



Research Paper

## Udayapur-Talasari-Bichitrapur in Tourism Governance of Odisha: The Problems and Prospects

Dr. Dharendra Kumar Jena

Lecturer, Deptt. of Political Science, Rural Institute of Higher Studies(RIHS), Bhograi, Balasore-756036  
Smt. Smutismita Naik, Ph.D. Scholar, Dept. of Social Science, Fakir Mohan University, Balasore, Odisha-756020, India

**ABSTRACT:** The present work is an attempt to dig out the truth behind the backwardness of Udayapur-Talasari-Bichitrapur as tourism unit which is a sea beach area situated under Bhograi block of the district of Balasore under state of Odisha in India, though it comes under most literate block and district in the state. The work is produced by the data from both primary and secondary sources. And to make it more scientific, both quantitative and qualitative methods are applied. In the work, it is studied that due to lack of interest of government, administrative commitment, coordination between people and government, underestimation of economic return and remoteness of the place, the Udayapur-Talasari-Bichitrapur suffers the backwardness. To cure these problems, local tourism organization led community governance and the steps like civil society activism, political activeness in local political sphere, administrative commitment, local people's interest, government and people's interface and coordination are suggested.

**KEYWORDS:** Local-tourism, Community-governance, Development, Economy, Eco-tourism.

Received 06 Mar, 2021; Revised: 17 Mar, 2021; Accepted 19 Mar, 2021 © The author(s) 2021.

Published with open access at [www.questjournals.org](http://www.questjournals.org)

### I. INTRODUCTION

Tourism is now recognized as an industry, generating a number of individual, social, cultural, and economical benefits. Definitely, it has wide scope. It helps to develop the personality of human being. It provides ample scope for development of both flora and fauna. It entertains all through the beauty of the nature. It generates the economic concern for individual as well as society as whole. Further, it helps to achieve social and cultural relationship which is also called as social capital that is universal. It promotes employment opportunities and augments foreign exchange earnings. So there is no doubt that there is link between tourism and growth. India is also competing in tourism sphere to have a good economic growth. The World Travel and Tourism Council calculated that tourism generated 16.91 lakh crore (US\$240 billion) or 9.2% of India's GDP in 2018 and supported 42.673 million jobs, 8.1% of its total employment (*Tourism in India, n.d.*)<sup>1</sup>. Also, international tourist arrivals in India are expected to reach 30.5 million by 2028 (India Brand Equity Foundation, 2019)<sup>3</sup>. In respect of foreign tourist visits in 2018, the top 5 States/UTs were Tamil Nadu (6.1 million), Maharashtra (5.1 million), Uttar Pradesh (3.8 million), Delhi (2.7 million) and Rajasthan (1.8 million), with their respective shares being 21.0%, 17.6%, 13.1%, 9.5% and 6.1% These 5 States/UTs accounted for about 67.3% of the total foreign tourist visits to the States/UTs in the country (*Ministry of Tourism, 2019*)<sup>2</sup>. Apart from that, tourism helps to develop proper ecological system which is need of the days.

In this backdrop, Udayapur-Talasari-Bichitrapur tourism unit under the district of Balasore of Odisha bears huge importance. It has Coastal sand dunes, sandy sea beaches, tidal flats of finer sediments, salt marshes and mangrove swamps and estuaries etc.. Buffer Island and the coastal low lands provide a particular set of environmental conditions for the organism inhabiting there. The present work is to unearth and highlight the richness of this fantastic sea beach tourism unit and to suggest more for its development. It is pertinent to mention that under Bhograi block of Balasore district Bichitrapur, Talasari and Udayapur are the places closely existed having many pro-tourist features. But, government of Odisha only declared Talasari as tourism unit neglecting other two. With an objective to add other two to Odisha tourism unit list with Talasari, this work has projected three areas as one and henceforth is termed as 'Bichitrapur-Talasari-Udayapur' tourism unit.

## **II. RESEARCH PROBLEM**

Tourism is an aspect of human existence. It is required for development of human personality. Tourism definitely needs the care and nurture of the people and government of any place, state and country. Due to lack of responsibility and accountability of people and government, many geo-favourable places are not being developed and recognized as tourist place. In the district of Balasore, there is huge pro-tourism coastal belt. There are significant resources for development of tourism. Especially, Bichitrapur-Talasari-Udaypur beach has been neglected by people as well as govt. For this reason, the prominent landscape has not proved itself as developed tourist place though it has huge hidden potentialities. Hence, there should be every effort for development of Bichitrapur – Talasari – Udaypur as valuable tourism unit.

## **III. OBJECTIVES**

The objective means the way the researchers adopt to prove the hypothesis or hypothetical questions regarding research problem. For any research study fixing the objectives definitely be helpful for researchers to prove the hypotheses. So, in the present study, the researcher has following objectives:-

1. To study the literature behind the concept, scope and implications of tourism.
2. To understand and explain policies and laws regarding the development of tourism in local, regional, national and international level.
3. To examine the steps taken by government as well as local people for development of Udaypur-Talasari-Bichitrapur as tourism spot.
4. To study link between tourism and economy especially in the light of Udaypur-Talasari-Bichitrapur as tourism spot.
5. To suggest the strategies to solve the problems and to avail the future needs of Udaypur-Talasari-Bichitrapur as tourism spot.

## **IV. RESEARCH METHODOLOGY**

The methods that are adopted in the pursuit of a research study are very significant in order to make it scientific, unbiased and logical. The Participatory Rural Appraisal (PRA) was adopted to have knowledge on study area. The work has been done on both Primary and secondary data. Cluster random sampling design has been adopted. The data have been collected from the respondents like the local people, tourists, government employees and people's representatives. Thereafter, analysis was done keeping eyes on hypotheses of the study by using percentage, inferential and descriptive statistics. Secondary data have also been collected from several books, journals, newspapers, internet etc. In short, the holistic way like scientific- behavioral with triangular method is adopted to produce the work.

