

“A STUDY OF HERITAGE TOURISM IN BASTAR REGION.”**DR. SATYA KISHAN****Nikita Goyal**

Assistant professor

Research scholar

MSBS,MATS School of business studies

MSBS, MATS school of business studies

MATS UNIVERSITY, Raipur, Chhattisgarh MATS UNIVERSITY, Raipur, Chhattisgarh

ABSTRACT:

Heritage tourism involves service to tourists with the uniqueness of nature, quality, and according to him comfortability and heritage features. Cultural, traditional, natural & educational facilities are the important features of heritage tourism places. A significant difference between the comfortability or the expectation of tourists between services offered in place of heritage tourism. Heritage tourism environment, weather, art, painting, cultural rules, and traditions attract More no domestic tourists in that place. The government arranged various cultural, traditional, and local event programs and gave traditional hospitality facilities for the development of the heritage tourism place of Bastar. The tourism department focuses on improving infrastructure quality and renewing it, the availability of document factsheet related to heritage places in all tourism organizations. Now that time tourism is one of the high revenue generators and contributors to GDP. [source: Dubey et al. (2021)]

Keywords: Domestic tourists, Features, Heritage tourism, return intention**INTRODUCTION:**

The tourism industry is one of the fastest-growing industries with huge potential for economic development. The tourism economy not only earns foreign exchange but also conducts dimensional effects. It is also involved in social culture and environmental development. Tourism development in Baster encourages both employment opportunities and entrepreneurial practice. Baster is a place where tourism creates opportunities for both tourists and entrepreneurs. It offers a multiplicity of destinations that attract all tourists and get opportunities to earn from it. [source: Dubey et al. (2021)]

Bastar is a tribal region in Chhattisgarh, located in Jagdalpur. Bastar and Dantewadaw were once part of the Bastar district. In the pre-independence era, Bastar was considered a princely state. It

was founded in the 14th century by a man named Annama Deva after India's independence in 1947. Bastar was blessed with an exceptional scenic beauty that attracts lovers of nature to explore the forests, waterfalls, wildlife, ancient temples, tribal dance, and music. It was located at a distance of 264 km from Raipur. Bastar is the most significant eco-friendly destination in the country. Bastar has valuable impressive art, architectural work, and culture, and national parks, waterfalls, natural caves, palaces, museums, and places that attract more and more visitors. (source: Chhattisgarh tourism)

Historically, the region is Dandakaranya in the epic Ramayana and is a part of the Kosala Kingdom in Mahabharata. Bastar princely state was established around 1324 AD, when Anaam Dev, brother of the last Kakatiya King, Pratap Rudra Dev (1290-1325) left Warangal and established his royal empire in Bastar. Later in the 15th century, Bastar was divided into two kingdoms. Where one was Kanker and the other was Jagdalpur. The Valmiki ashram has been identified by researchers here in Bastar. Bastar is also acknowledged as the ' Kashmir of Chhattisgarh'. Kailash Cave, Chitakote Waterfall, Narayan Pal temple, Mendrigumar Waterfall, Chitradhara Waterfall, Teerathgarh Waterfall, Kanger Valley National Park, etc. are the heritage tourist places in Bastar. (source: bastar.gov.in 2022)

Heritage is taken as history, culture and the land in which people live. It includes Historic buildings and monuments, Traditional landscapes and indigenous wildlife, Language, literature, music and art, Sites of important past events like battles, Traditional events, and folklore practice, Traditional lifestyles including food, drink and sport. [source: S.A. (2021)]

LITERATURE REVIEWS:

DIVE & DUBEY (2021), "A study of heritage tourism in Madhya Pradesh." The purpose of the study is to understand the entrepreneurial opportunities and features of heritage tourism. They use secondary data in their research. They find that the cultural, traditional, natural, and educational environment facilities are important features of heritage tourism and the MP department is focused on the growth of sustainable tourism and get well plan, tourism model, various tourism activity and expansion methods, development process & recreationally activities. The research gap in this research paper is they promote and are aware of the heritage site at the

national level not at the international level. Need more promotion of local culture of heritage places and maintenance of traditional monuments.

