

UNIT-'A'

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CHAPTER-1**INTRODUCTION****CONCEPT AND NATURE OF TOURISM:**

*“There fore am I still
A lover of the meadows and the woods,
And mountains; and of all that we behold
From this green earth”---*

Tintern Abbey- William Words Worth.

The curiosity to explore the unknown and to see the enchanted beauty of new lands is the inherent nature of man from time immemorial. This insatiable wanderlust and instinctive inquisitiveness gave impetus to the mass movement of people from time to time, which is known as Travel. Infact travelling is the most ennobling, inspiring and abiding human passion, an expansion of mind and adventure of soul. Poet Tennyson nicely puts this insatiable spirit of wanderlust in the mouth of Ulysses-

“I can not rest from travel; I will drink life to the lees.”

At the dawn of civilization travelling was largely unconscious, unplanned and indeterminate. No travel formalities existed in those days. The traveller of the past was a merchant, a pilgrim, a scholar in search of ancient texts and even a curious wayfarer and wanderer looking forward to new and exciting experiences and sometimes in order to seek fortunes. But in recent years a major shift has taken place in the motivations for travel (H. Laji Pathi Rai 1993). Early travel has now changed its old course and is flowing through a new channel, which is known as Tourism.

In order to have a clear concept and a more precise and scientific definition of tourism it is necessary to define the term ‘Tourism’.

The term 'tourism' has been defined in different ways. For convenience of better understanding and scientific study we can discuss different definitions of tourism under four separate headings like economical, technical, conceptual and sociological.

(A) **ECONOMICAL DEFINITION**: One of the earliest definitions of tourism was given by an Austrian economist HERMAN VON SCHULLERN SCHRATTENHOFEN in his 'National Economy And Statistics' (1970). He described tourism as "the term for all those inter connected processes, especially economic ones that come into play through influx, temporary residence and dispersal of strangers into within and from a certain district, country or state" (Kaul, R.N., 'Dynamics of Tourism'). This definition highlights the economic aspect of tourism, its reciprocal potential and envisages its impact on production, traffic, and social life, caused directly or indirectly. In fact the economic inter-relation of tourism and its consequences have been subjects of considerable decision since the advent of mass tourism and studies have been made on the various aspects of the economic impact produced by this phenomenon.

(B) **TECHNICAL DEFINITION**: Technical definitions are aimed at compiling international tourist statistics. This definition was nicely fostered by two Swiss Professors HUNZIKER and KRAPF (1942). According to them "Tourism is the totality of the relationship and phenomenon arising from the travel and stay of strangers, provided the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity". The International Association of Scientific Experts on Tourism (AIEST) subsequently accepted this definition. The definition highlights three distinct features of tourism.

1. Involvement of travel by non-residents.
2. Stay of temporary nature in the area visited.
3. Stay not connected with any activity involving earnings.

Thus from the above definition it is clear that, tourism is a composite phenomenon which embraces the incidence of a mobile population of travellers who are strangers to the places they visit. It is essentially a pleasure activity in which money earned in one's normal domicile is spent in the place visited.

(C) **CONCEPTUAL DEFINITION:** Conceptual definitions attempt to elucidate the essential nature of tourism as an activity. Among these, the definition of L. J. LICKORISH is mentionable who defines "Tourism embraces all movement of people outside their community for all purposes except migration or regular daily work. The most frequent reason for this movement is for holidays, but it will also include, for example attendance at conferences and movement on sporadic or infrequent business purposes" (Lickorish, L. J. and Kershaw, A. G. : Travel Trade).

(D) **SOCIOLOGICAL DEFINITION:** Apart from the above-mentioned three definitions of tourism, an attempt has been made to define tourism from sociological point of view. Recently MATHIESON and WALL in their book 'Tourism: Economic, Physical and Social Impacts' (1982) have given a sociological definition of tourism which states that " The study of tourism is the study of people away from their usual habitat, of the establishments which respond to the requirements of the travellers and of the impacts that they have on the economic, physical and social well-being...". BOORSTIN, D. J. (1962) also established tourism as a social phenomenon. It owes its emergence to new social reality of our times.

From the above discussion, several salient features of tourism have emerged. These are –

(1) Tourism in all cases involves two elements, a dynamic one- the journey and a static one- the stay (Bukart and Medlik, 1974). This implies that tourism is a form of human mobility from one habitual place of residence and stay in another location. This stay or movement is temporary and is motivated by a search for

personal pleasure in the shape of rest, relaxation and self improvement (Ginier, 1969). The tourist industry is thus an industry concerned with movement (Peters, 1969). However it is clear from the above criteria that all movement does not constitute tourism. Any one taking up permanent residence or paid employment in another town or country is not a tourist but a migrant. Tourism thus contains elements of recreation and of travel, and forms part of the wider fields of recreation and leisure.