## **V. HYPOTHESES**

The researcher has considered the following hypotheses:-

1. Lack of proper tourism governance, government initiatives as well as people's efforts are responsible for backwardness of Udaypur-Talasari-Bichitrapur as tourism unit in Odisha.
2. Tourism at Udaypur-Talasari-Bichitrapur will boost economic development of the state and the local people.

## **VI. REVIEW OF LITERATURE**

The present researcher has undertaken an ideal amount of books, articles etc. for literature review and tried to find out the research gap. Vajir, (2008)<sup>3</sup> in his research work emphasized on SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis for promotion of tourists, expecting projections regarding future tourist inflow, employment generation and development indicators. But, there is need to analyze the effect of projection on significant stakeholders and vice versa. Wray (2009)<sup>4</sup> suggests that no single activity delivers tourism product. It means coordination can be developed by involving public and private sector agencies and interested 'attentive public groups'. Boyd and Butler (1996)<sup>5</sup> in their study highlighted eight factors i.e. accessibility, relationship between eco-tourism and other resources, attraction, tourism infrastructure, skill and knowledge, social interaction, degree of acceptance of impacts and type of management for the development of eco-tourism opportunity spectrum (ECOS). Buhalis (1998)<sup>6</sup> viewed that strategic use of information technologies in tourism industry helped in boosting staff morale, managerial effectiveness, productivity and profitability of tourism organizations. Sud (2006)<sup>7</sup> opined that India has inadequate tourism infrastructure yet foreign tourists like to visit India because of its rich culture. These foreign tourists directly assist the rural economy. Durbarry (2002)<sup>8</sup> provides the evidence of statistically significant positive relationship between tourism sector development and real economic growth of developing economies.

## **VII. RESEARCH GAP**

The available literatures have covered many areas like ecological, economic, social and developmental perspectives of tourism. But tourism policy-making and its governance has not been studied extensively and yet to be considered as an immature area in academic research. So, tourism governance has been focused through this work. And all the works normally focused on macro study. But, no micro study has been undertaken for Bichitrapur – Talasari – Udaypur with strategies on government and people's interface for the development of hidden potentialities in it. The present researcher tried to plug that gap.

## **VIII. TOURISM AND ITS GOVERNANCE: A CONCEPTUAL FRAMEWORK**

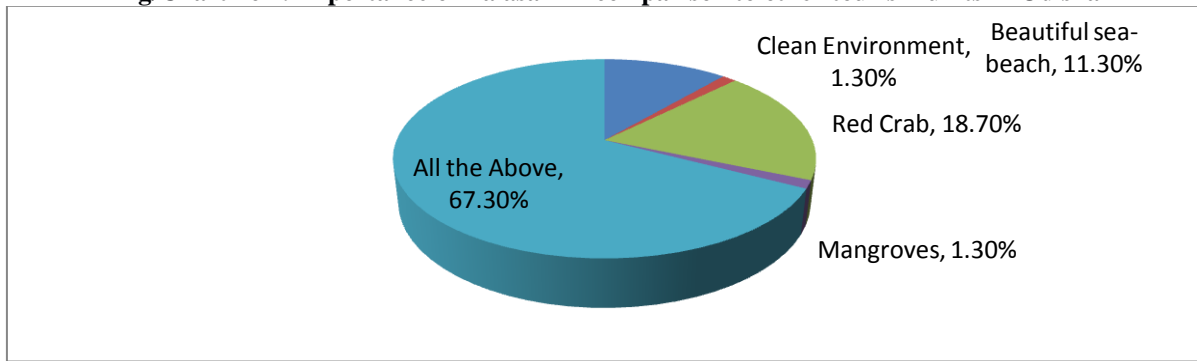
Tourism is an activity that takes place when people move from one place to another place for leisure or business and stay at least for 24 hours. The word 'tour' is derived from the Latin word 'Tornare' and the Greek word 'Tornas' meaning a circle and the movement around a central point. Tourism moves people from one region of the world to another. Tourism and travel are not synonyms. All tourism involves travel but all travel is not tourism. The United Nations World Tourism Organization (UNWTO) defines 'tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes' (*United Nations World Tourism Organization, 2008*)<sup>9</sup>. Further, tourists is 'someone who travels at least 80 km from his or her home for at least 24 hours, for business or leisure or other reasons' (*Link, 2008*)<sup>10</sup>. Governance is a mixture of formal structure and informal principles, norms, procedures and practices to jointly decide about common good for the achievement of decided objectives. Tourism governance is a process of conducting coordinated activities among public, private and social actors in the tourism system to create synergies. It is a sector of activity that involves multiple interrelationships among numerous types of actors and agents intervening in the production of goods and services consumed by visitors. In this framework, the government's coordinating efforts ensure permanent growth of tourism. Tourism needs the cooperation of private sector, public sector, and micro and macro level actors. Tourism governance is to effect and direct tourist sector and the different sectors of government to achieve goals of collective interest to develop solution and different opportunities in the tourism sector. The very necessary condition of tourism governance is the willingness attitude of a government to practice coordination, collaboration and cooperation as per directive guidelines in tourism sector. The first and foremost condition may be devolution of governmental decision towards local government. Further, public collaboration with extensive citizen participation, NGO's cooperation, private sectors participation must create effectiveness in tourism governance.

## **IX. FINDINGS AND ANALYSIS**

In this research work the researcher has many findings to his credit. He has tested the concerned hypotheses on the basis of the data collected through the field study. The researcher has tried his best to study the perceptions of the respondents like tourists, shopkeepers at Udaypur-Talasari-Bichitrapur, common people of the nearby areas, public officials, members of civil society, people's representatives and political leaders of Bhograi block under the district of Balasore to analyze the governance problems relating to Udaypur-Talasari-Bichitrapur as tourism unit. He has collected the data from 150 respondents cautiously and systematically in consonance with the adopted methodology.

