

Tourism Marketing: Effect of Motivation and Innovation. A Study of Dhanbad Coal Mines (Jharkhand)

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Abstract- Purpose- Because it is about cultural variety and its influence on Jharkhand's socioeconomic development. Jharkhand has a diversified tribal population. This cultural diversity is centering the state on profit. These tribes have distinct lifestyles, dialects, and so on. These factors are attracting the marketing sector to future potential linked to the effect of motivation and innovation in open cast mines.

Design / Methodology

The sample survey technique was employed for this paper. The emphasis is on local community motivation and site innovation in relation to open cast mining. The possibilities can be expanded, and people will be too familiar with the unknown places, breaking the unknown places to make it public, as we can potentially develop.

Findings

Designing a developmental program in Jharkhand. This region is rich in mineral resources, but extensive coordination among sectors is essential to achieve the organizational aim in the most efficient manner. This section of the study gives findings on the inspiration and innovation of local culture with seven features in Dhanbad's rural mining destinations.

Originality and Values

Marketing can be defined in a variety of ways, but in this context, it is used to refer to mining. Its roots are deep, and future emerging trends in numerous fields will need reaching the above-mentioned goal. The majority of emerging countries nowadays place an emphasis on marketing strategies. Promotional tools are a new form of marketing that can only be used when there is active motivational factors.

Keywords: Regeneration, Open cast mines, Marketing

1. INTRODUCTION

In spite of all positive roles, still Dhanbad is the place where special project need to develop for the infrastructure of mining. Because lots of good sites are available but either it is underdeveloped, which require to be developed as a strategy for development. So, the state and the Central government draw their attention

for further development with both the sector i.e. on mining first and then to tourism sectors. Dhanbad is the city of coal mines so if any tourist's desires, to visit beyond Dhanbad district than in Jharkhand many charming and attractive tourist places are present. Still the state of Jharkhand falls back in the field of tourism due to heedlessness. Jharkhand has still its own power of development and the place requires modification in some parts i.e. found in the statistics which require to have new type of research, involvement of NGOs whenever required, sound investor, take advice by expertise team who work regarding tourist place selection, make strategy, all the amenities provided which need for any new heritage and other types of tourist spot development. It was found many tourist places in Dhanbad district which can draw the attention of tourist which is still not at our knowledge due to inconsiderable attitude. Jharkhand is an extraordinary centre for human activity with contribution from both tourism sector and migrated persons staying here to maintain the dignity of life. Cultural diversity has formed in Jharkhand from its people, their languages, also for their different lifestyles. Tourism benefits equally to their cultural life of the local people as well as socio economic importance in the state. After implementation of tourism and also the migration process, it has helped for free movement within and outside the state for women, also.

Jharkhand tribal people began revolts against colonial control, with Tilka Manjha serving as the Santals' leader, followed by Bhumij, who had different cultural lifestyles and played an essential role in the state's socioeconomic development. The Oraons and Mundas tribes revolted next between 1811 and 1813. Following that, the Ho staged an open uprising in Singbhum.

Then, through new and inventive planning, the Unnati Samaj movement for tribal socioeconomic development emerged. This particular movement demanded a separate state, which will be led by the tribals. And this demand was repeatedly refused.

Despite the fact that the demand was refused, political authority in the state grew by the day. And these ups and downs produced a favorable outcome in the year 2000. The identification was done not just for the adivasis, but also for the general population in the region. The abundant resources and policies both emphasize socioeconomic development within the state. Jharkhand has several pros and disadvantages.

The State is advantageous of being culturally live which reflects with languages, festivals, folk, music, dance, theatres of performing arts, fairs, tribal cultural diversity inside the State which requires some more establishments by engaging small industries and engaging the local people in it. Where it includes a long term effect on economic activity with getting a high percentage in relation with those heavy resources which is generating income for future to these un developed area and people both.

Those who are living in rural areas of Jharkhand, they are facing lots of problem, mainly poverty. People below poverty line are directly or indirectly involve to degradation of natural resources for their lack of insight or for short term endurance. Many studies prove that poverty as sustainability is integrated and it exists due to incorporate resources. Multi various problems arise due to inadequately understand relation among agriculture, environment, poverty and social factors. The developing countries have been criticized for the poor attitude, attention, lack of ability and decrease poverty through sustainable agriculture and economical development.

Poverty is the fundamental factor to inhabit the sustainable development of developing countries particularly who live in rural area. According to Brundtland Commission (1987), state that poverty to be the main cause of global environmental problem and arrests extensively holds nations that poor people are often seen as compelled to make use of their adjacent environment for short term continued existence and are assumed to be ones most exposed to natural resources degradation. For efficient working and progress of every industry, it is necessary that

every individual person engaged in it should have proper training and development about the work he is likely to be called upon to do. The need for such an education and training became necessary for mining as well as mining industries.