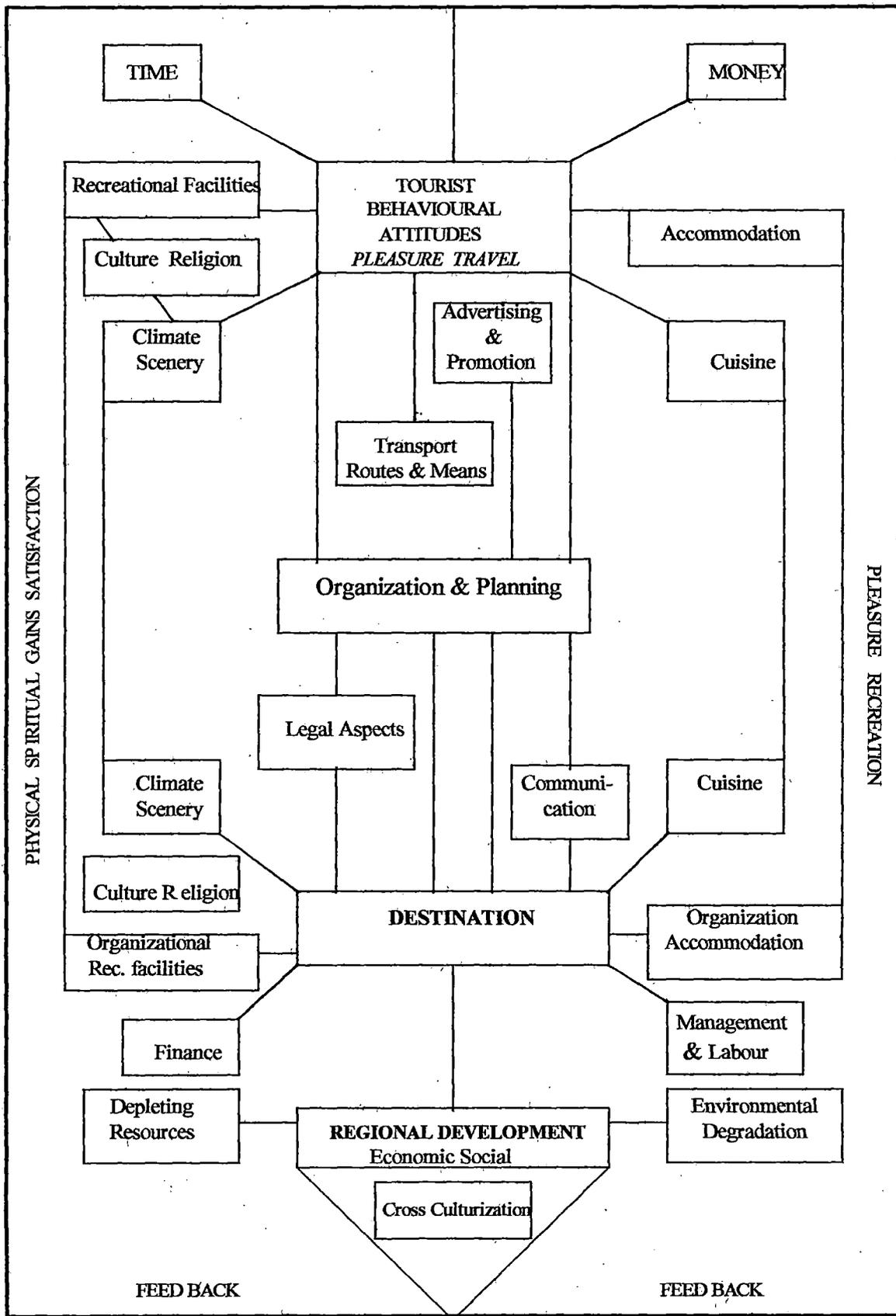
(2) Tourism is extremely diverse in nature involving economic, social and physical values; their inter-relationship with each other and with the subsystems within each category.

(3) Tourism is essentially a dynamic phenomenon. It is dominated by changing ideas and attitudes of its customers and must be prepared to show a much greater degree of sensitivity and willingness to adjust to new conditions than it has in the past (Robinson, H. 1979).

TOURISM AS AN ASPECT OF APPLIED GEOGRAPHY:

The study of tourism can be placed within the broad spectrum of applied Geography. In fact at present tourism as an aspect of recreation has been growing up within the domain of applied Geography. Applied Geography may broadly be defined as an application of geographical methods of survey, investigation, analysis and representation in a practical direction e.g. physical, regional planning and urban development. LESZCZYCKI has given four characteristics of applied Geography. These are-

- i) The investigation or research carried out is directed towards a practical end.
- ii) The term should imply the critical evaluation of the phenomena studied.



Source : Singh, A.P ; 1989, P.19

Figure-1

- iii) The practical purpose of the studies requires that the result should be represented quantitatively.
- iv) The studies should be able to give perspective and scientifically based forecasts.

Tourism activity embraces almost all these characteristics of Applied Geography at many points, Application of geographical methods like survey, investigation, analysis and representation – all are largely touched by tourism activity. For example- the total number of tourist coming in an area, profession of tourists, purpose of visit and duration of stay, age structure of tourists, preference for accommodation types, tourist's holiday habits, shopping pattern, sex, language, religion, monthly incomes and amount spent of the tourists, transport accessibility all are studied quantitatively. And, based on these criteria the status of tourism activity can be evaluated and a future trend can be determined which would display the existing socio economic conditions of that area. Hence it is an integral part of Applied Geography. However it is one of the most complex phenomena lying at the interface of most of branches of knowledge- anthropology, sociology, economics, ecology and geography. Tourism geography, as an integrating science, is better equipped and has potential to understand and investigate the phenomena occurring in space –their process, structure, pattern and impact (Figure-1)

TOURISM THROUGH TIME

The urge to explore new places and seek a change of environment and experiences is not new. It has crossed a long path of evolution through the ages. Tourism, in early days, was not like today; during that time it was unplanned, unconscious and indeterminate. Homer's 'Odyssey' records the wanderlust travelling of the ancient Greeks. The Phoenicians were probably the first real travellers in the modern sense as

they travelled from place to place as traders. But Romans were the first pleasure travellers (Bhatia, A. K., 1985). However, these pursuits were on such a minor scale that it could never be considered as a subject of serious study. As civilization developed, conscious travel in order to explore and see the world began.

The RENAISSANCE marked an important stage in the history of tourism. The great navigations of the late fifteenth and early sixteenth centuries shattered the narrow horizons of medieval communities and stirred man's restlessness and curiosity and the nobility and wealthy began to travel abroad. In the Nineteenth century, the improved transport system and a new philosophy for holidaymaking opened the door of tourism. But the real advancement of modern tourism up surged after the Second World War, commencing with a spurt in human mobility and intensive application of mechanization (Murphy, P. E. 1985). By the turn of the twentieth century, tourism takes its full form due to changes of mental attitudes towards pleasure seeking, the recognized value of travel for education, an increase in material wealth and introduction of jet category transport system, social prestige, the growing need to find relief from din and bustle.

