

# COUNTRY ANALYSIS

## *India - Odisha*



### STRENGTHS:

Considering that India is an amalgamation of cultures, it is almost as if it is a number of countries thrown together. Every 200 kilometres or so, you will find an entirely new place, unique with its own people, geography, climate, food, music, dress, customs and traditions. A magically traditional and incredible state of India that comes alive with its rich cultural heritage. The diversity of the cultural and social background of the people of Odisha made it the bastion of rich cultural heritage with its historical monuments, archaeological sites, traditional arts, sculpture, dance and music. From the time immemorial Odisha has attracted a large number of scholars, artists and tourists.

**Heritage:** Odisha has a rich religious and cultural heritage that goes back more than two thousand years. The state is full of historical places to visit and has many heritage monuments that reflect its history and culture. Home to Hindus, Jains and Buddhists, Odisha offers historic sites and tourist attractions that will leave you spellbound. There are many historical monuments in Odisha, scattered all over the state. Bhubaneswar, the capital city of Odisha, is a place every tourist must visit; indeed no Odisha heritage tour is complete without it. The city is home to around 500 temples, because of which it has been nicknamed the Temple City of India.

**Architecture:** Orissa is a land of temples. The concentration of the largest number of temples all over the state has made it a centre of unique attraction for the scholars and tourists. The Orissan Temple Architecture holds an appeal that is magnetic and almost stupefying in its extravagance and mobility. Exquisitely carved base-reliefs with their numerous halls and the heavily sculptured towers are landmarks of this magnificent architecture. The splendid ruins of Konark, the highly sanctified environs of Jagannath and Lingaraj temples are the symbols of Orissa's cultural heritage that remain an eye-opener even today.

**Art & Crafts guide:** Odisha has an art and craft that are the products of a long historical process in which the spiritual, philosophical and the human dimensions have merged to yield the finest effects of a cultured and civilized life. This art and craft only have made the state a land of rich and diverse artistic achievements.

**Handloom:** Handlooms in Odisha today have ushered in exquisite fabrics, breathtaking in their range. Yet they are durable and economical. The mastery of the weavers have especially touched sylvan heights in tassar silk. The tassar cooperatives produce the finest quality yarn whose brilliance, glaze and texture is testified by their popularity.

#### Natural Resources of Odisha

Odisha is the store house of natural resources. Among these, water, wild life, forest and mineral resources are found in abundant and which are very essential for growth and development of the state.

**Vast Coastline:** India has a long coastline of 6200 kms. The state of Odisha apart from other states of India is endowed with a long coast line of 480 kms. along the Bay of Bengal, interspersed with numerous ports like Paradeep, Gopalpur, Dhamra, (Chandbali), Bahabalapur, etc.

**Beautiful Beaches:** All the sea beaches of Odisha are rated best in the country among all other beaches. All the beaches are spotlessly clean, absolutely quiet, with hardly any crowd. The beaches give a lot of opportunity to the visitors for swimming, bathing, strolling etc. All the sea beaches of Odisha are attractive round the year.

**Waterfalls:** the many attractions that are known to lure tourists here, the gushing waterfalls hold a rather special position owing to their natural yet charming beauty. Here exists few of the most alluring waterfalls of Odisha that you just cannot afford to miss when at this travel destination.

**Scenic Wild Life:** One of the greatest benefits of Odisha's vast expanses of un-spoilt natural landscape has been its ability to offer a protected yet natural habitat to the state's incredible wildlife.

**Tribal Tourism:** Odisha is the home land of 62 types of tribes and 29% of its population is tribal. If meeting others culture, knowing more about the indigenous culture is your subject then there will be no better places than the Tribal Tour in Odisha. Travel to these little villages in the valley, their aged old traditions, the weekly markets, the amazing hikes on the spectacular landscape or the drum bits during evening as they dance to the tune of Dhamsa can not only be an life time travel experience but also a learning experience for all.



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### WEAKNESSES:

The following weaknesses have been identified in Odisha CBT:

Weak policies of Government and tourism department operates under old-fashioned management and demonstration processes, which is mostly obsolete in recent times.

Weak policies of Government on CBT and no political agenda.

More emphasis on mainstream tourist spot and ignorance rural artefacts.

Inadequate marketing of local products of Odisha in the national and international markets.

Lack of sufficient awareness among local residents regarding the economic, social and cultural benefits of tourism.

Lack of coordination among the different departments and agencies of tourism.

Lack of adequate professional training facilities for human resource development and quality of service.

Some Camps are temporary (November-March), so do not provide full time employment and thus economically not viable also Occupancy nil or very low during Monday to Thursday outside peak holiday season.

Profits not equitably shared among staff. Minimal reciprocal commitment to conservation /management of Sanctuary. Staff not trained or experienced in nature or culture interpretation and limited in their ability to converse with foreigners.

Few Camps currently attracts inappropriate behaviour from visitors, many of whom have little genuine interest in ecotourism. This is due to limited awareness-raising prior to booking and at entrance to site, coupled by lack of enforcement of policies by staff to maintain free of litter, loud noise ect.

Moderate quality and poor diversity of food. No effort/policy to source food and other camp provisions locally. The locally available food is not enough for more number of tourists especially in summer and during monsoon.

Low morale among staff due to declining visitor numbers, resulting in poor and unhygienic standards of board and lodging. There is no efforts in any training in visitor hospitality.



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### OPPORTUNITIES:

Odisha has a large potential for the development of new areas as tourist spots. These are:

Health Tourism: Western tourists have great regard for Indian ancient practices of treatment like Ayurveda, Yoga and Nature Cure, etc.

Adventure Tourism: Water sports, and paragliding can be developed as adventure tourism items.

Cultural Tourism can also be developed in a better way, if, all the cultural events of Odisha are marketed properly to the national and international markets. This can help to attract more tourists.

Eco-Tourism: Tourism is the mainstay of the economy, providing livelihood and has a considerable scope for diversification and expansion through exploring the unexplored tourist spots of the state.

Unprecedented chance in Orissa to demonstrate how to establish an eco-lodge, based on internationally defined criteria. Unprecedented opportunity in Orissa's protected areas to develop institutional mechanisms involving tourism department and local community to ensure that benefits flow to members of community, as well as to nature conservation via the management authority (i.e. Forest & Environment Department).

While location and tented arrangements are unsuitable for tourists, the site and facilities are adequate and suitable for nature camps. It could provide the basis for establishing a nature conservation and education programme with schools and colleges.

The expenses are really low for tourists from abroad but the beauty and scenic sites are exemplary and could be seen in short duration.



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### THREATS:

- 1) Failure to develop truly communitybased ecotourism venture undermines the promotion of ecotourism in Orissa.
- 2) Some Camps/sites are becoming liability for Forest and Environment Department, due to institutional or legal issues, mismanagement, impacts on wildlife (i.e. crocodiles) etc, so may have to be closed down if not addressed.
- 3) Unexpected flood during dry, winter season. There is security issues in some dense forests. The infrastructure like roads, transport and health facilities are so poor that tourists tend to avoid to visit these places.
- 4) Venture is not economically viable due low turnout of tourist as there is lack of awareness about nature and ecotourism in general public.
- 5) Unregulated infrastructure development for tourism can lead to ecological and environmental imbalances. Disposal of waste, destruction of forest depletion of water level, pollution caused by vehicles can be threatening for the environment.



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