DIWAN et al.(2021), “Geologic- geomorphic condition, Archeological- architectural heritage structures and conservation of ancient Hindu Malhar mud fort Chhattisgarh India.” The object of the study is to analyze the architectural features of Hindu temples and sculptures of the Malhar region and categorize them in correlation with the historical chronology. Both primary and secondary data and s.o.i toposheets have been used. They find that the Indian traditional cultural art and Hindu religion are the main attractive views and lead over centuries in south Kasala in C.G. .present time in the architectural evidences in the form of temples, monument, rivers, diagram, stone art are the attractive sites are situated in the Chhattisgarh. The research gap is he studies only the CG state heritage structure, ancient monuments, and their conditions, not its development, awareness program, and how benefit of the GDP extra.

S.A.(2021), “A STUDY ON CULTURAL AND HERITAGE TOURISM IN INDIA.”The purpose of the study is to find the assets of our heritage and know about the legacy of our past, present, and future. It's based on secondary data. He finds that the world heritage sites in India are considered to have a lot of cultural and natural importance in the world. We are blessed with a beautiful heritage place. Heritage tourism helps to preserve, protect and promote, generate revenue through cultural heritage resources.

PANNEEERSELVAM & MARY (2019), “ HERITAGE TOURISM IN TAMILNADU: POTENTIAL AND CHALLENGES.”The purpose of the study is to highlight each area and site which are enhanced by more promotion and solid cooperation between the government agencies, travel agencies, and non-governmental agencies. They use secondary data in their research studies. They find that Tamilnadu has retained the first position in foreign and domestic tourist arrivals for the third consecutive year. Its culture, and music, and residents spend a great deal of time with family and friends celebrating their culture & and heritage. The research gap is the need for awareness of cultural heritage tourism and promoting art and cultural activity.

NOOR & SHARMA (2018), “STUDY ON CULTURAL AND HERITAGE TOURISM: ADILABADDISTRICT.”The purpose of the study about cultural and tourism relationships and tourist attraction reasons in the Adilabad district. They use secondary data in their study. They

find that the tourism culture relation is a newly promoted concept. Culture is a big factor in the fastest growth of tourism. Cultural heritage, regional deserts, natural and life-giving cultures are now major tourist attractions and Lastly, they conclude that the district of Adilabad has historical monuments, traditional fairs, festivals, arts and crafts, and other tourist attractions which can, directly and indirectly, promote the villages of this district. The research gap is they focus on only the relationship between culture and tourism in MP but not on its maintenance, and how to develop and create more and more awareness programs for tourists.

SHARMA & SHARMA (2017), “HERITAGE TOURISM IN INDIA: A STAKEHOLDER’S PERSPECTIVE.”The purpose of the study is to find out the success factors and role of stakeholders of heritage tourism in Himachal Pradesh and to identify the challenges for the development of heritage tourism. They use both primary and secondary data. Use of pilot survey, interview, and questionnaire method for primary data. They find that the seven factors are related to the opinion of stakeholders and create an impact on the destination tourist in Himachal Pradesh. The conclusion is that the tourism sector is a major economic engine and create a big portion of employment and business opportunity for resident worldwide. The research gap is that focus on the factor of geographical and demo-graphical characteristics in the study not on the relationship of them.

DANGI (2017), “HERITAGE AND TOURISM: ISSUES AND CHALLENGES.”The purpose of this paper is to analyze and observe the status of heritage tourism issues and challenges. He used secondary data in their research. It finds that tourism is a powerful economic development tool, which creates jobs, new business opportunities, and strength for local economies and the heritage managers have a primary duty to protect and conserve the site. The conclusion of the study is that they find a proper method to resolve the issues and challenges that arise while observing, managing, and promoting cultural heritage. In this paper, the research gap needs to focus on the issue of funding on assets which are costly for some people and need more awareness and collaboration on the heritage site.

AHAMED (2017), “CULTURAL HERITAGE TOURISM – AN ANALYSIS WITH SPECIAL REFERENCE TO WEST BENGAL, INDIA.” The purpose of the study is that analyze the importance and performance of heritage places and current status of funds, and their

impact on the economy, society, and environment. It's based on secondary data. he found that West Bengal promote have preferred destination for tourist and create scope for business and opportunity to improve the economy and revenue. The research gap is he did not collaborate with tour operators to create an awareness program for tourists and create more information about the market.

SHANKAR (2015), “IMPACT OF HERITAGE TOURISM IN INDIA – A CASE STUDY.”

