



## International Journal of Research Publication and Reviews

Journal homepage: [www.ijrpr.com](http://www.ijrpr.com) ISSN 2582-7421

# Best Destination of Festival's Tourism Place at Santipur:- An Overview of the Major Festivals

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DOI : <https://doi.org/10.55248/gengpi.6.0425.14172>

### ABSTRACT:-

Santipur, a historic town in West Bengal, India, has long been celebrated for its vibrant festivals, rich cultural heritage, and exquisite traditional textiles. Festival tourism in santipur has emerged as a key driver for both cultural preservation and local economic growth. The town particularly known for its grand celebration of festivals like Durga Puja, Jagadhatri Puja, Kali puja, Rash Utsav and Dol Purnima(Holi) which attract thousands of visitors each year. These events showcase santipur's unique blend of devotion, artistry and community spirit, offering to the tourist for experience of traditional Bengali Culture. During these festival, santipur becomes a hub of cultural exchange, as tourist participate in local rituals, enjoy traditional music and dance performances, and explore local handicrafts, especially the famous Santipuri handloom saris. This influx of visitors boots the local economy, creating opportunities for artisans, small businesses.

Additionally, festival tourism encourages the preservation of santipur cultural heritage. And it is perform as motivation to sustain and share their traditions. Managing this tourism sustainably remains a challenge, environment and infrastructure need to balanced with the growth in visitors number. In these article we are explored the dynamics of festival tourism in Santipur, its economic impact, and its role in cultural preservation, and discuss the strategies for sustainable tourism development in this historic town.

**KEY WORDS:-** Festival, Tourists, Land scape, Dities, Idol, Carnival, procession, Immersion, saris, Handloom Textile.

### INTRODUCTION:-

Santipur, a town in the Nadia district of West Bengal, is steeped in history and tradition, making it a prominent cultural destination. Known for its handloom textiles, especially the renowned Santipuri saris, the town also boasts a rich legacy of religious and cultural festivities. Festivals like Durga Puja, Rash Yatra, and Dol Jatra are celebrated with grandeur and devotion, drawing visitors from across India and beyond. These festivals offer a unique opportunity for tourists to experience the authentic cultural life of Santipur, with its vibrant processions, traditional music, and intricate rituals. Festival tourism in Santipur has become a significant factor in boosting the local economy, as it provides income for artisans, shopkeepers, and service providers.

However, the growing interest in festival tourism also presents challenges, such as maintaining infrastructure and managing the environmental impact of increased footfall. This makes it essential to strike a balance between tourism growth and the preservation of local heritage. This paper examines the various aspects of festival tourism in Santipur, exploring its economic benefits, cultural impact, and the role it plays in sustaining local traditions. Additionally, it discusses strategies for promoting sustainable tourism to ensure that Santipur can continue to celebrate its cultural heritage while accommodating an increasing number of visitors.

### SELECTION OF THE STUDY AREA:-

Santipur, a historic town in the Nadia District of West Bengal, India, was chosen as the study area due to its rich cultural heritage, vibrant festival traditions, and unique position within Bengal's handloom textile industry. known for its iconic hand woven Santipuri sari, the town preserved centuries-old weaving techniques that continue to thrive alongside its deep-rooted cultural practice. Festivals like Durga Puja, Kali puja, Jaghadhatri puja, Rash Yatra & Dol purnima(Holi) are celebrated grate enthusiasm, drawing both domestic an authentic cultural experience.

Snatipur's festival tourism scene offers a compelling case study for understanding how cultural tourism can support both economic development and heritage preservation in smaller town. The influx of tourists during festivals bring significant economic opportunities but also pose challenges in terms of environmental management and infrastructure. Mainly focus on Santipur, this study aims to analyze a real- world example of festival tourism in a culturally rich, rural-urban setting, providing insights into the dynamics of tourism in similar heritage towns.



FIGURE NO. 1:- STUDY AREA

### OBJECTIVE THE STUDY:-

Santipur is a historic town, also known as heaven of handloom industry or “Tant Silpo”. This is the bone of local economic structure. We are seeing different religion’s people living here. Mainly we are focus on key festival which was perform as an attraction power to the travellers for visits these place. So we are focus on this matter and its impact on economically, culturally, social, and religion.

