

## **A CASE STUDY ON TOURIST ARRIVAL IN THE STATE OF BIHAR from 2010 TO 2019**

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**ABSTRACT:** Bihar is a state in eastern India named after the word 'vihar,' which refers to a calm and joyful environment where people can freely tour or roam. The purpose of this article is to examine Bihar's tourist footprint from 2010 to 2019. The outcomes of this study show that domestic and international tourist arrivals in the state are increasing in a considerable and beneficial way. According to paper, 10 districts account for 71% of all tourist arrivals in the state. The findings of this study would greatly assist the state tourism sector and stakeholders in developing and implementing the best strategies for overall tourism development in Bihar. The study provides additional research potential in terms of attempting the same by expanding the database, both within and beyond organisations.

**Keywords:-**Cultural heritage, Bihar tourism, Buddhist pilgrimage, Tourist arrival, Religious tourism

**INTRODUCTION:** Tourism has been a notable social marvel for people all across the world. It is propelled by each person's desire for new contacts and experiences, as well as a desire to be both educated and involved. Today's tourism is a mass-recreation movement. Individuals today travel to national and international destinations to escape the monotony of daily life. Tourism has been increasingly important in the economic development of many countries, including India and its states, such as Bihar. Bihar, often known as the 'Land of Buddha,' is thriving as a tourist destination, thanks to public awareness of the state's tourism potential. Bihar has enormous potential for a variety of tourism activities, the most important of which is religious tourism. Bihar's historical backdrop reveals a rich legacy from a previous era as well as incredible identities. Rajgir, Bodhgaya, Vaishali, Patliputra, Munger, Balmiki Nagar, and other tourist destinations in Bihar include Rajgir, Bodhgaya, Vaishali, Patliputra, Munger, and Balmiki Nagar. The Bodhi temple in Bodhgaya is a sacred site for Buddhist pilgrims and tourists from all over the world. Tourists benefit the local residents of Bodhgaya by arranging their lodging, transportation, and food, and shopkeepers and hawkers sell their wares to tourists for profit. The government has selected 900 tourist hotspots and plans to develop them into tourist destinations. A 10-year master plan for the development and promotion of tourism in the state is also being developed by the state administration. The master plan will include a list of tourist attractions in each of the state's 38 districts. For improved monitoring and execution, a tourism council would be established under each district government. In order to encourage tourism, the government is also pushing the private sector to engage in the maintenance of cultural and

historical heritage sites. The state government has partnered with Sector Skill Councils for youth skill development under the Kaushal Yuva initiative ([www.gov.bih.nic.in](http://www.gov.bih.nic.in)). The Buddhist circuit has been recognised as one of the thematic circuits for development under the central government's Swadesh Scheme, and the ministry has sanctioned Rs 33.17 crore for the construction of a cultural centre in Bodhgaya under this scheme. The development of Patna Sahib was just finished at a cost of Rs 41.53 crore. Similarly, the Kanwariya trail and Jain circuit are currently being developed. The Gandhi circuit has also been allocated Rs 50 crore by the central government (Ajit Kumar Singh, 2020). All of these efforts will only be realised if we have a comprehensive grasp of the number of tourists who arrive in the state. As a result, from 2010 to 2019, this report analyses the performance of visitor arrivals in the state. The purpose of this article is to examine Bihar's tourist footprint from 2010 to 2019.

## BIHAR



Source:- dreamstime.com

**LITERATURE REVIEW:** Tourism stimulates job creation, local consumption, foreign exchange revenues, and increases Gross Domestic Product, all of which contribute to a state's economic development (GDP).

**According to Robert (2010),** tourism is a substantial source of foreign exchange gains for 83 percent of developing countries, and it is also one of the primary exports for 83 percent of developing countries.

According to Cores & Vanegas' 2008 study, tourism aids in economic diversification, income production, and heritage preservation.

According to Modeste (1995), Tourism plays a crucial role in economic growth by stimulating the generation of foreign exchange earnings, domestic consumption, job creation, and the generation of additional income through tourism flow on and perk-up effects.

According to Honey and Gilpin (2009), Tourism has a snowball impact on economic growth, because the creation of a new tourism destination draws new companies.

Dritsakis, 2008; Boopen (2006), Tourist spending generates a flow of revenue or income that flows across many sectors of the economy.

Caglayan, Sak, and Karymshakoy (2010), The empirical relationship between tourism and economic growth is investigated.

Kadiloy (2010) used a generalised least square panel data model to demonstrate that tourism and GDP have a favourable connection.

Usual Gitelson, 1994; West, 1993; Davis, Allen & Davis, Allen Archer, 1995; Consenza, 1988, According to several academics, tourism expenditure in a country is an alternative kind of export that provides numerous benefits in the form of strengthening a country's economy. The country's balance of payments generates tax income and benefits the economy.

(Marin, 1992), tourism has the potential to generate revenue various advantages and benefits to a country's economy because of its beneficial aspects spillovers and other externalities have an impact.