The WTTC has announced that India as one of the fastest growing tourism industries for the next 10 – 15 years. As per estimates, the sector like mining and tourism grew at a rate of 8.4 % in 2016 and is expected to grow by 8% per annum, in real terms between 2017 and 2026. By 2030, the government of India expects travel and tourism to contribute Rs. 8,500 billion to GDP, so possibility is their of including this particular type with mining tourism of Jharkhand, also.

Destination is being established or can be innovated by many strategies like from the mind of one person or from the people publicly. Fit from its scale that is under consideration from political, economical, social, environmental, cultural, health and safety development and public participation. Some criteria which help for the development of the potential tourist area change it, as destination.

The guidelines act as indication that denoted. Achievement come into true when sufficient education material present as an indicator and for basic guidelines implementation and determination take help from public sector, private sector, NGO s local people who can play a role, which will be a marvelous for access as a potential destination of marketing.

The potentialities of destination criteria are useful for beginning of a process to make sustainability into the destination for creating new tourist places. Application of the strategy for potential tourist destination as tourist destination of Jharkhand is possible when most of the criteria may be implemented but in some circumstances and specific situations, these criteria are not applicable because of adverse circumstances whether it may be environmental, social, economical, cultural or very limited resources.

Because destination are influenced by many factors which include public enterprise, different organization individuals. Applications are also considered under cumulative effects of activities of motivational issues.

2. LITERATURE REVIEW

Precise surveys are written investigations in which analysts gather all existing evidence on a specific subject, then assess, categorize, and summarize the current information related to the theme under consideration (Heyvaert et al., 2013; Liberati et al., 2009; The Campbell Collaboration, 2017).

The word's ambiguous definition makes it difficult to characterize advancement in a way that is reliable for society, identify trend-setters, and determine how best to support them (Arafeh, 2015; Johannessen, Division of Instruction, 2014). As a result, it is critical for the advancement of society that pioneers, representatives, and students (hence referred to as learners) live and work in environments that promote development. These locations are as diverse as possible from the kind of activities that future trailblazers will be able to engage in. In order to fully identify the ways in which the environment can support the urge to improve, this article attempts to compile the body of data now displayed in the writing. It accomplishes this by using efficient survey strategy and an opportunity to find out the working and learning situations which impact the inspiration to innovate.

The mining tourism division has gotten moderately small consideration from researchers. With few of the exemptions, [Ashworth and Godall (1990)], the writing has favored to concentrate on the tasteful joy, sentimentalism, wistfulness, towards the authentic occasions of a specific goal.

The exhibiting tourism area has also been touted as a significant prospective development region for mining in Jharkhand. It deals with the legacy potential of a certain location, including scenery, characteristic histories, architecture, artifacts, and social traditions from one age to the next [Prentice Carter and Horneman (1993)].

"Preserving our past: building our future" (2007, Reality Sheet of social Legacy Tourism). Legacy alluded to as one of the trump card in tourism industry (Frangialle 2002, Graham 2002, P.1007).

But as day pass by, the specific industry is creating itself. So, mining destinations are taken care these days. It moreover centering on advancement and moving forward the mines and moreover elevating the zones adjacent to it, i.e. nearby people" (Michael Conlin 2010, Lee Jolliffe 2010, Mining legacy and tourism, P.280).

Knowing mining and handling strategies is misplaced in this context. So, working with a few rules will make a difference in exploiting this combination of raw materials to create a finished product." (Michael Pearson and Barry MC Gowan, Mining Legacy Places, ISBN 0908198159).

"The creators need to examine almost the scene of a coalfield zone. There are numerous social scenes but the creator needs to characterize to create these mines with a few specifically elucidation. So, that the encompassing as well as the traveler seem get it the significance of mines which are ancient legacy destinations of the region. Creating the mines with feasible legacy tourism potential " [(Rees Keir 2011, Cultural Scene and Goldfield Legacy, towards a Arrive Administration System for the Noteworthy South- West Pacific Gold Mining Scenes, Volume 36, P.191-207(17)].

In this manner, in arrange to make the zone to be created, we require to create the individuals to begin with. So, advancement of the minorities is in the study". (Amit Prakash, Tribal Rights in Jharkhand)

Two bunches related to economical social tourism, to begin with the consider was on the correct conception of the legacy mining tourism. Moment on the significance of the capacities for economical social tourism depends.

Many unique designers have provided numerous options for the advancement of sustainable, social, and mining tourism. It has been compared to territorial advancement. The potential for social assets in several places of the Dhanbad coal mines range has also been highlighted through SWOT analysis in this zone as a social goal. As a result of this article, make much better suggestions for the possible expansion of social and mining tourism in these places.