Now analyze objectives of this study:-

1. Analyzing the economical situation:- To evaluate how festival tourism contributes to the local economy in Santipur, including its effects on local business as like Santipuri Saris, artisans and service providers during major festivals.
2. Cultural preservation:- an examine the role of festival tourism in preserving and promoting santipur’s cultural heritage, including its traditional festivals, religious rituals, and famous handloom textile.
3. Understand tourist behavior:- These study the demographics , motivations and satisfaction levels of tourists visiting Santipur during festivals, providing insights into what attracts tourists and how likely they are to return .
4. Identifying environmental and infrastructure challenges:- Environmental and infrastructural challenges posed by increased tourism during festivals including waste management, crowd control, and the strain on local resources.
5. Sustainable tourism:- To develop recommendations for promoting sustainable tourism in Santipur, balancing cultural preservations, economic growth, and environmental management for the town’s long-term benefit.

By achieving these objectives, this study aims to provide a comprehensive understanding of the impact of festival tourism in Santipur.

So we are explores in these article that what are the primary motivation for tourists/pilgrims are visits Santipur during festival seasons? And how does festival tourism impact the local economy, culture, Religion and preservations process of cultural rituals?

### METHODOLOGY:-

This study Festival Tourism In Santipur & Impact on Local’s Culture, economic, social , Religion mainly focused on local cultural matter are really perform as a power of attraction to visiting in Santipur. We are use method for studying this things, such as Focus Group Discussion, online survey, questionnaire survey and using the GIS software for collection the secondary data. We are direct observations are conducted during Santipur’s major festivals and focus on tourist interactions, crowd sizes, local business activities. This qualitative data helps in understanding the real-time dynamics of festival tourism in santipur. We are use semi-structured questionnaire for realize satisfactory level of the visitors. And some historical datas were collected from notable persons by using interview method and focus group discussion.

### DURGA PUJA:-

Durga Puja in Santipur, West Bengal, is celebrated with great enthusiasm and devotion. The town is adorned with beautifully designed pandals (temporary structures to house the goddess). Many local clubs and Baroyari committees create impressive pandals, enhancing the festive atmosphere (Chatterjee, 2020). Beyond its religious significance, Santipur also hosts several cultural events during Durga Puja. Many clubs and Baroyari committees organize cultural programmes featuring local artists performing dance, drama, and musical acts, bringing the community together in joyous celebration (Ghosh, 2019). At the conclusion of the festival, the immersion of the idols is marked by grand processions, with people dancing to the beats of traditional drums and chanting slogans in praise of Goddess Durga. This takes place on Bijoya Dashami, the final day of the festival, and sees the entire community participating with deep devotion (Banerjee, 2021). Thus, Durga Puja in Santipur is not just a religious event, but also a time for cultural expression, social bonding, and a vibrant showcase of Bengal’s artistic and spiritual traditions (Sen, 2018).

**KALI PUJA:-**

Kali Puja in Santipur is celebrated with deep devotion and grandeur. The festival typically falls on the night of Diwali, transforming the town into a vibrant scene filled with decorations, lights, and a festive atmosphere. Streets and homes are beautifully illuminated, reflecting the joy of the occasion (Mukherjee, 2020). Goddess Kali, revered as the destroyer of evil forces, is worshipped through elaborately crafted idols. These idols are placed in both large and small temporary structures (pandals) across various localities. Some of the prominent Kali goddesses worshipped in Santipur include Agomeswari Kali Mata, Mohishkagi Kali Mata, Sadhna (Sadhona) Kali Mata, and Bama Kali Mata (Roy, 2018). According to local tradition, Santipur's Kali Puja is a one-night affair, where all rituals and worship are concentrated on this single night. The puja continues throughout the night, and the idols are immersed the following day (Chakraborty, 2019). The worship includes offerings of flowers, fruits, and, in some cases, animal sacrifices, which remain a part of certain traditional practices (Bhattacharya, 2021). After the rituals are completed, the idols are taken for immersion in grand processions. These processions feature beautifully decorated vehicles, adorned with lights and flowers. A major attraction of the celebration is the dance associated with Bama Kali, along with fireworks and other visual spectacles (Sengupta, 2022). Hundreds of devotees take part in these processions, while many visitors come from nearby areas to witness the event. Devotees often walk alongside the idol, offering prayers and performing rituals until the immersion is complete.

