

TOURISM: POTENTIAL AND ITS DIMENSIONS-A STUDY AROUND INDORE METROPOLITAN

JULIET ONKAR*

‘Travel’ is as old as mankind itself. In early times travel was in search of food and shelter. Nomadic stage involved movement and migration of people, communities to new places and countries for greater comfort and security with advent of Industrial Revolution Tourism comprises of three BASIC elements:

concept of travel changed and got replaced by ‘tourism’. OECD an International organization, Tourism Committee and WTO (World Tourism Organisation) have rightly coined tourism in place of travel.

MAN	SPACE	TIME
Tourist International/ Domestic	Physical Element forming Tourism Resource.	Temporal which tags the journey as tourism.

Since 1990’s when open Indian economy ushered and globalization entered in, tourism gained the status of industry indeed ‘smokeless’. The industry started growing and in developed as well as in developing countries it is strongly viewed that tourist industry plays a significant role in a region’s/ country’s development. It is recognized as a factor of cultural enrichment. Today according to the need, requirement, preserving the culture, the environment, promoting rural development programmes, tackling the contemporary issues of unemployment, upliftment of the local population, strengthening of the local economies, societies several subdivides of tourism have appeared. To mention Rural tourism, Ecotourism, Culture Tourism, Heritage Tourism, Environmental tourism, Adventure Tourism.

infrastructural development related to tourism ‘Pachmarhi’ a very famed and rich tourist destination is district Hoshangabad bagged award for Best urban management in tourism Best promotion tourism on television. This achievement definitely directs towards the potential of tourism in Madhya Pradesh. Ranging from pilgrim centers to ancient monuments, archaeological, architectural, Natural Park, sanctuaries theme parks all form the tourism potential. Most of them have devoploed as destinations; some are in developing state while few are emerging, It is quoted “*Baki Rajyo mein Kuch Kuchh, Madhya Pradesh me Sab Kuchh*”. I have restricted my present analysis and investigation to the potential spread in and around Indore, which is situated in the heart of Malwa. Objective of the study is:

Madhya Pradesh has bagged the 2012 Best State Award in Tourism- been given for

- To examine the tourism potential, and
- Its nature dimensions.

* Professor and Head, Post Graduate Department. of Geography, B.L.P. Govt. P.G. College, Mhow, M.P.
Correspondence E-mail Id: editor@eurekajournals.com

Indore is confined to the western part of the state and is the commercial capital of the state. Geographically it lies on the Bank of Khan River. It has a rich historic past. In 6th century it was in the kingdom of Avanti then it became part of Maurya, Gupta, Harsha; and was also under control of Parmars. Later also became the Province of Mughal Empire under Akbar. Malwa was conquered by Marathas and as a reward Peshwa Baji Rao, gave Indore seat to Holkar in 17th century. Holkar's rule remained from 1844-1947, and modernization of Indore can be attributed to Holkar's.

Ahilya Bai has also been a prominent and distinguished personality, has largely contributed to its planned development in Indore, Tourist Attractions are:

1. Lal Bagh Palace
2. Annapurna Temple
3. Rajwada (Mix of Maratha, Mughal, French)
4. Kanch Mandir (Architectural)
5. Cenotaphs/Chhatris (Maratha architecture)
6. Central Museum artifacts of medieval & pre medieval times
7. Kamla Nehru Pram Sngrahalaya
8. Bada Ganpati
9. Khajrana-built by Rani Ahilya bai Holkar, a temple of Lord Ganesh Dargah of Nahar Syed
10. Gandhi Hall (Town Hall)
11. Gomatgiri
12. Indreshwar Temple (built by Marathas)
13. Bijasan Tekri
14. Iskcon Temple

Besides colonial Churches very beautiful, Red Church, White Church, St. Anne's Church, Daly College, Medical School are the other landmarks of Indore city.

AROUND INDORE

DHAR

Dhar 62 Kms from Indore was an important

centre of revolt during the mutiny of 1857. There are Bhojshala complex, Old Fort, Archaeological Museum, Jhira Bagh Palace-now it is heritage hotel. 100 Kms from Dhar-rock shelter, Bagh caves-rock cut Buddhist temples and monasteries.

