local economic influence zone

- In current year the Central Government has announced **azarduare Palace & Imambara** as **Monuments of National Importance** (11/02/2020).
-

X. CONCLUSION:

Tourism is an important instrument for economic development and employment generation. Primary economic activity this is not enough, the tourists spot

of Murshidabad have huge potentiality and possibility to develop a large tourist industry which can help to increase the standard of living of local people. Local people are not so much aware to improve it at the commercial level. Outside the main tourist spots of Murshidabad there have many places which have bright

potentiality and prospects for tourism. Existing Governmental plans are not sufficient and incapable to meet the demand because those plans are piecemeal type. Some activities are going and some are still to be implemented. If all the existing plans are implemented then the condition may improve.

REFERENCES

1. William, S., (1998). Tourism Geography, Routledge, London & Newyork, 1.
2. MeKercher, B., & Lew, A.A., (2004). Tourist Flows and Spatial Distribution of Tourists, (C.M.Lew, & A.M.William, Eds.) *A Companion to Tourism*, Blackwell Publishers, NewDelhi, 36.
3. Government of West Bengal (2000): Gazetteer of Murshidabad District, Kolkata.
4. Chakrabarty, P. (2011). DYNAMICS OF TOURISM : A CASE STUDY IN POKHARA VALLEY REGION , NEPAL. *INDIAN JOURNAL OF LANDSCAPE SYSTEM AND ECOLOGICAL STUDIES*, 34 (2), 571-576.
5. Das, S., & Mandal, P. K. (2011). TOURISM FOR SUSTAINABLE LIVELIHOOD IN PURULIA DISTRICT OF WESTBENAGAL. *INDIAN JOURNAL OF LANDSCAPE SYSTEM AND ECOLOGICAL STUDIES*, 34 (2), 593-602.
6. Mandal, K. P. (2011). SEA RESORT TOURISM DEVELOPMENT : A CASE STUDY OF DIGHA. *INDIAN JOURNAL OF LANDSCAPE SYSTEM AND ECOLOGICAL STUDIES*, 34 (2), 525-532.
7. Mandal, K. P. (2011). Tourism as a Factor of Regional Economic Development : A Case study of Murshidabad district, West Bengal. *Geographical Review of India*, 73 (4), 400-404.
8. Pahari, N., & Chandra, P. (2011). A THIRST FOR DEVELOPMENT OF TOURISM AT KHANAKUL -I BLOCK OF HOOGHLY DISTRICT. *INDIAN JOURNAL OF LANDSCAPE SYSTEM AND ECOLOGICAL STUDIES*, 34 (2), 333-336.
9. Tarafder, S., & Biswas, S. (2011). STATUS AND PROSPECTS OF TOURISM INDUSTRY IN THE MURSHIDABAD MUNICIPAL TOWN, WEST BENGAL. *Practising Geographer*, 15 (1), 367-380.
10. Chatterjee, S., & Deyasi, S. (2012). ECOTOURISM PROSPECTS AND SUSTAINABLE RURAL DEVELOPMENT UNDER BSPS, BOLPUR, BIRBHUM DISTRICT, OF WESTBENGAL. *INDIAN JOURNAL OF LANDSCAPE SYSTEM AND ECOLOGICAL STUDIES*, 35 (2), 360-364.
11. Mamun, A. A., & Mitra, S. (2012). A Methodology for Assessing Tourism Potential: Case Study Murshidabad District, West Bengal, India. *International Journal of Scientific and Research Publications*, 2 (9), 1-8.
12. Mandal, K. P. (2012). Tourism Development in West Bengal. *INDIAN JOURNAL OF LANDSCAPE SYSTEM AND ECOLOGICAL STUDIES*, 35 (2), 112-118.
13. Mandal, P. K. (2012). TOURISM POTENTIALS IN PURBA AND PASCHIM MEDINIPUR DISTRICT - A COMPARATIVE STUDY. *INDIAN JOURNAL OF LANDSCAPE SYSTEM AND ECOLOGICAL STUDIES*, 35 (11), 591-600.
14. Mondal, M. A. (2012). Tourism Resource Development Prospect Bankura District, WestBengal: An Empirical Study. *INDIAN JOURNAL OF LANDSCAPE SYSTEM AND ECOLOGICAL STUDIES*, 35 (2), 263-279.
15. Rai, A. K. (2012). Eco-tourism Development in Pench National Park, MadhyaPradesh. *Geographical Review of India*, 74 (2), 122-127.
16. Roy, S. (2012). RECENT DEVELOPMENT OF TOURISM IN JALPAIGURI DISTRICT A CASE STUDY OF MANGALBARI VILLAGE NEAR CHALSA. *INDIAN JOURNAL OF LANDSCAPE SYSTEM AND ECOLOGICAL STUDIES*, 35 (2), 52-59.
17. Tarafder, S., & Jana, N. (2012). ASSESSMENT OF TOURISM POTENTIAL IN MURSHIDABAD DISTRICT, WEST BENGAL. *Eastern Geographer*, XVIII (1), 131-140.
18. Nandi, M., & Chakma, N. (2013, October). Tourism and Development of Susunia Hill , Bankura District, West Bengal. (N. C. Jana, & L. Sivaramakrishnan, Eds.) *RESOURCES AND DEVELOPMENT ISSUES AND CONCERNS*, 585-605.
19. CHAKRABARTY, P., & MANDAL, T. (2014). GEOGRAPHICAL ASPECTS OF TOURISM IN RURALScape OF PATHRA: a HERITAGE VILLAGE IN WESTBENGAL. *Practising Geographer*, 18 (2), 101-109.
20. Paul, S. K., & Roy, S. (2016, March). Tourism-based heritage conservation in Murshidabad:an appraisal. *JOURNAL OF HERITAGE TOURISM*, 1-16.
21. Ghosh, S., Bid, S., & Mondal, C. (2018). Impact of Maithon Dam - A Micro Level Study on Salanpur Block of Paschim Bardhaman District, West Bengal. *International Journal of Computational Engineering Research(IJ CER)*, 08 (08), 51-64.
22. Dey, K., & Biswas, T. K. (2019). Role of Murshidabad Hazarduari Palace Museum in Cultural and Heritage Tourism. *International Journal of Science and Research*, 8 (3), 282-284.

Webliography:

- www.westbengaltourism.gov.in
- www.murshidabad.net
- www.tourism.gov.in/www.tripadvisor.in
- www.wbgov.in
- www.murshidabadmunicipality.org
- www.murshidabad.gov.in
- www.mumbong.blogspot.com
- www.holidayhotspot.info