The researcher initially wanted to have an idea about the opinion of the respondents regarding importance of Udaypur-Talasari-Bichitrapur in comparison to other tourism units in the district of Balasore as well as Odisha. It means he tries to know which features of the present place are significantly able to increase the importance of the unit. From the study, it is found that 28(18.70%) respondents highlighted the groups of Red Crab as the main feature to attract the tourists (Statistics shown in Fig/Chart 1). It is also observed that beyond red crabs, there is huge beautiful horse-shoe crabs, fiddler crabs (calling crab/uca) found on the beach.

**Fig/Chart no 1. Importance of Talasari in comparison to other tourism units in Odisha**



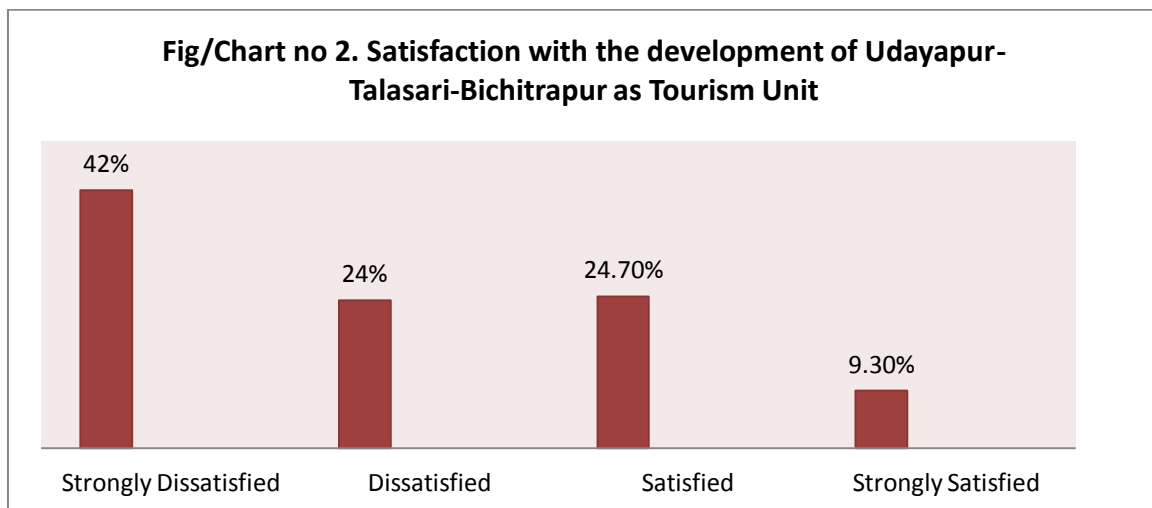
(Source: Data of the figure are available from interview with the respondents).

Further, 17(11.30%) respondents answered beautiful sea-beach is an important feature. Each 2(1.30%) respondents opined clean environment and mangrove are important component to attract the tourists. Beyond the response of the respondents, the researcher found many types of mangrove plants which are rarely found in Odisha for which tourist researchers and zoological researchers come here for their research purpose. But, 101(67.30%) respondents pointed out that ‘all the above’ components are very striking at the above place. The data reveal that definitely the things or entertaining features available at the place are rarely available at other tourist places of Odisha. But, out of the three places only one i.e. Talasari has been recognized as tourism unit by the government of Odisha neglecting others.

**9.1. Testing Hypothesis No 1: Lack Of Proper Tourism Governance, Government Initiatives As Well As People’s Efforts Are Responsible For Backwardness Of Udayapur-Talasari-Bichitrapur As Tourism Unit In Odisha.**

The researcher also analyzed on the basis of the data that the present tourism unit has not been properly taken care of and developed though it has huge hidden feasibilities and potentialities. He has again administrated a question that whether the respondent is satisfied on the development of the place as tourism unit. In response, 63(42%) respondents reveal as they are ‘strongly dissatisfied’ with the present development.

**Fig/Chart no 2. Satisfaction with the development of Udayapur-Talasari-Bichitrapur as Tourism Unit**



(Source: Data of the figure are available from interview with the respondents).

36(24%), 37(24.7%) and 14(9.3%) respondents expressed their opinion as ‘dissatisfied’, ‘satisfied’ and ‘strongly satisfied’ respectively. The above statistics are shown in fig/chart no. 2. This has definitely raised the doubt over the attention of both state and central government towards the development.

The high frequency responses on the ‘strongly dissatisfaction’ and ‘dissatisfaction’ prompted the researcher to ensure himself that there was backwardness of the tourism unit. Hence, he again tried to know the factors responsible for the backwardness. From the study, it is also found that 60(40%) and 32(21.3%) respondents pointed out ‘lack of good administration’ and ‘lack of coordination between government and local people’ are responsible for the backwardness respectively. Beyond that, 18(12%), 9(6%), and 3(2%) respondents finger at the factors like ‘absence of interest of political representatives’, ‘inadequate finance of