EVOLUTION OF TOURISM IN INDIA:

The evolution of tourism in India has passed several stages. These are as follows –

ANCIENT PERIOD: From time immemorial, India is very rich in natural beauties, floral and faunal varieties, historical and cultural diversities, and ethnic multiplicity and above all its fabulous wealth. So throughout the history foreigners have had a special fascination for India. Early travel towards the orient particularly in India was largely based on trade and commerce. The Indus valley civilization or the Harappan culture, which flourished in the North Western parts of the country during 2500 to 1500 B.C. was one of the earliest civilizations in the world. The Harappan people established regular trade with the Middle

East countries. The traders from these countries were, perhaps the first known travellers to India (Laji Pathi, H. 1993). Besides this, many Roman traders visited Malabar Coast and East Coast in South India till sixth century B.C. to buy spices, textiles, precious stones etc. They formed the mainstay of Indian business tourists in that period. Apart from these, the two great religious systems – Buddhism and Jainism also beckoned many travellers from different parts of ancient world during this period. The famous traveller Hiuen Tsang (629 A.D.) thus took a journey in India as traveller.

MEDIEVAL PERIOD:

While trade and commerce remained a strong force for many travellers to undertake long journeys to India, it was followed by an urge to explore new lands and to seek new knowledges. For this reason, many foreign monks, travellers, wanderers, curious wayfarers, adventurous and explorers arrived in India during the medieval period. The first medieval traveller to reach the Orient was Benjamin of Tudela (1160 A.D.). After that, navigator Marco Polo visited India as a traveller on his way back home. Again famous traveller Ibn Batuta touched the soil of India in 1333 A.D. During the last decade of the thirteenth century many European travellers also stepped foot on India, such as Francisco Friar, John of Monte Corrino. By the fifteenth century the great traveller Vasco-da-Gama (1498) reached India via Cape of Good Hope. However, during the seventeenth century, The Mughal rulers were attracted towards Kashmir valley and Pinjor hills in Punjab to avoid excessive heat of summer months in their capital cities of Delhi and Agra. Common folks up to this stage were not able to move to these places due to lack of resources. They were confined to pilgrimage only (Nutan Tyagi, 1991).

BRITISH PERIOD:

With the arrival of the British during the eighteenth century, tourism in India took a new turn. During that time they found that the climate of the Himalayan region was more to their liking and so they preferred it as an ideal place of building sanatorium. On account of this they paid a special attention towards the development of certain places in the Himalayan region with the introduction of education through convent and Missionary schools, medical facilities, new administrative seats and

centres of transport routes. Thus Mussoorie, Nainital and Darjiling came into existence as tourist destinations.

POST INDEPENDENCE PERIOD: During post independence period, the whole of the Himalayan region as well as other places of India gained popularity as chief tourism attractions due to its natural beauties, bracing climate and existence of some infrastructure left by the British. However, the actual development of tourism in post independence period sprang up after 1960s when India Tourism Development Corporation. (ITDC, 1966) and a separate ministry of tourism was formed. Today ITDC, with its regular planning and programme implementation activities is guiding the tourism industry. Tourism has now changed into a mass character. There has been a constant rise in the number of foreign tourists in India since independence period. For example in 1953 the total number of foreign tourist arrivals was .02 million while it has reached to 2.4 million in 1999. The factors for such speedy rise are-

1. Improvement in the field of transport and communication network.
2. Better social mobility.
3. Flourishment of more hotel industry.
4. Earning of more foreign currency.
5. Spread of education and tourism awareness.
6. Regional economic growth, which upgrades the living of people etc.

TOURISM IN NORTH BENGAL: The modern tourism in India, especially in North Bengal region, had its origin with the emergence of Darjiling, the first hill station of the country. Darjiling owes her 'chance discovery' in 1829 to two British civil servants- Captain Lloyed and Mr. Grant who were deputed for finding out a health resort in the hills for the ailing white soldiers residing in the hot, humid plains. The absorbing scenic, grandeur majestic snow-capped peaks in the backdrop-exhilarating climate, lush green dense forests rich in varied forms of flora and fauna- all enthralled them. Thus the British

Government did the annexation of the area by a treaty with the King of Sikkim. Subsequently settlements grew up on the forest-clad spurs of the Ghoom-Senchal ridge. This was the humble beginning of a village having around only 100 souls in 1839. At a later stage- the construction of Hill cart road and Pankhabari road, introduction of tea and cinchona plantations, initiation of educational institutions and the setting up of narrow gauge Darjiling Himalayan Railway- all ushered in heavy influx of immigrants along with the exodus of tourist and made Darjiling world famous as the 'Queen of the Hill stations.' After this, there emerged other hill stations like Kurseong, Kalimpong and Mirik for various purposes. Thus several tourism nuclei have been grown up in the lap of Darjiling Himalaya, which beckon both the international and domestic tourists. Except these tourist destinations the other tourist places of the area are confined to North Bengal plains. These have been gained popularity in recent times. Jaldapara, Buxa Tiger Reserve, Gorumara Sanctuary, Kulik Bird Sanctuary, Rasik Beel Bird Sanctuary are the such places of interest.

GEOGRAPHERS' ROLE IN TOURISM:

Tourism as a field of Geographic study and research was blossomed quite late and because of that Geographers have directed their attention to the study of tourism only a few decades ago. The role of Geographers on tourism can well be reflected in the following way-

(A) ROLE OF FOREIGN GEOGRAPHERS ON TOURISM:

Among the non-Indian Geographers the role of American Geographers is important. For the first time they brought the tourism phenomenon within the Geographic

field. First time in 1930, an economic geographer K.C. Mc MURRY published a paper discussing the significance of recreational land use of Northern Michigan. In this paper he had discussed types of land, useful to hunters and fishermen in detail. In 1935 another paper was published by ROBERT M. BROWN, in which he explained the phenomenon of tourism and analyzed the techniques for measuring its magnitude, patterns and economic values. Again in 1938 DURANT in his paper on leisure elaborately discussed the importance of holidays. He also sketched out a brief history of tourism development.. JONES (1933) observed that tourism modified the existing landscape and gave rise to new and different urban forms.

