

# Exploring the Dynamics of Tourism Industry in Murshidabad District, West Bengal: Challenges and Prospects

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**Abstract**—Tourism Industry is a popular, exoteric, communistic & democratic industry in Murshidabad District as well as West Bengal. Tourism industry has always been a centre of attraction in Murshidabad district. It has also played a significant role to add an elegance in the domain of tourism in West Bengal. In this paper, we attempt to highlight various aspects of tourism activity in Murshidabad District and explore the past and present occupation activity of Tourism Industry. The history, monuments, temple, mosque, architecture and culture of Murshidabad always attract & fascinate the tourists, viators & rovers. The main findings of the study indicate the factors responsible for the development of this industry. Worldwide pandemic, COVID 19 with its evil eye, really affected and infected this industry and all the business strategies & most of the economical activities associated with Tourism Industry were impacted and shattered by this difficult time. We also identify the prime problems and the main complications that hinder the industrial growth. We need to improve this with our utmost care. Finally, we suggest some resourceful measures for successful tourism development in the district.

**Index Terms**—Tourism, Architecture, Monuments, Mosque, Industry.

## I. INTRODUCTION

Murshidabad municipality is situated in Murshidabad district which is the transition zone between the northern and southern part of West Bengal. Secondly in this municipality the major part of the tourism industry is built which is my topic for field survey, this industry is economically contributed in West Bengal's economy. The C.D Block of Murshidabad Municipality is Murshidabad-Jiaganj. The economic condition of tourism workers in this area is not good,

the industry has different socio-economic prospect, and the study area is in the lime light for the tourism industry which is built here.

## II. LITERATURE REVIEW

- P.K. Mondal (2011), in his paper " Tourism As A Factor Of Regional Economic Development: A Case Study of Murshidabad District, West Bengal "has discuss about tourism infrastructure, explore the feasibility and economic visibility of all historical spots, potential of tourism and last of all impact of tourism in the economy of Murshidabad District.
- S. Tarafdar and S.Biswas (2011) in their paper "STATUS AND PROSPECT OF TOURISM INDUSTRY IN THE MURSHIDABAD MUNICIPAL TOWN, WEST BENGAL,"- have talk about nature of tourist, assessment of the people involvement with the tourism activity and the way of successful tourism development.

## III. AIMS AND OBJECTIVES

1. To find out the health status and health issues of the tourism workers.
2. To find out the post to present scenario of tourism industry.
3. To study the main factors influencing of the Tourism Industry.
4. To analysis the main problems of the industry.

IV. DATA SOURCE AND METHODOLOGY

4.1. Data Source:

1. Primary data are collected by intensive field survey.
2. Secondary data are collected from B.L and L.R.O Office, Murshidabad, census of India 2011, journals and source internet.

4.2. Methodology:

1. Pre Field Survey- Before my field survey to Murshidabad municipality Area, i have done some reference work related tourism industry in Murshidabad that main concern to our college library and different Govt office to get the idea about area we prepare a rough plan of how to prepare in pursuing our survey in the above stage it we also get guidance from my supervisor.

2.Field survey- After reaching the area i visited different tourist spots for information we call good again we have done a field survey by workers visiting their area were extremely helpful which collecting the question they gave me the information about it.

3.Post Field survey- After coming back from Murshidabad Municipality, i started compiling all data for the purpose of preparing this Field Report, employing a number of method information that is photograph and different reports are collected from different source apart from this information, i have generated data through field survey, after collecting data and information, preparing maps and diagrams which are used for giving visual impressions of variation in the phenomen.

V. BACKGROUND OF THE STUDY:

The last capital city of independent Bengal before British rule was named after Nawab Murshid-Quli Khan, the Dewan of Bengal, Bihar and Odisha, situated on the bank of river Bhagirathi, it is a city of

splendour and also famous for its skill and Tourism. It was made a city the capital of Bengal in 1717. The British shifted the capital to Kolkata in 1773. Plassy, where the historic battle fought in 1757 between Nawab-Siraj-Ud-Daullah and Lord Clive of the East India Company is only 4km south of Murshidabad.