The relevance of tourism in terms of economic development, revenue creation, employment generation, domestic consumption, foreign exchange profits, and GDP enhancement is demonstrated by a review of the literature. Furthermore, the majority of available research studies on Bihar tourism are limited to either religious tourism, particularly Buddhism, or Bihar's tourist circuits. Furthermore, there are very few studies that deal with tourist arrivals in Bihar and its various regions. As a result, there is a research gap.

## **RESEARCH METHODOLOGY:**

**The study** was exploratory in nature with the survey being the mode of data collection.

**Sample Design:** to analyze the data I used some statistical work to find trends and patterns of tourists arrival data from 2010-2019.

**Tools for Data Collection:** It is based on secondary tourism data from Bihar. To achieve our objectives, data is collected from Bihar Tourism Official Website ([bihartourism.gov.in/data.html](http://bihartourism.gov.in/data.html)). The research is descriptive and quantitative, and Data of both Domestic and Foreign tourists as well as total number of tourists arrival from year 2010 to 2019 is shown in table 1.

The broad Objective of the research is

The present study is conducted in order to full fill the following objectives:

- To examine the potential of tourists arrival in Bihar.
- To analyze changes in total domestic and foreign tourist arrivals between 2010 to 2019.

## **DISCUSSION AND FINDINGS:**

### **Method of approach for first objective:**

The first objective is to examine the potential of tourists arrival in Bihar:-

Bihar has a lot of potential for many types of tourism, the most important of which is religious tourism. Bihar's history reveals a plethora of dynasties and notable individuals who have left their mark.

This heritage's archaeological and historical significance has yet to be fully studied and appreciated on a global scale. Wildlife, birds, and wildlife sanctuaries all have a lot of promise for eco-tourism. Water-based sports and riverfront activities are available along the Ganges's entire length.

However, the state's tourism potential for producing much-needed revenue and jobs is mostly untapped. Despite the state's high tourism potential, the majority of it remains undiscovered by tourists due to a lack of infrastructure like as transportation, communication, lodging, and other tourism-related facilities.

- **BIHAR STATE TOURISM DEVELOPMENT CORPORATION (BSTDC).**

The Bihar state government founded the BSTDC in 1980 to aid in the development of the tourism industry and the commercialization of tourist services. In order to facilitate tourism, the BSTDC has created tourist infrastructure in several locations throughout the state. Cafeterias, restaurants, tourist bungalows, transportation, and ropeway services are all included. Its goal is to give travelers with information about the state's different tourist destinations by providing services such as lodging, transportation, tour packages, and tourist information centres. Tourist destinations are divided into two categories by the BSTDC: circuit-based destinations and interest-based locations.

The circuit wise destinations include:

- Buddhist circuit
- Jain circuit
- Ramayana circuit
- Sufi circuit
- Gandhi circuit
- Eco circuit
- Sikh circuit
- Shiv Shakti circuit

The interest wise destination includes:

- Eco tourism
- Adventure tourism
- Heritage tourism
- Traveler tourism

### Method of approach for second objective:

The second objective is to analyze changes in total tourist arrivals in between 2010-2019. For this objective, researcher has collected data from Bihar Tourism Official Website ([bihartourism.gov.in/data.html](http://bihartourism.gov.in/data.html)). Data of tourists arrival from year 2010 to 2019 is shown in table 1. To achieve this objective researcher used some statistical tools like: - MS Excel, Graph.

Between 2010 and 2019, there has been a considerable growth in domestic and international visitor arrivals in the state (graph 1). Domestic tourists account for 96.46 percent of total tourist arrivals, well exceeding the 3.54 percent contributed by overseas visitors.

After a series of bombings in Bihar in June 2013, the number of visitors visiting the state plummeted. "The flow of tourists, particularly foreigners, reduced after the blasts (in Bihar), especially at Bodh Gaya." When compared to 2012, the number of foreign tourists who visited Bihar decreased by 250,000. (table 1). During the peak season (December), not many tourists came to Bodh Gaya, even from Buddhist countries, because this time of year is marked by special prayers, meditation, and other attractions.