The main British contributions in this early period were GILBERT'S work. Gilbert throwing some light on the environmental attributes of tourism critically examined the seacoast as an effective health resort. After this few more papers were published on recreation in specific regions such as 'Part-Time Farming and Recreational Land use in New England' by R. B. GREELEY, 'Tourism as Recreation in West' by C. M. ZIERER etc.

In France MIEGE (1933) had provided a base for the many regional studies, which were to follow later with his substantial discussion of tourism in Savoy. According to Miege, tourism had a two-fold interest for geographers; it involved the movement of people and constituted a regional resource.

German geographers also contributed in the field of tourism. The most significant German pre-war study was by POSER (1939) who examined the distribution and locational attributes of various forms of tourism in the Reisingebirge.

Although these important foundations were laid, the outbreak of the Second World War (1939-45) almost slackened the speed of writing on tourism. But after the war, it had revived again. In fact tourism is a post-war phenomenon and the geographical studies of tourism, started to appear frequently in the literature. Thus from 1947 to 1951, quite a

number of surveys were made by state agencies for recreational patterns and expenditure in the United States. Several research papers were published on the basis of these surveys, such as – ‘Business Aspects of Vocation Travel’ by G. H. STEDMAN and ‘The Wisconsin Tourist’ by V. H. LANNING – all these papers were based upon questionnaires filled by the tourists.

During the 1960s geographers also initiated some research works on tourism when they realized that it offered a varied field for investigation. But G. SIGAUX did the first systematic work on tourism in the year of 1966. This brought a marked change in the development of tourism. Another book written by CLAWSON and KNETSH on out-door recreation may also be mentioned. In 1967, J. WHITE wrote a book on history of tourism. But the book, which may be considered as a landmark in the study of tourism, is MICHEL PETERS’ ‘International Tourism’ (1969). PATMORE, J. A. (1970) had also made a notable contribution in his study of land use and recreational activities. In 1970, T.L. BURTON edited a book ‘Recreational Research and Planning’. Another important book written in 1972 by COSGROVE and JACKSON deals with geography of recreation and leisure in quite detail. Moreover the contributions of some other American geographers are also mentionable like- ROBERT MCINTOSH (1980), DOUGLAS PEARCE (1983), MURPHY, P. E. (1985) etc. The works of these writers have opened a new horizon in the field of tourism.

In Europe, especially England, the role of ROBINSON, H. (1976) is remarkable. He has given a new shape to tourism by his famous book ‘A Geography of Tourism’. This book is a unique milestone in the study of tourism.

(B) ROLE OF INDIAN GEOGRAPHERS ON TOURISM:

Tourism and recreation as a field of geographic study and research were introduced in India quite late. Though with the setting up of the Department of Tourism

in 1966 a number of steps were being taken for the promotion and development of tourism in India, it went almost unnoticed by the academicians. Tourism as a part of study has been introduced now in some of the Indian Universities. Therefore literatures on the various aspects of tourism are quite meagre. Some regional monographs dealing with history, culture, geography and environment in some parts of India, throw light on certain aspects of tourism. But the works directly dealing with tourism as a scientific field of investigation are quite few in India. In spite of this backwardness since 1960s Indian geographers studied studies on tourism. Among these the mentionable names are CHAKRABORTY (1984, 1986, 1991, 1993), KAYASTHA (1956, 64), BHARADWAJ (1973), SINGH, T. V. (1975 a, b, c, 78, 79, 85, 91, 92), SINGH, A. P. (1989) and KAUR (1977, 82, 85) whose role served as a landmark in the field of tourism. Moreover recently the works of Dr. NUTAN TYAGI (1991) and H. LAJPATHI RAI (1993) also stimulated this new discipline. In this context, the role of some non-geographers is also important like CHATTERJI (1975), ACHARYA (1980), KANDARI (1982), KRISHNASWAMI (1982), BHATIA, A. K. (1985), BALA (1990) and CHOPRA, S (1991).

Although, the tourism Phenomenon has been fostering by different geographers and social scientists, it is limited to only micro level studies. Tourism as a field of geographical enquiry and analysis has a bright prospect and the subject can very well be studied on scientific basis.

TOURISM MOTIVATION:

Motivation of Tourism refers to an inducement of human behaviour for which individuals normally travel. It is a person's basic predis position to reach a destination. The motivations for travel are extremely diverse and there is no universal measure of

tourist attractiveness (Guthrie, 1961). However with the advent of mass tourism after the Second World War, various attempts have been made to study as to why people wish to travel. In this context Robert McIntosh (1980) highlighted some basic travel motivators, which can be grouped as follows-

A) PHYSICAL MOTIVATORS: These are related to physical relaxation and rest, sporting activities and specific medical treatment of individuals.

B) CULTURAL MOTIVATORS: Cultural motivators are connected with the individual's desire to travel to a foreign country in order to learn about their people and cultural heritage expressed in their traditional art, literature, music, dances, paintings, folklore and religion.

C) INTER PERSONAL MOTIVATORS: Inter personal motivators are related to a) escape from one's family, neighbours, or b) desire to visit relatives or friends, or c) meet new people and forge new friendships or simply to escape from the routine of everyday life.

D) STATUS AND PRESTIGE MOTIVATORS: These motivators concern ego needs and personal development. Here the trips are related to business, conventions study and pursuit of hobbies and education. The desire for recognition, attention, personal esteem, and appreciation are also related to these motivators.

If we break down and elaborate these four broad categories, we get nine main reasons for which people engage in tourism. These are as follows-

1. For relaxation and refreshment of body and mind, which becoming even more necessary in modern life with its speed, stress and strain.

