

## An analysis of Role of Madhya Pradesh Tourism Development Corporation in Promoting Tourism in M.P.

**Dr. Nectu Sharma**

Asst. Prof., Dept. of Commerce and Management, Career College, Bhopal (M.P.) India.

### ABSTRACT

*India is a land of diversity where people of different culture and casts lives together. Among all the states of India Madhya Pradesh has its own beauty and attraction for National and International tourists. As it is situated in the centre of the country it is called as the hearts do India. It is among the 10 largest state of India. Area of M.P. is 3,08,252 km<sup>2</sup>. Further the State is well connected to other cities through rail, road and air. The government of Madhya Pradesh has taken many initiatives to develop the infrastructure facilities in the state. Madhya Pradesh Tourism Development corporation was established to give speedy growth to the tourism activities in the state. MPTDC is making many plans and policies to promote the tourist activities so that the heart of India can be known as the world tourist place of the world. There are many places to see in Madhya Pradesh but very easy to miss while planning for the trip or holiday.. In this paper the researcher tries to introduce the MPTDC and its role in promoting tourism in the state.*

**Keywords:** Tourism, Development, Promotion, Planning

### I INTRODUCTION

Indian state Madhya Pradesh was established 1 November 1956 and its population is approx 7.33 crores. The capital of M.P. is Bhopal and total 51 states are there in it. "Madhya Pradesh is called the "Heart of India" because of its centre location. It is the home of variety of culture and heritage. People belong to different culture and cast like Jain, Buddhist, Muslims, Sikhs and Christians lives here peacefully. Madhya Pradesh has won Best Tourism state award for 3 consecutive year in the year 2017, 2016 & 2015. The natural environment of madhya Pradesh is Varied, main rivers of the states are Narmada, Son, Tapti, Son Betwa etc. Few seasonal rivers also flow in the states. Three UNESCO world Heritage Sites are situated here Sanchi Buddhist monuments, Bhim Betka the rock sheltas and Khajuraho group of monuments. Many festivals are celebrated here by different cultures like Holi, Diwali, Bhagoriya, Khajuraho Dance festival, Ujjain Literary fair Mandu festival etc. After many attractions M.P. is not getting that much of tourist arrivals in comparison to other states like U.P., Rajasthan, Kerala etc. Madhya Pradesh tourism can be characterized in the following trends:

- (a) The culture of Madhya Pradesh attracts the foreign tourists.
- (b) Changing interest of domestic tourists from nature resorts to wildlife areas.
- (c) Scope in the field of nature, adventure and tribal art tourism is increasing day by day.
- (d) Variety of tourism product is available for National and International tourists.

Long ago Tourism was the activity of rich people where they go for the purpose of hunting or for rituals, now a days it is not only limited to rich people but people from middle or lower class also go for travelling. Because of this change in the concept of tourism, industry has been changed and growing very fast and rising as a highest revenue generated

industry also. Domestic tourist arrival in M.P. has been increasing since last seven years. Foreign tourist arrival in M.P. has doubled in last 8 years. Madhya Pradesh is also called as a Tiger State because of the population of tigers. Famous National parks like Kanha, Bandhavgadh, Shivpuri, Sanjay Gandhi and Pench are located in Madhya Pradesh. Indore is the commercial city of the state and has many historical connections and Bhopal is the capital of Madhya Pradesh, which is the home to a number of big and small Mahal and mosques, art and archaeological museums and a zoological park. Everyone is knowing about Gwalior and its Fort, It is famous for Rani Lami Bai the queen of Jhansi. Ujjain, Orchha and Mandu are other important destinations of Madhya Pradesh.

MPTDC (Madhya Pradesh Tourism Development Corporation): M.P. Tourism Development Corporation was established in the year 1978 to promote tourism activities and for the regulation of tourism, 13 residential units, 6 vehicles and 29 officers were appointed. For direction and regulation of MPDCL 12 members were directed by the state. There are total 8 members in the panel of board of directors. The corporation was constituted by the state government. To make the departmental structure total 1097 posts were sanctioned a tourism promotion unit (TPU) was constituted in which total 11 posts were sanctioned. Not only this but to facilitate tourists services in the state there are 6 regional offices has been established, 15 tourism information centers, 18, and outside the state there are 12 satellite offices are functioning. For the regulation of daily work, residents, transportation and other units the board have group of managing directors,

Grade-I  
Grade-II,  
Grade III and  
Grade IV officers

Total 689 officers are working for successful and effective regulation. Other than this special service board takes helps from private agencies and labors.

