

## **ROLE OF TOURISM IN TRIBAL DEVELOPMENT (SPECIAL REFERENCE TO THE DISTRICT OF ALIRAJPUR IN MADHYA PRADESH)**

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### **ABSTRACT**

Due to modernization, the place of human being is taking by the machine in every field, resulting in less employment opportunities in the whole world. At present, employment opportunities are increasingly available in the tourism industry. There is lack of employment in tribal areas of south-western Madhya Pradesh. Alirajpur district has many possibilities of tourism. With the development of tourism in the area, employment opportunities will increase, which will definitely lead to tribal development. The study is based entirely on primary sources.

**KEYWORDS:** Tribal, Tourism, Development.

### **INTRODUCTION**

Tourism has played an important role in the socio-economic development of India, because it offers unlimited opportunities not only at the national level but also at the local level. The development of the journey of religious and ancient places in India has been outdated and has gained fame as a religious tourism. At present, India has developed into a tourism industry whose percentage has been growing steadily in the gross domestic product as well as the number of foreign tourists growing at an annual rate of 20-25 percent annually. In the last few years, the Tourism Ministry has started a number of schemes to promote tourism in collaboration with the States and Union Territories etc. through which hundreds of tourist sites have been developed since tourism has been made the center of attracting foreign tourists. States have

also made many efforts to develop tourism at their own level.<sup>1</sup>

Tourism is a powerful tool for development. World Tourism Day was celebrated across the world on September 27, 2003, with the main theme being the creation of new jobs, elimination of poverty and social harmony by tourism. This makes it clear how tourism is meaningful and important for developing countries. According to the World Tourism Organization, international tourism will grow at an average annual rate of 4 percent. If the young people of the country's educated unemployed youth to take creative entrepreneurship at the appropriate places in their own area, then there will be no shortage of business opportunities for them.<sup>2</sup>

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South-western Madhya Pradesh, which is primarily a habitat for the Bhil tribe, where there is lack of employment in comparison to other areas. Most of the tribal families of the area after harvesting *Kharif* migrate to other states in search of employment. Therefore, due to lack of employment, migration is the main problem of this area because the migration has been affecting the socio-cultural environment of the area as well as the level of education.

South-western Madhya Pradesh is full of natural resources as well as natural beauty. Here its special culture and festivals have been attracting tourists from the very beginning. Given the increase in the tourism industry at the present time, there is immense potential of tourism in this area which creates immense potential for employment and will help in the development of the tribe.

#### **PROFILE OF ALIRAJPUR TOURISM<sup>4</sup>**

Natural structure of Alirajpur district-picturesque plaintiffs, dense forests, fragrances of Mahua flowers, beautiful flowing mountainous springs attracts tourists. Observing closely the special lifestyle of tribal's is no less than a big tourist destination. There is a lot to visit in Alirajpur for tourists, in which the scenic curved hilly hills of the Mathwad region of Sondva block situated at the other end of the forest and scenic tourist spots and the natural beauty of Narmada River flowed at a fast speed. In addition to these, the ancient temple of Malvai Mataji near Alirajpur and the historical Jain pilgrimage place of Lakshmani are found in the Alirajpur district. In Alirajpur district, along with the natural beauty, the tribal's colorful and distinctive lifestyle is also seen.

#### **MATHWAD**

Mathavad area surrounded by Vindhya mountain ranges in the south of Alirajpur district is known for tribal communities fighting hill farming and

nature. By seeing this area, it is known how the person lives by challenging nature. There are many types of wild animals in the Mathavad area, in which bears, antelopes, wild buffaloes, rabbits, lions, leopards and cheetahs are prominent. Here, the famous temple of Kajralani is also the main center of attraction. Due to the border of Gujarat, the mixed culture of the two states can be seen here.

#### **KAKRANA**

The Kakrana village of Sondva block is famous for its natural beauty. Narmada River flowing through the high hills here is a special attraction. Boating between the hills makes tourism special here.

#### **KATTHIWADA BLOCK**

The forest area of Alirajpur is confined to the forest of Katthiwada. This block has many *Vangram* where nature has kept its unique shade. *Charoli* and cashew trees also enhance the importance of forest with valuable trees of teak and rosewood. This forest is also endowed with wild animals. This forest hill trail, mountainous drains, mountainous streams, and small rivers attract tourists to the delightful nature of nature. *Nourjahan* mangoes, which is rewarded with its special identity throughout the country, carvings handcrafts and original honey is also important for the purpose of tourism.

Katthiwada, known by the name of Cherapunji of Madhya Pradesh and Kashmir of Alirajpur, can be an important tourist destination in terms of its natural beauty. The oasis of hill waterfall near Katthiwada is the center of special attraction. Seeing a waterfall coming in the winter is like having a direct gift of nature. From Dungari Mata's temple built on the hill, there are wonderful views of the forest of Katthiwada. This place always remains the center of attraction for tourists.

## **BHAOGORIYA**

In the south-western Madhya Pradesh, the Bhagoriya festival has special significance. The Bhagoriya festival begins seven days before *Holi*. At present, the Bhagoria festival has got an international identity but in the absence of various facilities this festival has not been developed as cultural tourist. The Chhaktala, Alirajpur, Sondwa and Walpur are famous for their traditional Bhagoriya.

## **CONCLUSION**

It is necessary for the development of any area that adequate employment is available locally. The employment in Alirajpur district is very low, but there is immense potential for employment in terms of tourism. In spite of natural tourism,

lack employment opportunities for local tribes. If the various places are developed as tourism places and if tribal families are trained for the purpose of the tourism, there will be huge new employment opportunities available in the area. Increasing employment opportunities will definitely result in economic development of tribal families.

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