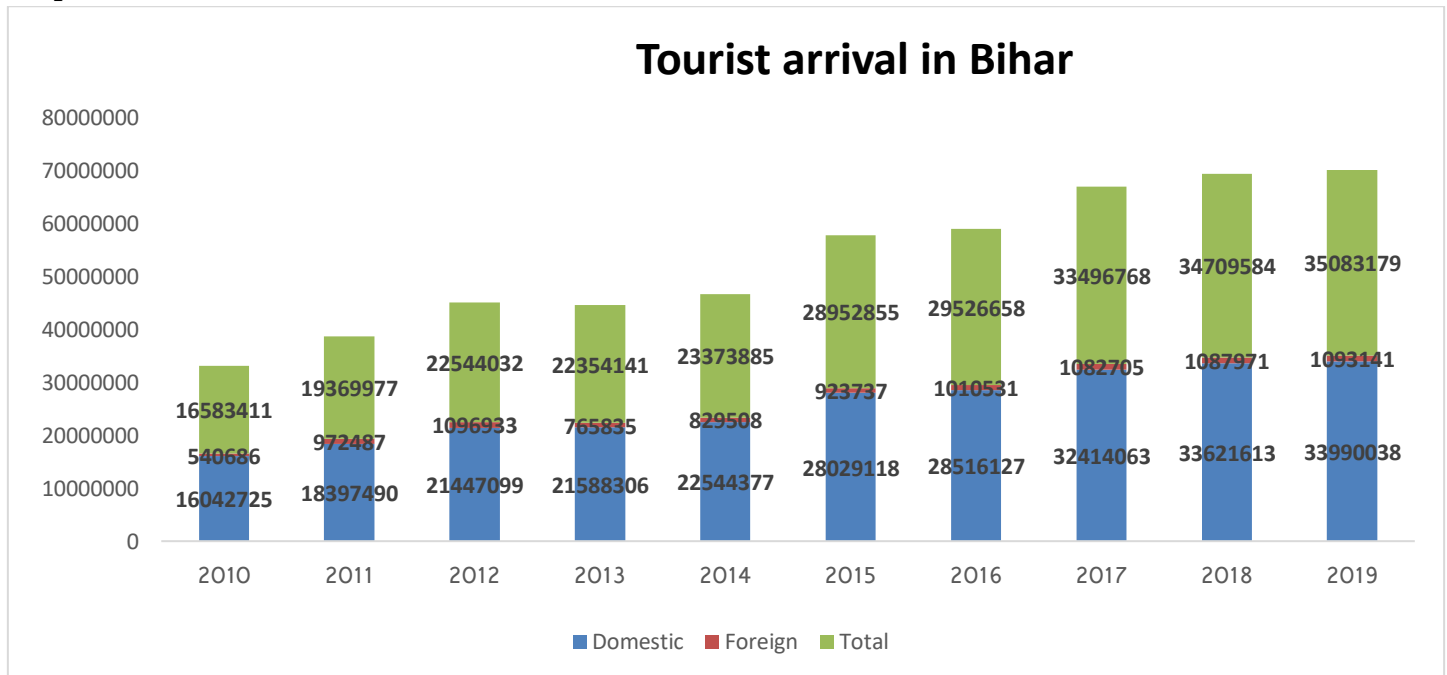
The domestic tourist arrivals in the state is increasing every year from 2010-2019. The number of domestic tourist arrivals in the year 2019 is approximately doubled than the number of domestic tourist arrival in the year 2010 (table 1). It's all because of increase in population day by day.

**Table 1: Total Number of Tourists Visited Bihar from 2010 To 2019**

Year	Domestic Tourists	Foreign Tourists	Total Number Of Tourists
2010	16042725	540686	16583411
2011	18397490	972487	19369977
2012	21447099	1096933	22544032
2013	21588306	765835	22354141
2014	22544377	829508	23373885
2015	28029118	923737	28952855
2016	28516127	1010531	29526658
2017	32414063	1082705	33496768
2018	33621613	1087971	34709584
2019	33990038	1093141	35083179
<b>TOTAL</b>	<b>256590956</b>	<b>9403534</b>	<b>265994490</b>

Source: - Bihar Tourism Official Website ([bihartourism.gov.in/data.html](http://bihartourism.gov.in/data.html))

**Graph 1:-Tourists Visited Bihar from 2010 To 2019**



**CONCLUSION:** The following are the outcomes of this study based on the research objectives:-

- Between 2010 and 2019, there has been a considerable growth in domestic and international visitor arrivals in the state.
- Domestic tourists account for 96.46 percent of total tourist arrivals, well exceeding the 3.54 percent contributed by overseas visitors.
- Bihar's ten districts account for 72 percent of the country's overall tourist arrivals. Patna, Gaya, Bodhgaya, Bihar, Rajgir, Nalanda, Raxaul, Munger, Vaishali, Muzaffarpur, and Bhagalpur are the cities in these regions.

According to the study, domestic and international visitor arrivals in the state increased significantly and positively from 2010 to 2019, demonstrating the state's tourism potential. Domestic tourists, on the other hand, contribute significantly more to total tourist arrivals than foreign tourists. Furthermore, data analysis shows that ten of the state's ten regions account for 71% of overall visitor arrivals. Patna, Gaya, Bodhgaya, Bihar, Rajgir, Nalanda, Raxaul, Munger, Vaishali, Muzaffarpur, and Bhagalpur are among these areas. As a result, major efforts must be made to attract foreign tourists and market the state's existing underdeveloped tourist attractions.

The tourism business in Bihar has enormous potential, which will assist all other primary, secondary, and tertiary industries directly or indirectly. However, this industry is not thriving to its full potential due to a lack of infrastructure, lack of awareness, lack of political will, and weak



governance. The study has ramifications for tourism industry stakeholders in terms of providing insights into the state tourism industry's unsolved difficulties. The research could be very useful in assisting the tourist industry in developing and implementing the best strategies for the overall growth of tourism in Bihar. The study has further research potential in terms of aiming to do the same by expanding the data set, both within and beyond businesses.

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