2. For health purposes to secure fresh air and sunshine and often cool and bracing climate, and sometimes to take bath in medicated water or under go special treatments of medical kind.
3. For active participation in a wide variety of sporting activities such as walking, mountaineering, skiing, sailing, fishing, shooting, sunbathing, surfing, pony trekking etc.
4. For sheer pleasure, fun and excitement; the touring individual's need for pure pleasure, is very strong indeed and travel and holiday making from a simple way of satisfying this demand
5. For the curiosity about foreign lands, especially places having important historical or cultural associations or places holding special festivals in art, drama, music, dance, folklore, sports etc.
6. For interpersonal reasons
7. For spiritual purposes, such as to visit shrines and other holy places are one of the earliest motivators of travel.
8. For professional or business reasons e.g. attending conventions related to the professions, industry or commerce or to some organization to which the individual belongs.
9. For status and prestige purposes many people undertake travel with a view to talk about it to their relatives and friends. They like to impress upon them by narrating their experiences in the various places they visited. They also travel because they think that it is fashionable to do so.

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To conclude this brief account of tourist motivations, it will be useful to look at the deterrents of travel. LANSING and BLOOD have mentioned some barriers to travel.

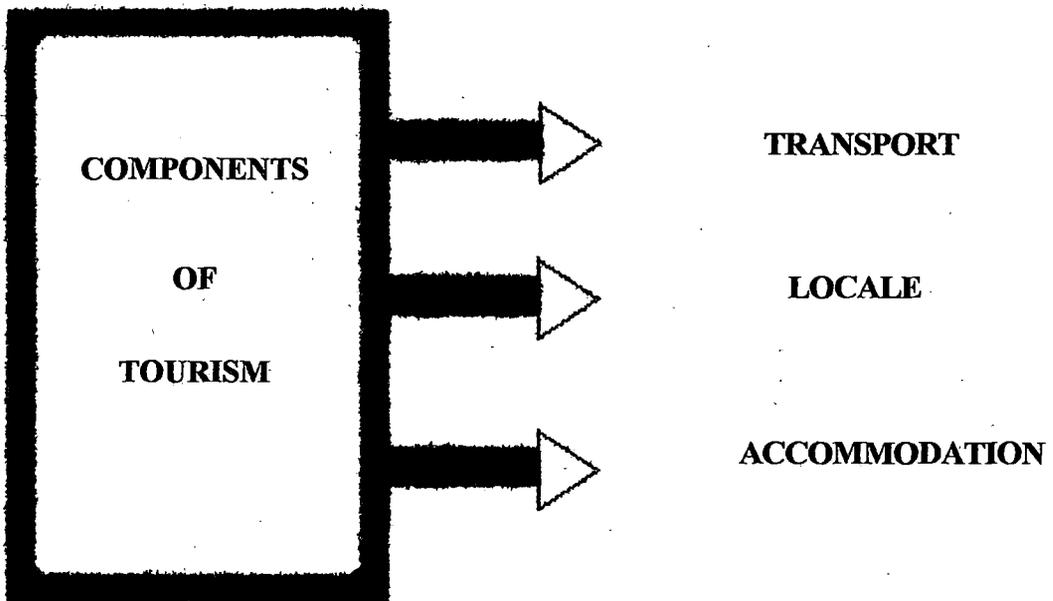
- i) Expense or financial constraints some times become a major reason for not participating in holidays.
- ii) Lack of time also creates a barrier to travel. The doctors, businessmen fall under this category.
- iii) Physical limitations in the form of ill health or infirmity often keep people at home. The elderly people suffering from heart trouble, bronchitis and arthritis are strongly against mobility and so they dare not to go to a long journey.
- iv) Family circumstances are often a limiting factor. Parents with young children find it inconvenient, harassing and expensive to go on holiday.
- v) Lack of interest of individuals due to inertia, dislike of changing routine and shyness of meeting people is another barrier to travel.
- vi) Psychological deterrents sometimes act as hindrances to travel such as fears of insecurity, meeting and mixing with unknown people, not knowing the other languages etc.

THE COMPONENTS OF TOURISM:

Different elements of tourist attractions are called the components of Tourism. These elements are the basis of tourism. Tourists will not be motivated to go to a particular place if these components are absent. There are certain components, three of which are considered as basic. These are-

Figure-2

COMPONENTS OF TOURISM



(A) TRANSPORT:

To reach the destination a tourist has to travel and therefore needs some mode of transportation. This mode of transport may be a motorcar, a coach, an aeroplane, a ship, which enables a traveller to reach his pre-determined destination. So this is a vital component of tourism.

(B) LOCALE :