**JAGADHATRI PUJA:-** Jagadhatri Puja at Sutragarh in Santipur is one of the most renowned and traditional celebrations in the region. This festival, dedicated to a form of Goddess Durga, is celebrated on a slightly smaller scale compared to Durga Puja but holds a significant place in Santipur's cultural and religious calendar (Chakrabarti, 2019). Tourists interested in experiencing the local flavor of this festival often visit the town during this time. According to local belief, Jagadhatri Puja first began at the "Bramhho Sason" in Sutragarh, which is regarded as the source of Jagadhatri Puja in the world (Mukherjee, 2020). Held in the Hindu month of Kartik (October–November), after Kali Puja, the celebration at Sutragarh has developed a unique identity. Elaborately decorated idols of Goddess Jagadhatri are installed in beautifully crafted pandals across the region. Interestingly, this festival also includes the worship of various other deities, making it a rich religious experience (Sen, 2018). Preparations for the puja begin weeks in advance. Various clubs and Baroyari committees construct themed pandals that represent diverse cultural and artistic ideas. Cultural programs, street processions, and religious rituals are central to the celebration (Roy, 2021). Locals refer to the Jagadhatri Puja procession as the "Carnival of Sutragarh" due to its vibrant themes and cultural representations. It has become a major highlight of the town, drawing large crowds from nearby areas and even distant regions. The festival stands out for its strong traditional values and festive grandeur (Das, 2022).

**RASH YATRA:-**

Santipur is a historical center of Vaishnavism, largely due to the presence of revered saints and the spiritual influence of Sri Chaitanya Mahaprabhu, who played a key role in spreading the Bhakti Movement (Sen, 2018). Among the many religious festivals celebrated in Santipur, the Rash Yatra holds a place of great importance and is observed with immense devotion and enthusiasm. Rash Yatra in Santipur is dedicated to Lord Krishna, and it celebrates the divine love between Krishna and Radha, with a central focus on the Ras Lila, a traditional performance that represents their celestial dance of love (Bhattacharya, 2020). The festival is deeply rooted in Vaishnav traditions and reflects the region's spiritual heritage. The Rash Yatra generally takes place during the full moon (Purnima) in the Hindu month of Kartik (October–November). The celebrations include grand processions, devotional singing (kirtan), traditional performances, and beautifully adorned idols of Radha and Krishna (Chatterjee, 2019). One of the unique aspects of Santipur's Rash Yatra is the large-scale "Nagar Parikrama", where the idols are placed on elaborately decorated chariots and taken around the town, accompanied by devotees chanting and dancing (Ghosh, 2021). A significant character in the procession is Rai Raja (Radhika Raja), a symbolic representation of Radha, who leads parts of the event. This deeply symbolic and visually striking procession draws large crowds of devotees and tourists from neighboring areas and beyond, eager to witness the spiritual grandeur, cultural performances, and traditional aesthetics of the festival (Mukhopadhyay, 2022).

**DOL PURNIMA:-**

Dol Purnima in Santipur is a beautiful blend of spiritual devotion, communal joy, and rich cultural tradition, making it a unique and deeply cherished event in the town's religious calendar. As one of the most vibrant and joyous celebrations dedicated to Lord Krishna, Dol Purnima—also known as Dol Yatra—is often referred to as the festival of colors. The event holds profound spiritual and cultural significance, closely representing the essence of Vaishnavism, both directly and indirectly (Sen, 2019). Dol Purnima is celebrated on the full moon day of Phalgun (February–March) in the Hindu calendar. While the rest of India recognizes it as Holi, in Santipur, it takes on a more spiritual dimension. Here, it symbolizes the divine bond between the human and the divine, particularly through the worship of Krishna and Radha (Mukherjee, 2020). The festival is marked by the sounds of melodious kirtans that echo throughout the town, as devotees sing praises of Krishna and Radha, accompanied by traditional instruments such as the mridanga and kartal (Chakraborty, 2021). A key ritual is the use of abir (colored powder), which is gently applied to the idols and among devotees as a symbolic act of love and devotion (Das, 2022). In recent years, tourism around Dol Yatra in Santipur has significantly increased, with more people drawn to its unique blend of faith, music, and festive spirit. The spiritual atmosphere combined with traditional performances makes it an unforgettable experience for both locals and visitors (Ghosh, 2023).