According to Campbell and Proclaim (2004), "demand of unused items is in greatest from these specific tourism businesses than any of the other businesses." As the demand grows, there is an overabundance of numerous other assortments in the thought processes, which is in look for the ways which are extraordinary experiences for the tourists."

Various factors tend to indicate that tourism development in neighboring communities can be achieved by continued practicable advancement in nearby inhabitant zones, which began in the 1970s. A decrease in the economy existed when mining was used to support local residents, but it was transformed

into a positive when it became dependent on the tourism industry. Different researchers have different perspectives, as well as presumably different outcomes for achieving progress, which, when paired with several other standards, is suitable for mining while having strong predictive skills.

Product life cycle diagram has also been used multiple times by different experts as hypothetical models to study the interaction between development and the nearby discernment both as an art and science.

“Mining in marketing makes a difference the individuals to get an thought approximately mining. The individuals who are interested to get a thought almost mining can effectively get to know the mining innovations, assets from this region”.

Tourism marketing improvement in Bauman reflects the historical significance of the heritage. Teo and Yeoh discuss the subject, which is that local heritage sites for tourism, landscapes, cultural and/or historical attractions should be developed, as well as the remaking of older sites. The title of Herbert's book, *Heritage, Tourism, and Society*, defines the heritage tourism manager as having a higher value than tourism practitioners since they face challenges but appreciate their link to tourism.

3. METHODOLOGY

On the basis of the study above, it can be pointed out that Jharkhand has developed a partial image of being a good and safe state to visit. But, mining can help in upliftment of the whole state. So, on the basis of this hypothesis an attempt through this paper has been made to study the redevelopment of mining areas potentials of the state giving importance to the marketing strategies in terms of tourists and locals.

The study is based on primary data. For the study, a total of 110 respondents were been approached and usable responses were eventually received. Out, of the total selected samples, there were the foreigners as well as domestic tourists with the local people. From the study, it could be understood like, what was the occupational status, what were the mode of travel and many more. This will clear the study area that how much the people are interested to develop this state by heart.

The technique used for the analysis of the data includes percentage calculation, for explanation of the respondents. PCT (percentage) is used in money

calculations, as money value increases, percentage calculation also developed in long term basis.

Nowadays, PCT is calculated in an easy ways i.e. $y = (X1+X2) - (X1 \times X2)$.

Mean is used to explain the perceptions of the respondents related to the tourism as a tool for mining tourism. On the basis of various perception variables & on the basis of tourists versus locals, some feedback we have received.

The findings of the study will give information regarding the tribal community of different races and opportunities for sustainable development.

3.1. Research Design

Initially, we had 10 variables and we have done multicollinearity test to examine the correlation with each and every variable, found correlation of the variables. We got 7 variables (economic development, welfare of the local population, reduction of unemployment, development of SSI, growth of heritage properties, opportunities for innovative mining activities, development of motivation in managing people) which are depicted into three factors. Then we turn factor analysis.

We run factor analysis and formal test like KMO and Bartlett's Test of sampling adequacy also are used to ensure that there is some significant correlation among the variables in the input data.

KMO and Bartlett's test result is 0.811 and cumulative variance explained 80.49. It ensures the significant correlation among the variables.

The output of factor analysis obtained through Principal Components Analysis and specifying rotation.

All the variables are very important and may influence to preserve, the role of local culture in the mining areas of Dhanbad.

After factor analysis, we also observed the regression analysis on the factor score and found the R^2 value 0.927, 0.938 and 0.893 which are statistically good. It is done to explain the variation in one variable (resident attitude of rural mining areas of Jharkhand) based on variation in more other variables (independent variables).

The study required to identify the relationships between the rural development in mining areas and the role of local culture in tourism in Jharkhand. The study has carried out with field research approach at selected

rural destinations of Jharkhand mining areas (Katras, Sijua, Bastakola, Kusunda, Lodna, Govindpur) using stratified proportionate random sampling technique.

To test the reliability of questionnaire, a pilot test was conducted and Cronbach Alpha Coefficient is 0.87 which shows research tool is reliable.

3.2. Need of the Study

It is necessary to examine the linkages between Jharkhand mining area growth and local cultural development in the context of mining. The study was carried out utilizing a field research approach at selected locations in Jharkhand, with a stratified proportionate random sampling procedure. These sites are said to be rich in mining legacy and steeped with the diverse customs of the state of Jharkhand. The sample population for this study consisted of the local culture of the aforementioned destination in Jharkhand.

The government is going through some developmental schemes for these mining areas and for the tribal's also.

The Jharkhand state government is making mining procedures more familiar so that tourists enjoy their visit. This modern sort of innovation is now in progress, indicating that the sector is growing and attracting foreign investment. The study focuses on the inventiveness and motivation of tribal communities of various races to pursue chances for sustainable development, tourism, and redevelopment of mining areas.

