



## Development of Tourism Industry and Prospects of Employment Generation in Bihar

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### Abstract

Bihar is a land of rich diverse culture, a variety of traditions, historical and cultural heritage and many religious and natural tourist spots. Tourism development not only attracts tourists provides them with recreation and generates revenue for the government it also creates employment opportunities around the tourist spots. It has the potential to generate employment for all kinds of people – the lower-income group, the middle-income group, or the higher-income group. Development of a tourist spot and footfall of tourists offers employment opportunities through roadways- buses, autorickshaws, railway platforms, and airways. It creates job opportunities for people involved in hotels and restaurants. A rise in visitors leads to an increased income for people around that area or city. It leads to an increase in the demand for food, vegetables, fruits, garments, groceries, etc. Visitors spend on shopping for ethnic goods, handicrafts, artificial jewellery and other local products. Altogether a developed tourism industry offers employment opportunities to the people and increases their income. In the last two decades, there has been significant development in roadways and electricity facilities in the State. Tourism in Bihar is developing as an Industry but the pace is very slow, the State has to travel a long road in this area. The State has immense potential for tourism development which has not been explored optimally. This paper analyses the prospects of increasing employment opportunities in Bihar through a developing tourism industry in the State.

**Keywords:** Tourism Industry, Employment Generation, Cultural Heritage, Prospects.

### 1. Introduction

Bihar has a very long history of old culture and tradition. It is the land of King Janak, Devi Janaki, Lord of Buddha, Lord Mahavira, Dynasty of Chandragupta Maurya and Chankya and the birthplace of Guru Govinda Singh ji. Patliputra the Empire of Ashoka, flourished on the land of Bihar. It is a place of Great men like Aryabhata, Samudragupta, Rajendra Prasad, Jai Prakash Naryan, etc.,. Tourists come to visit the historical sites at Bodhgaya, Rajgir, Nalanda, and Vaishali. Other than these historical sites the State is also endowed with a variety of natural tourist sites like the waterfall of Kakolat, the Wildlife Sanctuary at Valmikinagar, the Hot Spring at Bhimbandh, Rajgir

Hills and Kaimur Hills, etc. The State offers a good scope for tourism development. There is a large number of people from the State, the Nation and abroad visiting the State every year. This number can be increased multifold if the tourist sites are developed properly with adequate facilities for visitors. It will not only attract tourists but at the same time will help create employment opportunities in the State. However, the Government has not paid adequate attention to providing amenities to tourists and developing tourist sites for the growth of the tourism industry in Bihar. Many tourist sites are not developed properly. Though things are done in this area the



pace of development is very slow. The fund granted for this purpose is even not utilized fully. Efforts should be made to make use of the funds allotted for tourism and allocate it in such a manner that it, creates employment for people in general. At the same time, it will also generate more revenue for the State.

## 2. Methodology

The research paper is based on the secondary data collected from govt reports, the Economic Survey of Bihar, journals, and periodicals. Inferences have been made based on collected information then the researcher has interpreted the information from various perspectives.

## 3. Literature Review

**Sinha et.al** have mentioned that the study of tourism has become an interdisciplinary topic as it deals with past events, existing scenarios and future prospects. They have discussed the prospects of developing various tourist circuits of the Bihar like Buddhist circuit, Jain circuit, Ramayan circuit, Shiva Shakti circuit, Sikh circuit, Gandhi circuit, and eco circuit.[1] **Bihar Economic Survey 2023** has presented the details of budget allocation and expenditure of funds for tourism in Bihar from 2012 till the last financial year. it also provides data related to the number of national and international tourists visiting the state in a year.[2] **Khatik S. K. and Nag Amit** have discussed the role of the tourism industry in the development of the country. They have mentioned that the tourism industry is one of the fastest-growing sectors of India. This industry has the potential to earn huge foreign exchange and generate employment. It helps promote the economic development of the country along with social development.[3] **Singh K. Ajit et. al** has explored the current condition of sustainable tourism in Bihar. Based on their findings they have recommended policies and strategies for the overall development of the tourism industry in Bihar. The research paper's findings help tourism stakeholders understand the current conditions of sustainable tourism in the state and help them reframe their policies and strategies for the overall development of the tourism sector. [4]