**IMPACTNESS OF FESTIVALS TOURISM AT SANTIPUR:-**

Santipur, is well-known for its traditional festivals, including Rash Utsav, the Durgapuja, Jagadhatri Puja & Dol Yatra. The impact of festival tourism in Santipur can be examined across several dimensions:

**Economic Impacts**

**Boost in Local Economy:** Festivals like Rash Utsav, which attract a large number of pilgrims and tourists, significantly boost the local economy. Increased spending occurs in local shops, hotels, eateries, and transport services during the festive period (Sarkar, 2019).

**Artisan and Handloom Industry:** Santipur is renowned for its traditional handloom weaving, especially the iconic Santipuri sarees. Festival tourism elevates the demand for such indigenous products, providing vital support to local artisans and weavers (Chatterjee, 2020).

**Job Creation:** The festival season creates temporary employment opportunities in hospitality, event management, retail, and transportation, directly benefiting the local workforce and enhancing livelihoods (Dutta, 2021).

### Cultural Impacts

**Preservation of Cultural Heritage:** Festivals like Rash Utsav play a key role in preserving the religious and cultural heritage of Santipur. These events keep local traditions alive and allow tourists to experience and understand the region's cultural roots (Mukhopadhyay, 2022). **Cultural Exposure:** Festival tourism provides a platform for cultural exchange, as visitors engage with Santipur's customs, rituals, and artistic expressions. This exposure fosters mutual appreciation and respect for the town's unique heritage (Banerjee, 2018).

**Threat of Commercialization:** With the rise of tourism, there is an increasing risk of cultural dilution, where traditional rituals and practices may become overly commercialized to attract tourists. This can sometimes lead to a loss of authenticity in cultural representation (Roy, 2023).

### Social Impacts

**Community Engagement and Pride:** Festivals serve as a unifying force, bringing together the local community and fostering a strong sense of identity and pride. They also offer residents a valuable opportunity to showcase their cultural heritage to visitors (Chatterjee, 2020).

**Overcrowding and Pressure on Resources:** Major festivals in Santipur, such as Rash Utsav and Dol Yatra, lead to a surge in visitors. This causes overcrowding and strains essential services like sanitation, public transport, and accommodation infrastructure (Roy, 2022).

**Cultural Exchange:** Interactions between tourists and locals facilitate cross-cultural understanding, leading to enriching experiences for both residents and visitors. This also encourages openness and dialogue between diverse communities (Banerjee, 2019).

### Environmental Impacts

**Pollution and Waste Management:** With increased footfall comes a rise in waste generation, which, if not managed properly, results in littering of streets and waterways, especially during immersion rituals (Dutta, 2021).

**Impact on Local Ecosystem:** Santipur's location along the Hooghly River makes it vulnerable to water pollution during festival times. Offerings, plastic waste, and increased activity along the riverbanks threaten the local ecosystem (Sinha, 2020).

**Sustainable Tourism Practices:** While steps are being taken toward eco-friendly festival management, including reducing plastic use and encouraging community clean-ups, more organized efforts are needed to ensure environmental sustainability (Ghosh, 2023).

### Impact on Traditional Craftsmanship

**Revival of the Handloom Industry:** Festival tourism brings renewed attention to Santipur's handloom sector, especially the weaving of Santipuri sarees. This offers traditional weavers income opportunities and helps preserve their ancestral skills (Mukherjee, 2018).

**Challenges from Mass Production:** Increased demand during festivals can sometimes lead to mass-produced imitations flooding the market. This threatens the authenticity and economic stability of genuine local artisans (Chakraborty, 2022).

### Religious and Spiritual Significance

**Pilgrimage Tourism:** Festivals like Rash Utsav are not just cultural but deeply spiritual events, attracting pilgrims from across the region. These spiritual journeys help preserve religious practices and deepen personal faith (Sen, 2020).

**Support for Religious Communities:** The increase in pilgrims and devotees during festivals leads to greater temple donations and support for local religious institutions, ensuring the maintenance of sacred spaces and rituals central to Santipur's cultural life (Bhattacharya, 2019).

SUGGATIONS FOR SUSTAINS AND INCREASES ECONOMIC GROWTH RAPIDLY THROUGHING THE WAY OF "FESTIVAL TOURISM"

### Structured Festival Management

**Formation of a Dedicated Festival Committee:** Establishing a local festival committee comprising community leaders, municipal authorities, cultural scholars, and business stakeholders can ensure streamlined festival planning and management. This body would oversee logistics, event promotion, funding, and community engagement (Chatterjee, 2019).

