



## **Dimensions of Rural Tourism in Chhattisgarh**

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### **ABSTRACT**

*The development of tourism in tribal areas seems like an economic booster among indigenous people. The Chhattisgarh state has a large forest-occupied region where nature blessed overwhelming scenery and biodiversity along with stunning waterfalls and attractive hilly areas. The present study emphasized the potentialities, problems, and prospects of rural tourism in Chhattisgarh. The tourist satisfaction level of the tourist places of Chhattisgarh was evaluated by field survey method in the year 2015 with 100 samples. The TSI revealed that a maximum of 80% of tourists were satisfied with public convenience, and 60% of the tourist were with transportation facilities. Notably, 40 % of the tourist were highly satisfied and 52 % were satisfied with the behaviour of local people. It seems to be an opportunity to attract tourism because behavior does matter the most. The cleanliness is satisfactory but the security aspect and availability of tour guide need to be improved. Conclusively, the overall tourism prospective in Chhattisgarh state seems to be appreciable.*

**Keywords:** *Chhattisgarh State, Rural Tourism, Tourist satisfaction,*

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### **INTRODUCTION**

Tourism is essential for revenue and indirect employment opportunity for indigenous peoples. Urban peoples are rich in socio-economical level but due to the materialistic lifestyle of urban society, they need natural aroma for some days to get out of this. The regular visit of people from modern society defines the new life pattern and infrastructural richness in the rural sector. The rural economy of Chhattisgarh state is solely dependent upon agriculture and specific natural products which is often seasonal. Thereby, the poverty seems in their livelihood pattern. The tourism provide could provide the earning prospect to people residing in the rural belt. Chhattisgarh has an ironic cultural heritage, waterfalls, caves, Wildlife Sanctuary, and hills along with rich natural diversity. Indian State of Forest Report (2009) states that Chhattisgarh has 135191 square kilometers of an area of which 44.21 % area (59722 square kilometers) is covered with forest. Tropical dry deciduous and Tropical moist deciduous forest region is almost equally distributed in the state. The Dante Wada district has the largest forest-covered area. Three national parks and eleven sanctuaries are situated in the state. 80% of the population are lived in rural regions. Hence, tourism provides benefits to a larger group of people in the state. Govt. of Chhattisgarh

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released 113 crore rupees for to Chhattisgarh Tourism Board (CTB) for the development of tourism projects. CTB has planned recreational activities such as water sports in Gangrel dam (Mini Goa), cave and river tourism packages and Buka dam for youngsters. CTB also try to prepare a well-planned tourism infrastructure by gathering Tribals, Environmental agencies, Police, Transportation service agencies, and Rural Management Company on a single platform. The Public-Private-Partnership needs to be implemented to improve rural tourism. The Government of Chhattisgarh initiated the project to develop Ram Van Path Gaman Marg in nine places viz., Sitamadhi (Korea), Ramgarh (Ambikapur) Shivrinarayan(Janjgir-Champa), Turturia (Baloda Bazar), Chandra Khuri (Raipur), Rajim (Gariyaband), Sihava-SaptrishiAashram (Dhamtari), Jagdalpur (Baster) and Ramaram (Sukma). This project plays a vital role in the enhancement of tourist activities from south to north of Chhattisgarh state and boosts rural economic status.

The present course of the investigation was focused on the assessment of Chhattisgarh state from the tourism perspective and possible obstacles.

### **Research Methodology**

Deep observation of the rural belt having the potential to develop as well planned tourist place was carried out.

#### **Survey**

The tourist statistics of Chhattisgarh state were collected for the study design. The statistics of tourist and tourism opportunity in Chhattisgarh state was collected from secondary databases i.e., maps, official web resources, government reports, and other relevant database available.