## 4. Tourism Industry and India

India ranks at the 8<sup>th</sup> position based on its contribution to travel and tourism Gross Domestic Product. India's Tourism and Hospitality sector is one of the largest components of the tertiary sector industries. India has shown a significant improvement on the World Travel & Tourism Competitiveness Index progressing from 65<sup>th</sup> position in the year 2013 to 34<sup>th</sup> position in the year 2019. The travel and Tourism industry in India generated 40 million jobs which is 8 percent of its total employment. In monetary terms, the Indian tourism industry contributes around 194 billion US dollars to India's National Income. [5] As mentioned in the Draft National Tourism Policy 2022 "Tourism has emerged as a key driver of economic growth and job creation." This sector has become one of the fastest-growing services sectors and is playing a vital role in creating employment opportunities, promoting investments, developing infrastructural facilities, and promoting trade with social inclusion. Tourism Industry is a labour-intensive service sector. It has a high multiplier effect which creates a positive impact on employment generation and increases the income of people and the State. The sector has a relatively high employment potential to employ women and youth from all the sections of the society especially people from the marginalized sections. The tourism sector is helpful in the conservation of cultural and natural heritage with sustainable development. [6] "The post-pandemic scenario of global tourism is gradually converging to the pre-pandemic one. With travel restrictions and health concerns subsiding, tourism has become a vital driver of a strong upswing in contact-intensive activity. As per the World Tourism Barometer of the United Nations World Tourism Organisation (November 2022), international tourism showed robust performance in January-September 2022, with international tourist arrivals reaching 63 percent of the pre-pandemic level in the first nine months of 2022, boosted by strong pent-up demand, improved confidence levels and the lifting of restrictions. The pace of recovery would have been even stronger but for the lingering

global uncertainties and higher inflation in advanced nations.” [7]

## 5. Discussion and Analysis

### 5.1. Status of Tourism in Bihar

Bihar ranked 8<sup>th</sup> in the top 10 States and Union Territories of India based on number of tourists visiting the State from abroad. Rajesh Magow, the Co-founder and Group CEO OF MakeMyTrip has highlighted the post-pandemic recovery registered by the Indian tourism industry. The Indian travel and tourism industry has a significant contribution to the nation’s economic growth. As per the World Travel and Tourism Corporation estimates the travel and tourism industry contributed around INR 16.5 trillion during 2023. [8] This industry can be a key driver for promoting economic growth, creating employment opportunities and developing infrastructural facilities in Bihar in Table 1. The State has immense potential for tourism activities as it is endowed with spots that provide:

- Religious tourism
- Heritage tourism
- Nature tourism
- Ecotourism

The State government has created eight tourist circuits in the State.

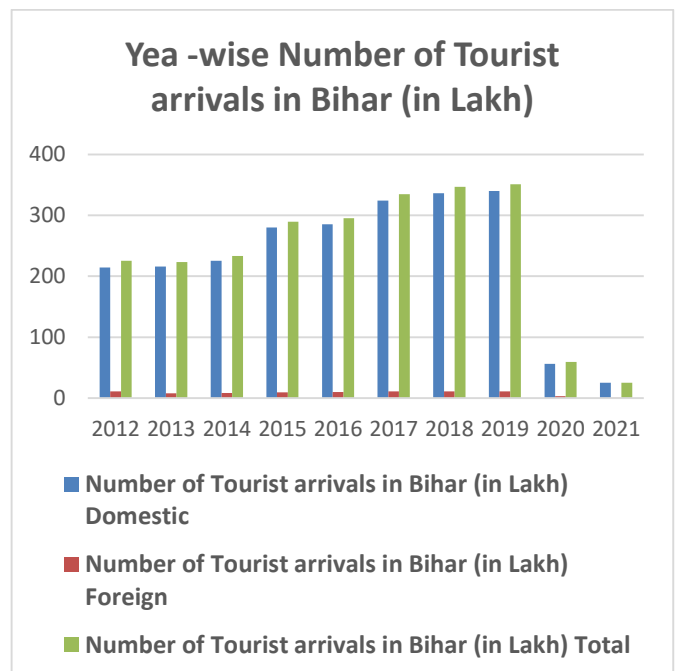
- Buddhist Circuit,
- Jain Circuit,
- Ramayan Circuit,
- Shiva Shakti Circuit,
- Sufi Circuit,
- Sikh Circuit,
- Gandhi Circuit and
- Eco Circuit [9]

Among the above-mentioned tourist circuits, only Gaya of the Buddhist Circuit and Rajgir of Jain Circuit offer proper facilities for tourists all other tourist circuits lack these facilities to attract tourists, and heavy investment is required for developing tourism in these circuits in Figure 1.