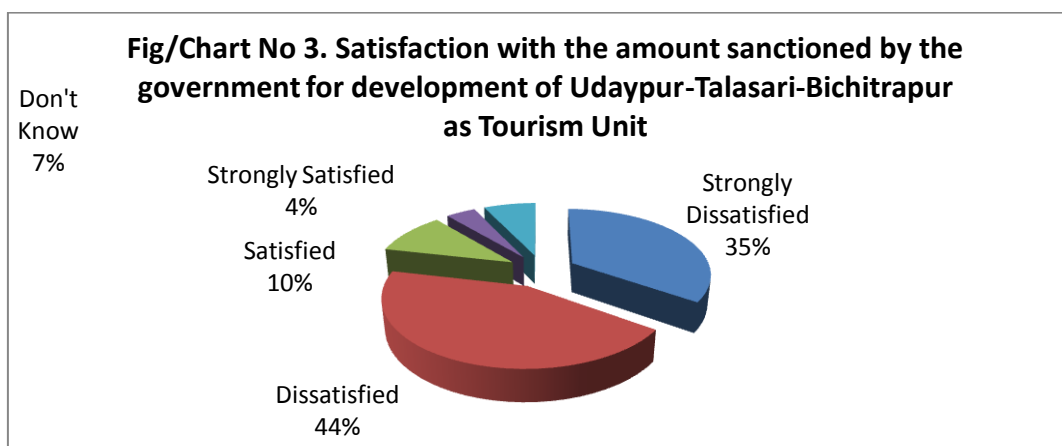
the state' and 'lack of people's interest' are responsible for backwardness of Udayapur-Talasari-Bichitrapur as Tourism Unit. But, it is striking that significant number i.e. 28(18.7%) respondents react that 'all the above' option is responsible for the backwardness of the tourism place. From this, it is analyzed that there is lack of good tourism governance as there is neither good administration nor coordination between government and people which are keys for good tourism governance. As per Odisha Tourism Policy 2016, there should be Local Tourism Promotion Council (LTPC) under each tourism area for greater development of the tourism place with coordination between people and administration. But, it is matter of regret that the council is not working under this area which led failure of tourism. The idea of local tourism policy especially LTO-led community governance structure is neglected and not working for this place.

**Table No 1. Causes of backwardness of (U-T-B)Udayapur-Talasari-Bichitrapur as tourism unit.**

Causes of Backwardness of U-T-B	Frequency	Percentage	Cumm.%
Lack of good administration	60	40.0	40.0
Lack of people's interest	3	2.0	42.0
Inadequate finance of the state	9	6.0	48.0
Absence of interest of the political representative	18	12.0	60.0
Lack of coordination between Govt. and local people	32	21.3	81.3
All the above	28	18.7	100
Total	150	100	100

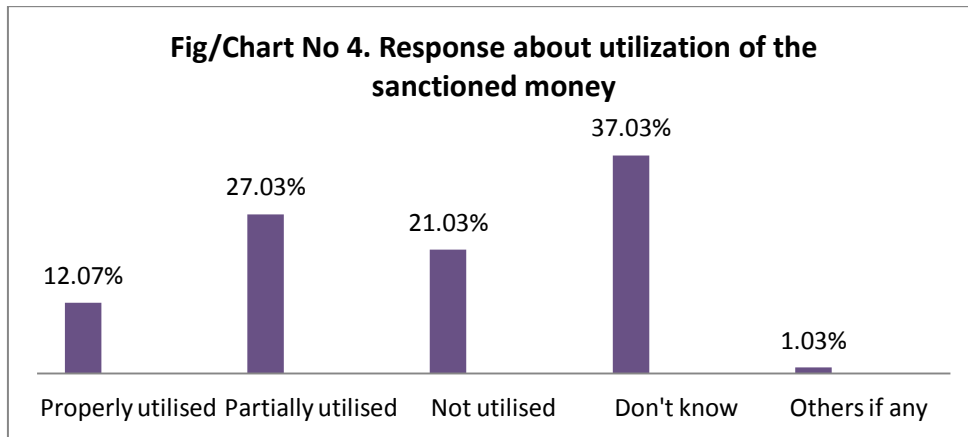
(Source: Data of the figure are available from interview with the respondents).

Being reacted by the backwardness of the tourism unit, the researcher tries to find out the satisfaction level of the respondents regarding the sanctioned amount of money from government for the development of Udayapur-Talasari-Bichitrapur as Tourism Unit. From the study, it is revealed that 52(34.7%) respondents answer with 'strongly dissatisfied' with amount sanctioned by government for the development of the tourism place. 65(43.3%), 16(10.7%), 6(4.0%) respondents reply with 'dissatisfied', 'satisfied' and 'strongly satisfied' respectively regarding the satisfaction on amount of sanctioned money. Further, 11(7.3%) respondents reveal their inability to answer. From the statistics, it is presumed that either the governments have neglected the tourism place or local political representatives have failed to approach the governments to grant more money in comparison to other tourism units in Odisha. Again, encouragement to local tourism policy is questioned which affected the development badly.



(Source: Data of the figure are available from interview with the respondents).

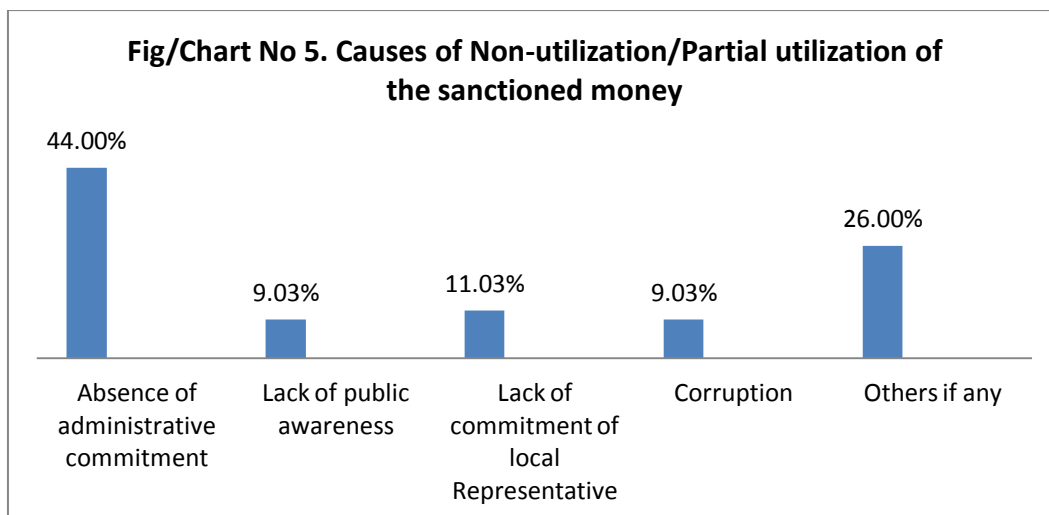
Again, the researcher tries to find out the fact regarding the utilization of the sanctioned money. From the study, it is envisaged that 19(12.7%) and 41(27.3%) respondents respond 'properly utilization' and 'partially utilization' of money respectively (as shown in Fig/Chart No 4).