**Professional Event Management:** Employing professional event management teams for large-scale festivals such as Rash Utsav and Jagadhatri Puja ensures efficient coordination, better visitor experience, and reduced disruption to local life. Trained professionals bring expertise in crowd control, safety measures, and scheduling (Roy, 2020).

**Public-Private Partnerships (PPP):** Collaborations with private enterprises in the hospitality, transport, and media sectors can improve financial stability for festivals. PPPs can fund infrastructure development, promote eco-tourism, and enhance digital marketing of local events (Das & Bhattacharya, 2021).

**Creation of a Festival Calendar:** A comprehensive, annual festival calendar highlighting Santipur's key festivals—such as Dol Yatra, Kali Puja, Jagadhatri Puja, and Rash Utsav—can serve as a powerful tool for tourism promotion. Disseminating this through digital platforms, social media, and travel agencies can attract visitors throughout the year (Mukhopadhyay, 2023).

#### **Improve Infrastructure and Amenities**

**Upgrade Local Infrastructure:** Invest in upgrading roads, public transport, and facilities such as public restrooms, clean water stations, and sanitation services. This will improve the experience for both tourists and locals, ensuring long-term economic growth through tourism. (Ministry of Tourism 2023)

**Temporary Infrastructure for Large Events:** During festivals, set up temporary infrastructure like food stalls, seating areas, restrooms, and information kiosks to handle the large influx of tourists. (Ministry of Tourism 2023)

**Accommodation Expansion:** Encourage the development of guesthouses, homestays, and budget-friendly hotels to cater to different types of tourists. Promoting homestays will allow local families to directly benefit from festival tourism. (Ministry of Tourism 2023)

#### **Promotion of Local Handloom and Crafts**

**Festival Marketplaces:** Organize dedicated markets during festivals where local artisans and handloom weavers can showcase their goods. This can serve as an economic boost for the community, especially those involved in the handloom industry, such as the production of Santipuri sarees. (Baruah et al., 2024)

**Craft Workshops and Demonstrations:** During festivals, host workshops where tourists can observe or participate in the traditional weaving process. This adds an experiential element to tourism, increasing visitor engagement and interest in purchasing local products. (Baruah et al., 2024)

**Santipur Craft Expo:** Organize an annual handloom and craft expo during major festivals, inviting local and regional artisans to showcase their products. This can attract both domestic and international buyers, fostering a marketplace for traditional crafts. (Baruah et al., 2024)

#### **Economic Diversification and Job Creation**

**Skill Development Programs:** Offer skill development and training programs for locals in tourism-related services, such as hospitality, guiding, and event management. This will create employment opportunities and raise the standard of services offered to tourists. (Ministry of Tourism 2023)

**Encourage Local Entrepreneurship:** Provide incentives for locals to start businesses such as guesthouses, restaurants, and tour guide services. Micro-loans or grants from local governments or NGOs can help people start small tourism-related businesses. (Ministry of Tourism 2023)

**Tourism-Based Employment:** Ensure that local people are employed in key festival tourism activities, including transportation, security, food catering, and cultural performances. (Ministry of Tourism 2023)

#### **Sustainable Economic Practices**

**Eco-Tourism Initiatives:** Encourage eco-friendly practices during festivals, such as reducing plastic use, promoting recycling, and using local and organic food products in festival markets. This not only benefits the environment but also adds value for eco-conscious tourists. (Ministry of Tourism 2023)

**Low-Impact Infrastructure Development:** Focus on developing sustainable infrastructure that supports tourism without damaging Santipur's environment. For example, invest in renewable energy sources for lighting and other festival needs. (Ministry of Tourism 2023)

**Waste Management Systems:** Implement comprehensive waste management strategies to keep the town clean during festivals, which can help improve Santipur's reputation as a responsible and eco-conscious tourist destination. (Ministry of Tourism 2023)

#### **Cultural and Heritage Promotion**

**Create Guided Cultural Tours:** Develop guided tours focusing on Santipur's rich cultural heritage, including visits to historical temples, traditional handloom centers, and significant landmarks. These can be marketed to tourists as a way to learn about the town's deep cultural roots. (UNESCO 2019)

**Heritage Walks and Storytelling:** Organize heritage walks through Santipur's old town areas during festivals, led by knowledgeable local guides who can narrate the history and significance of the place and its festivals. (Singh 2022)