**Table 1 Status of Tourism in Bihar: Number of Domestic and Foreign Tourists**

| Year | Number of Tourist arrivals in Bihar (in Lakh) |         |       |
|------|---|---------|-------|
|      | Domestic                                      | Foreign | Total |
| 2012 | 214.5   | 10.9    | 225.4 |
| 2013 | 215.9   | 7.7     | 223.5 |
| 2014 | 225.4   | 8.3     | 233.5 |
| 2015 | 280.3   | 9.2     | 289.5 |
| 2016 | 285.2   | 10.1    | 295.3 |
| 2017 | 324.1   | 10.8    | 335.0 |
| 2018 | 336.2   | 10.9    | 347.1 |
| 2019 | 339.9   | 10.9    | 350.8 |
| 2020 | 56.4  | 3.0     | 59.5  |
| 2021 | 25.0  | 0.01    | 25.0  |

Source: Department of Tourism, Government of Bihar [10]



**Figure 1 Status of Tourism in Bihar: Number of Domestic and Foreign Tourists**



It can be interpreted from the above table and figure that the number of tourists arriving in Bihar is continuously rising from its Nation as well as from abroad. It provides a great opportunity for the exploration of tourism in our State. The number of visitors can be increased if the State provides better Wayside Amenities (WSA) to the visitors. In the process of developing WSA, there will be a generation of employment opportunities for people residing in the local area of the tourist spot in the organized and organized sector. It has the potential to develop the area and increase the income level of the people in general.

Table 2 Year-Wise Statement of Budget Allocation and Expenditure of Department of Tourism

Table with 4 columns: Year, Budget (in Rs. crore), Expenditure (in Rs. crore), and Expenditure in percentage. Rows include years 2017-18, 2018-19, 2019-20, 2020-21, and 2021-22.

Source: Department of Tourism, Government of Bihar [11]

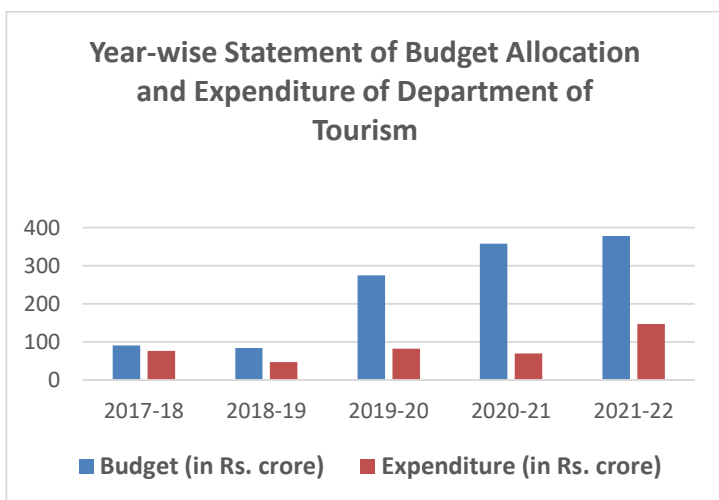


Figure 2 Year-Wise Statement of Budget Allocation and Expenditure of Department of Tourism

As it is clear from the above table and figure that there is a continuous increase in the funds in terms of budget allocation for tourism in Bihar but the government of Bihar could not utilize the funds fully. In the year 2017-18 around 84 percent of the allocated funds of the budget were used whereas for the year 2018-19 around 56 percent and in the year 2019-20 around 30 percent showing a decreasing trend in the utilization of total allotted funds. Even if the pandemic years are not taken into account the decreasing trends in the utilization of total funds in tourism is a matter of concern. The Government of Bihar needs to pay attention to fund utilization in a proper direction for promoting tourism in Bihar. However, the tourism potential of the State for generating income and employment has been underutilized in Table 2& Figure 2.