#### **Study Design and Methods**

The present study was designed on the basis of survey statistics from literature and government reports. The data under some parameters viz. availability of transportation and tour guide, quality of accommodation and food, convenience, quality of roads, the behavior of local people toward tourists, cleanliness, and hygiene, the worthiness of the place to visit, and security were collected as per study design. The primary data was collected from Achnakmar, Baghicha, Boramdeo, Bango, Champaran, Chandahasini, Chitrakut, Damakheda, Dongargarh, Gangrel, Jagdalpur, Khutaghat, Kunkuri, Kutumsar, Madkudweep, Mainpat, Malhar, Muktangan, Purkhoti, Raipur, Rajim, Ratanpur, Sanna, Shivarinarayan. The religious natural and archeological paradigms of tourist places were examined. The music and dances, handicrafts (wood, bell metal, and iron craft), and Folk Dances were evaluated in the context of Chhattisgarh tourism attraction. The Tourist Satisfaction Index (TSI) is also calculated under various parameters

The statistical analysis was done using Microsoft Excel, 2019.

### **Result and Discussion**

The present work was concentrated on prospective and potential Rural Tourism in Chhattisgarh. The survey showed the gradual growth of domestic tourism in Chhattisgarh, however, the least foreign tourists were noted. The statistics of domestic and foreign tourists in Chattisgarh from 2008 to 2014 were depicted in Fig.1. According to the Census and Economic Information Center



(CEIC) database published, the Ministry of Tourism claimed that 2.81 million and 4.74 million tourists visited Chhattisgarh in 2020 and 2021 respectively. Hence the 1.93 million tourists increase in 2021. But the deep data analysis showed that the maximum tourist was 24.48 million tourists were recorded in 2014 which decreased by 17.30 million by 2019. Due to COVID-19, the number of tourists was down to 2.81 million and again raised to 4.74. Therefore to meet the Golden period of tourism in 2014, the promotion of tourism by the Chhattisgarh Tourism Board is necessary for a well-planned mechanism. The least foreign tourists specify the lake of Chhattisgarh Tourism Board to attract tourism globally.

Religious, Natural, Archeological, and Other relevant tourist places in 7 districts of Chhattisgarh state were evaluated in the present research work (Table 1 and Fig.2). The TSI of selected tourist places in Chhattisgarh was gathered during the field survey in the year 2015 with 100 samples (Table 2). The winter season is convenient due to pleasant atmospheric conditions.

Tourism Resources: Economic perspective under tourism in a tribal region of Chhattisgarh are music, dances, handicrafts, and festivals other than natural scenery and cultural heritage. The tourism resources in Chhattisgarh state were assessed and are briefly described below:

Music and Dances: It is the most beautiful aspect to be a part of the unique melodious indigenous tribal and rural culture dance with colorful decoration. The Bas-geet, Bastar-band, Nacha, Pandwani, Panthi, Rawat, and Soowa-nacha are well-known music and dance of tribes.

Handicrafts: The indigenous tribes crafted exclusive handicrafts which reflect their culture and Pilgrimage including the wood-art cultural sign of terracotta, tribal jewelry, and clayarts. Bell-metal craft is made of bronze. The Bastar and Jharas tribes made Bell-metal crafts using a technique called dokra in which cow-dung, paddy-husk, red-soil, and bee-wax are used. Kondagaon tribes are famous for iron crafts and casting. Wood carving is the traditional occupation of Badhais. Bamboo-art is crafted by Kamars and Gond.

Chhattisgarh has the potential to be developed as a tourism sector. In line, the Govt. of Chhattisgarh has made several promotional activities to attract tourism. The tourist information centers (TICs) are established over the public transportation zone i.e., airports, railway stations, and bus stands. The website is also updated to serve tourists with all necessary information needed. The pamphlet and brochures of tourist places are published with cultural and historical evidence and a database. The government is also organized Rajim Kumbh, Bhoramdeo festival, and Bastardashara to encourage tourism in Chhattisgarh. Availability of infrastructure and easy modes of transportation is prime requirements for tourism and the government did so in some areas. A variety of projects are also in pipeline towards the same. A tourism infrastructure connectivity to its all component is illustrated in Fig.5.