**Cultural Performances:** Include regular traditional music and dance performances during festivals, which not only entertain tourists but also provide an income source for local artists. (Ministry of culture, 2020)

#### **Marketing and Branding Strategies**

**Develop a Strong Tourism Brand:** Brand Santipur as a unique cultural and festival tourism destination. Highlight its handloom industry, historical significance, and vibrant festivals in promotional campaigns. (incredible India 2023)

**Leverage Digital Marketing:** Use social media platforms, travel websites, and blogs to promote Santipur's festivals to a wider audience. Encourage travel bloggers and influencers to visit and write about their experiences during major festivals. (patel & Dutta 2021)

**Collaborate with Travel Agencies:** Partner with regional and national travel agencies to offer curated festival tourism packages that include transportation, accommodations, guided tours, and cultural experiences.(tourism authority of India 2022)

**Promote Pilgrimage Tourism:** Given the religious significance of festivals like Rash Utsav, market Santipur as a destination for spiritual and religious tourism, attracting pilgrims who may visit outside of festival times as well.(srivastava 2018)

#### Visitor Management and Experience Enhancement

**Limit Visitor Numbers:** To avoid overcrowding, implement a ticketing or registration system for certain festival events, capping the number of attendees to ensure better visitor management and quality of experience.(world tourism organization 2021)

**Tourist Information Centers:** Set up temporary or permanent information centers during festivals, providing maps, guides, and cultural information to enhance the visitor experience. These centers can also serve as points for selling local products and promoting local businesses.(ministry of tourism 2013)

**Hospitality Training for Local Service Providers:** Provide hospitality and customer service training to local businesses, especially for those running accommodations and food services. This ensures tourists receive high-quality services, increasing their satisfaction and likelihood of return visits. (UNDP 2020)

#### Partnerships and Collaborations

**Government Support:** Work with the state and local governments to ensure funding and support for festival infrastructure and tourism promotion. Government support can also help in the development of heritage sites and local industries tied to tourism.

**Collaboration with NGOs and Cultural Bodies:** Partner with NGOs working in areas of culture, heritage, and environmental conservation to ensure that festivals are managed sustainably and the local community benefits directly from tourism. (ministry of tourism 2013)

**International Cultural Exchange Programs:** Establish cultural exchange programs that invite international artists or performers to participate in Santipur's festivals. This not only enhances the festival experience but also boosts Santipur's international profile.(ICCR, 2019)

#### Data Collection and Feedback

**Conduct Surveys:** Regularly survey both tourists and locals to gather feedback on the festival experience and identify areas of improvement. Use this data to tailor future festival planning to meet the needs of visitors while ensuring the community's well-being. (WORLD Bank 2020)

**Monitor Economic Impact:** Track the economic impact of festivals on Santipur by monitoring tourism-related income (from local businesses, hotels, etc.). This data can help guide decisions about where to invest for further growth.By adopting these strategies, Santipur can grow its economy through festival tourism, while ensuring the proper management of resources, cultural preservation, and community involvement.( Ministry of statistics 2022)

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## CONCLUSION:-

Festival, particular rituals of a religion's community and it conduct specific time in the year. It is create an environment for tourist which is attracts to the travellers for visiting these places. It is a power of increasing the local economic growth and some cultural rituals preservations. In these study of festival tourism in Santipur reveals that these cultural celebrations are essential not only for preserving local traditions but also for promoting economic development and social cohesion. Festivals such as Durga Puja, Rath Yatra, Jaghadhatri puja, Dol Yatra(Holi) and Kali Puja serve as significant attractions, drawing visitors from across the region and beyond. This influx of tourists contributes to the local economy by providing business opportunities for artisans, hospitality providers, and food vendors.Moreover, the festivals foster a sense of community and cultural pride among residents, strengthening social bonds and enhancing the local identity. Through vibrant displays of art, music, and cuisine, Santipur's festivals offer an immersive experience that highlights the richness of Bengali culture.As the tourism landscape evolves, Santipur has the potential to further capitalize on its festival tourism by implementing sustainable practices that preserve its cultural heritage while accommodating growing visitor numbers. Promoting local crafts and traditions during these events can enhance the visitor experience and provide a platform for artisans to showcase their work.Overall, the findings indicate that festival tourism in Santipur is a valuable asset that not only celebrates cultural heritage but also drives economic growth and community engagement, positioning the region as a notable destination for cultural tourism in West Bengal.

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