(Source: Data of the figure are available from interview with the respondents).

It is significant to mention that, 32(21.3%) interviewees answer as “non-utilization” with much discontent and vexation. Further, 56(37.3%) and 2(1.3%) respondents opt of ‘not knowing’ and ‘others if any’ respectively. So, from the study, it is presumed that due to lack of follow up action by the government, local political representative and civil society allotted money is not spent or utilized properly. This has revealed the exposed the apathy of local people who should have acted in a vibrant manner for effecting local tourism policy as they have a lion’s share of the benefits. The responses regarding utilization were purely without any documentary proof. These were based on assumptions of the respondents.

But, the researcher to get to more scientific knowledge of the above problem put his efforts to unearth the causes of non-utilization and partial utilization of sanctioned money for the development of Udaypur-Talasari-Bichitrapur for tourism. Therefore, he asked the respondents to reveal their opinion about the causes of non-utilization and partial utilization of sanctioned money. In the exercise, it is found that 66(44.00%) respondents aggrieved with expressing the option ‘absence of administrative commitment’ for which sanctioned money is not utilized properly.

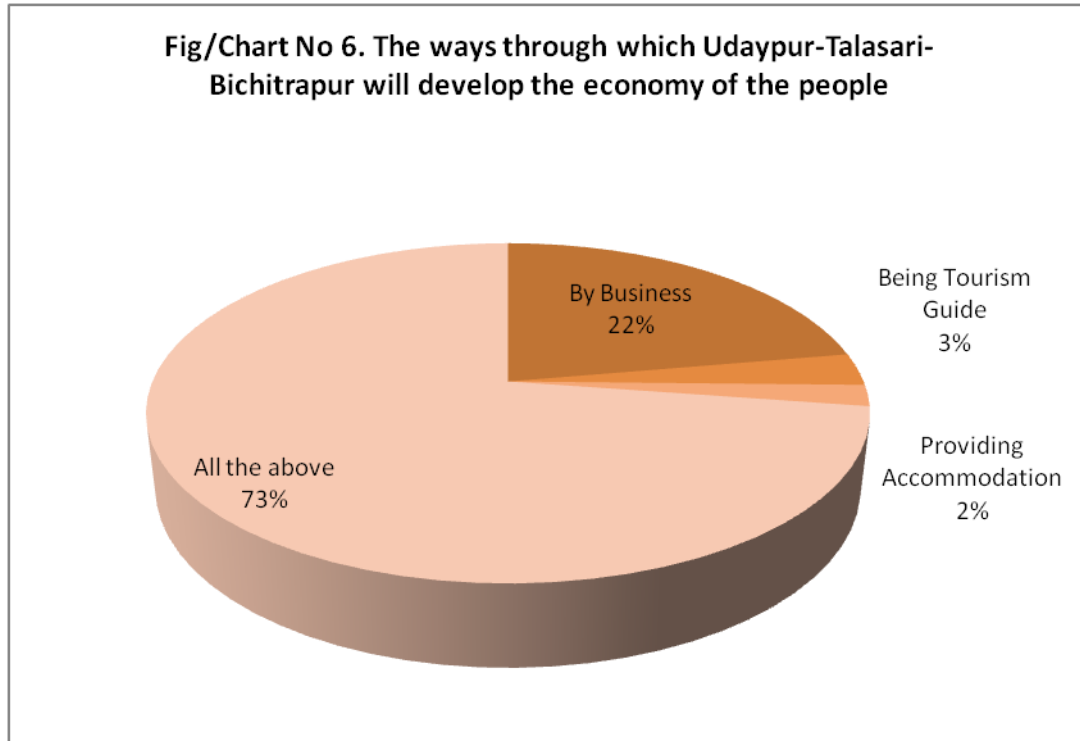


(Source: Data of the figure are available from interview with the respondents).

Likewise, 14(9.03%), 17(11.03%), and 14(9.03%) interviewees point the fingers at the causes like ‘lack of public awareness’, ‘lack of commitment of local representatives’ and ‘corruption’ respectively. Further, 39(26%) respondents opt the option of ‘others if any’ (statistics shown in fig/chart no. 5). From the study, it is observed that the problem lies in the hands of administrators and local representatives. And they are the keys for good tourism governance. The problem cannot be solved, if they are not sincere. Further, for effective tourism activities local people’s awareness and interest is also important. Hence, the first hypothesis of the work i.e. lack of proper tourism governance, government initiatives as well as people’s efforts are responsible for backwardness of Udaypur-Talasari-Bichitrapur as tourism unit in Odisha is proved as null.

**9.2. Testing Of Hypothesis No 2: Tourism At Udaypur-Talasari-Bichitrapur Will Boost Economic Development Of The State And The Local People**

Tourism is very helpful for the development of economy. The country having good tourism governance must be strengthened by economy. It has good impact on both individual and state. In this context, the researcher has tried to prove the second hypothesis of the work i.e. tourism at Udaypur-Talasari-Bichitrapur will boost economic development of the state as well as local people. With this, the researcher asked the question whether tourism helps to develop the economy of the local people. On this, out of 150 respondents 146(97.03%) replied as 'Yes', on the other hand a very negligible amount of respondents i.e. 3(2%) answered as 'No'. From the study, it is presumed that tourism in general and Udaypur-Talasari-Bichitrapur in particular definitely help for the development of economy of the people. And the economic growth of the people can be possible by different ways acceptable and viewed by them have been depicted in the fig/chart no. 6.