3.3. Limitations:

1. The relationship is required between the people of rural and mining areas for the sake of tribals.
2. Involve the community people for the pathway of education.
3. Identify the innovative mining priorities, this would change the employment opportunities
4. Involve the economic benefit for the restoration of open cast mines in the area.
5. Identify about the governmental schemes.

4. STRATEGIES OF PROMOTION (TOURISM)

Potential destination for tourism: The strategies made for destination that would be upcoming for the collection of many data, which is collected by local

community, which it focus to the economical, environmental, social, cultural, medical and tourist safety and consider under the public opinion of surrounding circumstances.

Efficient Organizational bodies: Destination should be short listed by group of department, organization or committee who helps to influence the potential destinations which are to be in developmental stage of PLC. Thus, it looks after the location which may or may not suitable for the environmental, social, economical, cultural background. These organizations also determine the size and scale of destination, guideline – application and implementation, generate the requirement fund.

Assessment is necessary for proper destination upliftment: It is combined action of the activities of statement for public and also for environmental condition. Periodically need evaluation and review of the destination and of their social and cultural way.

Adaptation during adverse climate: Destination should be monitored during adverse climate to give the protection and awareness of tourist from risks. This system helps the tourist for adapting them self according to the climate to avoid risk factor as well as it further not disturbed the strategy for the development of place, construction and management. This system helps for newer tourist and local community to fight against adverse climate and maintain the sustainability of destination of tourism.

Enlisted tourism attraction: Assessment of tourism destination attraction and its property i.e. time to time up to date. Publicity to the assess and inventory of tourism attraction involving natural and cultural and artificial site.

Planning guidelines: for continuous monitoring of social, economical, environmental impact require good planning guideline or policies of the destination. It includes selected land design, construction. The guideline awakes the public and the tourist to protect cultural and natural resources. Public opinion also valuable for the planning guideline, time to time review, editing and evaluation required.

Tourist's opinion: Destination depends upon the tourist opinions. About the tourists satisfaction, action against the visitor complains should be taken.

Safety and security : Destination could be considered under safety and security of the tourist. It should be monitored time to time and if the necessary than the policemen are been called for preventing crime inside the tourist spot.

Auspicious situation management: The destination must have planned to fight during inauspicious situation to avoid adverse circumstances. It demand close communication among tourist resident and enterprises. The planning can be executed to provide training to the tourists, staff, local community and residents to the available resources and it update time to time. Like in accident cases, easily available ambulance, medical facilities for first aid referral hospital vice versa. Disabled can get help to reach their desire place.

Upgrading: The messages of upgrading of the destination place must be publicly announce among local community visitors, travel sectors time to time for accurate description of products and services. That tourist can easily accommodate.

In Jharkhand there are having 24 districts. Dhanbad is connected as an advanced city. Because all of the amenities, facilities, transport system, literacy, charming tourist place, multiple shopping complex, etc available in Dhanbad which draw attention of National & International visitor for excursion.

5.CONCLUSION

Regeneration Tribal's in Jharkhand face unlimited problems due to their low socio economic conditions,

Rotated Component Matrix

	Component		
	1	2	3
Economic Development	.908		
Welfare of local population	.880		
Reduction of unemployed	.675		
Development of SSI		0.599	
Growth of heritage properties		.871	
Opportunities for the innovative mining activities			.890
Development of motivation in managing people			.806

Extraction Method: Principal Component Analysis Rotation Method: Varieties with Kaiser Normalization.

poverty, lack of job opportunities, lack of awareness, unemployment, etc. Further projects i.e. deforestation, industrial growth, mining activities, etc is denying the basic right of livelihood to the tribal's. Historically the disadvantaged communities were the scheduled tribes, scheduled castes and other backward people i.e. OBCs are heavily represented in migration. A new concept was followed i.e. the women's are migrated for their self dependency. Before the migration was only been done for the males of the urban areas. Tribal migrants now getting jobs in factories, working as porters, domestic servants, bus cleaner, rickshaw pullers, construction workers and domestic workers etc. But the wages are too low to make a living. It has also been observed that the uneducated, illiterate women's are working as the house maids and also working to some private sectors. The regeneration of the state effecting the motivation which finds the policy makers to undertake many developmental and welfare interventions among the tribal groups.

Some of them are:

1. Transportation within the small community in several village areas.
2. Making the villages in some good rural settings.
3. Education is essential for the development of the tribal's to foster economic growth, social well being and also stability.
4. Regeneration always marks the effect of motivation and innovation for the local culture.

Figure 1.

Factor 1: consists with 3 important varieties, factor 2 consists with other 2 important variables. The variables of each factor are given below:

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