The comprehensive assessment of the tourism facilities and security was done by calculating TSI. The tourist satisfaction level is shown in Table 2. and depicted in Fig.3. The result exhibited that, a maximum of 80% of tourists were satisfied with public convenience while 60% of the tourist were satisfied with the transportation facility. Further, 54 % were satisfied with the quality of information available whereas 53 % of tourists are satisfied with the quality of accommodation. Additionally, 20 % were satisfied with the quality of roads but 51% were satisfied but not completely with the same. Eating places and food quality appealed to



satisfaction among 45 % of tourists. Fortunately, 40 % of the tourist were highly satisfied Behavior of local people while 52 % were satisfied with the same. It was noted that 48 % of the tourist were satisfied with cleanliness. The result expressed that 24 % of tourists were satisfied with security aspects whereas 30% were satisfied but not completely with the same. It was found that 25% of the tourist were satisfied with the availability of tour guides whereas 45% were satisfied but not completely with the same.

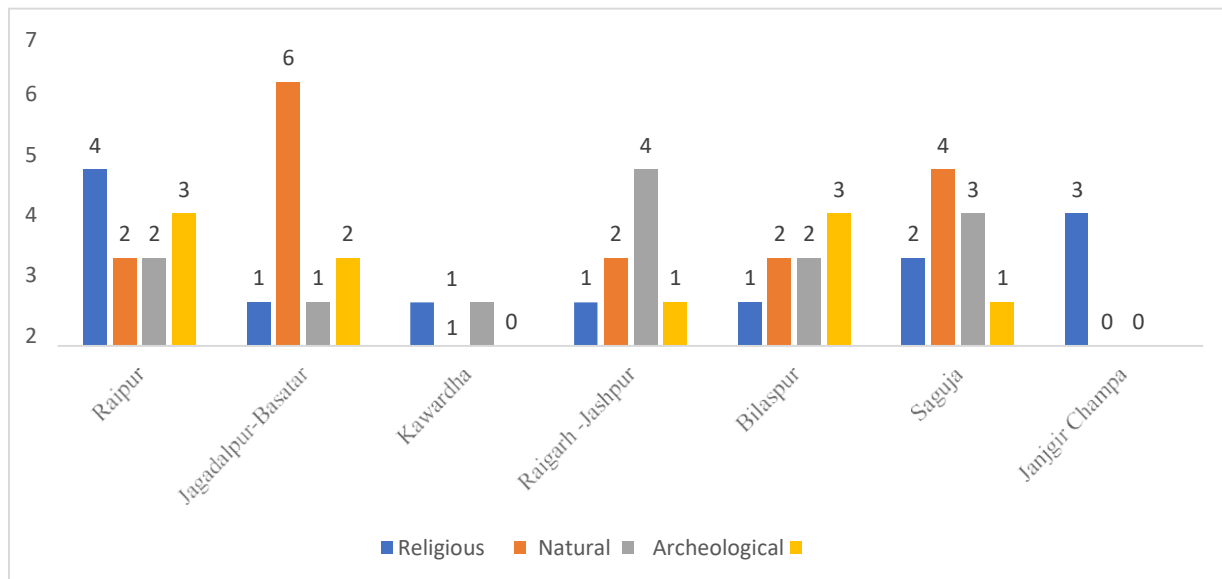
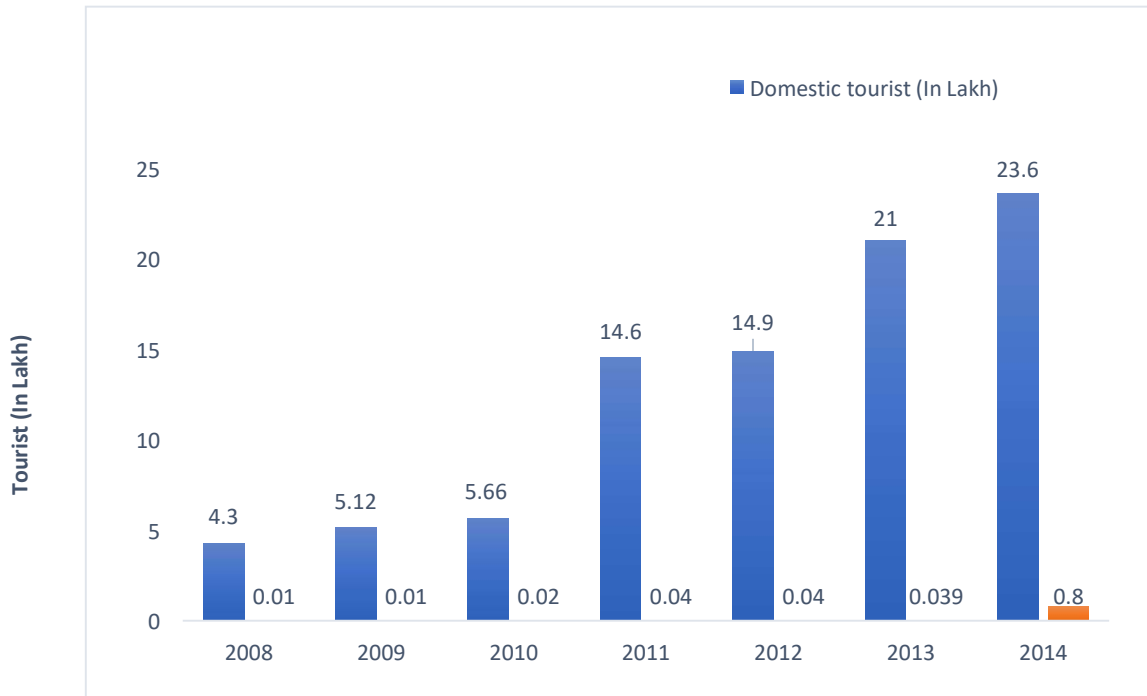
Additionally, the tourism perspective of Bilaspur, Korba, Mungeli, and Raigarh Districts was also assessed and the observation revealed that some tourist places require inclusion in tourist circles that might be a step ahead for the development of the rural tourism in Chhattisgarh. The proposed tourist circles are shown in Table 3.