The purpose of the study is to develop a strategic marketing plan for tourism and attract new investment, create new jobs, aware people of heritage sites. He used secondary data in their research. He finds that tourism is a developing sector and it has become in 2nd position in India. Tourism in India has an impact on the economy approx. & 34 billion and generate expenditure of 20 billion. The research gap is that his research work is not well explained about the development strategy plan.

KUMAR (2009), “ INDIAN HERITAGE TOURISM: CHALLENGES OF IDENTIFICATION AND PRESENTATION.”

The purpose of the study is to encourage countries to sign the World Heritage Convention and ensure the protection of their own natural and cultural heritage. He finds that India has more heritage sites. The citizens, administrators, and policymakers are equally responsible for the stable condition of old monuments. Cultural tourism has the largest share of the economy most tourists visit India to see its unique culture and traditions.

BISWAS (2009), “KOTUMSAR CAVE BIODIVERSITY: A REVIEW OF CAVERNICOLES AND THEIR TROGLOBIOTIC TRAITS.”

The purpose of the study is to deep analysis of the Kotumsar cave which includes the ecological community and overall habitat of the cave & and its Cavernicoles, and troglolobiotic species. He used both primary and secondary data in his research paper. The researcher found that in the study Kotumsar Cave is biologically the best-known cave in India and attract tourist and researchers from all over the world. Distribute the cave species into three cave zones that is- twilight zone, intermediate/ transition zone, and third is deep zone. He concluded that the cave zone makes it easy to analyze the status of troglolobiotic species & and taxonomic position. The research gap is he studied the different cave species and cave zone in detail and the Kutumsar cave are still host attractive site

in Bastar so more tourist coming by which increase human traffic and religious activity which harm the species so he did not study to preserve them for future generation.

OBJECTIVES:

- o To explore the famous heritage spot on Bastar.
- o To analyze the traditional/ ancient hospitality service of heritage tourism.
- o To observe the available services on heritage tourism for the satisfaction of tourists.
- o To explore the activities provided by the Bastar tourism to attract tourists.

RESEARCH METHODOLOGY:

Research methodology means ‘HOW’ a researcher systematically or in proper way design, creates a research paper to ensure valid and authentic results that prove the research aims and objectives.

DATA COLLECTION METHOD

This study used secondary data to study heritage tourism in Bastar.

SECONDARY DATA

Secondary data was collected from government tourism, websites, books, magazines, news articles, review papers, and historical records.

DATA ANALYSIS AND INTERPRETATION:

OBJECT> To explore the famous heritage spot on Bastar.

INTERPRETATION-

Bastar is an amazing place located in Chhattisgarh with a unique culture and beliefs and tribal or traditional values. Bastar is famous for its steel plants and cement factories. Bastar and Dantewada are attractive places in the Bastar district. In the pre-independence era, Bastar was

considered a princely state. After the independence, Bastar and Kanker came under the rule of the Indian government. (source:- www.adotrip.com)

The best time of the famous tourist place in c.g. the list are-

(source:- bastar.gov.in)

I. KAILASH CAVE- It is the oldest cave in Bastar. The length of Kailash Cave is 1000 feet and the depth of 120 feet. The limestone is shaped like a shilling. Now, Gypsy Safari is available for tourists to visit and enjoy the beauty of the place.

II. CHITAKOTE WATERFALL- It is situated on the Indravati River in Bastar. Waterfall is located at a distance of 273km from Raipur and 40km from Jagdalpur. The height of the waterfall is 90 feet. To see the specialty on rainy days when water is reddies and looks white in the summer season during a moonlight night. It's also known as the Niagara of India.

III. NARAYANPAL TEMPLE- It's well known for its cultural, historical, and spiritual value. It is situated on the north-western side of Jagdalpur and connected to Chitrakotewaterfalls. Narayanpal temple is the only temple in the whole Bastar where the idol of lord Vishnu is ingrained. Built by Mumundadevi, the queen of the Chindak dynasty.

IV. MENDRI GUMAR WATERFALL- MendriGumar is a beautiful seasonal waterfall on the way to the vast Chitrakotfalls.It's known as the 'mist of the valley'. Its height is 120-125 feet.