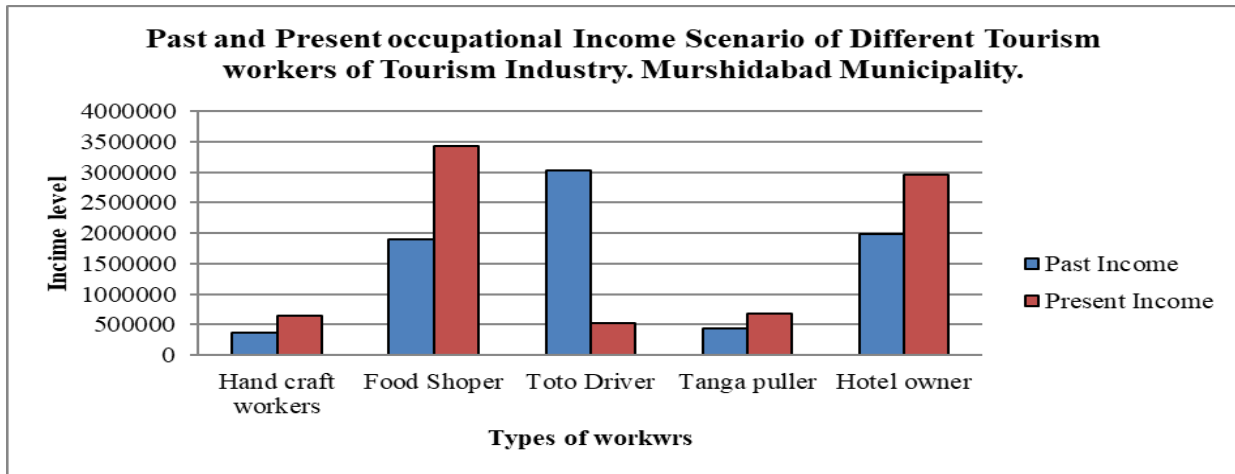
Murshidabad district has 6% of the area and comprises 7.78% of the total population of West Bengal. As per census of India the total population is 71.02 lakhs and is expected to cross 70 lakhs and the literate rate is 63.88%. Murshidabad has a large contribution of minority population may be more than 66%. Murshidabad has a large of total population. It is educationally backward and the poor female literacy is a matter of concern.

VI. THE PAST AND PRESENT OCCUPATIONAL INCOME SCENARIO OF DIFFERENT TOURISM WORKERS IN TOURISM INDUSTRY:

According the field survey the tourism industry divided into five major tourism workers like “Handcraft workers”, Food shopper”, “Toto driver”,” Tanga Puller”, Hotel owner” and others.

Different types of Workers	Past Income	Present Income
Hand craft workers	364000	642000
Food Shopper	1896000	3428000
Toto Driver	3036000	532000
Tanga puller	444000	684000
Hotel owner	1980000	2952000