5.2. Prospects of Tourism Development in Bihar

There is a significant improvement in the network of roadways and airways which has helped the tourist to travel comfortably in less time. Adding one more airport at Darbhanga has increased the scope of tourism from other states of the country. Development in digital platforms, various kinds of apps and online information related to travel and tourism information are attracting tourists and making the tourism industry more tourist friendly. In recent years it has been observed that tourist are showing their interest in visiting lesser-known destinations. This offers an opportunity to develop those spots as a better tourist destination by providing better wayside amenities. It will help create more job opportunities and economic development in that area. Initiatives of the Government of India "Dekho Apna Desh", "Swadesh Darshan" which aim to widen the scope of tourism [12] should be implemented in Bihar adequately for the promotion of tourism for lesser-known tourist destinations. The Ministry of Tourism of India has initiated various measures to make India an attractive tourism destination like NIDHI, and RCS UDAN3. NIDHI is a National Integrated Database of Hospitality Industry to registers accommodation units of the several states and





Union Territories of the country in the Ministry's portal. It is an effort to create policies for the development of various tourist places. RCS UDAN3 is a regional Connectivity Scheme launched by the Ministry of Aviation to facilitate regional air connectivity at a reasonable and affordable rate. [13] The state of Bihar should also collaborate and cooperate with India's Ministry of Tourism to widen the scope of tourism in Bihar. As per a report published by the market research division around 4119 people are employed in accommodation units in Bihar, out of which 60 percent are working in non-star hotels and 21 percent of the people are employed in star hotels. On average 158 persons are employed for 100 rooms in the star hotels and around 38 persons per 100 rooms in the non-star category. Many people are also employed in Government hotels and circuit houses. Some people are employed in eating outlets like conventional restaurants and a good number of people are in local dhabas. People are employed in travel agencies, handicraft shops, and emporia for the sale of ethnic and local items. [14] other than these numbers there are many avenues in which people get employment with the development of tourist spots.

## 6. Policy Recommendation

- The State is required to devise a well-planned strategy to develop the tourist spots of the State.
- The State should allocate the sanctioned funds properly and efficiently.
- The State should spend money on the various tourist circuits.
- Strategies should be devised to develop eco-tourism.
- There are so many tourist spots in the State that are not developed like Sitamardhi, Bhimbandh, Kaimur, Rohtas, etc, even Vaishali a world-class tourist spot does not have adequate wayside amenities.
- There is a need to create a safe and secure environment in the State; a better law and order situation needs to be developed. The state should ensure proper safety provisions for tourists and travellers. Tourism service providers have to play a vital in maintaining a

safe and secure environment for tourists.

- Public Private Partnership is important for tourism development in the State. Growth in the tourism sector has to be led by Private Sector and the public sector has to play an enabling and facilitating role.
- Cleanliness, hygiene and public conveniences at tourist places should be maintained. Food safety and a hygienic environment should be provided to the visitors. Ministry of Tourism offers to help to State in maintaining such facilities. Adequate level of Wayside amenities should be developed for tourist destinations. [15]
- Advertisement- The States of Gujarat, Rajasthan, etc, are advertising their States for tourism with a brand ambassador. A new logo of Bihar tourism "Blissful Bihar" has been framed by the National Design Institute of Ahmedabad. This tagline should be promoted with the help of the State brand ambassador with sufficient media coverage to promote State tourism.
- Academic programmes and courses based on travel and tourism should be provided in various institutions of higher education and Universities in Bihar. Till now academic programmes and courses on tourism are offered by a few educational institutions only as it is available at Bogh Gaya and Hajipur [16].

## Conclusion

The State offers a wonderful place for tourists for pilgrimage, recreation, relaxation, research, and exploration. There are several tourist spots in Bihar ranging from Religious- tourist spots, International Heritage sites and Eco circuits. There is a large number of temples, historic monuments, the Mahabodhi temple and ruins of Nalanda, two world-class heritages, forests, a wildlife sanctuary, and natural and scenic beauty. [16] Bihar offers a very good environment for the development of the tourism industry. There is an urgent need to explore this area. It can create direct as well as indirect employment for all kinds of people- rural-urban; skilled, unskilled; formal, informal; educated,



uneducated; lower income and higher income groups people. Provided with an efficient exploration of the tourism industry, it can become the key driver for inclusive growth and development in Bihar.

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