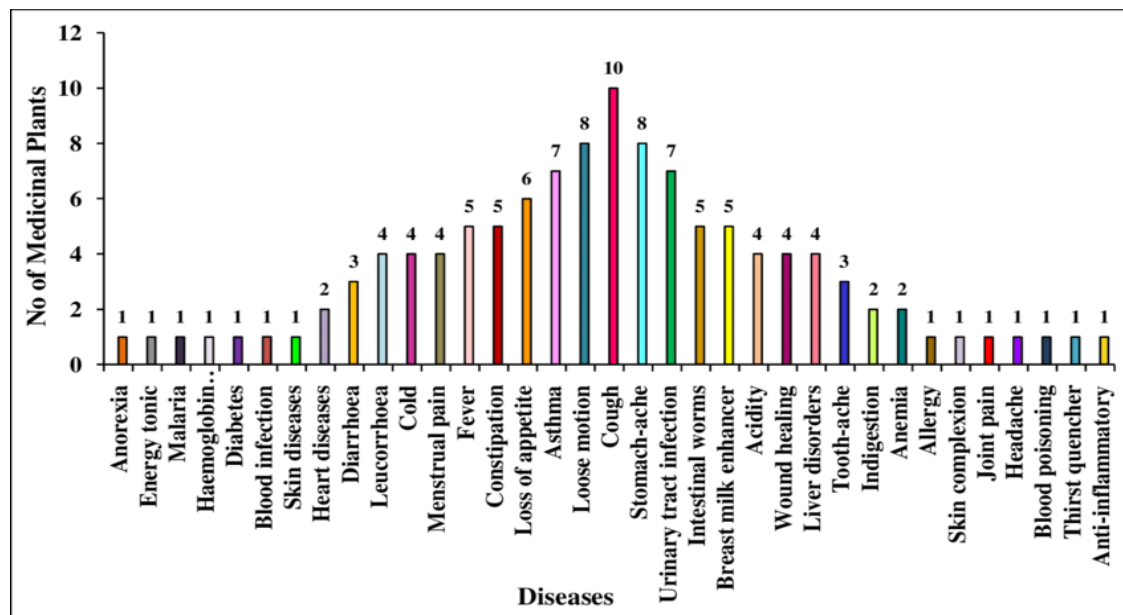
V. CHITRADHARA WATERFALL- It is the beauty of Bastar. on the way to Chitrakote Falls, a small river flows through the valley of a small hill and it is the beginning of the river bed of the farmers. for this reason, there is water during the rain, but in the summer, its excellence fades. The height of the waterfall is 50 feet.

VI. TEERATHGARH WATERFALL- Its distance from Jagdalpur is 35km. it is located on the river Mungabehar and within the Kanger National Park. The waterfall is split into multiple falls that plunge 300ft in one drop which looks more attractive and beautiful.

VII. KOTUMSAR CAVE- Its ancient name was Gopansar Cave. The cave is frequent flooding during the monsoon season. Which generally starts in mid-June to mid-October.

VIII. KANGER VALLEY NATIONAL PARK- It's derived from the Kander River. its speed is over 200 square km. It's famous for its high mountains, deep valleys, giant trees, and various species of wildlife. Kanger Valley National Park is a typical mixed humid deciduous type of forest, in which the sal, saugan, teak, and bamboo trees are available in excess levels. The most popular species in the area is Bastar Maina.

OBJECT> To analyze the traditional/ ancient hospitality service of heritage tourism.