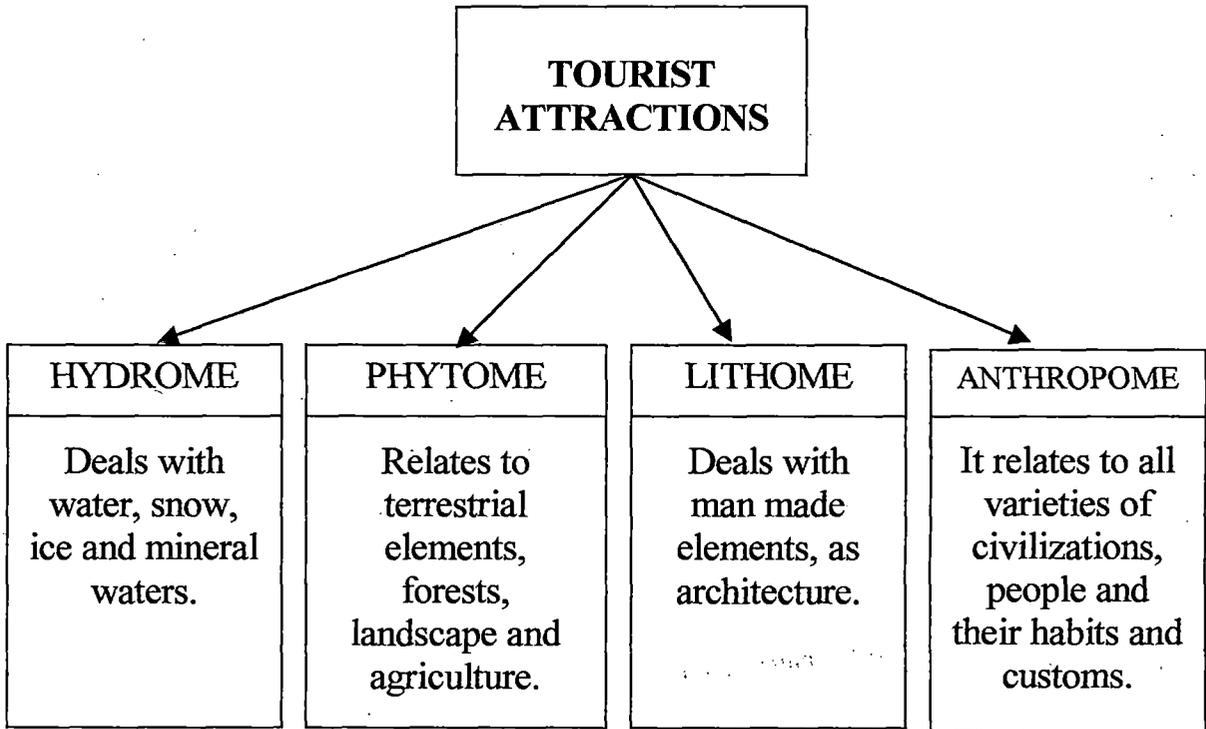
The term 'Locale' means physical space where a tourist will spend some days. This physical space or landscape is a compound of landforms, water and the vegetative cover and has an aesthetic and a recreative value. Climatic conditions, especially in relation to the amount of sunshine, temperature and precipitation are of special significance in this case.

(C) ACCOMMODATION:

Accommodation is another basic component, which is essential to a tourist, because having reached to holiday destination; he must require some kind of accommodation for providing food and sleep.

Among these basic components mentioned above, 'Locale' with attraction and amenities is the most important. However, since interest and taste of tourist varies widely, the attraction of one place to some people may be anathema to others (Singh, A. P., 1989, P. 10). Thus tourist attractions are very much susceptible to change in fashion. Tourism scholars have attempted to classify these attractions differently. M. PETERS (1969) has drawn up an inventory of the various attractions like Cultural, Traditional, Scenic, Entertainments and Other attractions. PIERRE DEFERT (1969), the contemporary of M. Peters, had reflected these attractions in the following way –

Figure -3



The classification adopted by H. ROBINSON (1976) was, indeed, a pioneering work. He mentioned that the attractions of tourism are, to a large extent geographical in their character.

TABLE - 1
Geographical Components of Tourism

1.	Accessibility And location	
2.	Space	
3.	Scenery:	<p>(a) Land forms, e.g. mountains, canyons, cliffs, volcanic phenomena, coral reefs.</p> <p>(b) Water, e.g. rivers, lakes, waterfalls, geysers, glaciers, the sea.</p> <p>© Vegetation, e.g. forests, grassland, moors, heaths, deserts.</p>
4.	Climate:	Sunshine and cloud, temperature conditions, rains and snow.
5.	Animal life:	<p>(a) Wild life e.g. birds, game reservations, Zoos.</p> <p>(b) Hunting and fishing.</p>
6.	Settlement features:	<p>(a) Towns, cities, and villages.</p> <p>(b) Historical remains and monuments.</p> <p>© Archaeological remains.</p>
7.	Culture:	Ways of life, traditions, fold-lore, arts and crafts etc.

Source: Robinson, H. (1976, P. 42)

In the 1980s, BRAIN COODAL (1985) has categorized the attractions as under mentioned:

1. Climate factor
2. Terrain „
3. Landscape „
4. Vegetation „
5. Biological „
6. Cultural „

However the attractiveness of any destination is made up of an array of positive and negative factors (Lea, 1988). These factors may include attributes of physical/ cultural attractiveness, geographical access, travels costs, infrastructural facilities, resident attitudes and economic and political considerations.

Since the present study is primarily concerned with the tourism attractiveness of North Bengal, hence the factors adopted by RITCHIE And ZINS (1978) are deemed most appropriate for application in this case, although the author for the benefit of present study has done some modification.

TABLE-2

**FACTORS INFLUENCING ATTRACTIVENESS OF TOURISM IN
NORTH BENGAL**

MAJOR FACTORS

ELEMENTS

(A) NATURAL BEAUTY

CLIMATE, FLORA, FAUNA

1. Northern hilly country and rolling topography of Dooars
2. River aspects, Tanks, Bills etc.
3. Sunrise (Tiger Hill)
4. Lakes (Sumendu lake)
5. Flora
6. Fauna
7. Climate: Temperature, precipitation, comfort / discomfort index.

**B) SOCIO- CULTURAL
CHARACTERISTICS**

1. Local language and etiquettes.
2. Ethnic significance: The world's smallest ethnic group-TOTOS
3. Art and architectural features: traditional fine arts (dance, music, crafts).
4. Religious significance: Temples, rituals and religious observances of various religious groups.
5. Fairs and festivals- religious/ cultural/ commercial (Rus yatra, Baruni festivals, Tea festivals)
6. History: Legends and ancient ruins, visual reminders.
7. Varieties in social life

**C) RECREATION AND EDUCATIONAL
FACILITIES**

1. Picnic grounds on the lap of wavy Dooars, forests etc.
2. Zoos and Museums.
3. Botanical gardens
4. Rope way
5. National parks, Tiger projects, wild life Sanctuaries.
6. Biospheric Reserves
7. Rock climbing
8. Rafting, canoeing in mountainous turbulent streams.