## CONCLUSION

The present appraisal of the study was to reveal the potential, problems, and prospects associated with rural tourism in Chhattisgarh. The results analysis of the study was found to be appreciable from a tourism perspective. The major problem encountered during the tourism development is uncontrollable Naxal activities. Besides, the language, shy nature of tribes, poverty level, least professional attitude, and state imaged as backward, some places have transportation issues, security threats, and lack of training and education in tribes. The potential aspects are the lush-green forest region and strong cultural activities i.e., music, dance, and handicrafts are the advantageous part. The lifestyle and traditional knowledge level of BaigasPahadiKorva are also the centers of attraction. Handicrafts, indigenous jewelry, and clothes are counted as economic boosters. Pilgrimage excellence i.e., Danteshwari temple and Rajim Sangam along with the aforementioned natural and cultural richness are the positive sign for the development of tourism similarly the initiatives to develop the “Ram Gaman Path “ is a milestone for enhancement of rural tourism circuits and off course regional development.

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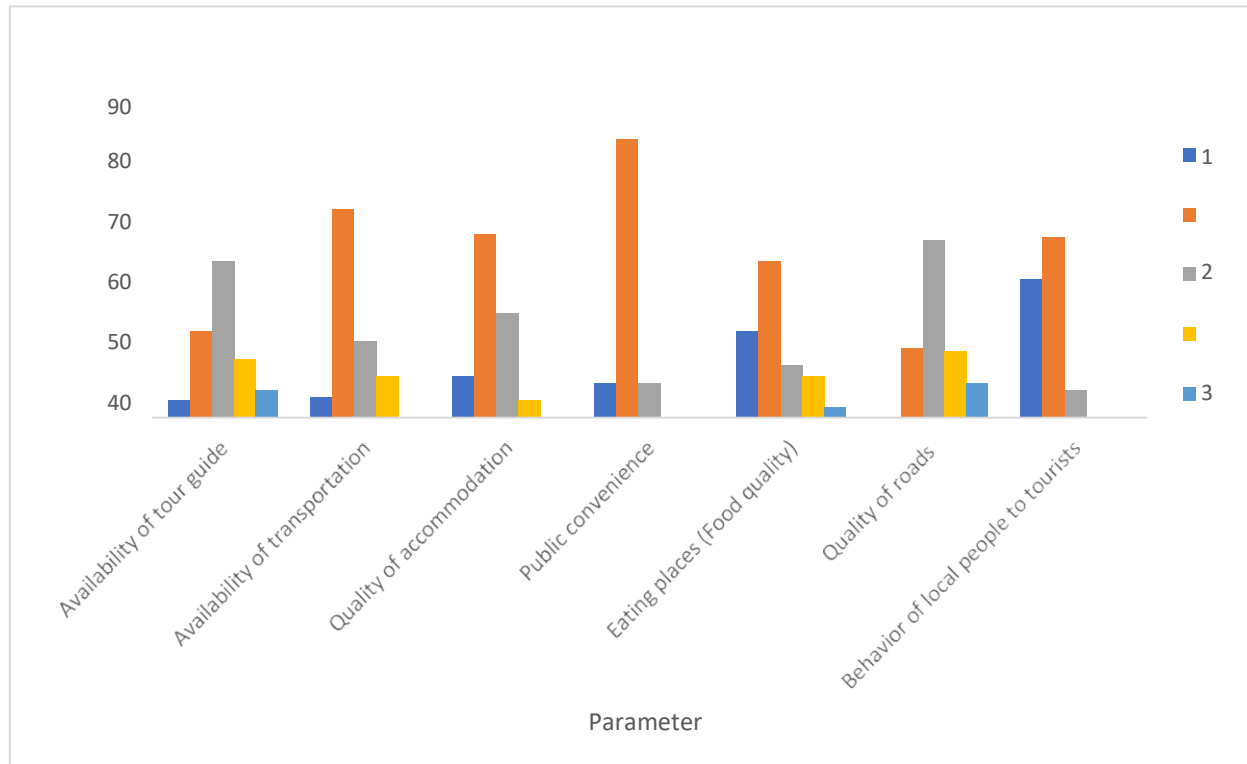
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**Fig. 1. Domestic and Foreign Tourists in Chhattisgarh**

**Fig.2. Tourism Place in the 7 Districts of Chhattisgarh State selected for the present study**





**Fig. 3. Tourist Satisfaction Index (TSI) of the selected tourist places in Chhattisgarh state (The data is based on the field survey in 2015 on 100 samples (Scale: 1-Highly satisfied; 2-Satisfied; 3-Satisfied but not completely; 4-Unsatisfied; 5- Completely dissatisfied))**