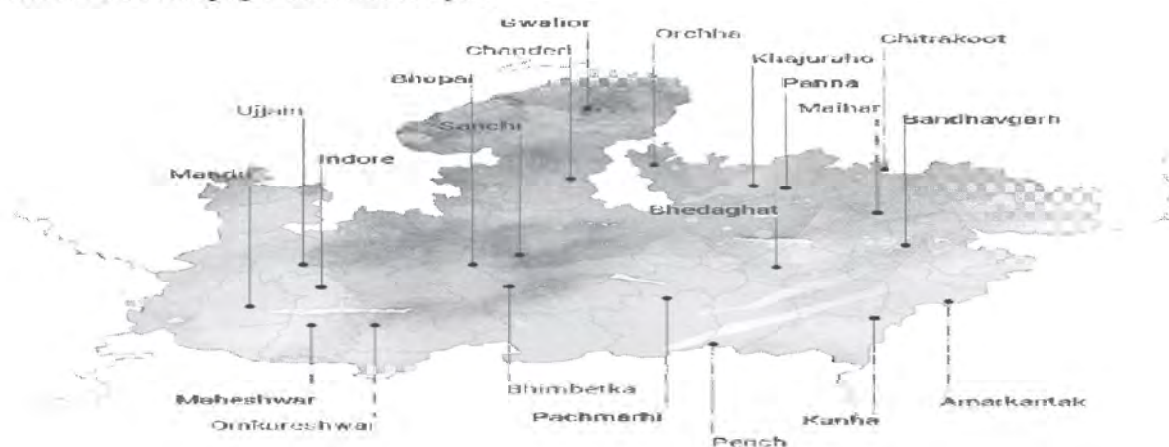
**Top 10 tourist destinations in Madhya Pradesh**

S. No.	Domestic	Foreign
1	Ma Sarda Mata Mandir Maihar,	Satna Khajuraho,Chhatarpur
2	Omkareshwar, Khandwa ,Orchha,	Satna, Sanchi, Raisen, Tikamgarh
3	Ramghat	Chitrakoot
4	Pitamber Peeth,	Datia Bandhavgarh, Umaria
5	Mahakal mandir,	Ujjain Bandhavgarh National park, Panna
6	Pashupatinath mandir,	Mandsaur Bhera ghat, Jabalpur
7	Mata mandir.	Shore Bhojpur, Raisen
8	Amarkantak Kavan Temple,	Anuppur Diamond mines, Panna
9	Ancient Fort (Gadi),	Kharwahi, Satna Kanha National park, Mandla
10	Khajuraho,	Chhatarpur Vishwanath Mandir, Madibagh

Source: M.P. Tourism Department

Till the year 2017 the authorized capital of MPTDC was Rs 100,000,000 crores and it has total 64 residential units and 7 non residential units and approx 113 vehicles for the purpose of roaming. MPTDC is now making plans and working on setting and targeting these plans in a right direction. And renovating each of its property and improving it and many of them are ISO certified. It has been developing new and attracting products like railway coach restaurant Shan-E-Bhopal at Hotel Ashoka Lake View, which won a National Award for Most Innovative Product in 2006-07 and cruises for cruise tourism”. A “state of the art” Tourist Reception Center (TRC) cum headquarters of the Madhya Pradesh Tourism is easily the most visible symbol of resurgence in the tourism sector of the state. Domestic and International tourists get attracted by the richness and diversity of the state. Madhya Pradesh has been emerging as one of the best place of

India in many aspects of tourism. It is not only famous for Tigers but it is also known for three world heritage sites (Sanchi, Bhim Bethka and Khajuraho) and for pilgrimage like Mahakaleshwar, Omkareshwar etc. Madhya Pradesh has Fossile national Park in Dindori which is famous worldwide. The Government of Madhya Pradesh in collaboration with MPTDC has initiated a number of measures to promote tourism and get a position of the state as a leading tourism state. Department is looking forward to develop new tourist destinations and improving the existing location. The tourist infrastructure is being improved with assistance from the central Government. While considerable work has been done and the state is now being recognized as one of the leading tourism states of the nation, much more still needs to be done.



