



Impact of Tourism on the Economy of Odisha: A Geographical Analysis

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ABSTRACT:

Tourism as a modern term is applicable to both domestic and foreign tourists. It is the temporary movement of people to destinations outside their normal place of work and residence. Mostly the economy is basing on odisha in primary sector of activities, but this tourism is provides much of tertiary economic opportunities of this state. This article is gave an ideas about tourist flow and rate of income throughout Odisha tourism sector respectively.

Key Words: *Tourism, Economy, Flow*

Introduction:

Odisha is the land of Lord Shree Jagannath. So it is the major attractional tourism spot in Eastern India. Mostly the economy is basing on odisha in primary sector of activities, but this tourism is provides much of tertiary economic opportunities of this state. Generally the ideal districts of Odisha which are providing the income from tourist sector are like, Puri, Khurda, Cuttack, Balasore, Kendrapara, Jagatsinghpur, Jajpur, Sambalpur, Bolangir, Ganjam, Gajapati, Koraput, Mayurbhanj. The greate festival of Odisha is Rath Yatra of Puri, where huge number of tourists are arrive each year.

Generally the GDP contribution in India through tourism industry is 5.9% in 2022, it's expected to grow 7.6% by 2034. In 2021 tourism industry of India is provided 32.1 million jobs, it's expected to account for about 53 million jobs within 2029. The annual growth rate expected from tourism industry in India is 7.1%.

Tourist flow in Odisha:

The rate of tourist arrival in Odisha is showing in table-1 systematically. Because the date provide an idea that, in 2014 the domestic tourist flow is 1,07,90,622 and this rate is increased in 2015 to 2019. The rate of domestic tourist arrival in 2019 is 1,53,07,637. But in 2020 the rate of domestic tourist arrival is suddenly falling in very high. Because the Pandemic situation of COVID-19 is decrease the rate of tourist flow from 2020 to 2021. In 2020 the rate of domestic arrival is 46,22,273 and in 2021 is 37,42,221. After the Pandemic situation in 2022 the domestic tourist flow is also develop systematically that is in 2022 the rate of flow is 78,67,909 and in 2023 is 97,25,184 respectively.

Table.1: Tourist Flow in Odisha

Year	Domestic Tourist	Foreign Tourist	Total
2014	10790622	71426	10862048
2015	11786117	66971	11853088
2016	12842899	76361	12919260
2017	14011229	100014	14111243
2018	15208540	110818	15319358
2019	15307637	115128	15422765
2020	4622273	10206	4632479
2021	3742221	2269	3744490

2022	7867909	22121	7890030
2023	9725184	45173	9770357

Source: Statistical Bulletin, Dept. of Tourism, Govt. of Odisha

In the point of view the Table.1 is showing that the arrival of foreign tourist in 2014 is 71426 but lowering of this rate in 2015 is 66971. Then from 2016 to 2019 the rate of foreign tourist arrival is developed systematically. That is in 2019 is 115128, but as same as domestic tourist flow the rate of foreign tourist arrival is decreased due to Pandemic situation in 2020 and 2021. In this Pandemic time these tourists are also facing much of transportation and accommodation problem not only in India but also the entire earth. In 2021 the rate is facing very low as 2269. But from 2023 the rate of tourist flow is develop alarmingly.

Inflow of income through tourist:

In Odisha tourism contribute major economy accounting for 13% of the state's GDP. Generally the rate of income through tourists in Odisha in 2017 is 14782.25/- crore. This rate is also developed from 2017 to 2019 that is in 2019 is 15720.54/- crore. But the Pandemic situation in 2020 the rate of income is decreased that is, 4661.92/- crore. The impact of COVID-19 is continued in 2021 also, so the rate of income is decreased from 2020, that is 3735.31/- crore. But in 2022 and 2023 the rate of income is also develop systematically.

Table.2: Inflow of income through tourist:

Year	Domestic	Foreign	Total
2017	14323.82	458.43	14782.25
2018	15142.00	461.90	15603.90
2019	15240.67	479.87	15720.54
2020	4619.38	42.54	4661.92
2021	3725.85	9.46	3735.31
2022	7833.48	92.20	7925.68
2023	9682.64	188.29	9870.93

Source: OTDC, Odisha

Impact of Tourist Arrival in Odisha:

Here is some of the economic factors which are responsible for develop the tourism sector in Odisha are:

- Maintaining social media is to provide the update of different events, destinations and initiatives.
- Live streaming annual events like Rath Yatra, Konark festival, International sand art festival on social media, promoting Odisha's eco-retreats, heritage, monuments, waterfalls and water sports.
- Creating the social media handle for the Chilika Lake Bird Sanctuary, Bhitarkanika and Shimilipal wild life sanctuary also to attract the bird and wild life lovers to arrive in Odisha.
- Upgradation of airports and transportation infrastructure such as road and railways are facilitates to increase the tourist flow in Odisha.
- Developing quality accommodations like, hotels, resorts and home stays to cater to diverse tourist preferences.

Conclusion:

To develop a tourist hub of Odisha, with improve the transport and communication facilities, development of tourism spots, creation of eco-tourism to have a realistic look at the tourism policy. Now the time for planner, geographer, and also bureaucrats and each & every associated with tourism to come forward to make tourism a leading state's economy systematically.

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