**Music and Dance**



Karma Dance

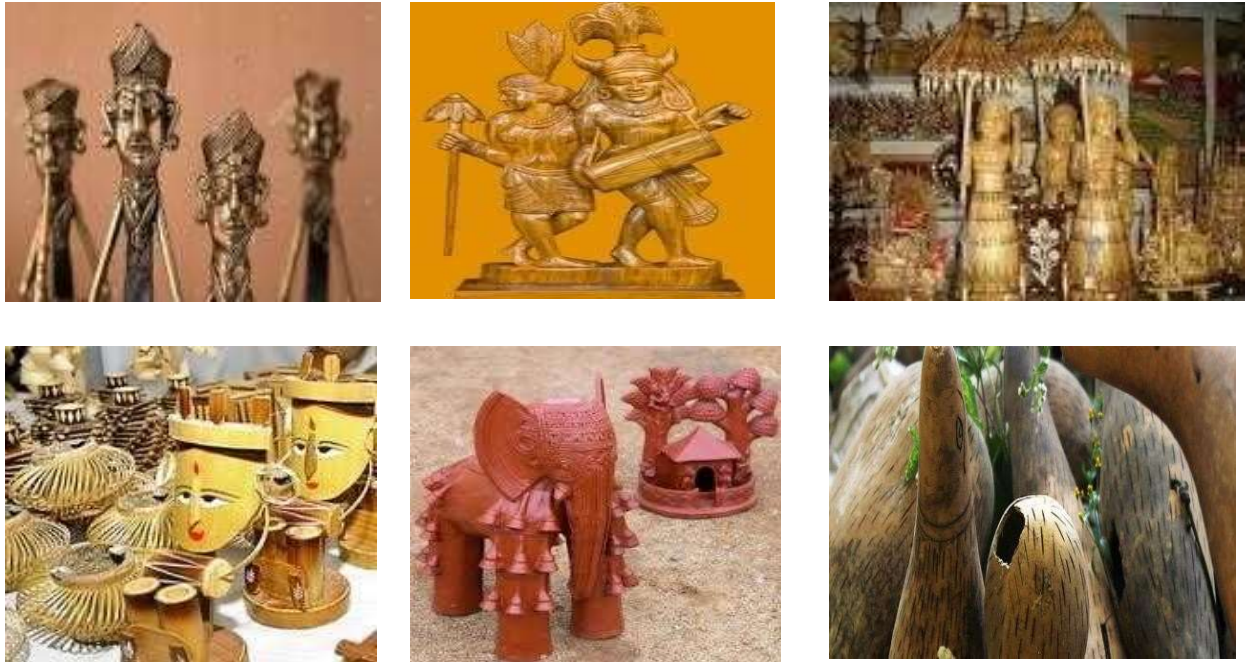


Padmshree Tijan Bai- Pandwani Singar