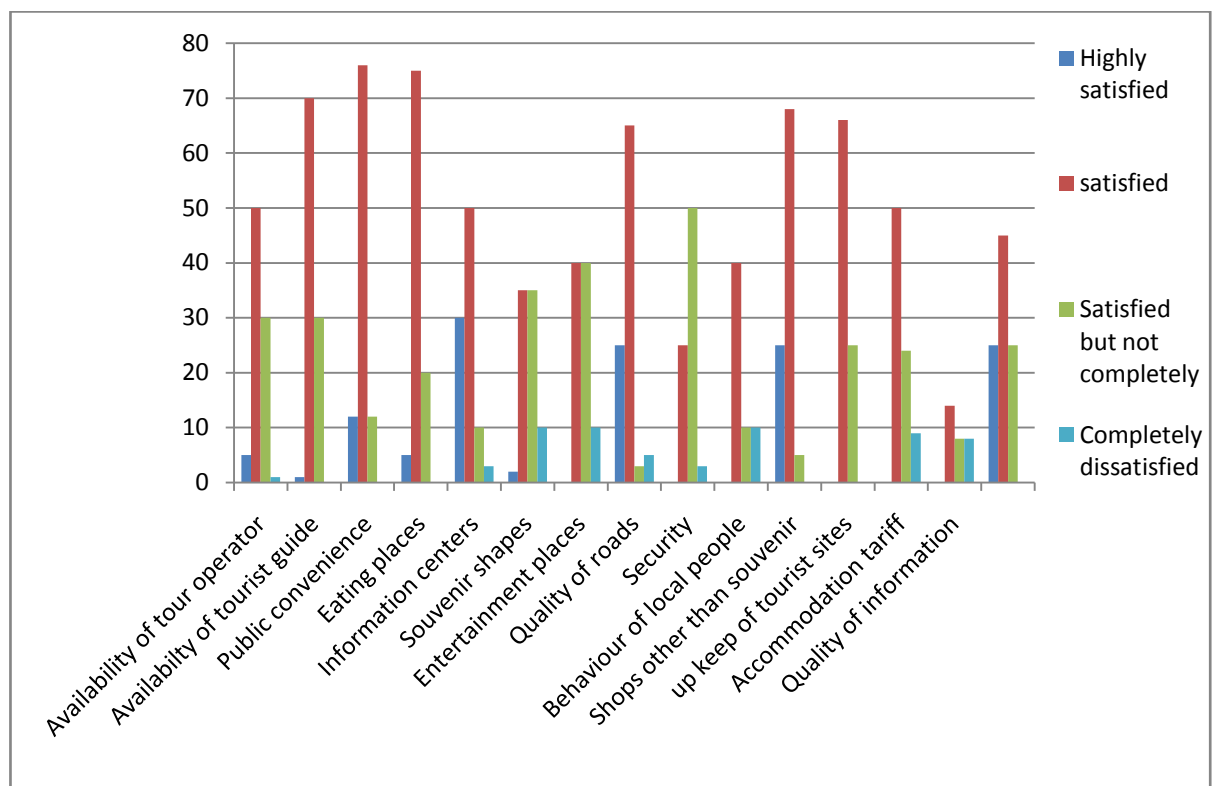
(Source:- Pandey etal. 2018)

INTERPRETATION-

The medicinal plants were categorized according to plant species used in different diseases. The result is that the 10 plant species are effective for cough issues and similarly 8 for loose motion and stomachache, 7 for asthma and urinary tract infection, 6 for loss of appetite, 5 for constitution, fever, intestinal worms, and breast milk enhancer. The other disease has four or less than four plants available. Thus the result shows how the plant species solve the issues of diseases in Bastar through ancient or traditional ways.

To prepare the medicinal plant into medicine its produced are easy for ready. That is firstly crush and mix well a little amount of water or oil for massage and then soak in both water or boil with water for a drink. The dosage was taken as a bath massage or as well as oral form. (source:- Pandey et al. 2018)

OBJECT> To observe the available services on heritage tourism for the satisfaction of tourist.



(Source:- Datamation Consultants Pvt. Ltd)

INTERPRETATION:-

In Bastar have many places to attract tourists and growth of tourism. The area which is fulfills all the needs and wants of tourists who come to the destination. The facilities and services affect the area and also the tourism industry. Service like Availability of tour operators, Availability of transportation, Availability of tourist guides, public convenience, eating places, information centers, souvenir shapes, entertainment places, quality of roads, security, behavior of local

people, shops other than souvenirs, upkeep of tourists sites, accommodation tariff, quality of information. Tourists are satisfied with most of the service. The majority 30% of the tourists were highly satisfied with the eating places and a secondary 25% of tourists were highly satisfied with the entertainment place, behavior of local people, and quality of information. 76%, and 75% of tourists are satisfied with tourist guides and public convenience, and others are continuously 68%, 66%, 65%, and 50% tourists are satisfied with the behavior of local people, shops other than souvenirs, entertainment places, upkeep of tourist sites. That is a great achievement for the fast growth of service and its government but except for some services like transportation, the behavior of local people, shops other than souvenirs, and information quality are not good or bad because tourists were completely dissatisfied with it. (Source:- Datamation Consultants Pvt. Ltd)

OBJECT> To explore the activities provided by Bastar Tourism to attract tourists.