D) **SHOPPING AND COMMERCIAL FACILITIES**

1. Souvenirs and Gift shops
2. Handicraft shops
3. Ethnic gastronomy

(E) **INFRASTRUCTURE**

1. Surface transport
2. Hotels, Restaurants, Motels, Bungalows.
3. Safety services.
4. Shops, disco, video, cinemas etc.

RESOURCE ANALYSIS: An evaluation of the recreational resources of North Bengal is forthrightly presented. To avoid repetition, the resource attributes have been assessed in a composite manner of selected tourist spots.

1. **AESTHETICS OF PHYSICAL LANDSCAPES:** The aesthetics of natural elements of the landscape always remain a major resource for tourism or outdoor recreation. The lure of mountains and rolling topography has attracted mankind since ages. The hill region of North Bengal, where the Himalaya stands majestically with its glittering snow-clad peaks, furrowed ridges, rippling streams, foaming torrents, lakes, smiling valleys are paramount tourism resource and capable of stimulating tourist activity.

In the study region tourists can enjoy the beauty of glorious sunrise and sunset and the grand Himalayan panorama from the ridges of Darjiling, Kurseong, Kalimpong and Mirik.

(2) **CLIMATE AS A RESOURCE OF TOURISM:** Climate is a vital tourism resource. It has always been a key factor in any tourism resource inventory. A number of phenomena

mostly connected with weather and climate like sunrise, sunset, moonlit night, sunbath, cool breeze-land or snowfall, winter games, summer month etc, have become the catchwords of modern tourism. In Himalayan parts of North Bengal, cool hill resorts attract large number of tourists during summer season. In the month of April, May and June when other parts of the state have hot and scorching weather, in these hill areas climate remains rather cool, soothing, pleasant and healthy. For this reason heavy tourist rush can be seen in Darjiling, Kurseong, Kalimpong and Mirik. Again in Dooars, tourists generally gather during post monsoon period when blue open skies are visible.

(3) FLORAL AND FAUNAL ATTRIBUTES: Flora and fauna both have been considered as good resource of modern tourism. The greenery of forest and wild cries of animals always attracted the mankind. As far as North Bengal is concerned it is very rich and prosper in floral and faunal resources. Different types of trees are seen in this area. *Shorea robusta* (Sal), *Dalbergia Sisoo*, *Acacia Catechu*, *Bombax Malabaricum*, Oaks, Maples, Chestnuts, Rhododendron, *Cryptomaria Japanica* and other types of rare orchids are the major attraction of botanists and other scientists. Recently a rare species of orchid has been discovered, named *Bhanda Alpina*.

Wilderness of the forest is the home of wild life and they are potential tourism resource. Docile denizens of the wild- the elephant and the majestic tigers very often break the silent of the forests. Some of the rarest animals such as Red Panda of Mahananda Wild life Sanctuary, Pangolin of Buxa Tiger Project also luring scientists, and zoologists from various parts of India as well as overseas. The study area has also the wealth of numerous colourful birds and fishes in rivers, streams and ponds.

(4) SOCIO-CULTURAL ASPECTS: Tourism shows an interesting relationship with socio-cultural characteristics. Abundant historical ruins, antiquities, architectures and cultural

expressions of the districts of Koch Bihar, Malda, Uttar Dinajpur and Dakshin Dinajpur draw a chunk of tourists. North Bengal is also important from anthropological point of view. The World's smallest ethnic group the 'TOTOS' are very often visited by social scientists. The physical appearances, dress, food, manner and ideal colourful customs, rituals and taboos of these tribal people are quite fascinating to the tourists.

THE ORGANIZATION OF TOURISM

For the growth and proper development of tourism in a country Organization plays a significant role. This organization is the framework within which tourism industry is rotated. It relates to the structure of the industry and is concerned with the issues involved in, and the approaches to it. The main purpose of organization is to achieve through group actions the objectives for which tourism has been set up. In fact it is the function of purpose and is concerned with maximizing the opportunities for the industry.. However, organization is the prime factor without which tourism industry seems to be paralyzed.

To day many countries have tourist organizations and are getting economic, financial and social advantages from them. Mostly after the Second World War many countries have managed tourism on scientific lines and set up organizations to deal specifically with the tourism. Thus in India, to promote tourism an Organization was launched in 1966 known as India Tourism Development Corporation (ITDC). This was the first conscious and organized effort to flourish tourism in India by amalgamating three separate undertakings then in existence, namely, Hotel Corporation of India Ltd, India Tourism Corporation Ltd. and the Tourism Transport Undertaking Ltd. The main objectives of ITDC are –

- a) Construction and management of accommodation units.
- b) To provide comfortable transport facilities for the tourists.
- c) To provide entertainment facilities for the tourists by way of organizing cultural shows, music concerts, sound and light shows etc.
- d) To provide shopping facilities to tourists.
- e) To provide better and efficient publicity service in India and abroad.
- f) Provision of management services division for assisting the Corporation and short term and long term corporate planning. This was introduced in 1984.

At present, ITDC has gained considerable experience and expertise in diverse activities covering the entire gamut of the tourism industry. Whether it is entertainment, organizing or hosting of international conventions, day free shopping, transport and travel network or even consultancy services in the domestic and international field. With its complete and successful tourism package services and facilities, ITDC takes care of all its clients and introduces India to the most exciting tourist destinations in the World with a combination of dependable comfort and traditional Indian hospitality and the best value of money. Thus ITDC being apex organization of India fully involved with all the development and promotional activities pertaining to tourism. However ITDC, with its regular planning and programme implementation activities has guided the tourism industry towards a gigantic and dynamic public sector organization.

Although ITDC is the apex organization of India it cannot pay proper attention to the states in regional level to promote the tourism in a systematic way. So unlike other

states in West Bengal also a tourist organization has been set up, known as West Bengal Tourism Development Corporation (WBTDC).