Rawat Nacha

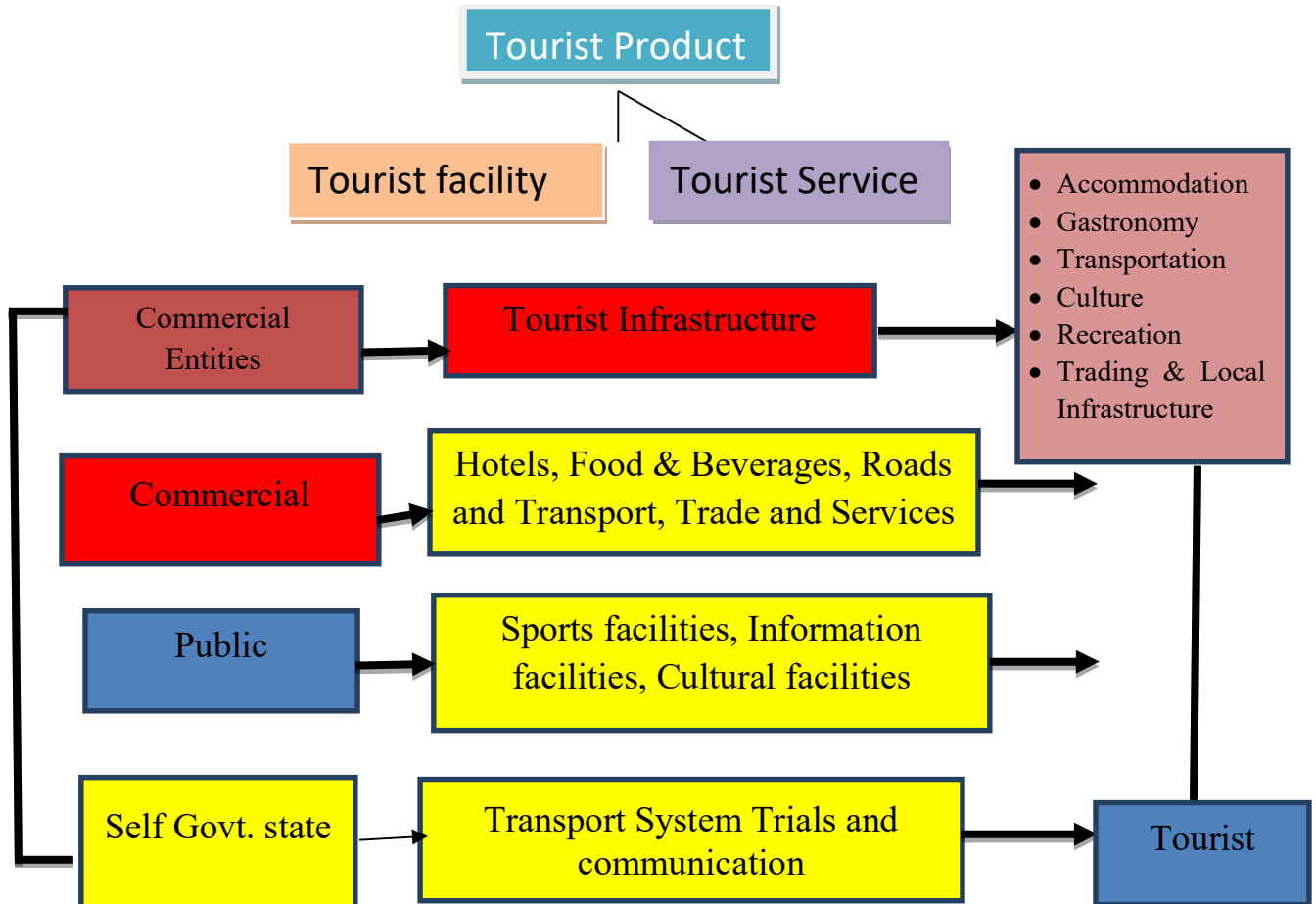
**Bell-metal-art, Bamboo-art, Terracotta and Tumba-art**