Source: primary Field Survey, 26.10.2022



Source: primary Field Survey, 26.10.202

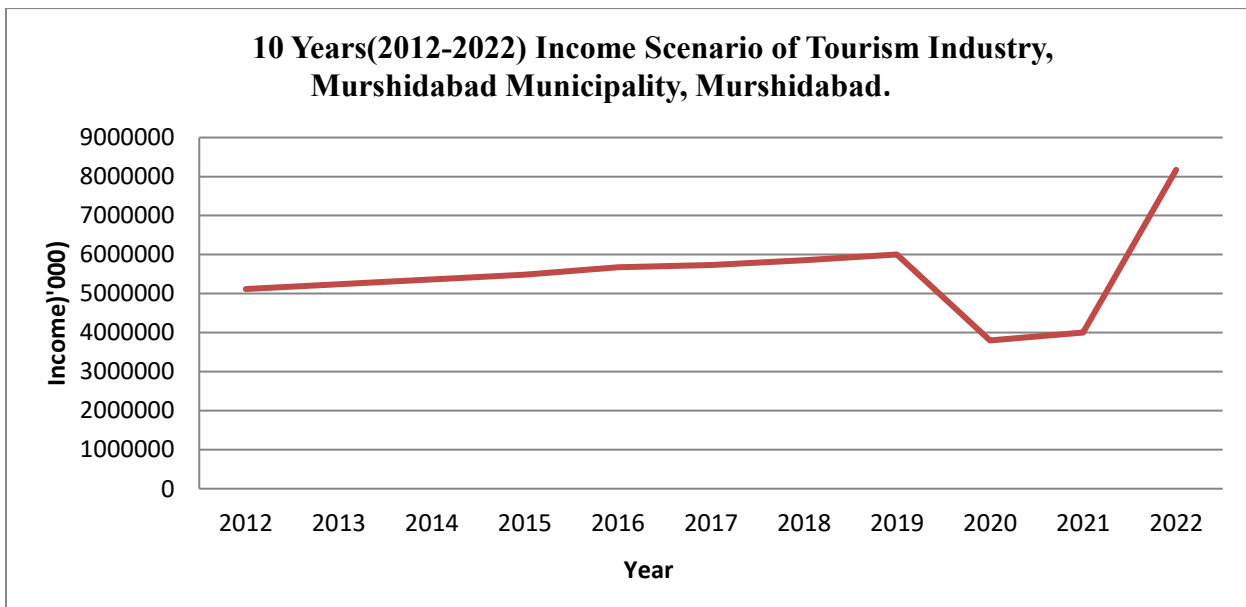
According to the figure we come to know the income of the Tourism Workers by the Past and Present time analysis it is almost double, it mean income of the every workers increasing day by day, which is very good for the future development of tourism Industry in Murshidabad. According the data analysis its well-recognized that the growth and development of the workers as well as the Industry increasing day by day in Murshidabad Municipality.

Year	Income ('000)
2012	5119600
2013	5239000
2014	5364800
2015	5488800
2016	5673800
2017	5733600
2018	5856800
2019	6006800
2020	3800000
2021	4000000
2022	8172000

Source: primary Field Survey, 26.10.2022

VII. TEN YEARS INCOME SCENARIO OF TOURISM INDUSTRY:

Here we collect the ten years income data of the Tourism Industrial Workers from 2012 to 2022.



Source: primary Field Survey, 26.10.2022

The above Diagram evidently displays that, between 2012 to 2019, the income level of the tourism industry increased on a specific scale, which can be depicted as a very positive growth of the industry. But in 2020, after the evil eye of COVID-19 PANDEMIC struck, all the tourist attractions were forced to close as a result of lockdown procedures. The industry's revenue declined. This year revealed a sharp reduction in industry revenue (Rs- 38,00,000/- annually), marking a very dire situation for the tourism sector. Subsequently, income claimed in 2021 by a slight but significant margin over the year before. Suddenly, the income grew abruptly in 2022 to Rs- 81,72,000/- annually. Workers & employees of tourism industry claim that after the lockdown, the industry's scenario was highly developed, and in 2022 the majority of tourists began to visit frequently to Murshidabad's tourist spots and places.