In 1958 Tourism Department of West Bengal Government, came into existence, but the only job of this organization was to supply the visitors with basic information about the tourist spots. There was no undertaking, financial or otherwise, until 1964 when the Directorate of tourism was established to look after the interest of tourist and promotion of tourism in a formal way. Tourism in Darjiling was organized and systematized for the first time after the establishment of the West Bengal Tourism Development Corporation (WBTDC) in NOV 1975. The basic objectives of WBTDC are as follows –

1. The prime objective of this organization is to arrange people into working groups, associating those with similar functions or purposes in order to move efficiently to obtain a desired result from their combined action or to achieve through group action the objectives for which it has been setup.
2. The basic determinants of success in the field tourism are i. attractions ii. accessibility and iii. amenities. An appropriate mix of all the above three components is necessary for the success of tourism and it is the task of the WBTDC to achieve this success.
3. To carry out the tourism industry on a scientific way.
4. To have socio economic advantages of tourism.

However, after the signing of the 'Gorkha Accord' on 22nd August, 1988, Tourism in Darjiling hill areas, the most rich tourism nuclei, has fallen within the purview of the Darjiling Gorkha Hill Council (DGHC). Here it is necessary to mention that while the bulk of the responsibility is with the DGHC, the WBTDC still remains a powerful

influence of the maintenance of Tourism in Darjiling as well as other parts of North Bengal.

TOURISM DEVELOPMENT IN INDIA

Tourism development in India is a Second World War phenomenon. In spite of having rich natural –cultural-historical diversities, the growth and development of tourism in India was quite slow during the pre-independence period. It was actually since 1960s that tourism took a significant turn.

Tourism in India has passed through various facets. A brief picture of it, is mentioned below-

SARGENT COMMITTEE : The first conscious planned and organized effort to promote tourism in India was initiated through the formation of SARGENT COMMITTEE in 1945. The main objective of this committee was to make a detailed survey of the tourist traffic in India and suggest new potential areas for the socio- economic transformation of India. Following the recommendation of the committee four regional tourist offices in metropolitan cities of Bombay, Delhi, Calcutta And Madras were set up, while six Indian information tourist offices were introduced overseas, particularly in London, Paris, Colombo, Melbourne, New York and Frankfurt.

FORMATION OF A SEPARATE TOURISM MINISTRY: After the recommendation of the SARGENT COMMITTEE, on 1st March 1958, a separate department of tourism was formed in the ministry of transport to deal with all matters concerning tourism.

JHA COMMITTEE: Although a separate Tourism Department was set up in 1958, a declining trend in tourism promotion was noticed throughout the country. This stimulated

Indian Govt. to launch necessary steps to tackle the negative trends in tourism promotion and so an 'Ad-hoc' committee on tourism under the chairman ship of L.K. JHA was set up in 1963. In accordance with the recommendations of the JHA committee three public sector corporations were set up like

- a) Hotel Corporation of India Limited
- b) India Tourism Corporation Limited
- c) India Tourism Transport Undertaking Limited

FORMATION OF ITDC AND MINISTRY OF TOURISM AND CIVIL AVIATION:

The Jha committee was not effective for the promotion of tourism, because the three Corporations did not seem to be working well and so these were amalgamated into one Corporation with effect from October, 1966. This new Corporation was known as India Tourism Development Corporation Limited (ITDC). The main objectives of this Corporation are:

- a) Construction and management of hotels, motels, tourist bungalows, guest houses, restaurants and beach resorts at various places for accommodating tourists.
- b) To provide comfortable transport facilities for the tourists.
- c) To provide entertainment facilities for the tourists by way of organizing cultural shows, music concerts, sound and light shows etc.
- d) To provide shopping facilities to tourists
- e) To provide better and efficient publicity service in India and overseas.

To day ITDC is the apex organization fully involved with all the developmental and promotional activities pertaining to tourism in India. ITDC, with its regular planning and programme implementation activities is guiding the tourism industry. Thus from a small beginning in the year 1945, the tourism industry as it stands now has passed through various facets. The recognition of tourism as an industry paved the way for its standing as an independent discipline. In between the year 1948 and to day there has been a constant

rise in the number of foreign tourists in India. For example in 1980 the total number of tourist arrivals in India was 0.80 million while it has reached to 2.4 million in 1999.

Although, the number of foreign tourists is increasing in India the domestic tourism has not been blossomed properly in proportion to this. This is due to lack of infrastructural facilities and poor planning policy. Hence, each state should come forward for the promotion of tourism through their proper plans and strategies. Proper attention should be paid to the lower income group of travellers providing cheaper accommodational and transportation facilities i.e, for the promotion of democratization and socialization of tourism.

However against the country's annual foreign tourist arrival of 2.4 million in 1999 West Bengal's share is just 1.8 lakhs or only 9%. While states like Haryana, Rajasthan, Kerala and adjacent Orissa geared it self to attract international tourists, West Bengal's tourism scenario is dismal. Except North Bengal and Maritime areas the other parts are lagged behind in tourism. To have a glimpse of tourist traffic in West Bengal a table is mentioned below-

TABLE- 3

FOREIGN TOURIST TRAFFIC IN WEST BENGAL

Year	No. of Foreign Tourists
1991	114000
1992	133000
1993	121000
1994	163000
1995	181000
1999	175000
2000	197061

Source: Directorate of Tourism
WBTD (2001)

The development of tourism activity in North Bengal has been confined to three principal regions. These are-

- a) The Darjiling Himalayan Region that lies in the northern fringe of North Bengal. Here the main centres of tourist activity are Darjiling, Kurseong, Mirik, and Kalimpong.

- b) The Dooars Region lies in the foot hill areas of North Bengal, including some well-known places of Jalpaiguri and Koch Bihar districts. Among these famous tourist spots the sanctuaries of Jaldapara, Gorumara, Chapramari and Buxa Tiger Project of Jalpaiguri district and the Koch Bihar town and its adjoining areas like Rasik Beel Bird Sanctuary are mentionable.

- c) The Alluvial Region in the southern parts of North Bengal is the third tourism belt. Gour, Pandua of Malda district; the Kulik Bird Sanctuary of Uttar Dinajpur district; and the Bangarh of Dakshin Dinajpur district are the main places of interest of this belt.