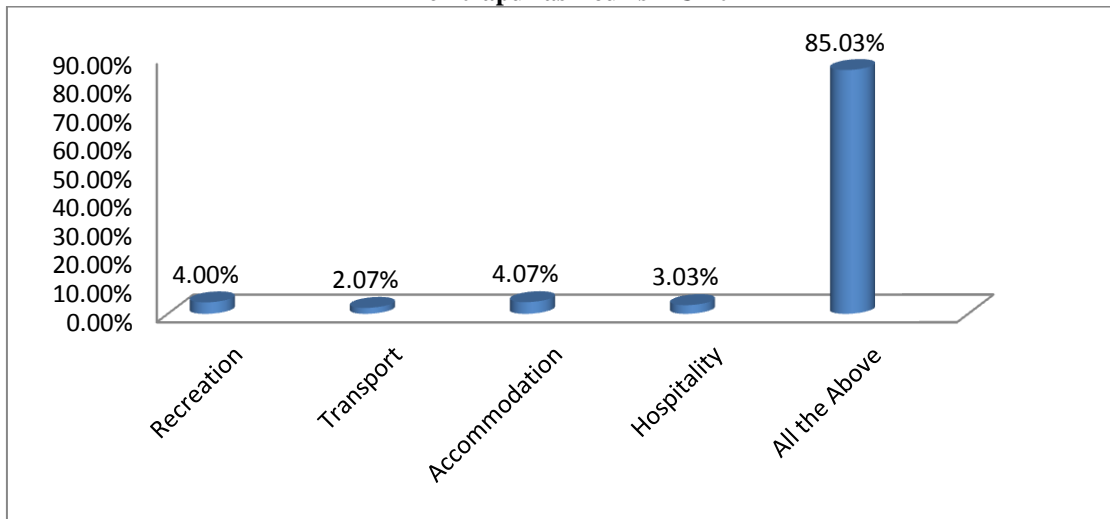


(Source: Data of the figure are available from interview with the respondents).

As per the statistics, 34(22.07%) respondents talk that through 'business' economic development of the people could be possible. 5(3.03%), 3(2%) and 108(72%) respondents state that economic development of the people could be possible by 'being tourism guide', 'providing accommodation' and 'all the above' respectively.

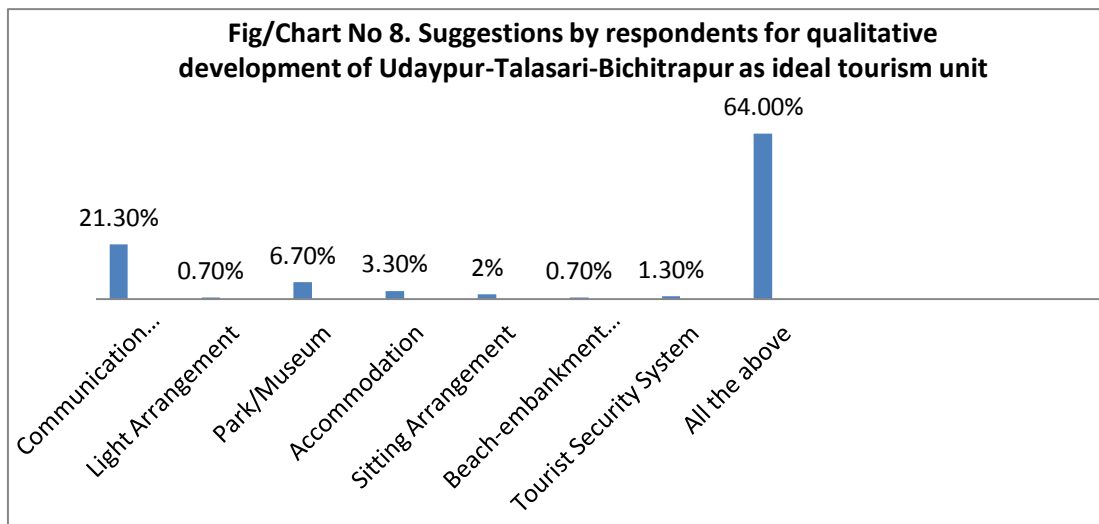
Again, to prove whether the economy of the state is enriched by the tourism and especially by Udaypur-Talasari-Bichitrapur and by what ways; the researcher asks a relevant question i.e. in which ways the economy of the state can be developed by Udaypur-Talasari-Bichitrapur as tourism unit. In response to the question, 6(4%) respondents opine providing 'recreation facility' will be a major earning source. 4(2.07%), 7(4.07%) and 5(3.03%) respondents focus on 'transport facility', 'accommodation facility' and 'hospitality' as expected significant sources of income of governments. Apart from it, 128(85.03%) respondent reveal that 'all the above' ways as major income sources of the governments (fig/chart no.7). So, there is no doubt on the expected income of the governments as well as people from Udaypur-Talasari-Bichitrapur if the place is developed as tourism unit. But it is matter of regret that, the concerned sea beach tourism place couldn't get a good share though state proposed a sizable share in each budget for tourism development. Further, Odisha in 2020-21 annual budget proposed an amount of Rs. 401 crores for the development of tourism in Odisha (*Odisha Budget 2020-21, 2020*)<sup>11</sup>. It is expected that concerned tourism place should be prioritized to be allotted a good amount for its development. And government should expect more and more returns from these places. Anyway, the second hypothesis, i.e. tourism at Udaypur-Talasari-Bichitrapur will boost economic development of the state and the local people, is also proved as null.

**Fig/Chart No 7. The ways in which the economy of the state can be developed by the Udayapur-Talasari-Bichitrapur as Tourism Unit**



(Source: Data of the figure are available from interview with the respondents).