(source:-www.unexploredbastar.com)

Bastar Tourism organized various promotional events with the help of the Chhattisgarh Tourism Board and district administration of Bastar and Dantewada & and other local partners for the change of thoughts of tourists that the Bastar is a dispute zone. Bastar tourism provides for staying tourists at their homes and the local communities get real services for innovation like selling their handicraft products to tourists. The activities are done in special Chitrakote, tirtha, Dantewada, plantar, Phoolpad, dholki bars, etc.

Some of the adventure sports are here:-

BOATING:- Boating is always a joyful movement. Bastar tourism gets an attractive and meaningful offer. Tourists look for mighty waterfalls, lush green forests, or hilly slopes through boating. The boating gets pumped inside tourists. Veins when he starts moving in the boat.

BONFIRE:- Bastar tourism gets this activity to take more attraction. When the weather is cold or gets rains then bonfire helps bring warmth and coziness. Where visitors can enjoy themselves with friends and family in the evening. The entire world uses this idea for a romantic location but the Bastar offers it in a simple and attractive form which are all types of prefer.

CAMPING:- Bastar provides the activity of camping. Bastar is surrounded by dense forests and countless hills. Bastar Tourism provided a tent for the rest of the visitors and guiding facilities for camping.

CAVE EXPLORATION:- Bastar have many historical cave which has many meaningful and attractive. Self-cave exploration is more interesting with getting direction in the absence of light, negotiating pitches, squeezing in between the boulders, or crawling down the rocks.

HIKING:- Hiking is a wonderful experience for get unseen place. It is a reflective experience when tourists go hiking in the typical forest atmosphere with a lot of peace and fresh air. It is just that every step gets a change of thought and knowledge about yourself, your alter-ego. Bastar tourism is offered at the time of hiking some hidden trails to hop on.

LOCAL FOOD:- The local food of Bastar makes a unique and attractive identity that is different out of the world. After hiking when tourists sit for a rest Bastar Tourism provides the service of local food on green leaves, it feels good. Tourists come to Bastar to get real experience and taste local food with authentic local touch and love.

NATURE WALK:- Bastar looks peaceful and attractive with reason of nature's beauty. Nature walking is an amazing experience with the voice of rivers and streams, fresh air, and drizzling sky. Every step gets surprises to visitors when nature blooms at its fullest. Tourists spend lots of time observing and exploring the look of nature through nature walks.

RIVER CROSSING:- River crossing is a type of adventure sport that needs an expert to do it. River crossing and venture are more interesting when the guide puts hand in hand and describes every minor detail for crossing the adventure of life. That was an exciting and craziest feeling to cross the river and touch nature.

SIGHTSEEING:- Bastar Tourism provides a guide for sightseeing tourists. Sightseeing by the tourist with his eye and sightseeing with the additional eye of a local guide is completely different because he knows well the locality of nature. In Bastar, every place has a historical & interesting story. In Bastar natural marvels, architectural gems, tribal habitats, historical caves, and festivals take many stories with them. The experience of sightseeing is not only a sightseeing activity it is every place, nature has a deep story which is interesting.

TRAVEL:- Travel is a too much fun but it gets more joyful and interesting when tourists travel with the purpose of knowing the geography, culture, lifestyle, and history of a particular place. At traveling time tourists can stay at a local homestay, take local food, look at culture, understand arts & crafts, and explore the hidden games. It is a real experience to touch with Bastar.

TREKKING:- Trekking is an amazing experience provided by Bastar Tourism to track the records. Trekking is an activity to covers and specified journey on foot with backpacking and rock climbing. Trackers cross forest areas, mountains, and deserts and face different climate conditions. The activity does not require too much planning and is done in groups. Trekking is a more enjoyable and worthwhile activity to attract tourists to Bastar.

(source:- www.thrillophilia.com)

FINDINGS:

Bastar district is full of deep forests, high hills, waterfalls, caves, and wild beasts. Bastar Mahal, Bastar Dussehra, Dalpat Sagar, Chitrakot Waterfalls, Kutumsar Cave, and Kailash Caves are the main specialty of heritage tourism in Bastar. Another specialty is impressive art and architectural work with exquisite carvings and engravings on walls and ceilings who are more attract tourists to visit the destination or the researcher.

