

Lecture notes on Tourism Management relevant and useful for academic use only for students of P.G.IV SEM Of EDC including M.COM.CBCS by Dr.Neha Mathur

Development of tourism in Madhya Pradesh :

In Madhya Pradesh, perhaps the oldest religious centres that have attracted pilgrims are Amarkantaka and Ujjain. There are as many as seven major religious centres in Madhya Pradesh at present which are still visited round the year. Fairs are also held at these places. Over two hundred fairs and festivals are organised here out of which the major ones are only fifty. Thus religious tourism has still kept the people moving from one place to another. People today are not satisfied with seeing or visiting religious places alone; they require a variety of amenities during their visits. Thus a place of art, or a historical place has lately started attracting people equally well.

Development of tourism in the State of Madhya Pradesh began in the year 1961.

The beginning the state tourism office at Bhopal and two regional offices at Indore and Gwalior were opened. These offices were attached to the Directorate of information and publicity. In 1963, the tourism office which were run by the central government were taken over by the state. In 1968, a separate Directorate of tourism was established. To give the necessary information to the tourists the directorate has created one office each at places like Indore, Bhopal, Jabalpur, and Gwalior. Before the establishment of the directorate work of tourism was done by a small wing of the department of industry and commerce. In the third Five year plan period there was a proposal for twenty lakhs of rupees for tourism project. Proposals were made for providing the facilities of transport and lodging at Khajuraho, Mandu, and Chitrakoot. During the 4th Five year plan period, holiday home at Pachmarhi, improvement of rest houses at Kanha national park, boating facilities at Bhopal and publicity of tourism and other works were completed. Only twenty lakhs of rupees were allocated in the 4th Five year plan period for various tourists projects of the state. It was decided that the organisation of the department should be strengthened and places of tourist interest should be more highlighted. Being weak in resources and manpower the organisation could not implement the proposed tourist projects, and the opening of information centres could not materialise, so that by utilising all the sinews of the tourist organisation that foreign and domestic tourists could be attracted. Keeping this in view in the 4th Five year plan period more emphasis was made for organisation and expansion department and publicity of tourism. Emphasis was laid on the improvement of transport at Bhopal, Mandu, Bheraghat, Gwalior and caves of Bagh. The decision was taken in the plan period that a list be prepared before implementing the proposed tourism projects by knowing the arrivals of tourist at the centres and priority should be given to that centre. Besides this interim development plan should be prepared for main tourist centres. Tourists are visiting to those centres which are already internationally known. The haphazard growth of market, hotels and other facilities in the absence of systematic planning in Khajuraho is also criticised by the tourists as these are destroying the beauty of the landscape.

Development plans were prepared for Kanha and Khajuraho and the work for preparing development schemes for Sanchi, Bheraghat and Mandu was taken up. In the fifth plan period the

work for the growth of tourists centres in the state continued. Internationally known places like Khajuraho, Kanha, Sanchi and Mandu the development work started in the 4th Five year plan period. Worth the increasing numbers basic needs were given preference in the 5th five year plan period. Side by side some projects were also started which helped to increase tourists entertainments. In order to improve and expand facilities at places of tourists interest, the government of Madhya Pradesh established the **Madhya Pradesh state tourism development corporation in June 1978**. The corporation commenced operation from October 1978. Plans for the important tourist centres like Khajuraho, Mandu, Gwalior, Kanha, Bandhavgarh, and Pachmarhi been prepared. During the decade of 1980-1990 "The Festivals of Dance" were organised at Khajuraho by the state tourism development corporation, to attract the foreign tourists. Like-wise rural cultural festivals were organised at Pachmarhi and Mandu also. The overseas offices of tourist department of govt. of India, also displayed lot of literature and information about the places of tourist interest in Madhya Pradesh. During the year 1990-95 the state tourism corporation established several tourist information centres in other states among these the major centres were at Ahmedabad and Calcutta. A survey was made and findings were found about the income group of foreign tourists and accordingly the hotels, and other amenities were provided at Khajuraho, Kanha, Sanchi and Bandhavgarh. seeing the prospects of tourism in Madhya Pradesh, a tourist bungalow was constructed at Chitrakoot, Betwa Cottage and Sheesh Mabal hotel at Orchha and Amaltas hotel and Satpura retreat were constructed at Pachmarhi during 1993-94.