There is no visible development of Talasari though it has been declared as tourism unit in the district of Balasore. Not to tell about Udayapur-Talasari-Bichitrapur coastal tourism unit. In the view of respondents there is no development due to neglect of government of Odisha for which such a huge natural resources become unable to contribute people as well as state. Again, the respondents have suggested some important features for qualitative development of the spot.



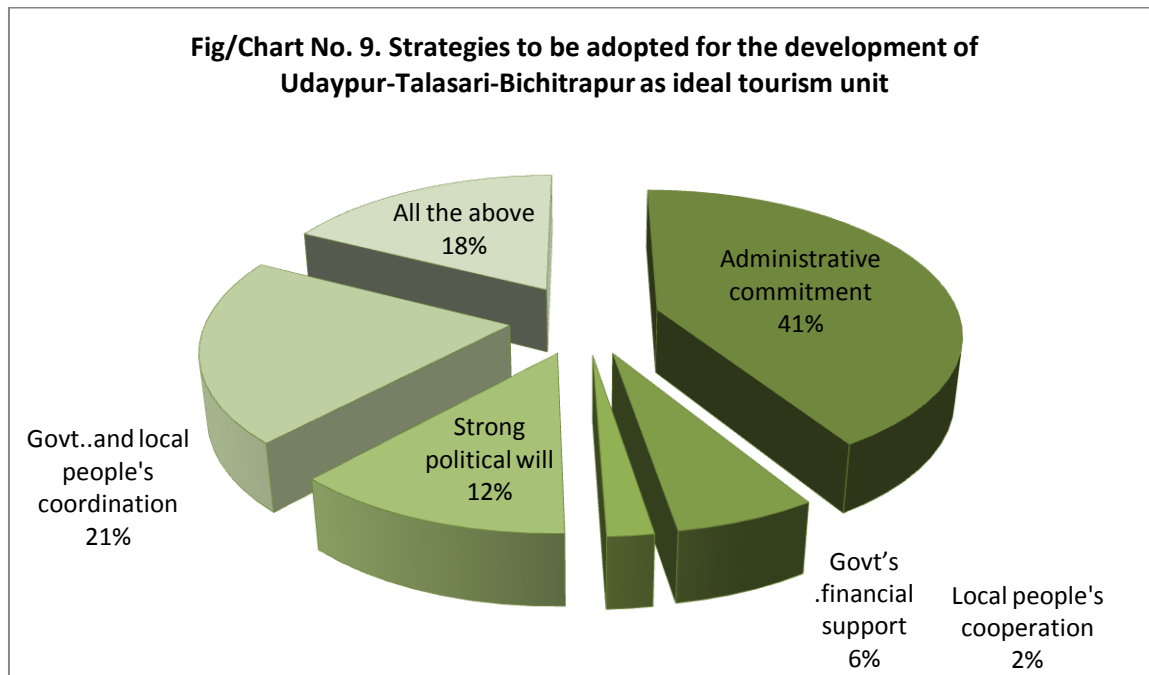
(Source: Data of the figure are available from interview with the respondents).

32(21.3%) respondents suggest for upgrading communication facility. 1(7%), 10(6.7%), 5(3.3%) respondents suggest for light (beach-path lighting), park (zoological park, botanical park, water park, sand art park) and museum (science museum, marine museum) and accommodation (hotel, cottage, lodge) respectively. Further, 3(2%), 1(0.7%) and 2(1.3%) suggest for sitting arrangement (alongside beach-path), beach-embankments road and tourist security system respectively. But, very important fact is 96(64%) respondents suggest for 'all the above' features and facilities for quality tourism spot (fig/chart no 8). Apart from these, many more tourism features like beautiful main gates at three sites, a bridge on backwater canal to be connected from shore to island at Talasari, electric cable car from Udayapur to Bichitrapur via Talasari, light house, tourist market place, food plaza, bank and ATM facility, sweet water facility in island area of Talasari, quality tourist map and tourist guide are to be facilitated.

Development of the condition of tourism unit Udayapur-Talasari-Bichitrapur definitely needs some strategies in policy planning as well as at its execution level. To make effect the policy planning as well as at its execution many actors play vital role. The researcher also took interest to know the factors for effective policy



planning, execution and finally development. From the study, it is found that, 61(41%) respondents suggest that the 'administrative commitment' is highly essential for the development of the tourism unit. 31(21%) respondents preferred to suggest 'proper coordination between government and local people' must be taken into consideration for its progress (fig/chart no.9).



(Source: Data of the figure are available from interview with the respondents).

Strong political will is the key and its lacking failed development of Talasari is stated by some key administrators in the district of Balasore. In this context, the study revealed that 19(12%) respondents preferred to suggest 'strong political will' for the swiftly growth of the tourism place. Further, 3(2%), 10(6%) and 26(18%) respondents choose the options as 'local people's cooperation', 'government's financial support' and 'all the above' respectively as suggestions for the growth and development of Udaypur-Talasari-Bichitrapur as ideal tourism.

## X. SUGGESTIONS

There are a number of elements shaping the tourism policy-making process or tourism governance. These elements belong to the policy environment that includes power arrangements, values and institutional arrangements and the actors in the policy arena that include interested groups, institutions, significant individuals and institutional leadership (Hall & Jenkins, 1995)<sup>12</sup>. A close look at all these aspects reveals that a number of snags are there to act as stumbling blocks on the path of tourism industry in Udaypur-Talasari-Bichitrapur. In this regard, some of the important suggestions to avoid the problems are as follows:

All the stakeholders are to adopted ideal model of local tourism policy especially LTO(Local Tourism Organisation) -led community governance structure for the development of the place. Politics, public policy and communities of interest are to be harmonized. There should be harmonious efforts of the department of Forest, Revenue and Tourism to allot required land and settle other technical problems for making Udaypur-Talasari-Bichitrapur a mega tourism hub in Odisha. Strict implementation of National Tourism Policy 2002, other related initiatives, Odisha Tourism Policy 2016 and formation of LTPC (Local Tourism Promotion Council) along with following up its activities regularly by higher authorities may be helpful for development of the tourism place. There should be Civil Society activism to create awareness among people, administration and government through seminar, research, awareness programme, conference, submission of memorandum etc.. There should be regular interface among local political leaders, administrators and local people for better tourism governance in relation to Udaypur-Talasari-Bichitrapur. The role of mass media both electronic and print through news coverage, advertisement, documentary, film shooting, advertisement on the website of Railway(railbandhu), Airlines, Bus services etc. is also necessary. There should be effective promotional campaign to woo the tourists for the rich cultural heritage of Chandaneswar Temple and Bhusandeswar and scenic beauty of Udaypur-Talasari-Bichitrapur through media. In worst case, SEZ (Special Economic Zone) is to be made to attract private companies and FDI (Foreign Direct Investment). There should be public-private collaborative efforts for

development of the tourist place. In short, there should be effective local tourism governance with holistic and balanced approach to sustainable development for Udaypur-Talasari-Bichitrapur.

Udaypur-Talasari-Bichitrapur can gain much through the development of tourism by the efforts of planners, economists, bureaucrat, travel industry and each and everyone associated with tourism. Bichitrapur and Udaypur should be added to tourism department along with Talasari. There should be satisfactory transport and communication facilities along with rail and air connectivity. There should be good accommodation with hotels, panthanivas and rest houses of international standard in the vicinity of tourist spots. The mindset of the local people should be changed and there should not be harassment, robbery, extortion, exploitation, molestation and manhandling of the tourists. The issue of environmental degradation should be dealt seriously and local people as well as tourists are to be sensitized. There should be light (beach-path lighting), park (zoological park, botanical park, water park, sand art park) and museum (science museum, marine museum) facilities. Further, there should be availability of sitting arrangement (alongside beach-path), beach-embankments road and tourist security system. Apart from them, tourism features like beautiful main gates at three sites, a bridge to be connected from shore to island at Talasari, car cab through rope way from Udaypur to Bichitrapur via Talasari, light house, laser theatre to show local art and culture, kids club, rest shed at Bichitrapur, cottages on the island of Talasari, tourist market place, food plaza, bank and ATM facility, sweet water facility in island area of Talasari, quality tourist map and tourist guide are to be facilitated. Sports/game activities like beach volley ball, horse-riding, bike riding, jeep ridding and the like should be encouraged.

## **XI. CONCLUSION**

Odisha has bounty of tourism resources to place itself in international tourism industry. If governments want, huge economic enhancement could be harnessed. Udaypur-Talasari-Bichitrapur as tourism spot can also take a major role in shaping not only the needs of the local people but it could have also boosted the economy of the state of Odisha. But, from the study it was found that state government has lacked suitable strategies by taking the local communities and organizations into confidence. It is very regrettable; even no tourism policy related local organization is working in the local level. Local Tourism Promotion Council (LTPC) and District Tourism Promotion Council (DTPC) are in moribund situation. People are quite apathetic. Tourism development has been sandwiched in between the apathy, negligence, unaccountability of administration and political leaders. Hence, good tourism governance is highly necessary in this critical juncture. And, local tourism governance especially local tourism organization (LTO) -led community governance can effectively bring to motion the structures and processes to utilize the hidden resources and skills achieving the goals of all the stakeholders i.e. eco-tourism with sustainable development. With this, Udaypur-Talasari-Bichitrapur may prove itself as an ideal tourist spot in India.

## **REFERENCES**

- [1]. Tourism in India. (n.d.). *2019 Annual Research: Key Highlights*. World Travel and Tourism Council Retrieved April 18 2020 from [https://en.wikipedia.org/wiki/Tourism\\_in\\_India](https://en.wikipedia.org/wiki/Tourism_in_India).
- [2]. Ministry of Tourism. (2019). *India Tourism Statistics 2019* Retrieved April 18 2020 from <http://tourism.gov.in/sites/default/files/Other/India%20Tourism%20Statistics%202019.pdf>.
- [3]. Vajir, S. D. (2008). On Sea Tourism: Strategic Integrated Infrastructure Development in Orissa. *The Icfai Journal of Business Strategy*, Vol. V, No. I, pp. 30-44.
- [4]. Wray, M (2009). Policy communities, networks and issue cycles in tourism destination systems. *Journal of Sustainable Tourism*, vol. 17, no. 6, pp. 673-690.
- [5]. Boyd S.W. and Butler, R.W. (1996). Development of an Ecotourism Opportunity Spectrum (ECOS) for Sites Identified Using GIS in Northern Ontario. Butler and Boyd Associates, J66P Head Street, North Strathy, Ontario N7G 2J9.
- [6]. Buhalis, D., (1998). Strategic use of information technologies in the tourism industry. *Tourism Management*, Vol.19 (5), pp.409-421.
- [7]. Sud, H. (2006). External Tourism and its Positive Impact on Indian Economy. South Asia Analysis Group, Paper 1799.
- [8]. Durbarry, R., (2002). The economic contribution of tourism in mauritius. *Annals of Tourism Research*, 29(3): 862-865.
- [9]. United Nations World Tourism Organization. (2008). *Glossary of Tourism Terms* Retrieved February 24 2019 from <https://www.unwto.org/glossary-tourism-terms>
- [10]. Link, B.C. (2008). Transforming communities through tourism: A handbook for community tourism champions. p.8 [PDF]Retrieved from <http://linkbc.ca/siteFiles/85/files/TCTT.pdf> on dtd 24.02.2019.
- [11]. Odisha Budget 2020-21 (2020, February 19). The Samaj, Balasore Edition, page 2
- [12]. Hall, C.M. and Jenkins, J.M. (1995) *Tourism and Public Policy*, London: Routledge.