Bastar tourism is currently a growing sector but needs development so heritage tourism has huge challenges are there:

- o Inadequate and poor quality of infrastructure
- o Clean and comfortable place at a reasonable price
- o Facility of road, air, and railway
- o Religious beliefs
- o Need to preserve the heritage and natural resources
- o Safe and secure tourism

- o Tradition and custom
- o High taxation
- o Lack of private sector interest
- o Bad weather
- o Lack of government interest

It is important to protect and improve the Bastar heritage, so its regular maintenance and repair of old and broken or damaged sites are necessary. People's awareness about the heritage of Bastar and strict security maintained or control of pollution around the heritage sites are important for improving tourism, other are infrastructure facility improvement, respect for the value of the environment, flora and fauna, and monuments.

SUGGESTION & RECOMMENDATION :

Heritage tourism is a major tourist attraction in Bastar district, so organized promotion activities and awareness programs for visitors. Build good roads and service points in tourism destinations. Some good beautiful destinations and monuments in Bastar are very memorable from the past. To maintain them and conduct traditional events at the international level. Allow funding for monument and heritage building. All travel and tourism organizations should be advised of the availability of documents on the factsheet on their premises. Practice conservation of nature and culture as a way of life.

CONCLUSION:

Features of cultural, traditional, natural, and educational, facilities are the important features of heritage tourism places. What are some differences between the expectations of tourists and heritage tourism places? Heritage tourism places create a positive impact on domestic as well as foreign tourists. The government promotes cultural programs and local events for awareness of the heritage of tourist place. Heritage tourism is maintained well clean and sustainable for entertaining activity.

Bastar tourism focus on the development and growth of heritage place they create a good plan and promotional and awareness activity or various expansion or recreation methods in the place. All tourism sector creates eco-tourism, heritage, and pilgrimage centers in Bastar for suitable tourist. At that time tourism was one of the high revenue generators and contributors to GDP. the researcher also takes an interest in research on heritage places. The growing rate of tourism can improve and success of Bastar and also overall economic development.

REFERENCE:

JOURNAL ARTICLES:

DIVE, K.D. & DUBEY, A.D.(2021), “A study of heritage tourism in Madhya Pradesh.” 20(5), 5328-5332, doi: 10.17051/ilkonline.2021.05.597

DIWAN, D.HD. & BHADAURIA, D.S.S. & KADWE, D.P. & SANYAL,D.(2021), “Geologic-geomorphic condition, Archeological- architectural heritage structures and conservation of ancient Hindu Malhar mud fort Chhattisgarh India.” 6(7), 100-108

S.A.(2021), “A study on cultural and heritage tourism in India.” 9(5), k149- k152

PANNEERSELVAM, R. & MARY, A. (2019), “ Heritage tourism in Tamilnadu: potential and challenges.” 6(1), 45-48

NOOR, W. & SHARMA, D.D. (2018), “Study on cultural and heritage tourism: Adilabad District.” Xv(3), 664-668

SHARMA, A. & SHARMA, S. (2017), “Heritage tourism in India: a stakeholder’s perspective.” 1(1), 20-33, doi: 10.21511/++.1(1).2017.03

DANGI, V. (2017), “Heritage and tourism: issues and challenges.” 8(21), 217-222, doi: 10.5958/2321-5828.2017.00032.8

AHAMED, H.(2017), “Cultural heritage tourism – an analysis with special reference to West Bengal, India.” 1(4), 55-62

SHANKAR, S. (2015), “Impact of heritage tourism in India – a case study.” 2(6), 59-61

KUMAR, R.B.(2009), “ Indian heritage tourism: challenges of identification and presentation.”
1-14

BISWAS,J(2009). “Kotumsar cave biodiversity: a review of Cavernicoles and their troglobiotic traits.”DOI:10.1007/s10531-009-9710-7

Dubey et al (2021)

Chhattisgarh tourism

Pandey et al. 2018

Datamation Consultants Pvt. Ltd

S.A. (2021)

WEBSITES:

<https://bastar.gov.in>

<https://www.holidify.com>

<https://www.onegreenplanet.org>

<https://www.askmattrab.com>

<https://www.google.com/imgres>

<http://rjhssonline.com/HTMLPaper.aspx>

<https://bastar.gov.in/en/tourism/tourist-places/>

<https://bastar.gov.in/en/tourism/>

<https://www.adotrip.com/city-detail/bastar/how-to-reach>

<https://www.unexplorebastar.com/history-of-bastar-state/>

www.thrillophilia.com