MANDU

Mandu has been listed in world heritage. At a distance of 98 Kms from Indore, it is a fort built on a hill associated to Vindhayan Range, altitude being 634m. A deep narrow valley (Kakra Koh) separates the hillock from Malwa towards west, north, east, which towards the south gets merged into Miar plain. Having a rich historic past, there are several monuments which speak of their past. City of Joy, City of Palaces, Shadiabad (name given by Hoshang Shah) when he moved his capital from Dhar to Mandu.

JHABUA

Jhabua is predominantly tribal district. Deojhiri very old temple of Lord Shiva and perennial spring.

Bhagoria festival-annual festival of Bhil_Bhilala tribe at Jhabua- Alirajpur held about a week before Holi festival- a great attraction for tourists. Package tours are arranged, in which visit to the fair, local sightseeing and overnight stay in camps are arranged by nodal agency.

MAHESHWAR

Temple town earlier known as 'Mahishmati' got revived by Rani Ahilya Bai of Indore. Hand-woven Maheshwari sarees, are an attraction for tourists.

OMKARESHWAR

Omkareshwar sacred Island shaped like 'Om', houses several temples.

TOURISM DIMENSIONS

Based on published and primary data the salient features regarding tourism dimensions have been observed and analyzed.

1. The nature of tourism in respect to tourist shown dominance of domestic tourism. International tourism holds a marginal proportion.
2. Tourist demand is observed to be affected by seasonality. The sites and destinations pertaining to geomorphic features around Mandu, Dhar, Indore, Mhow show a tourist flow with the onset of monsoon lasting till December-January. Similarly the festive seasons, religious events theme days have shown association to tourist flow.
3. Nature dimension has been studied at tourist destinations through structured questionnaire and survey based enquiry shows, inclination of domestic tourist towards religious destinations while among foreign tourists a mixed form is revealed.

Table 1. Pattern of Tourist Demand at different destinations

Destinations	Domestic Tourist %	Foreign Tourist %
Indore	17.9 %	20.7 %
Ujjain	18.5 %	10.4 %
Dhar- Mandu	16.2 %	24.0 %
Dewas	10.2 %	-
Omkareshwar	18.7 %	25.6 %
Maheshwar	12.3 %	19.3 %
Barwani	1.2 %	-
Jhabua	2.1 %	-

Choice regarding the type of Tourist Destination was questioned by domestic as well as foreign tourists.

Table 2. Tourist Demand based on destination type

Destination Type	Domestic Tourist (%)	Foreign Tourist (%)
Historical	15.8 %	13.5 %
Cultural	14.3 %	15.8 %
Religious	37.3 %	9.7 %
Natural	12.1 %	21.9 %
Adventure	5.9 %	31.8 %
Rural	14.6 %	7.3 %

Table 2. Reveals that among domestic tourists leading choice has been towards religious followed by historical culture while among foreign tourist, Adventure tourist, Adventure tourism is leading choice followed by natural, cultural, historical.

4. Age-group

Survey revealed propensity to travel was distinctly seen in age-group of 20-40 in Domestic tourist and with age moving towards senior/old witnessed a lowering tendency.

Table 3. Pattern of Tourist Demand according to Age Group

Age-group	Domestic Tourist	Foreign Tourist
0-20	2.8 %	-
20-30	36.2 %	25.20 %
30-40	30.9 %	9.00 %
40-50	16.2 %	21.30 %
50-60	10.2 %	25.00 %
> 60	3.7 %	19.50 %

On the contrary, among foreign tourist a different pattern is discernible. 20-30 and 40-60 age group formed the tourist demand.

5. Occupational factor-People who hold government jobs and are privileged with paid holidays have shown a large tourist demand among the Domestic Tourists.

CONCLUSION

Finally to conclude it can be stated that potential in the western part of Madhya Pradesh is abundant which have to be converted into resources. More of research into the dimensions of tourism should be taken as thrust areas.

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