**Folk Dances**



**Fig. 4. Music, dances, handicrafts, and festivals other than natural scenery and cultural heritage of tribal region of Chhattisgarh state**



**Fig. 5 Connectivity of tourism infrastructure to its all component**



**Table: 1. List of tourist places of Chhattisgarh state selected for data collection for the present study**

District	Religious	Natural	Archeological	Other
Raipur	ChampanRajim (Rajivlochanteple) Arang fr(City of a temple) Girodhpuri	Gangrel dam BarnawaparaJangal Safari	Sirpur Turturia	Bhilai Steel Plant Purkhote Muktangan JangalSafari
Jagadapur-Basatar	Danteshwari temple	Chitrakut waterfall Teerathgarh waterfall Kutumsar cave Kanger valley NationalPark Indrawati National Park	Barasur	Bastar Mahal Ganesh Temple
Kawardha	Damakheda	Nil	Bhoramdeo	Nil
Raigarh - Jashpur	Bel mahadeo	Ram jharana Sanna	Tamnar Bhupdeopur Singhanpur KabraPahad	Jindal Steel Plant
Bilaspur	Ratanpur (Mahamaya temple)	Khutaghatdam,Achanakmar ,	Tala Malhar	NTPCSECL Kananpendari
Saguja	Shivpur (Mahamaya temple)	Mainpat Kothali Waterfall Kundarughagh waterfall Tata pani	Deepadih Ramgarh hills Sita bongra hill	Tin TiniPathar
Janjgir Champa	Shivarinarayankharod Chandrasahini temple	Nil	Nil	Nil

**Table 2. Tourist Satisfaction Index (TSI) of the selected tourist places in Chhattisgarh state**

Parameters	1	2	3	4	5
Availability of tour guide	5	25	45	17	8
Availability of transportation	6	60	22	12	0
Quality of accommodation	12	53	30	5	0
Public convenience	10	80	10	0	0
Eating places (Food quality)	25	45	15	12	3
Quality of roads	0	20	51	19	10
Behavior of local people to tourists	40	52	8	0	0



**Table 3. The proposed tourist circles of Bilaspur, Korba, Mungeli, and Raigarh Districts**

S. No.	District	Tourist place
1.	Bilaspur	Aurapani, Panchidabara, Kopra, Bhaisajhar, Siddh baba aashram(belghna )and Marhimata temple(Bhanvartank)
2.	Korba	Deopahri, Hanuman garhi, kendaiwaterfall
3.	Mungeli	Belpan, Vijaypur, Shivnath-Maniyarisangam and Motimpur
4.	Raigarh	Ektal (Bell-Metal art) and Ram jharna