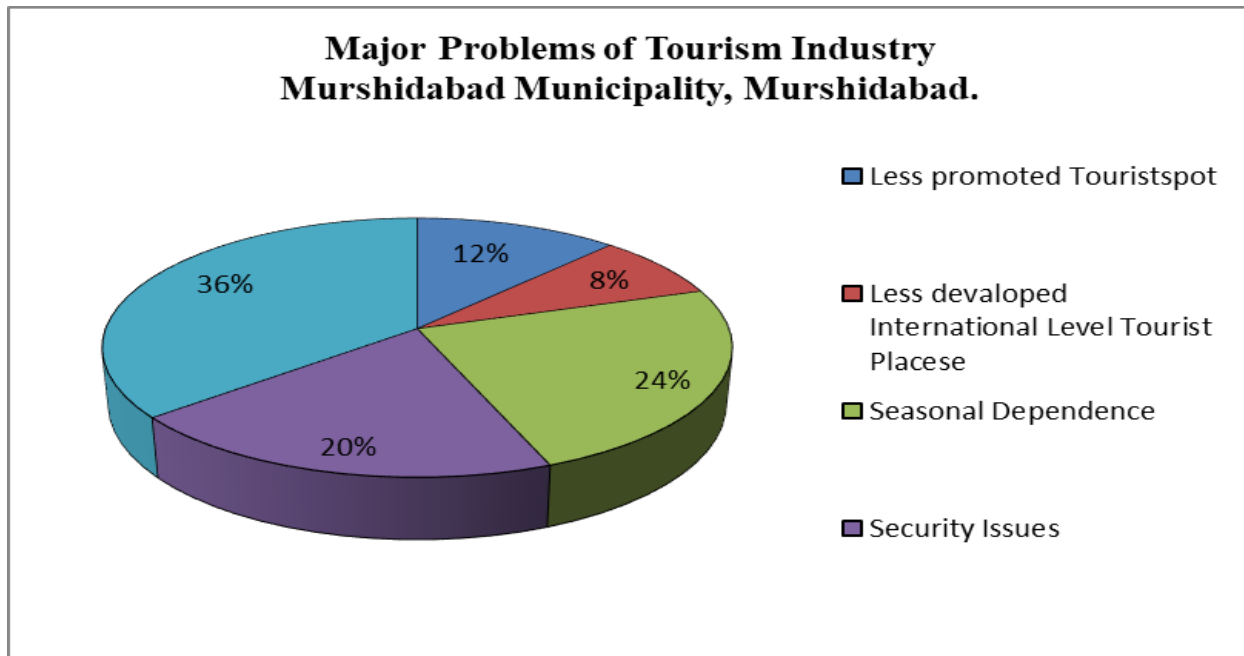
VIII. MAIN FACTORS INFLUENCING THE TOURISM INDUSTRY.

According to the field survey the main factors influencing tourism industry in Murshidabad. According to the figure location of the historical place is stands in the first position. Infrastructure stands in the 2<sup>nd</sup> position, transport and communication stands in the 3<sup>rd</sup> position, governmental support is stand in the 4<sup>th</sup> position and lastly other category stands in 5<sup>th</sup> or last position. It is well recognized that location of the historical place is the most major factors to build Murshidabad as a tourism industry hub.

IX. MAJOR PROBLEMS OF TOURISM INDUSTRY, MURSHIDABAD MUNICIPALITY, MURSHIDABAD.

Major Problems	Percentage(%)
Less promoted Tourist spot	12
Less developed International Level Tourist Places	8
Seasonal Dependence	24
Security Issues	20
Level of Competition	36

Source: primary Field Survey, 26.10.2022



Source: primary Field Survey, 26.10.2022

From the given diagram we have been seen the major problems of Tourism Industry in Murshidabad Municipality. Among the different problems the percentage of Seasonal dependence problem is stands in 2<sup>nd</sup> position and level of competition is main obstacle for the growth of the Industry.

#### X. SUGGESTION

Promote Heritage Tourism: Highlight Murshidabad's rich history, architecture, and cultural heritage.

Improve Infrastructure: Develop better roads, accommodations, and tourist facilities.

Enhance Local Engagement: Involve local communities in tourism activities and benefit-sharing.

Diversify Tourism Products: Offer experiences like river cruises, heritage walks, and local crafts.

Digital Promotion: Leverage social media and online platforms to attract tourists.

Address Seasonal Dependence: Develop off-season tourism packages and activities.

Focus on Sustainability: Encourage eco-friendly practices and responsible tourism.

#### XI. CONCLUSION

Tourism is an important instrument for economic development and generation of employment. The tourist spots of Murshidabad Municipality have more potential but some reasons it is not work properly. Murshidabad has huge potential and possibility to develop a large tourism industry which can help and support the workers and gain their standard of living. Local people are not aware to develop their tourism. Existing Government plans are not proper and sufficient for the development of tourism industry in Murshidabad Municipality. Some plan for the tourism workers to help them to improve their socio-economic condition as well as improve their standard of living. Some government facilities for the workers and all the existing suggestions are implemented then the tourism workers of Murshidabad Municipality can be improved their life.

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