MPTDC in collaboration with private players has identified many palaces and forts and converting these in the heritage hotels in which world-class facilities are to be provided to the tourists. The State Government is improving the road connectivity of the state in interior area of villages so that the village tourism and tribal tourism can be promoted. These contracts have to be given to the private companies which are charging toll tax on vehicles and by generated revenue they are doing proper maintenance

of the roads. To give relaxation to tourists the State government is rationalizing the taxation that will give benefits to the tourism for example: the luxury tax, has been halved from last 5 years during the off-season many offers are provided to the tourists and air connectivity of the state is being improved and tax on aviation turbine fuel has been brought down from 28 per cent to 20 per cent. So the government is being very encouraging.” Madhya Pradesh has for the first time bagged the National Tourism Award in 2006-07 for its performance in the tourism sector.

## II FUNCTIONS OF MPTDC IN PROMOTING AND DEVELOPING TOURISM IN M.P.

The Madhya Pradesh Tourism Development Corporation is performing many activities to develop the tourism in M.P. It has created many attracting advertisements like **Hindustan ka dil dekho, M.P. me dil hua bachche sa** and many more. The tagline for their promotion is "Bahut kuch hai khas, Bhopal ke aas paas".

Big brands of hotel industry like Oberoi, Trident and Fortune groups, Holiday Inn, in collaboration with MPTDC are planning to open and expand its presence in Madhya Pradesh. Oberoi Hotels acquired an old fort near Khajuraho, and converting it into heritage hotel.

MPTDC is doing tremendous job in the field of tourism and six properties of it have been given three star classification and ISO certification to four of its properties.

To promote tourism in the state the MPTDC is not only searching and discovering new destinations but improving the process of marketing of existing spots.

Because of its marketing campaign the number of tourists arrival in M.P. has been increased by 25% especially at UNESCO world heritage sites, and made the locals aware about the natural beauty and heritage of the state.

To attract tourist from all over India the MPTDC has opened its office in southern states like Hyderabad, Tamil Nadu and Karnataka.

Before few years MPTDC had only 8 rooms in Sanchi as per the demand of tourist it has been now increased by 18 rooms. Connectivity of roads to all the sites are improved and sites itself also been upgraded.

To promote wild life tourism the MPTDC had improved the transportation and accommodation services in Jungles like Jungle safari, Houseboats jungle resorts and AC rooms in the island of Hanuwantiya etc.

Many fairs and festivals are being hosted and celebrated by the MPTDC at different places like Jal Mahotsav festival at Hanuwantiya.

Madhya Pradesh Tourism board is publishing An English coffee-table book every year and it won the national award for Excellence in Publishing.

Madhya Pradesh also has many sites where film producers from Hollywood and Tollywood are shooting their movies like Orchha, Maheshwar; Bhopal Lake etc. Madhya Pradesh received an award for Film Promotion Policy in the category of Best Film Promotion Friendly State at National level.

The Hindi brochure published by Madhya Pradesh Tourism in Simhastha-2016 also won the national award for Excellence in Publishing in Hindi.

## III FINDINGS AND SUGGESTIONS

Through above details given by the researcher we can see that the MPTDC is doing an amazing job to promote tourism in the state. But still few improvements are required to be done so that Madhya Pradesh can be seen in front of all the tourism places on the world Map. To give the state a unique selling proposition the government has to learn to sell its destination in a right way. To increase the inflow of tourist many changes are to be needed. Road Development Corporation is doing its job properly but still road connectivity is not as good as it should be. Roads in interior areas are really in very bad condition. There is very low or no connectivity by air. Bhopal the capital of M.P. does not have International flights in its airport and only few flights are available from Raja Bhoj airport. The tax rates are unaffordable for middle class tourists. State has a wide scope in the field of tourism but needs to be directed towards the right path. This is the right time when the Government should make some concrete plan for tourism promotion. M.P. government with the help of MPTDC should function together from top to bottom for the betterment of tourism in the state. In Bhopal there are many monuments like Taj Mahal and Moti Masjid which can be improved and maintained through proper plan. Many hidden places are there which are not identified yet for tourism purpose. There are many hotels which are counted as heritage hotels but no one among them is included as 5 star hotels which gives a bad impression on international tourists. The government of Madhya Pradesh should do something at rapid level so that the tourists inflow in the state can be increased. MPTDC should draw plans to celebrate different festivals and fairs at tourist places to attract travelers. MPTDC has no mechanism to count the inflow of tourists in a particular year, so it should be developed as soon as possible. Madhya Pradesh government should concentrate on the cleanliness of the state because it is a major point where tourists get disappointed. Locals should be trained about how to behave with outsiders? The government had increased the fee for jungle safaris which is not good from the tourism point of view. New tourist destinations are not having proper facilities which disappoint the tourists. For instance, a complete safari (including park fees, etc) used to cost Rs 1,000, while it now costs Rs 2,500. Decrease of 20 percent in the number of people approaching for safaris, put off only by the increase in prices," MPTDC with the state government has made the state more and more beautiful which has increased the number of visitors. The Madhya Pradesh state tourism development corporation ltd. has undertaken will not just provide convenience to the visitors but also develop the state overall. By this



the state has gained a lot of popularity in other state of country.

## REFERENCES

- [1] Archer, B. H. (1982). The Value of Multipliers and Their Policy Implications. *Tourism Management*, 3(4), 236-241.
- [2] Bramwell, B. (1993). Tourism and the environment: challenges and choices for the 1990s. *Journal of Sustainable Tourism*, 1(1), 61-63.
- [3] Bramwell, B. & Lane, B. (2010). Sustainable tourism: an evolving global approach. *Journal of Sustainable Tourism*, 1(1), 1-5.
- [4] Brunt, P. & Courtney, P. (1999). Host perceptions of sociocultural impacts. *Annals of Tourism Research*, 26(3), 493-515.
- [5] Budowski, G. (1976). Tourism and Environmental Conservation: Conflict, Coexistence, or Symbiosis . *Environmental Conservation* , 3 (1), 27-31.
- [6] Freeman, R. E. (1983). Strategic management: A stakeholder approach. *Advances in Strategic Management*, 1, 31-60.
- [7] Fesenmaier D., Klein, S., and Buhalis, D., 2000, Information & Communication Technologies in tourism, ENTER'2000, Springer-Verlag, Wien-New York, ISBN 3-211-83483-4.
- [8] Fesenmaier, D., Werthner, H., Wober, K, 2006, Destination Recommendation Systems: Behavioural Foundations and Applications HB 0851990231, CABI, London.
- [9] Frew A., O'Connor P, Hitz M.(Eds), 2003, Information and Communication Technologies in Tourism, Springer-Verlag Vienna ISBN 3-211-83910-0
- [10] Frew A., (Editor) 2004, Information and Communication Technologies in Tourism 2004, Springer-Verlag Vienna ISBN 3-211-20669-8
- [11] Frew A., (Editor) 2005, Information and Communication Technologies in Tourism: Proceedings of the International Conference in Innsbruck, Austria, Springer-Verlag Vienna ISBN 3-211-24148-5
- [12] Gary Inkpen 1998, Information Technology for Travel and Tourism, Longman, ISBN 0-582-31002-4
- [13] Mills, M. and Rob Law (Editors), 2005, Handbook of Consumer Behaviour, Tourism and the Internet Haworth Press Inc., U.S. ISBN 0-7890-2599-X.
- [14] Hall, C.M. (2007). *Tourism in Australia* (5th ed.). Pearson Education Australia: Frenchs Forest, Australia.
- [15] Hohl, A., & Tisdell, C. (1995). Peripheral tourism: development and management. *Annals of Tourism Research*, 22(3), 517-534.
- [16] Gupta, A. (1995). A stakeholder analysis approach for interorganizational systems. *Industrial Management & Data Systems*, 95(6), 3 - 7.